

# LAND AT ELLESMERE ROAD, SHREWSBURY

## Design and Access Statement

February 2023



# Contents

**1**  
**Introduction** **4**

Vision  
Background  
Location  
The Site  
Purpose of the Design & Access Statement  
Good and Well Designed Places  
Building for a Healthy Life  
National Design Guide  
Design Response

**2**  
**Planning** **10**

Local Plan  
Shropshire Site Allocations  
Shropshire Local Plan 2016 to 2038  
Shrewsbury Big Town Plan  
Public Engagement

**3**  
**Evaluation** **14**

The Site  
Local Facilities  
Relief Road: Scheme  
Relief Road: Opportunities  
Highways and Accessibility  
Topography  
Ecology  
Arboriculture  
Landscape & Visual  
Heritage  
Constraints & Opportunities

**4**  
**Vision** **34**

A Well-designed Place  
Climate  
Community  
Character

**5**  
**The Proposals** **42**

Design Objectives  
Quantum of Development  
Illustrative Masterplan  
Permeability & Legibility  
Main Street  
Secondary Streets  
Green Lanes  
Access  
Footpaths and Cycleways  
Calming Traffic  
Density  
Housing Mix  
Green Infrastructure  
Appearance of Development  
Sustainable Development

**6**  
**Conclusion** **79**

**A**  
**Appendix A:** **82**  
**Building for a Healthy Life**  
BHL

*The creation of high quality buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities...*

(National Planning Policy Framework, para 126)



## Introduction

# Vision

*Development of land west of Ellesmere Road will provide a high quality, sustainable neighbourhood in an exceptional location close to Shrewsbury Town centre. Residents will be well connected to nearby key public transport hubs. The development will reflect ambitions for the town in the light of the planned new north west relief road and renewed focus on growth in Shrewsbury. It will draw upon the distinctive character of Shrewsbury whilst reflecting the way people want to live today.*

The development will provide up to 450 dwellings whilst harnessing the site's environmental assets.

The design would be inspired by the best of the character and detail found within Shrewsbury and the surrounding area to create a high quality residential development with associated sustainable infrastructure and public open spaces.





# Introduction

## Background

This Design & Access Statement (DAS) has been prepared to accompany an outline application for residential development at land located west of Ellesmere Road, Shrewsbury.

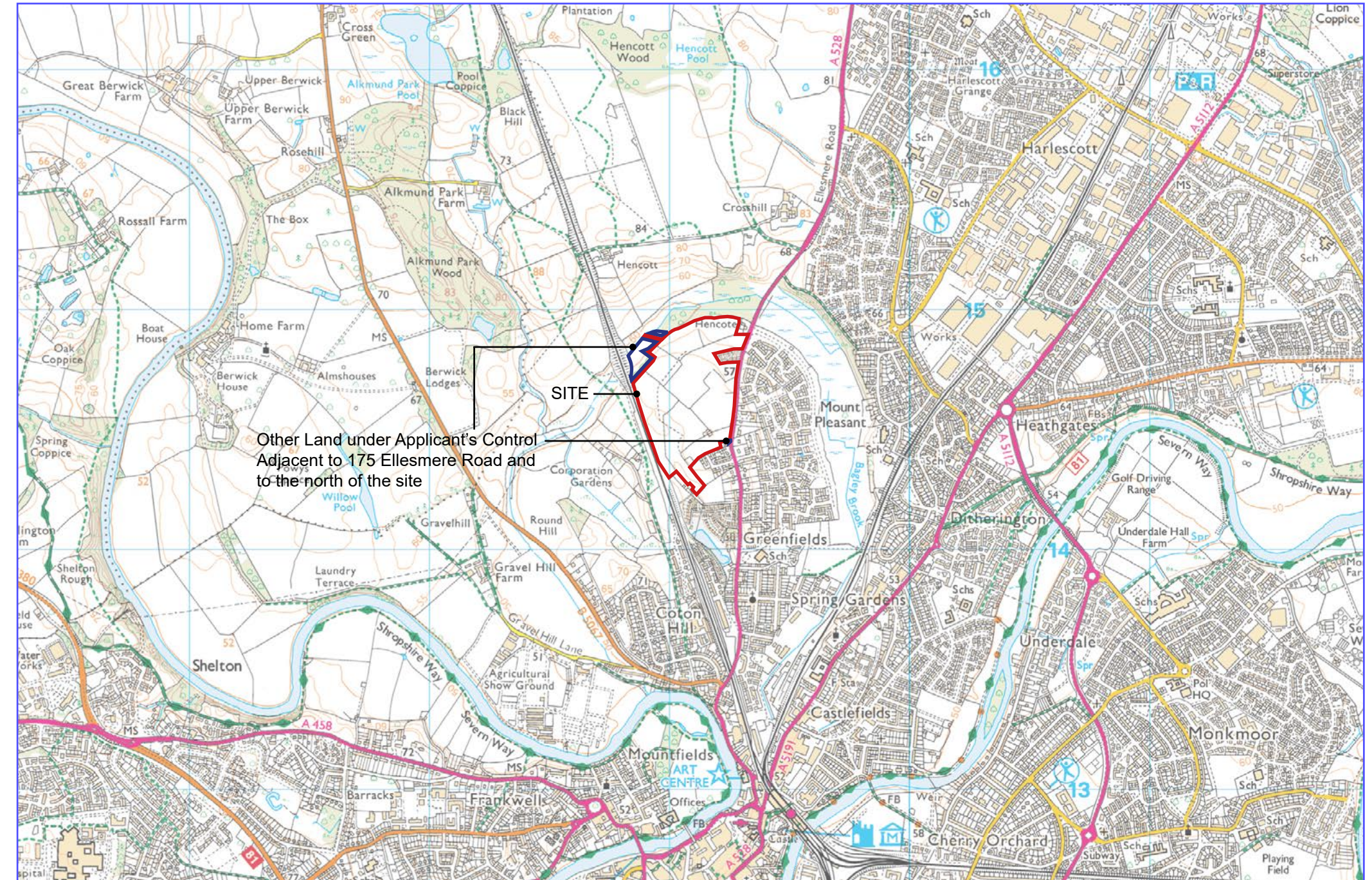
## Location

The market town of Shrewsbury is located in the county of Shropshire. It is situated close to the Shropshire Hills AONB and approximately 9 miles east of the Welsh border. It has a population of approximately 72,000 and is served by a range of facilities including a library, museum, leisure centre and health facilities. The site extends to approximately 2 hectares in area. It is located approximately two kilometres north of Shrewsbury town centre. Ellesmere Road runs from the north directly past the site towards the town centre.

## The Site

Ellesmere Road runs along the eastern site boundary, marked by a mature roadside hedgerow and trees, with residential development beyond to the east. To the south and east of the site are existing housing areas of Shrewsbury that wrap around the site and contain it, along with the Shrewsbury to Chester railway line defining the western boundary. To the south are properties off Cedar Drive, and at the recent housing development off Juniper Road.

The north of the site is enclosed by a wide swathe of existing vegetation within an old river bed. Beyond which Hencote hotel and vineyard is located further to the north on a hill overlooking the site. Hencote Dairy located off Ellesmere Road is situated adjacent to the north eastern corner of the site. Further south along Ellesmere Road is Winney Hill View, a recent Cul-de-Sac development of ten dwellings, which extends westwards from the road. The location of the site and its context is shown opposite.



Site Location Plan



# Introduction

*The DAS follows best practice design principles that are aimed at following good design*

## Purpose of a Design & Access Statement

The purpose of a Design & Access Statement is to explain the design process that has led to the application proposals. The Government’s Planning Practice Guidance was adopted March 2014 and is regularly updated. It states that:

*“Design & Access Statements (DAS) set out the narrative for the design approach and design rationale for the scheme. They demonstrate how the local character of an area has been taken into account and how design principles will be applied to achieve high quality design. They set out concisely how the proposal is a suitable response to the site and its setting, taking account of baseline information”*

(Paragraph: 012 Reference ID: 26-012-20191001, Revision date: 01 10 2019)

The DAS follows best practice urban design principles that are aimed at delivering good design. The following are the principal documents that have been embraced:

- National Planning Policy Framework (NPPF), (July 2019), Ministry of Housing Communities and Local Government.
- Planning Practice Guidance (PPG), (2014), Ministry of Housing, Communities and Local Government.
- National Design Guide, (Sept 2019), Ministry of Housing, Communities and Local Government, 2014,
- Manual for Streets (MfS) (2007), Manual for Streets 2 (2010) Communities and Local Government
- Building for a Healthy Life, (BHL)(2020).

## Good & Well Designed Places

The underlying purpose for design quality and the quality of new development is to create well-designed places that benefit people and communities. The National Planning Policy Framework (NPPF) states:

*“Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities”* (Paragraph 126).

## Building for a Healthy Life

The scheme has been developed with consideration of the ‘Building for a Healthy Life’ approach, with the latest edition written in partnership with Homes England, NHS England and NHS Improvement. These considerations *“are presented to help those involved in new developments to think about the qualities of successful places and how these can be best applied to the individual characteristics of a site and its wider context.”* Building for a Healthy Life is a useful tool for leading design discussions and using as part of a design process. This Design and Access Statement outlines how the BHL considerations have helped inform the design process.

*“Building for a Healthy Life is a Design Code to help people improve the design of new and growing neighbourhoods”* BHL 2020

## National Design Guide

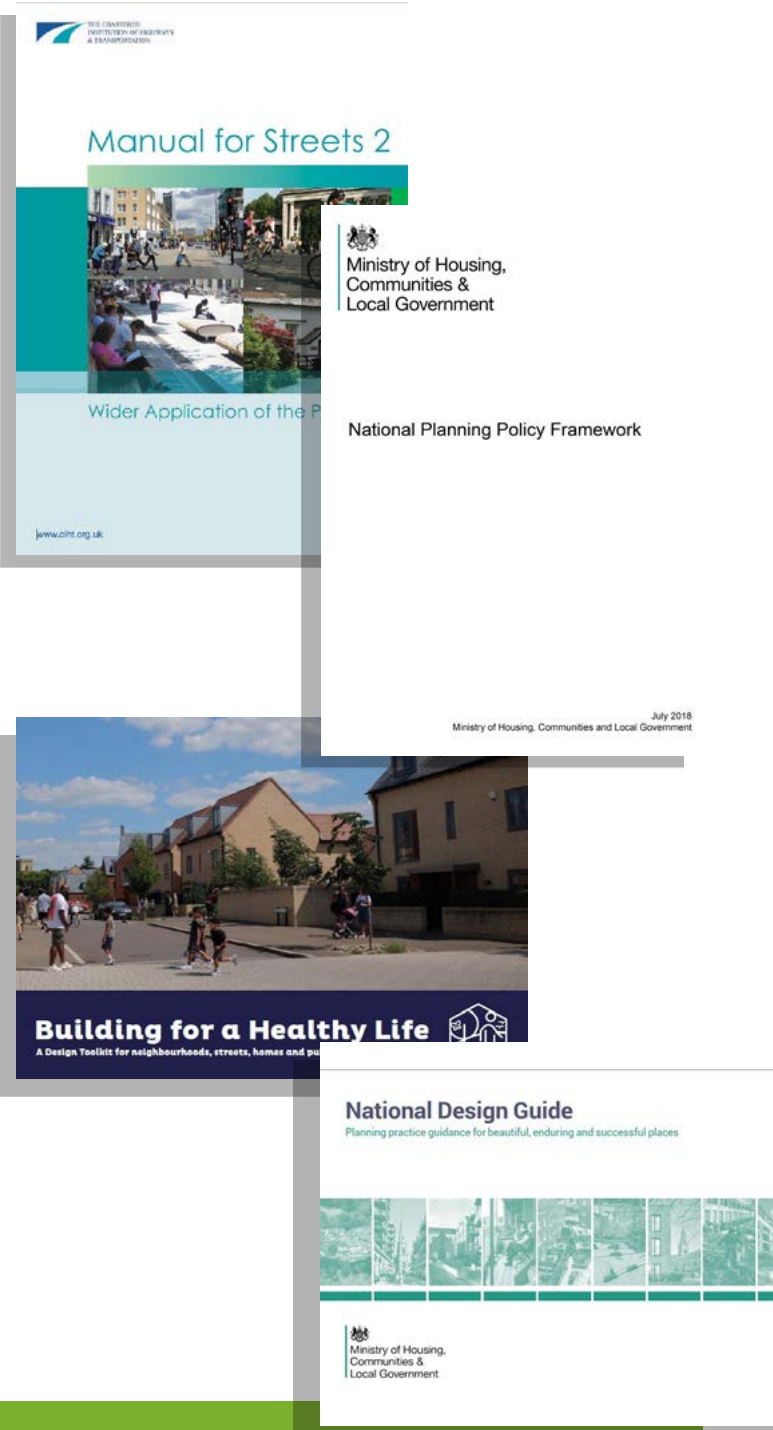
The National Design Guide sets out the characteristics of well-designed places and demonstrates what good design means in practice. It notes that:

*“A well-designed place is unlikely to be achieved by focusing only on the appearance, materials and detailing of buildings. It comes about through making the right choices at all levels, including:*

- *The layout (or masterplan)*
- *The form and scale of buildings*
- *Their appearance*
- *Landscape*
- *Materials; and*
- *Detailing”*

## Design Response

Design responses are provided throughout the DAS to address the characteristics of good design from the National Design Guide. The responses will set out the design rationale for the development and the design principles that are applied to achieve good design. This is delivered through words, photographs diagrams and illustrative plans.





