



Land at Ellesmere Road, Shrewsbury

VISION DOCUMENT

July 2019

BARWOOD
LAND



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CHAPTER 1

INTRODUCTION

The land at Ellesmere Road lies immediately north east of the existing settlement edge within easy reach of Shrewsbury town centre.

The on-going preparation of the Shropshire Local Plan Partial Review provides an opportunity for the Council to consider strategic options to deliver new development. Barwood Land wish to engage in this process and present a potential residential development site off Ellesmere Road, Shrewsbury.

Barwood Land has commissioned a range of technical analyses and a preliminary masterplanning exercise. This has enabled a vision for the land to begin to develop.