Local Plan

The proposed development considers the policies and requirements set out for development in the District in The Shropshire Core Strategy (February 2011)

Policy CS6: Sustainable Design and Development Principles

Policy CS6 sets out the requirement for new development and states;  
*‘To create sustainable places, development will be designed to a high quality using sustainable design principles, to achieve an inclusive and accessible environment which respects and enhances local distinctiveness and which mitigates and adapts to climate change.’*

Policy CS17: Environmental Networks

*‘Development will identify, protect, enhance, expand and connect Shropshire’s environmental assets, to create a multifunctional network of natural and historic resources. This will be achieved by ensuring that all development:*

- Protects and enhances the diversity, high quality and local character of Shropshire’s natural, built and historic environment, and does not adversely affect the visual, ecological, geological, heritage or recreational values and functions of these assets, their immediate surroundings or their connecting corridors;*
- Contributes to local distinctiveness...*
- Does not have a significant adverse impact on Shropshire’s environmental assets and does not create barriers or sever links between dependant sites; ...’*

Other relevant policies include;

Policy CS11: Type and Affordability of Housing  
Policy CS18: Sustainable Water Management

Shropshire Council Site Allocations and Management of Development Plan

Policies of relevance within the Shropshire Council Site Allocations and Management of Development Plan (December 2015) include;

MD2 : Sustainable Design

Policy MD2 sets out requirements for new development, including;

*‘1. Respond positively to local design aspirations, wherever possible, both in terms of visual appearance and how a place functions...*

*2. Contribute to and respect locally distinctive or valued character and existing amenity value by:*

- Responding appropriately to the form and layout of existing development and the way it functions, including mixture of uses, streetscape, building heights and lines, scale, density, plot sizes and local patterns of movement; and*
- Reflecting locally characteristic architectural design and details...and*
- Protecting, conserving and enhancing the historic context and character of heritage assets, their significance and setting...; and*
- Enhancing, incorporating or recreating natural assets...*

*3. Embrace opportunities for contemporary design solutions, which take reference from and reinforce distinctive local characteristics ....*

*4. Incorporate Sustainable Drainage techniques ...*

*5. Consider design of landscaping and open space holistically as part of the whole development to provide safe, usable and well-connected outdoor spaces which respond to and reinforce the character and context within which it is set ... including.*

- Natural and semi-natural features, such as, trees, hedges, woodlands, ponds, wetlands, and watercourses, as well as existing landscape character, geological and heritage assets and;*
- providing adequate open space of at least 30sqm per person that meets local needs in terms of function and quality ... For developments of 20 dwellings or more, this should comprise an area of functional recreational space for play, recreation, formal or informal uses including semi-natural open space; ...*

*6. Ensure development demonstrates there is sufficient existing infrastructure capacity ... and should wherever possible actively seek opportunities to help alleviate infrastructure constraints ...*

*7. Demonstrate how good standards of sustainable design and construction have been employed ...*

MD12: Natural Environment

The policy states that it encourages *‘development which appropriately conserves, enhances, connects, restores or recreates natural assets...’* and supports *‘proposals which contribute positively to the special characteristics and local distinctiveness of an area’.*

Regulation 22: Submission Draft of the Shropshire Local Plan 2016-2038

Within the draft Shropshire Local Plan (September 2021) the site is allocated for housing as site SHR173, development guidelines for the site include;

- ‘A comprehensive sustainable residential development will be delivered. The development of this site will be in accordance with a Masterplan which will need to reflect the objectives of the Big Town Plan and any related masterplans, be prepared in consultation with the public and adopted by Shropshire Council as a significant material planning consideration.*
- The quality, design, mix and layout of housing should be informed by site constraints site opportunities, including the site’s proximity to the Old River Bed, identified local needs and relevant policies of this Local Plan;*
- A local centre is provided on at least 0.25 ha of the site, to be located appropriately to encourage opportunity for pedestrian and cycle access from existing residential areas on Ellesmere Road;*
- A sustainable movement strategy is delivered, incorporating appropriate access from Ellesmere Road as well as the delivery of a suitable internal road network. All necessary improvements to the Local and Strategic Road Networks will be undertaken...*
- Development will create and enhance pedestrian and cycle links within and through the site, utilizing the site’s proximity to the town centre;*
- Green infrastructure corridors will be expected to*

*form an intrinsic component of this development, contributing to the objectives of the Big Town Plan to improve the town’s green network, and which provides enhancements to the Old Riverbed Local Wildlife Site and environmental networks in and around the site;*

- Either on or off site contributions are made towards the delivery of additional playing pitch provision...*
- Mature trees, hedgerows and priority habitats will be retained, forming part of the green infrastructure network. Where appropriate it will also be enhanced and expanded to create a sustainable juxtaposition between the built and natural form;*
- Site design and layout will reflect and respect the site’s heritage and heritage assets within the wider area;*
- Local amenity will be protected through acoustic design, layout, green infrastructure...*
- Sustainable drainage and flood risk mitigation measures will be incorporated into the site. Any residual surface water flood risk will be managed by excluding development from the affected areas of the site, which will form part of the Green Infrastructure network. Flood and water management measures must not displace water elsewhere. Development will also be excluded from the elements of the site located in Flood Zones 2 and/or 3, which will form part of the Green Infrastructure network.*



# Planning

## Regulation 22: Submission Draft of the Shropshire Local Plan 2016 to 2038

### Other relevant draft policies include;

Draft Policy SP3: Climate Change  
Draft Policy SP4: Sustainable Development  
Draft Policy SP5: High Quality Design  
Draft Policy SP6: Health and Wellbeing  
Draft Policy DP12: The Natural Environment  
Draft Policy DP14: Green Infrastructure  
Draft Policy DP15: Open Space and Recreation  
Draft Policy DP16: Landscaping of New Development  
Draft Policy DP17: Landscape and Visual Amenity  
Draft Policy DP22: Sustainable Drainage Systems

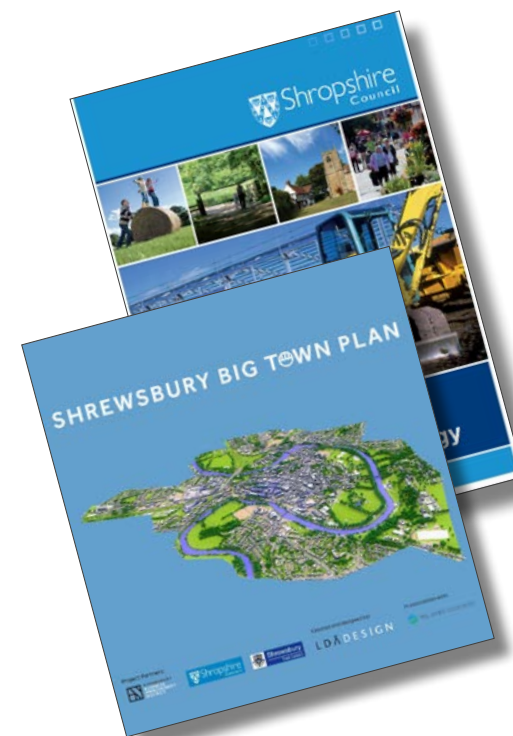
## Shrewsbury Big Town Plan

Shropshire Council, Shrewsbury Town Council and Shrewsbury Business Improvement District together published the Shrewsbury Big Town Plan ("SBTP"), a non-statutory document, in July 2018.

The SBTP presents a joint vision for the evolution of Shrewsbury up to 2036, including broad aspirations and development goals and an outline of major development opportunities, priority projects and initiatives.

The vision laid out in the SBTP includes aspirations to balance peripheral growth by encouraging and promoting growth in and around Shrewsbury town centre, redressing a recent tendency for development to be focused near the boundaries of the town, and

to ensure Shrewsbury remains compact to facilitate the development of efficient physical and business networks.



## Public Engagement

Barwood Development Securities Ltd (Barwood Land) has undertaken a process of community engagement in advance of submitting the planning application including a dedicated website. Full details of this are set out in the Statement of Community Involvement, submitted with the application and a brief summary is included below:

Leaflets were distributed to properties within the vicinity of the site. The aim of the leaflet was to raise awareness of the consultation process, provide initial information about the proposal and invite engagement through the consultation website. The website included details of the proposal, the Illustrative Framework Masterplan and information on technical considerations.

In addition, stakeholders were contacted and informed of the public consultation and newspaper adverts both online and in print were used to raise awareness of the consultation.



Consultation Leaflet and Newspaper Advert for the Public Consultation



# Evaluation

3

## The Site

The site comprises agricultural land situated west of Ellesmere Road, Shrewsbury. To the south and east lie the existing settlement edge with properties off Cedars Drive adjoining the site to the south and properties facing onto Ellesmere Road to the east. To the north east the ‘Hencote’ property and recent development at Winney Hill View, both situated off Ellesmere Road, adjoin the site boundary. Adjacent to the west of the site runs the Shrewsbury-Chester Railway Line beyond which is located further agricultural land and scattered buildings located off Corporation Lane. To the north the site adjoins a wooded which was formerly part of the route of the River Severn and now containing Bagley Brook. Further north land rises steeply with the Hencote Vineyard occupying an elevated position above the site. The site is bounded to the east by a roadside

1) View of trees within site



2) View south of eastern site boundary with Ellesmere Road



3) View looking south across site with the Winney Hill View development visible



4) View south west of the site with properties off Cedars Drive visible



hedgerow along Ellesmere Road, to the south by a combination of vegetation and fence lines and to the west by the railway line.

Hedgerows feature along field boundaries within the site and there are a number of established trees within the hedgerow as well as scattered within the site. A small woodland block is located within the site along its southern boundary.

In the wider context, the site is situated to the north of the town centre adjacent to residential areas to the south and east. To the north and west the landscape is largely agricultural interspersed with woodland blocks.



Site Boundary

Public Rights of Way

Other Land under Applicant's Control

Aerial Photograph



# Evaluation

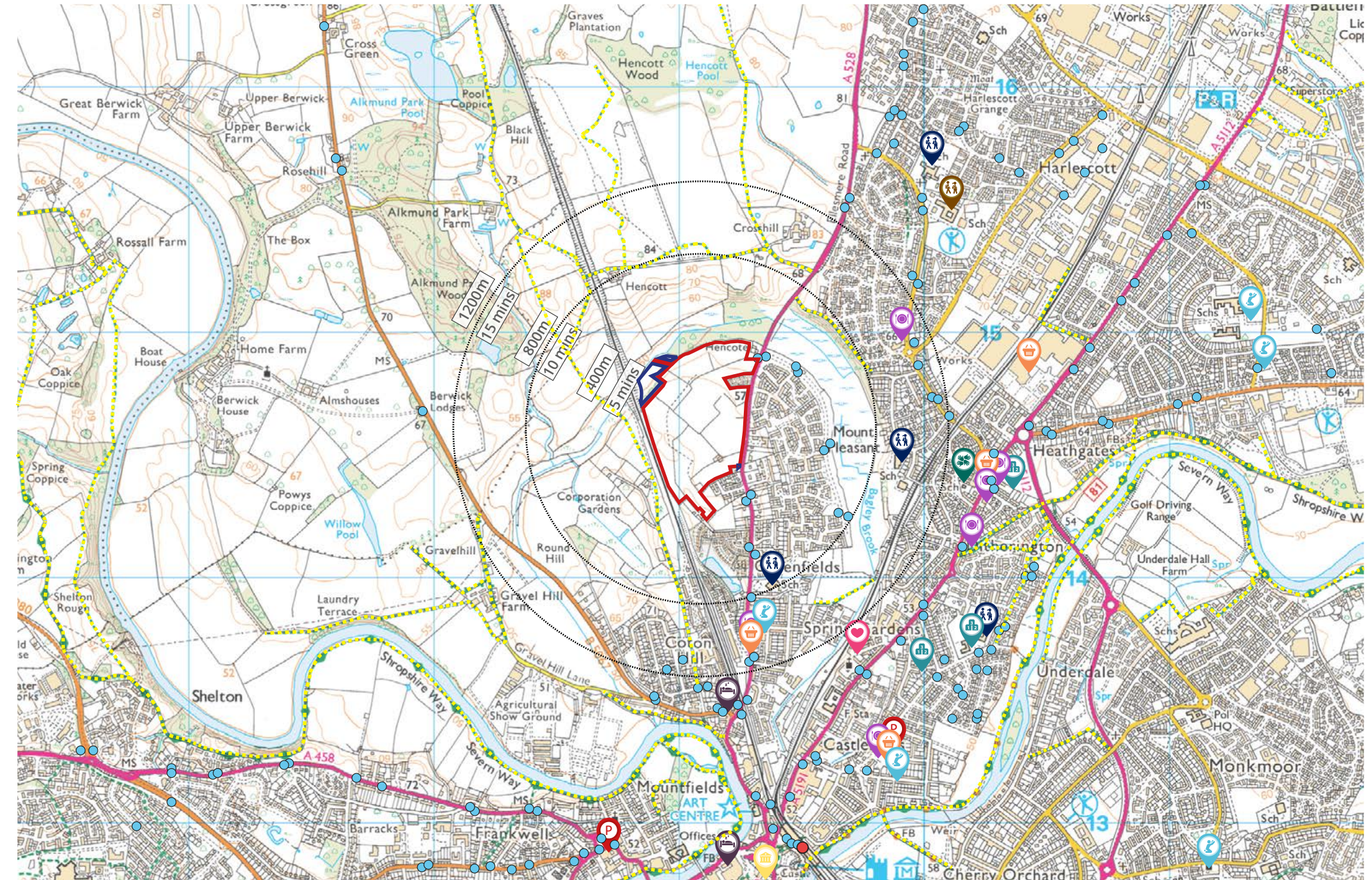
## Local Facilities

The site is approximately 2km from Shrewsbury town centre. The town centre and the area surrounding the site provides a good range of local facilities and amenities.

Greenfields Primary School off Ellesmere Road is approximately 700m from the site. The nearest secondary school is Shrewsbury Academy with the Worcester Road campus located approximately 1.2km north of the site and the Cordon Crescent campus approximately 2km east. On this basis, we conclude that there is available access to both primary and secondary education facilities in the surrounding area.

In terms of accessibility to public transport, the nearest bus stop is located on Ellesmere Road adjacent to the site. This bus stop provides a regular service to Shrewsbury town centre (510) (5 buses per day on Monday to Saturday).

- Site Boundary
- Other Land under Applicant's Control
- Bus Stops
- Shrewsbury Railway Station
- 👤 Primary School
- 👤 Secondary School
- 👤 Nursery
- 💖 Medical Centre
- 🛒 Local Shops and Supermarkets
- P Post Office Branch
- 🍷 Restaurant/Café/Takeaway
- 🌳 Community Centre
- 🕊 Place of Worship
- 🏨 Hotel
- 🍷 Public House
- 📖 Library



Facilities



# Evaluation

## North West Relief Road: Proposal

The North West Relief Road (NWRR) proposal by Shropshire Council has been granted government funding and is now the subject of a live planning application. It is proposed to start being constructed in 2022. It will provide a new road linking the northern and western parts of Shrewsbury. To do so, the road will cross the River Severn and Shrewsbury to Chester railway line.

Once complete the NWRR will be a 7.3m single carriageway, all purpose road with a 60mph speed limit. A shared footway / cycleway and crossing points will be provided to safely connect pedestrians and cycle routes.

The NWRR scheme has been developed with the primary aim to improving the existing highway network within Shrewsbury. Currently, vehicular links between the north and west of Shrewsbury are poor, with the most direct route between them via the medieval streets of Shrewsbury town centre. As a result, Shrewsbury suffers from significant levels of congestion.

## Relief Road: Opportunities

Within the Outline Business Case, it is noted that the NWRR offers the opportunity for significant improvements within Shrewsbury, including:

- Provide a more direct route for trips travelling between the north and west of Shrewsbury, reducing the number of vehicles travelling through Shrewsbury town centre by approximately 14% and 30% in the peak hours;
- Improve the current levels of congestion and air quality within Shrewsbury town centre;
- Improve journey times on routes within Shrewsbury, and the reliability of these conditions by all modes of transport (public and private);
- Enhance road safety by reducing the number of vehicles rat-running on unsuitable rural roads; and
- Improve the resilience of the wider Shrewsbury transport network.

The NWRR also provides the opportunity for future growth within Shrewsbury. With new development already underway at the Southern Sustainable Urban Extension (SUE) and further growth planned as part of the Western SUE. Shrewsbury is set for a significant level of growth. The NWRR would also open up land to the north of Shrewsbury for sustainable growth.



Plan illustrating proposed relief road route with site boundary shown



# Evaluation

3

## Highways and Accessibility

The site benefits from good road frontage to Ellesmere Road, providing excellent opportunities for direct access into the site, whilst reinforcing the street scene character along this route. Ellesmere Road also provides easy vehicular access into the town centre and surrounding areas of the town.

The site is highly accessible by sustainable modes of transport, with the surrounding area having good levels of pedestrian and cycling infrastructure and a good level of accessibility to public transport.

There are existing bus stops along Ellesmere Road adjacent to the site which provides a regular service (5 buses per day, Monday to Saturday) between Shrewsbury, Myddle and Ellesmere. Connections are provided along this route to Shrewsbury Bus Station, located approximately 1.8km to the south of the site from which a wide range of bus services are provided. Approximately 250m from the Bus Station is situated Shrewsbury Train Station, providing opportunities for journeys utilising both bus and train routes.

The site is also well connected to local services and facilities by walking and cycling. Shrewsbury town centre is accessible within approximately 2km walking distance of the site, also within walking distance are Greenfields Primary School, Shrewsbury Academy and Shrewsbury Bus Station. Shrewsbury railway station is

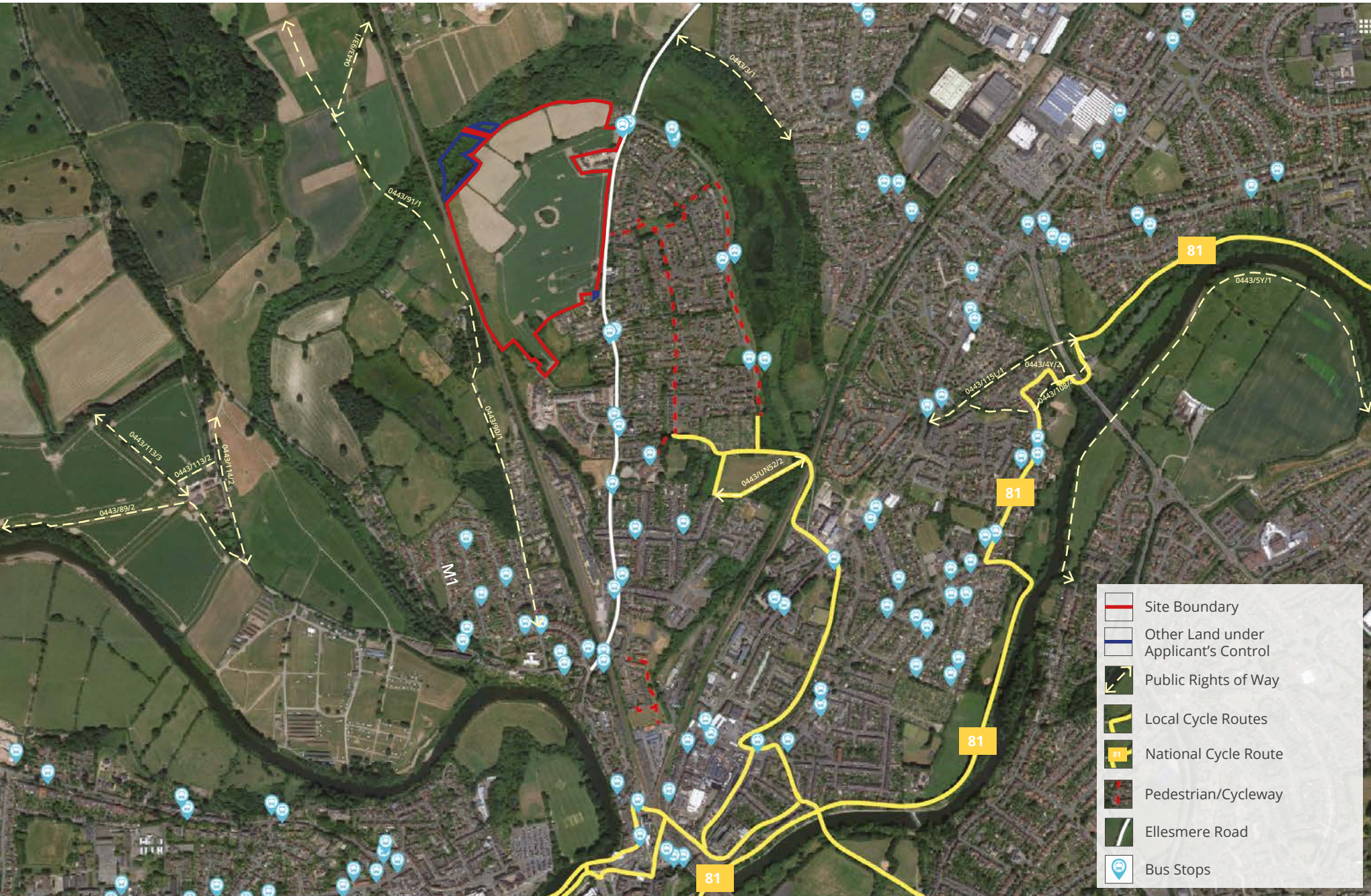
located approximately 1.7km to the south of the site, equating to an approximate 20-minute walk/8 minute cycle, and is therefore within walking and cycling distance for commuters.

Signposted pedestrian and cycle routes are available along and off Ellesmere Road providing safe routes to the town centre and other areas of the town, including:

- Herongate;
- Greenfields;
- Coton Hill;
- Heath Farm; and
- Hartlescott.

The local cycle route on Hemsworth Way and Hubert Way runs south whereby it connects to Shrewsbury Station and onto National Cycle Network (NCN) Route 81. Public Right of Way (PROW) 0443/95/3 runs approximately 500m to the north of the site on Hencote Lane, providing connections onto the wider PROW network.

The scale of the site means that we would be preparing a Travel Plan. This would assist in promoting the use of sustainable modes of transport and reduce reliance on the private car.





Topography

**Context - Landform**  
Within the wider landscape land rises beyond the water course located to the north of the site creating a ridge which encloses the site. Beyond the ridge topography to the north is typically undulating. To the west the landform remains relatively flat until beyond the River Severn where land rises towards the Shelton area of the town. Existing development to the east and south of the site lie on similar contours to the site.

The River Severn creates a gentle valley which meanders through the centre of the town into the landscape beyond.

**Site - Landform**  
The site lies between approximately 58-65m AOD (Above Ordnance Datum). Lower lying land is located in the north west adjacent to the former river bed with land rising in the centre of the site.

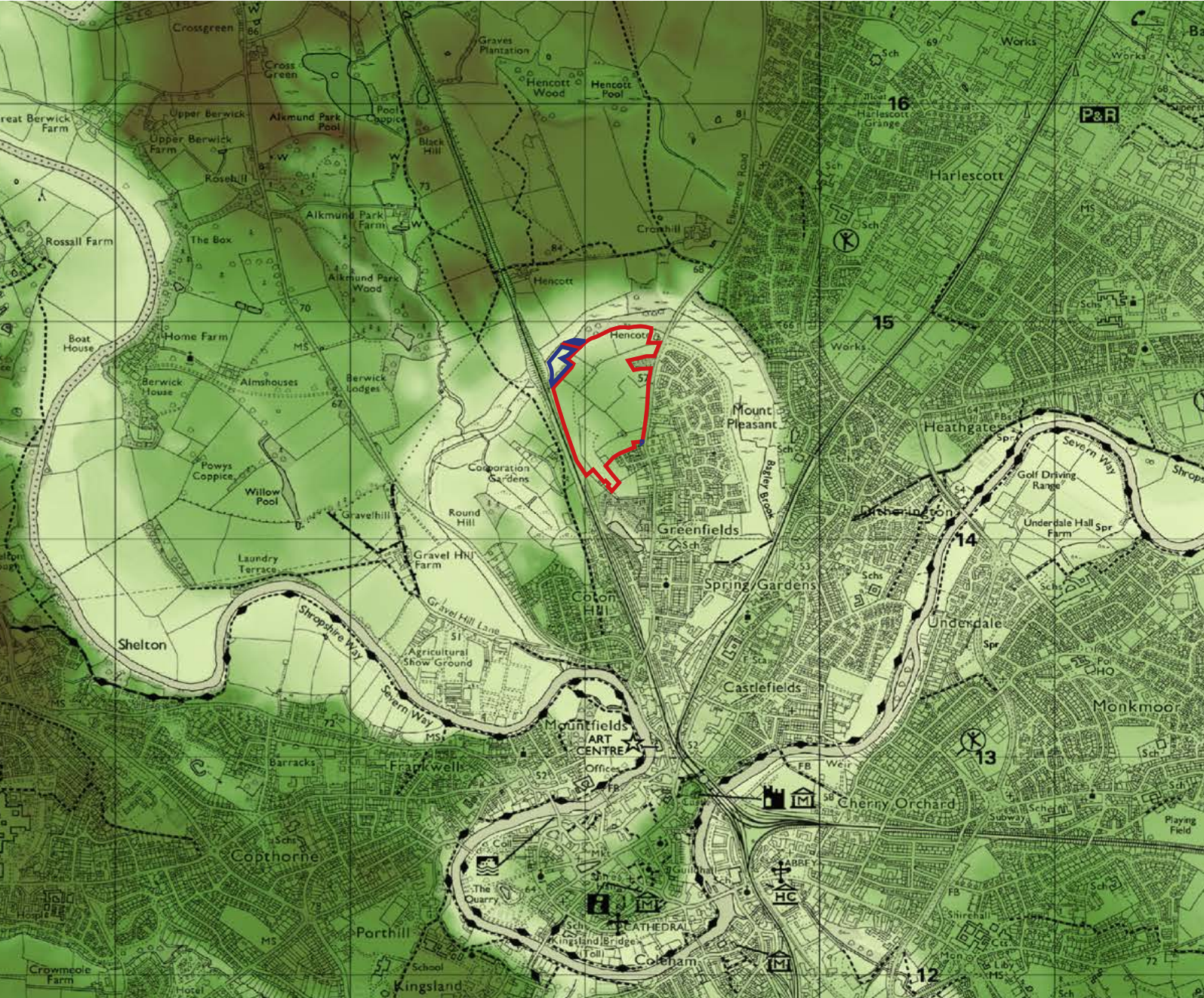


Site Photos

- 105m - 110m AOD
- 100m - 105m AOD
- 95m - 100m AOD
- 90m - 95m AOD
- 85m - 90m AOD
- 80m - 85m AOD
- 70m - 80m AOD
- 65m - 70m AOD
- 60m - 65m AOD
- 55m - 60m AOD
- 50m - 55m AOD
- 45m-50m AOD



Topography





Ecology

Land within the site largely comprises managed arable land and species-poor improved grassland fields. Additional habitats present include native species dominated hedgerows, scrub and mature trees, an orchard and a small area of semi-improved / wet grassland.

The majority of habitats within the site are of negligible or low nature conservation value. The hedgerows, trees and mature orchard are however considered to be of nature conservation value within a site/local context. The site also encompasses a small area of wet grassland to the northwest within the southernmost section of the Old River Bed Shrewsbury Local Wildlife Site (LWS) (non SSSI - Hencott Section). The wider LWS is characterised by a peat filled old river bed supporting marsh and damp grassland and sedge flora with unimproved pasture.

The Old River Bed Shrewsbury SSSI is situated c.70m to northeast of the site and located to the opposite side of Ellesmere Road/A528.

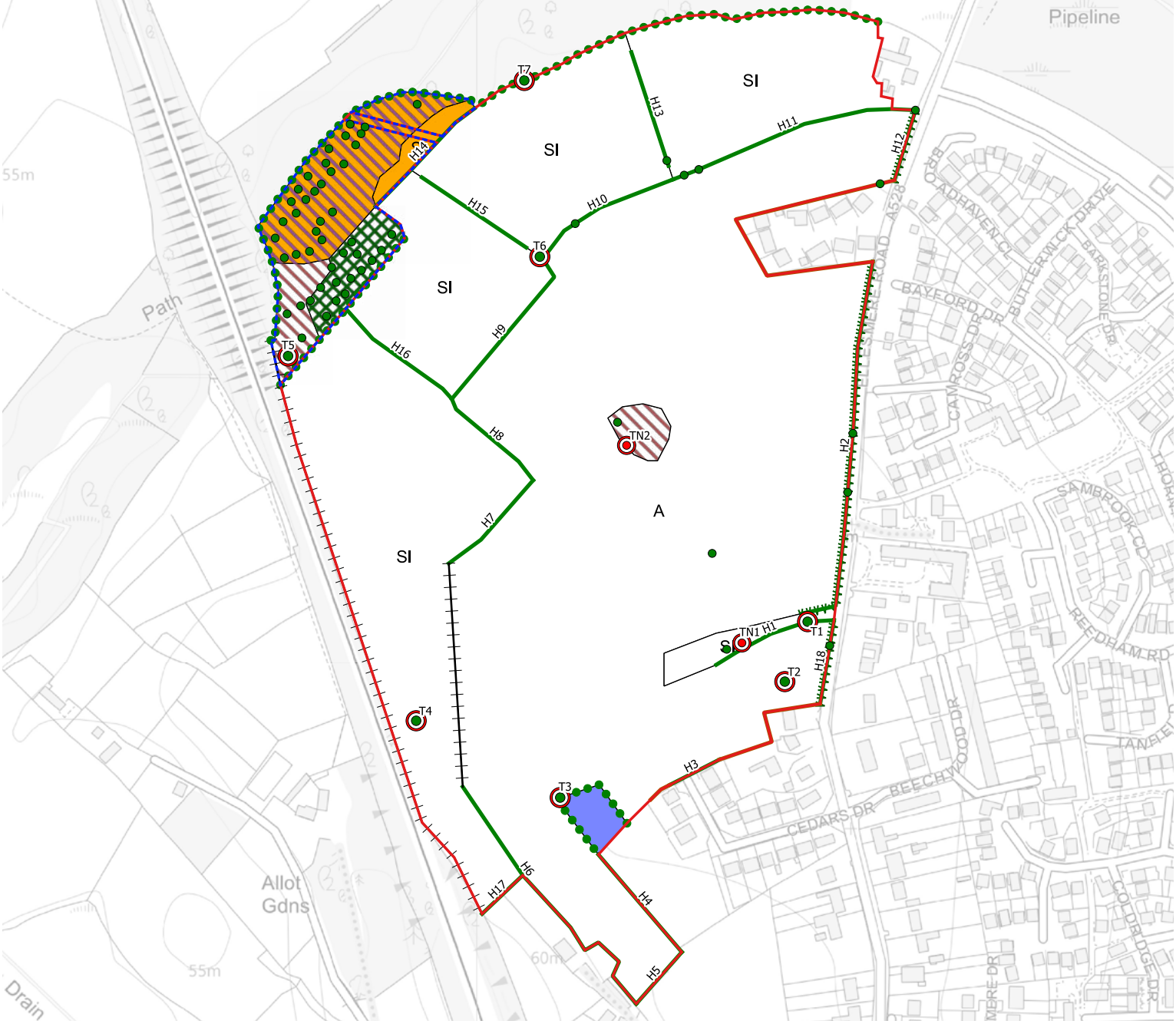
With the exception of the loss of hedgerow and a small number of trees, all of the features of nature conservation value could be retained or reinstated within development proposals.

The scheme will provide aquatic and terrestrial habitats to enhance the existing site to support Great Crested Newts, which have been recorded present within an off-site pond to the south.

The site’s green infrastructure will include a habitat corridor suitable for Great Crested Newts linking to the southern site boundary and extending to the north. A series of ‘stepping stone’ ponds suitable for GCN and other fauna will be provided along this corridor, further enhancing this linkage for such species.

New habitats will be implemented within the site including species rich grassland, native species shrub and tree planting, SUDs features and an orchard, these will enhance the overall habitat/floral diversity on site. Both phases of the development will acheive 10% biodiversity net gain.

- Site Boundary
- Additional Land Surveyed
- Marsh / Marshy Grassland
- Scrub
- Orchard
- Other Tall Herb and Fern - Ruderal
- SI Neutral Grassland - Semi Improved
- SI Poor semi-improved grassland
- A Cultivated / Disturbed Land - Arable
- Broadleaved Trees
- Domestic Boundaries
- Intact Hedge - Species Poor
- Intact Hedge - Native Species-Rich
- Fence
- T2 Tree with Bat Potential
- TN1 Small Earth and Rubble Piles
- Broadleaved Tree



Phase 1 Habitat Survey












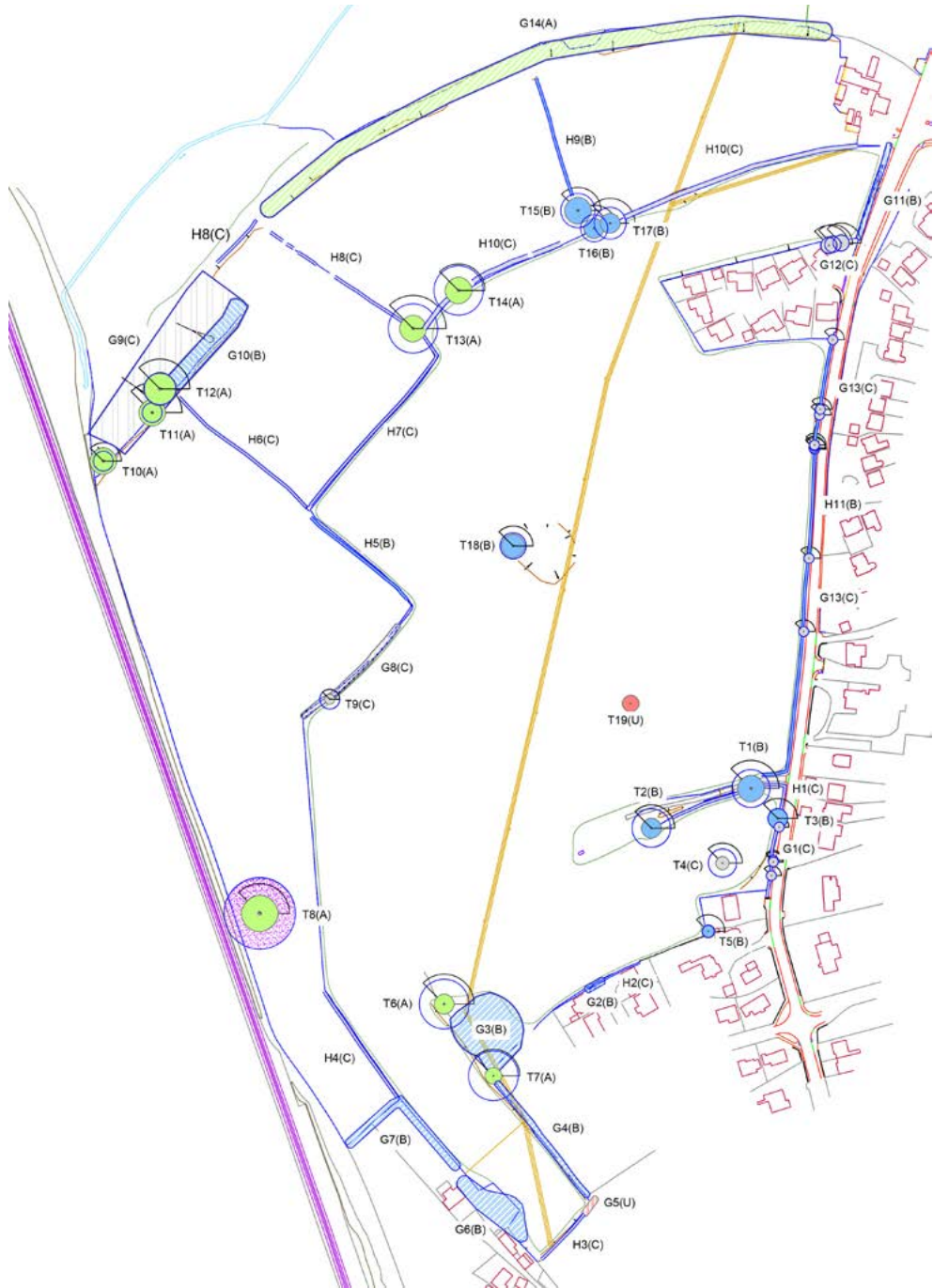
Arboriculture

A survey and assessment of trees, carried out in accordance with guidance contained within British Standard 5837:2012 ‘Trees in Relation to Design, Demolition and Construction – Recommendations’, identified tree cover on site as generally being of mature proportions and restricted to the site peripheries and internal field boundary hedgerows. This tree cover included several high-quality trees which included a single individual tree T8, considered to be veteran specimen.

To achieve access to the site and the provision of a 3m wide footway/cycleway along the western side of Ellesmere Road, will require the removal of all tree cover from along this section of the site’s eastern boundary. The implementation of a drainage basin in the north west of the site will also require removal of a section of hedgerow. While the removal of tree cover would result in an arboricultural impact, it is considered that through the planting of a new native hedgerow containing specimen trees the loss of this tree cover could be mitigated for. This would provide higher quality tree cover and additional screening to the site, designed to create an attractive new entrance to the development and provide new visual amenity locally.

The outline proposals for up to 450 dwellings, have been designed to retain much of the existing tree cover taking in to account the constraints posed by trees, seeing all high-quality trees including T8, the only identified veteran tree on site, be retained within areas of public open space. It is considered that the outline proposals would result in minimal arboricultural impacts and the retention of the single recorded veteran tree would ensure the development is in accordance with NPPF 2021.

-  Category U - Trees / Groups Unsuitable for Retention (BS 5837:2012)
-  Category A - Trees / Groups of High Quality (BS 5837:2012)
-  Category B - Trees / Groups of Moderate Quality (BS 5837:2012)
-  Category C - Trees / Groups of Low Quality (BS 5837:2012)
-  Hedgerow (Colour indicates BS5837:2012 Category)
-  Root Protection Area (in accordance with BS5837:2012)
-  Veteran Tree Buffer (in accordance with NPPF)
-  Individual / Group Number and BS5837:2012 Category
-  Indicative Shade Pattern (in accordance with BS5837:2012 where appropriate)





Landscape Character & Visual Amenity

A Landscape and Visual Appraisal was carried out for the site. The appraisal includes the following conclusions:

*The site and its immediate context are not subject to any national, local or other landscape designations. The site comprises agricultural farmland on the fringes of the settlement with hedgerows and trees along its boundaries. Overall, it is judged that the site and the immediate landscape is of Medium landscape value.*

*The site lies within National Character Area 43 and forms a very small part of this wide character area.*

*At a county level the site lies within the ‘Riverside Meadows’ Landscape Type.*

*In terms of the site and its immediate context, the primary change would arise as a result of the replacement of agricultural land with residential development and*

*associated infrastructure. Built development would inevitably alter the character of the site and its immediate context, though the proposals will retain and enhance existing landscape features where feasible. Where vegetation is to be removed, replacement planting will compensate for the loss. The proposals’ GI will provide opportunities for habitat creation and new planting including planting along the site’s western boundary and northern boundaries to provide buffers to the adjacent countryside. The site’s GI proposals will help contribute towards the aim within the Shrewsbury Big Town Plan to ‘ensure that new development, wherever it is planned, delivers better quality and strategic greenspace that connects to our existing green spaces and proposed new corridors.’*

*The visual envelope of the proposed development is limited to the east and south by built form within the settlement edge. It extends to the south west and west*

*allowing views from the PROW, but is limited in parts of the north west by the high railway embankment. Higher land to the north, north east and north west allows the visual envelope to extend further in these directions.*

*Visual effects will be most marked upon residents at nearby dwellings such as those located off Ellesmere Road, Cedar’s Drive and at the Winney Hill View development.*

*A number of PROW routes run to the north and north east of the site overlook the site as do properties and off Hencote Lane.*

*Views are also available from properties off Corporation Lane and PROWs to the south west of the site.*

*Views from vehicular routes include those from Ellesmere Road and Cedar Drive.*

*The development proposals for the site have considered the landscape and context of the site by retaining existing landscape features where possible and setting back proposed development from adjacent countryside. Mitigation has been incorporated into the site’s proposed GI which will help mitigate potential landscape and visual effects in the long term. Overall, it is considered*

*that the proposed residential development of the site, following an appropriate and well-considered layout, has the potential to be successfully integrated into the local surroundings and would not give rise to unacceptable harm to the landscape and visual receptors.*



View from within the site looking south west



Approximate Visible Extent of the Site

View looking south to Shrewsbury from PROW along Hencote Lane

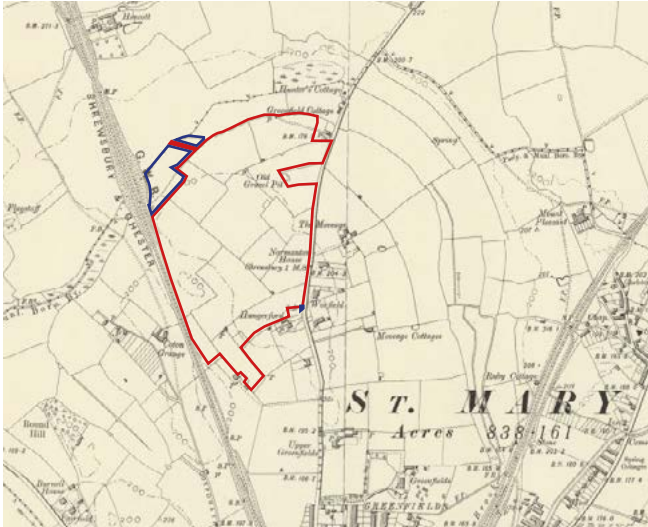




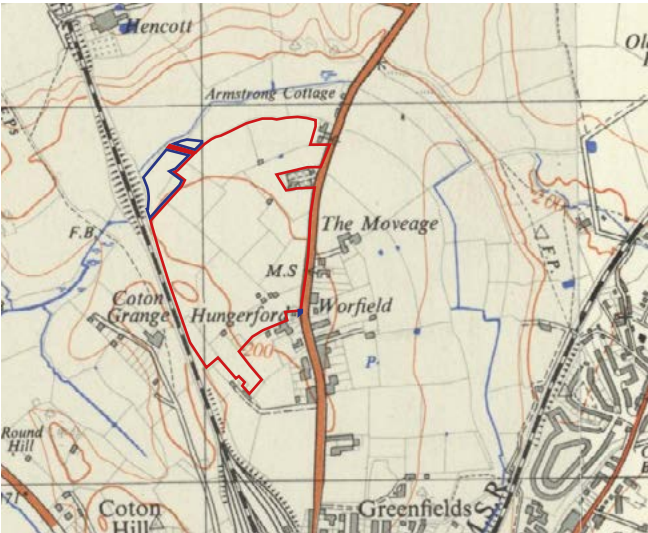
# Evaluation

## Heritage

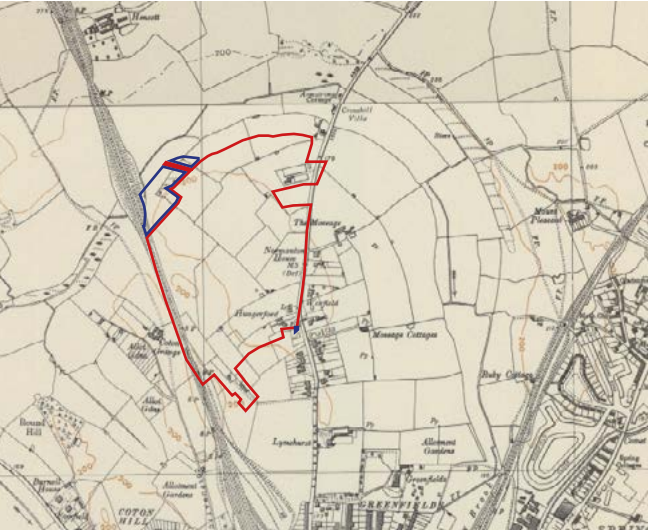
Designated historic features within the site and its immediate context are absent. Agricultural intensification has resulted in the loss of ridge and furrow and the majority of historic field boundaries within the site though some remaining in the north. The railway line to the west of the site opened in the mid-19th century and there are distant views from the site towards two church spires within Shrewsbury.



1888-1913



1937-1961



1949-1970



Historic Maps



# Evaluation

*The evaluation of the Site and its context has identified key on-Site and off-Site features which have helped to inform the decision making process and the continuing evolution of the development proposals*

## Constraints & Opportunities

In summary the site has very few physical constraints to developments of the type proposed, those that exert an influence are as follows:

- Long distance views from the PRowS located to the north and west of the site;
- Existing hedgerows and trees within and along the site boundaries;
- Area of flood risk associated with the watercourse to the north;
- Railway line to the west of the site;
- SSSI located to the north east of the site;
- Local Wildlife Site (LWS) located to the north of the site and partly within a small portion of the site.
- Gas pipe easement in north of the site and water pipe easement to the east.
- The site is visually contained by existing development, landscape and topography.

The site also presents a series of opportunities that are to be explored and enhanced with this application. In this regard, it is important to consider the objectives of the Shrewsbury Big Town Plan, the Development Plan and local context. Opportunities that are explored are as follows:

- The opportunity to create a strong landscape framework which would supplement existing trees and hedgerows and enhance biodiversity with new native tree, hedgerow, structural and amenity planting.
- The ability to create high quality public open spaces for use by existing and proposed residents on previously publicly inaccessible land.
- The ability to create safe, well considered, connection points into the local road network including a pedestrian connection to the bus stop on Ellesmere Road.
- The potential to link the new neighbourhood close to the centre of Shrewsbury.
- The opportunity to utilise connections with existing bus stops and the public transport network including local cycle routes.
- Walkable route to Greenfields Primary School.
- The topography of the site provides an opportunity for sustainable drainage provision which would assist in terms of habitat creation and creating attractive, distinctive spaces.



- Site Boundary
- Other Land under Applicant's Control
- Existing Hedgerows / Trees (on-site vegetation is shown with root protection areas)
- Veteran Tree (shown with buffer)
- Existing Contours
- High Points of Site
- Potential Location for SUDs Features
- Old River Bed, Shrewsbury SSSI
- Old River Bed, Shrewsbury LWS
- Existing Watercourse
- EA Floodzone (Flood Zone 3)
- EA Floodzone (Flood Zone 2)
- Railway Line
- Greenfields Primary School
- Bus stops on Ellesmere Road
- Existing Public Rights of Way
- Ellesmere Road
- Potential Vehicular/Pedestrian Access
- Potential Pedestrian Access
- Potential Views from Public Rights of Way
- Potential Views from Existing Properties/Businesses
- Gas Pipe and Easement
- Water Pipe and Easement



Vision

Well-designed Place

The following vision for the site has been developed through a detailed understanding of the site and its context, and brings together the benefits and opportunities of the scheme from the following pages. The scheme presents an opportunity to create a vibrant new community with high environmental quality.

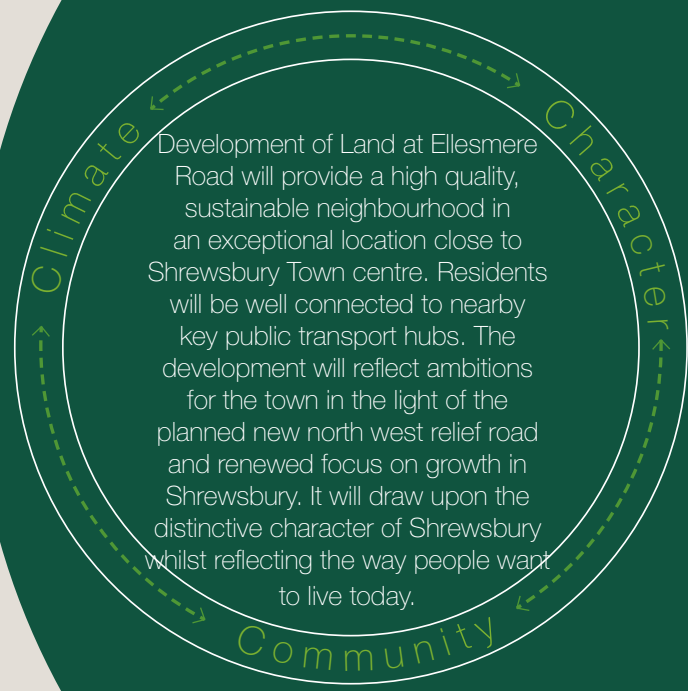
Through the Ministry of Housing, Communities & Local Government's National Design Guide (October 2019), a well-designed place is formed through the design of three overlapping themes; Climate, Community and Character.

Within this, the Guide sets out:

"Well designed places have individual characteristics which work together to create its physical Character. The ten characteristics help to nurture and sustain a sense of Community. They work to positively address environmental issues affecting Climate. They all contribute towards the cross-cutting themes for good design set out in the National Planning Policy."

- Context - enhances the surroundings.
- Identity - attractive and distinctive.
- Built form - a coherent pattern of development.
- Movement - accessible and easy to move around.
- Nature - enhanced and optimised.
- Public Spaces - safe, social and inclusive.
- Uses - mixed and integrated.
- Homes and buildings - functional, healthy and sustainable.
- Resources - efficient and resilient.
- Lifespan - made to last.

The following pages use this to set out how the scheme can realise the potential of a well-designed place.



Development of Land at Ellesmere Road will provide a high quality, sustainable neighbourhood in an exceptional location close to Shrewsbury Town centre. Residents will be well connected to nearby key public transport hubs. The development will reflect ambitions for the town in the light of the planned new north west relief road and renewed focus on growth in Shrewsbury. It will draw upon the distinctive character of Shrewsbury whilst reflecting the way people want to live today.

A well-designed place





## Vision

## Climate

Development of Land at Ellesmere Road will provide a high quality, sustainable neighbourhood in an exceptional location close to Shrewsbury Town centre. Residents will be well connected to nearby key public transport hubs. The development will reflect ambitions for the town in the light of the planned new north west relief road and renewed focus on growth in Shrewsbury. It will draw upon the distinctive character of Shrewsbury whilst reflecting the way people want to live today.

- A** A ground-up approach that retains and protects the landscape framework of existing trees (including the veteran tree) and hedgerows, and places them within public Green Infrastructure for their longevity.
- B** The creation of complimentary new habitats will build upon the existing landscape framework and enhance site wide biodiversity. This will include new structural woodland / shrub species, species rich hedgerows, native species trees, orchard planting as well as a matrix of long meadow, wet meadow, and amenity grassland with flowering bulbs.
- C** An extensive SuDS network integrated into the landscape as part of the multi-functional Green Infrastructure.
- D** Street trees will be introduced to the street layout for urban greening.
- E** Space has been included for incidental open spaces/greens within the housing areas that will allow for existing trees to be retained and new tree planting, contributing to biodiversity.
- F** Promote a modal shift towards a walking / cycling neighbourhood with a network of accessible, direct and attractive routes along key desire lines to link community assets along the green corridors including routes towards Ellesmere Road and bus stops along the road



Climate Concept Plan



## Vision

## Community

Development of Land at Ellesmere Road will provide a high quality, sustainable neighbourhood in an exceptional location close to Shrewsbury Town centre. Residents will be well connected to nearby key public transport hubs. The development will reflect ambitions for the town in the light of the planned new north west relief road and renewed focus on growth in Shrewsbury. It will draw upon the distinctive character of Shrewsbury whilst reflecting the way people want to live today.

- A** Interconnecting accessible green spaces to give residents the facilities they need on their door step to enjoy the outdoors.
- B** Public open spaces will include areas of flexible use including space in the north of the site for informal recreation.
- C** A Locally Equipped Area of Play (LEAP) and a Neighbourhood Area of Play (NEAP) will be strategically located to ensure they are within easy walking distance of the existing and new community.
- D** In addition to formal play areas, incidental public areas have been introduced at the micro scale, as a place to stop and sit, and encourage social interaction and enhance social wellbeing.
- E** A mix of housing types are proposed, including rented and shared ownership accommodation.
- F** Green area included within the development as a space for social interaction.
- G** New Local Centre to be provided for the local community.



Community Concept Plan



## Vision

## Character

Development of Land at Ellesmere Road will provide a high quality, sustainable neighbourhood in an exceptional location close to Shrewsbury Town centre. Residents will be well connected to nearby key public transport hubs. The development will reflect ambitions for the town in the light of the planned new north west relief road and renewed focus on growth in Shrewsbury. It will draw upon the distinctive character of Shrewsbury whilst reflecting the way people want to live today.

- A** The retention of the existing landscape features of trees and hedgerows give an instant maturity to the scheme.
- B** Locally distinctive tree planting and a proposed community orchard will add to the sense of place.
- C** A legible street environment with feature spaces will aid movement through the site.
- D** Development densities will vary across the site in response to the scale and typology of streets, resulting with lower densities along the edges of the scheme in particular to the northern and western edges. Higher development densities will be utilised along tree main street through the centre of the scheme, defining the key route.
- E** 'Gateways' will be created into the Site off Ellesmere Road.
- F** Retain views from site to the former river bed and trees to the north.



Character Concept Plan



# The Proposals

5

## Design Objectives

Further to the assessment of the site and its surroundings a series of key design objectives were identified as critical to the generation of a successful layout design.

- *Creation of a development that will contribute to the delivery of new homes to meet local housing needs and address the current housing shortfall in the area.*
- *Inclusion of a varied housing mix that will be suitable for small families and couples.*
- *To promote the highest quality sustainable design, creating a place which is both safe and attractive and which establishes a desirable setting enhancing quality of life, health and social well being.*
- *To create a place that has extensive interconnected areas of green space providing an attractive setting for new housing and space for informal recreation. These areas will include informal recreation space, adult leisure space and space for children’s play.*
- *To provide a new local centre providing a hub for the new and existing community.*



# The Proposals

## Quantum of Development

The Layout results from the iterative design process allowing for development of up to 450 residential units dependent on the final design solution, mix and density.

### Residential Development (12.78ha)

The development provides a total of 12.78 hectares for residential development, providing up to 450 dwellings based on an average density of 35 dwellings per hectare. This is split into two phases; phase one of the development is located in the south eastern most portion of the site with phase two adjoining to the north. The development will provide for a mix of dwellings and house types, ranging from 2-5 bedroom units, offering a mix of market and affordable housing from first time homes to larger family homes. This would generate a wide demographic and also encourage a mixed community.

Phase 1: 4.32ha (150 dwellings at 35dph)

Phase 2: 8.46ha (300 dwellings at 35dph)

### Local Centre (0.25ha)

The development provides a local centre close to Ellesmere road to be readily accessible, in line with the requirements within the draft allocation policy;

*“A local centre is provided on at least 0.25 ha of the site, to be located appropriately to encourage opportunity for pedestrian and cycle access from existing residential areas on Ellesmere Road.”*

### Green Infrastructure (8.35ha)

Approximately 8.35 hectares of the site, will comprise green infrastructure and will include landscaped buffer to the north and west of the development incorporating amenity landscaping, water management features and new wildlife habitats.

A central green will provide a focal point within the development and could potentially include a proposed play area, a further play is proposed in the north of the site adjacent to the proposed community orchard.

Existing vegetation has been retained where possible and extensive new planting will compensate for losses where necessary.

- Site Boundary (21.50ha)
- Other Land under Applicant's Control
- Proposed Developable Area (12.78ha)  
Up to 450 dwellings @35 dph
- Phase 1, 2 Boundary  
Phase 1: 4.32ha (150 dwellings at 35dph)  
Phase 2: 8.46ha (300 dwellings at 35dph)
- Local Centre (0.25ha)
- Vehicular Access Points
- Indicative Road Network
- Existing Public Rights of Way
- Potential Footpath Links
- Gas Pipe Easement
- Existing Vegetation
- Public Open Space
- Proposed Tree/Shrub/Hedgerow Planting
- Proposed Orchard Planting
- Indicative Drainage Basins and Swales
- Proposed Pumping Station
- Proposed Play Areas  
1 x LEAP (0.05ha)  
1 x NEAP (0.10ha)
- Proposed Wildlife Ponds in West of Site



Illustrative Framework Masterplan



Illustrative Masterplan

The Illustrative Masterplan along with supporting text and illustrations in this section of the Design and Access Statement indicate the principles of urban structure, (i.e. the framework and the layout of streets and pedestrian routes), and the urban grain, (i.e. the location, arrangement and design of the development blocks, plot arrangement, and green infrastructure).

The purpose of the Illustrative Masterplan is to provide one iteration of how the site could be developed to accommodate up to 450 residential dwellings and associated infrastructure. It sets out the key urban design principles that the development will seek to adopt conforming with the development parameters of the Illustrative Framework Masterplan.

- Site Boundary (21.50ha)
- Other Land under Applicant's Control
- Proposed Developable Area (12.78ha)  
Up to 450 dwellings @35 dph
- Phase 1, 2 Boundary  
Phase 1: 4.32ha (150 dwellings at 35dph)  
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- Proposed Pumping Station
- Proposed Play Areas  
1 x LEAP (0.05ha)  
1 x NEAP (0.10ha)
- Proposed Wildlife Ponds in West of Site



Illustrative Masterplan





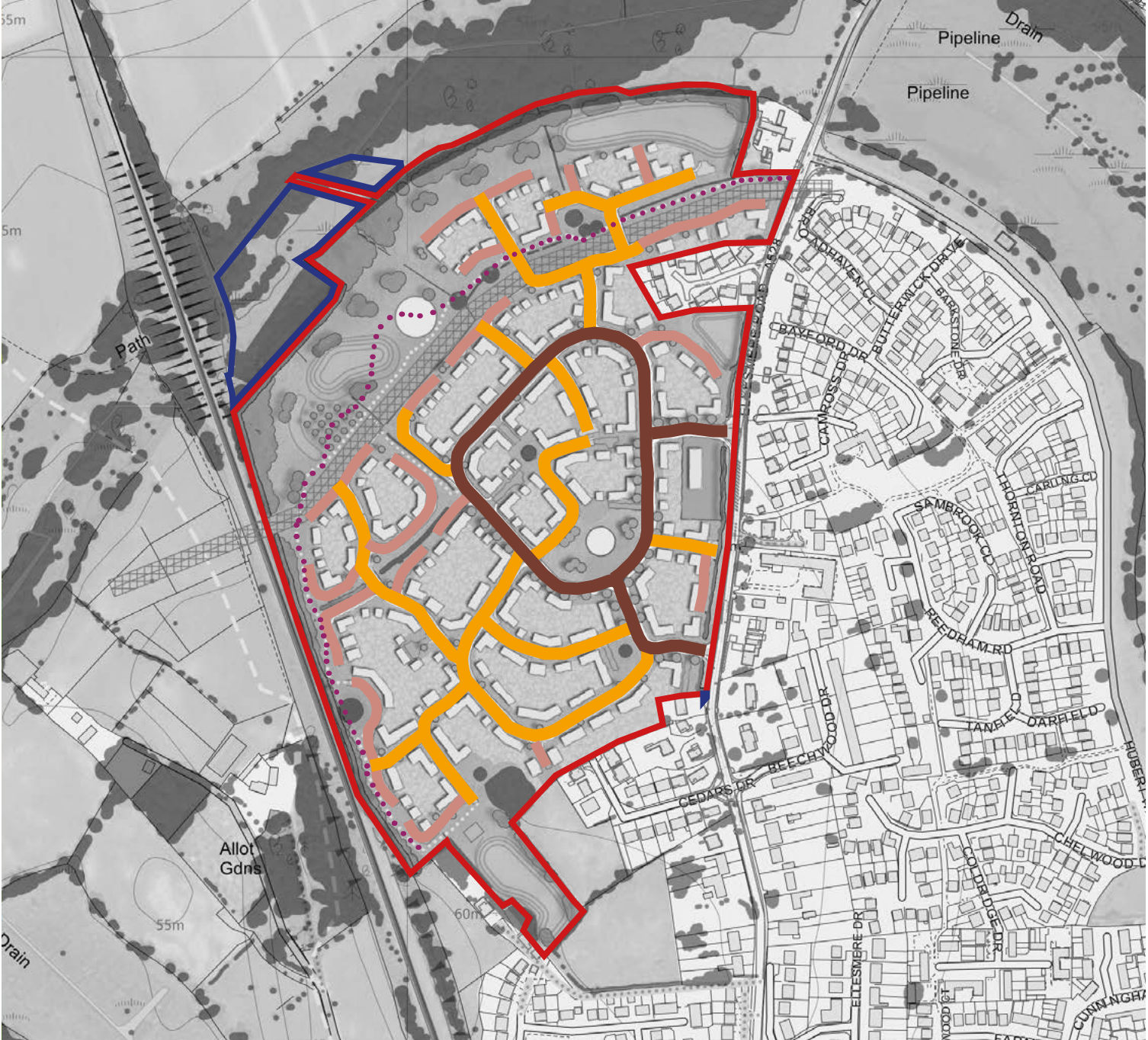
Permeable & Legible Layout

The development will include a hierarchy of ‘street types’ that will have different functions and design characteristics to support variations in character, place-making and a distinctive built environment. This will include:

- The Main Street
- Secondary Streets
- Green Lanes

The proposed development also provides a network of inter-connecting pedestrian routes.

- Site Boundary
- The Main Street
- Secondary Roads
- Green Lanes
- Indicative Pedestrian Routes



Street Hierarchy



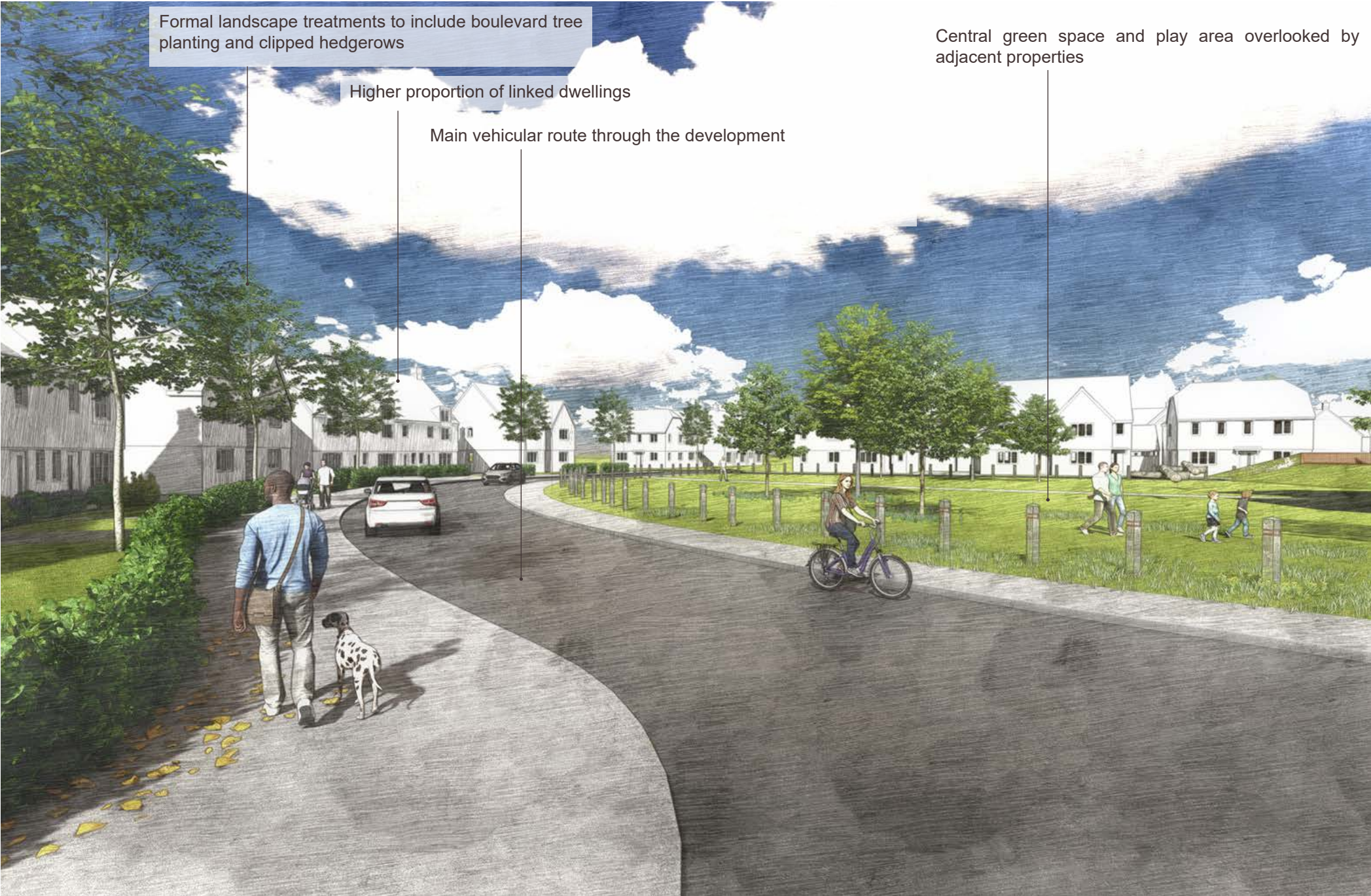
# The Proposals

5

## The Main Street

The Main Street will function as the principal higher order street providing access into the development from Ellesmere Road. It should be based on the following key design principles:

- The Main Local Road provides a continuous route into and through the central parts of the development.
- The Main Street will provide access to the Secondary Streets and Green Lanes.
- In general, it should have a semi-continuous building line with the use, for example, of linked terrace properties and appropriate and consistent active frontages.
- Properties should face the street with parallel frontages, which will be relatively shallow;
- Opportunity to create focal points through the inclusion of green spaces and retained trees.
- Its character should be defined by the use of street trees and formal plot boundary treatment.



The Main Street Illustrative Sketch



# The Proposals

5

## Secondary Streets

Secondary Streets should be based on the following key design principles:

- Connect with the Main Street, providing legible access and circulation.
- Provide circulation through the layout and the housing blocks connecting to the Green Lanes towards the edges of the built development.
- Properties will be positioned along the road to maintain a sense of enclosure and active street frontages.
- Well defined boundary treatments will help to distinguish between private and public space.



Secondary Street Illustrative Sketch

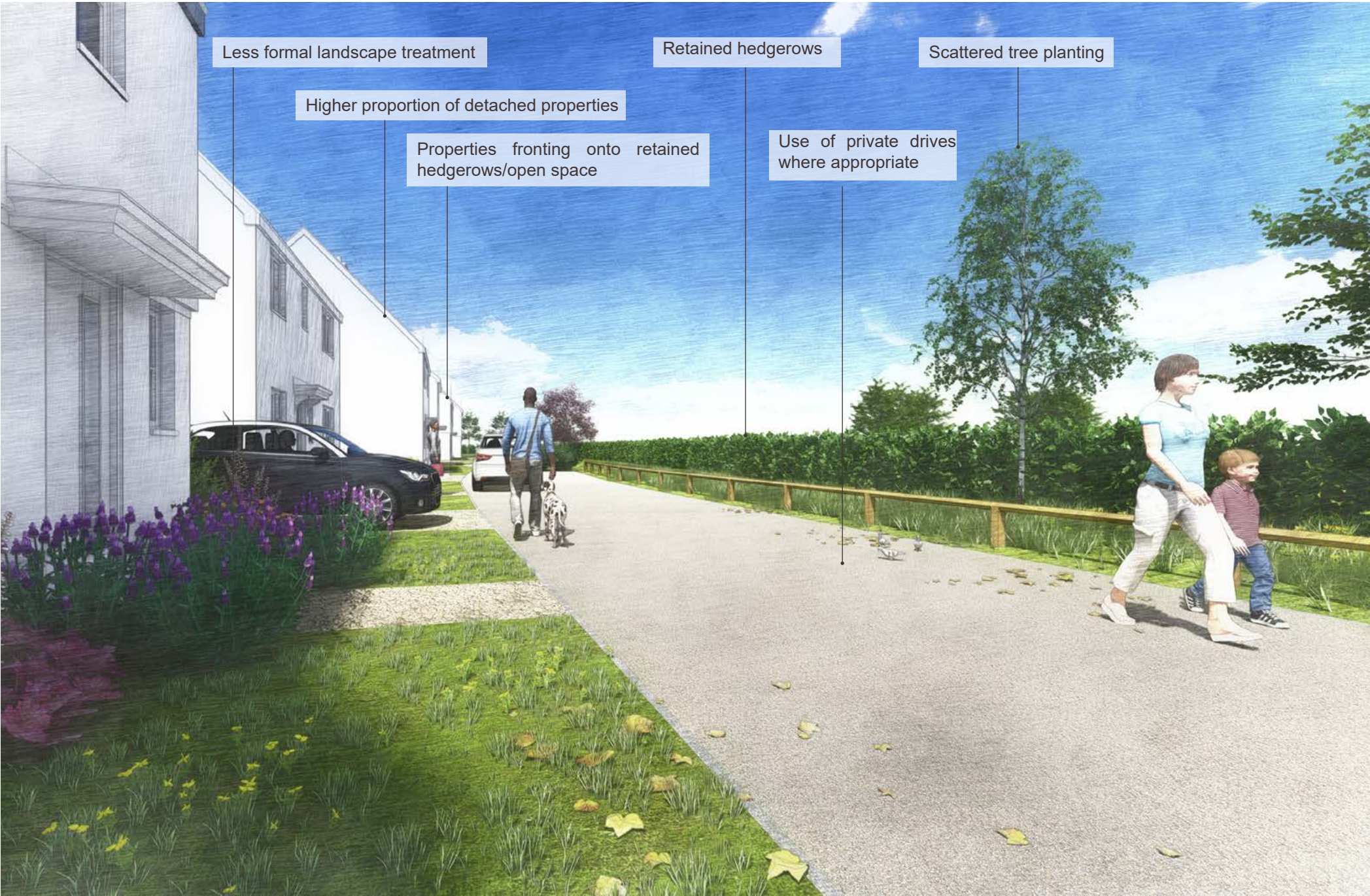


# The Proposals

5

## Green Lanes

- Green Lanes should be based on the following key design principles:
- The most minor routes within the layout, the Green Lanes provide a distinct character to the development edges.
  - They will be strategically positioned predominantly near public open space and green infrastructure.
  - The Green Lanes will serve a relatively small number of properties, typically ranging from 1 to 5 dwellings. The housing will have a low to medium density mix with larger detached and semi detached properties as well as occasional terraces.
  - The aspiration is that these are designed as ‘shared surface’ streets and private drives;
  - Building arrangements should be informal in character; There should be a higher proportion of detached properties, with larger plots and deeper frontages (front gardens), which will produce lower density arrangements;



Green Lanes Illustrative Sketch



# The Proposals

## Access

The arrangement and the design of streets is the underlying element of place making and the creation of attractive places. Vehicular access will be provided by two points along Ellesmere Road as detailed in the Transport Assessment (TA) and shown on the access plan opposite. The proposals also include a new footway to be implemented along the western side of Ellesmere Road.

The key urban design principles that are expected to be adopted and delivered through the detailed stage, are the following:

- To create a series of 'street types' that have different functions and design characteristics which will deliver changes in character across the layout;
- To provide streets and routes that are safe, direct and well connected which will deliver a legible environment.
- To maximise pedestrian and cycle connectivity with the existing and planned urban edge of Shrewsbury;
- A layout that encourages people to walk and cycle and to use the Main Street;
- To establish active and animated street frontages with an attractive public realm.
- Ensuring that all users (pedestrians, cyclists, car users) can move safely, and calmly through the

streets, with particular emphasis on non-car-users and less mobile people.

- To control, and seek to reduce, vehicle speed by urban design methods.
- To establish a legible environment of streets, routes, crossing points, surfaces, materials and edges.
- To provide safe and convenient access into the development.

## Street Pattern

An irregular pattern of streets would be appropriate as this will deliver streets that are more direct and easier to navigate around as well as creating development (perimeter) blocks that are practical and efficient in their design. It will also allow the opportunity to introduce feature houses or squares as streets intersect.





# The Proposals

## Footpaths and Cycleways

The Illustrative Framework Masterplan creates a number of walking and cycling routes through a connected pattern of streets and footpaths. This overall strategy will encourage the community to walk and cycle and will promote healthy active living. These will serve all significant desire lines within the site and offer safe and secure routes towards existing connections into the village centre.

The street design will also include footways to provide priority for pedestrians and cyclists in terms of movement and crossing points. This will help to facilitate safe and easy pedestrian and cycling movement through the development.



## Calming Traffic

Calming and slowing traffic is an important part of delivering streets for people, and encouraging walking and cycling. To slow vehicles, and to encourage users to drive with caution, it is expected that some, or all of the following methods will be used.

- Locating buildings so that they are close to the street edge or carriageway;
- The use of frequent street intersections and where practical the use of some tight junction and corner radiuses;
- The introduction of features that act as visual ‘incidents’ along the street;
- Changes in the carriageway surface with the use of ‘unexpected’ road surface materials;
- A section of the kerb to be built out to create a wider footway and a narrower carriageway;
- The use of well designed ‘shared surfaces’ to create streets for all; and
- Carefully restricting forward visibility through the arrangement of buildings, the building line and landscape treatment.

Care will be needed to ensure that some methods, such as ‘shared streets’, are used in appropriate locations, and that they are inclusive in their design, with a particular focus on materials and demarcation.

## Density

Typically, the housing density determines part of the character of the streets, the design of the development blocks and the types of houses. Providing up to 450 dwellings at an average net density equates to 35 dph. This is considered to be a suitable average density given the site’s settlement edge location.

The layout will be designed with a variety of individual block densities. Higher densities will be achieved along the higher order main street, which will consist of more linked buildings to reinforce the character of these streets as the principal route through the development.

Lower density development would be located at the plot edges overlooking areas of public open space.

## Housing Mix

It is proposed to provide a range of 2-5 bedroom dwellings with a choice of house types, from single occupancy units to family sized accommodation. This would generate a wide demographic and also encourage a mixed community.

A choice of homes could include apartments, terraces, townhouses, semi-detached and detached dwellings which broadly relates to the range of housing that can already be found within the local area.

Building design will consider flexible long-term living, with opportunities for home offices.

The development will seek to provide the council’s latest affordable housing requirement.



# The Proposals

5

## Green Infrastructure

The provision of high quality green infrastructure has been a fundamental part of the vision for the site.

The strategy will maintain a substantial green 'buffer' along the northern and western edges of the site as well as a green corridor along Ellesmere Road. These areas will reinforce and connect to existing habitats including the LWS to the north of the site.

A well-connected mosaic of spaces will be created for recreation, play and habitat creation which will benefit wildlife as well as the existing and proposed community.

The Green Infrastructure will comprise of:

- Open space to the north and west of the site integrating: new footpaths, SUDs and play space;
- The provision of a central community green and play area within the development area which will provide a focal point for activity;
- Focal green spaces centred around retained trees;
- Areas of new woodland planting and landscaping;
- Green corridors running along Ellesmere Road and through residential zones, created around retained and proposed hedgerows and trees to aid legibility;
- Retention of hedgerows along site boundaries

wherever possible and replacement hedgerow planting in the east of the site. New hedgerow planting also along the western and north eastern boundaries;

- Habitat creation to complement the Local Wildlife Site to the north;
- Series of proposed wildlife ponds along the western boundary to provide habitat connectivity; and an area in the north of the site for a potential community orchard.

Proposed SUDs basins

Children's Play Areas

Proposed Orchard

Proposed Wildlife Ponds

Proposed Hedgerow and Structural Planting to Western Boundary

Veteran Tree Retained

Proposed Hedgerow Planting

Central Green

Replacement Hedgerow Planting where existing hedgerow removed for roadworks

Hedgerows retained within Green Corridors





# The Proposals

## Appearance of Development

Whilst the development does not aim to exactly replicate the local vernacular, it is important that the new development has some connection with local character and place making.

This is achieved through an analysis of street character, built form and materials. One of the most obvious ways of achieving a response will be by using traditional building materials especially the use of colour and boundary details. This will be the guiding rationale for the development.

At this design stage, the photographic examples on the opposite page show a range of the modern and traditional buildings within and around the surrounding area. These give an indication of the type of design treatments that are anticipated and the general appearance of the built form. The materials selected for the development would provide a modern interpretation of the traditional materials shown here. Details may include canopy entrances, pitched roofs, chimneys and occasional use of white render.





Sustainable Development

Sustainable construction methods and energy efficiency will be incorporated in the detailed design stage. This will promote a high standard of build and construction for the development.

Best practice sustainability will be embraced, which will fully explore issues such as sustainable drainage techniques, and buildings that are resource and energy efficient in order to promote reduction in carbon emissions.

Sustainable construction methods and energy efficiency will be incorporated to a high standard of build and construction for the development. A range of efficiency measures will be used to adequately address national and local sustainable development policies.

The proposals emphasise the thermal efficiency of the building and the operational efficiency of the installed building services. The aim is therefore to seek permanent reductions in energy consumption and by extension reduce the carbon footprint by:

- Flexible building and house design, allowing for the expansion of living areas and storage needs, and where practicable making better use of roof spaces.
- Ensuring that buildings can be easily adapted to suit different occupiers needs, through the use of non structural internal walling and easily extended services.
- The preference for using environmentally friendly and more sustainable materials and products, such as recycled timber.
- The use of porous/concrete block permeable paving and surfaces for some streets, driveways and spaces.
- Low flow showers, smaller baths and dual low flush toilets as part of controlled water demand and use.
- Conservation of natural resource such as the site's hedgerow and trees.
- The planting and setting out of grassland, native trees, shrub and hedgerow species that will encourage wildlife, and sustainable drainage.
- Electric vehicle charging points will be provided.



The proposals described in this Design and Access Statement demonstrate a thorough understanding of the site and its context. The detailed analysis and assessment of the site has allowed the design team to develop a layout that will benefit from a permeability that will visually link the proposed development to both the existing and planning residential areas and neighbouring landscape.

The development proposals seeks consent for 450 dwellings. The development is envisaged to be of high quality design and best practice, to create a distinctive place that is in context with the setting of the development on the periphery of the town and close to the open countryside.

The application proposal has been formulated in accordance with national and local planning policy including the Shrewsbury Big Town Plan and the draft site allocation. The scheme proposed has considered feedback from pre-application discussions and consultation events.

The site lies in a sustainable location, within walking and cycling distance of various existing local services, including public transport links.





# Appendix

## Building For Healthy Life: Summary

The following section provides a summary of the relevant elements of the scheme that have been considered against Building for a Healthy Life.

BHL is accepted as a useful design tool for residential masterplanning and the application proposals have responded to the 12 considerations. The following section provides a response to the BHL considerations which have helped guide the overall design process.



## INTEGRATED NEIGHBOURHOODS

**Natural Connections:** *Create places that are well integrated into the site and their wider natural and built surroundings. Avoid creating isolated and disconnected places that are not easy places to move through and around.*

Response: A new network of footpaths and cycleways within the site will link to the existing network including a new footway to Ellesmere Road.

**Walking Cycling & Public Transport:** *Short trips of up to three miles can be easily made on foot or bicycle if the right infrastructure is in place, helping to improve public health and air quality whilst also reducing local congestion and carbon emissions.*

Response: The development has easy access to public transport with close links to existing bus routes along Ellesmere Road and towards Shrewsbury Train Station.

**Facilities & Services:** *Places that offer social, leisure and recreational opportunities a short walk or cycle from their homes.*

Response: The development is in close proximity to the centre of Shrewsbury where numerous facilities are located. New recreational spaces will be included within the site including new equipped play space and informal open spaces.

**Homes for everyone:** *A range of homes that meet local community needs.*

Response: The accommodation and tenure mix will be decided at the detailed stage but should reflect the needs and aspirations of the local community.

## DISTINCTIVE PLACES

**Making the most of what's there:** *Understand and respond.*

Response: The layout and green infrastructure for the scheme responds to its context. SuDS features take advantage of the site topography whilst contributing to biodiversity and existing vegetation is retained wherever possible.

**A memorable character:** *Create places that are memorable.*

Response: The design approach retains the existing hedgerows and boundary trees wherever possible which will give immediate character for the future development. It is anticipated that at the detailed stage the design of houses will reflect local style.

**Well defined streets & spaces:** *Create a network of streets and spaces that are well enclosed by buildings and/or structural landscaping, taking care to ensure that front doors and the principal facades of buildings face streets and public spaces.*

Response: The scheme is based on a series of development blocks, which interlock with the landscape. There would be a clear definition of the private and public realm, and properties would overlook the public space. A proposed Green and retained trees are integrated within the housing area.

**Easy to find your way around:** *Use legible features to help people find their way around a place.*

Response: The layout for the scheme follows a simple approach with a new 'Main Street', 'Secondary Streets' and 'Green Lanes' to allow residents and visitors to easily navigate their way around. The relationship with the green infrastructure would aid orientation.



# Appendix

## Building For Healthy Life Summary

### STREETS FOR ALL

**Healthy streets:** Streets are different to roads. Streets are places where the need to accommodate the movement of motor vehicles is balanced alongside the need for people to move along and cross streets with ease. Activity in the street is an essential part of a successful public realm.

Response: At a detailed stage it is anticipated that the building layout will defined the street network, so that highways and car parking do not dominate.

**Cycle & car parking:** Well-designed developments will make it more attractive for people to choose to walk or cycle for short trips helping to improve levels of physical activity, air quality, local congestion and the quality of the street scene. Well-designed streets will also provide sufficient and well-integrated car parking. Well-designed developments will make it more attractive for people to choose to walk or cycle for short trips helping to improve levels of physical activity, air quality, local congestion and the quality of the street scene. Well-designed streets will also provide sufficient and well-integrated car parking.

Response: At a detailed stage it is anticipated that car parking is integrated into the overall layout and design with car parking is predominantly within curtilage, both to the fronts and sides of dwellings.

**Green & blue infrastructure:** Creative surface water management such as rills, brooks and ponds enrich the public realm and help improve a sense of wellbeing and offer an interaction with nature. As the richest habitat for a range of flora and fauna, they are also a key play in achieving the net gain in biodiversity sought by the 2020 Environment Bill.

Response: The SuDS strategy plays a strong role within the landscape framework contributing to biodiversity. In addition to the SuDS basins, wildlife ponds are proposed along the western site boundary.

**Back of pavement front of home:** Garden cities, towns and suburbs used hedges to define public and private spaces, helping to create characterful and biodiverse places. The space between the back of the pavement and the face of buildings has a significant impact on the quality of a place. Clear demarcations between public and private spaces can encourage people to personalise the front of their homes whilst also offering opportunities to integrate level changes, utility boxes and waste storage.

Response: At detailed stage it is anticipated that boundary features to fronts of properties will be well considered providing strong definition for public/private spaces transitions. Front garden depths will help define the street character.



# Land off Ellesmere Road, Shrewsbury

## **Design and Access Statement**

February 2023

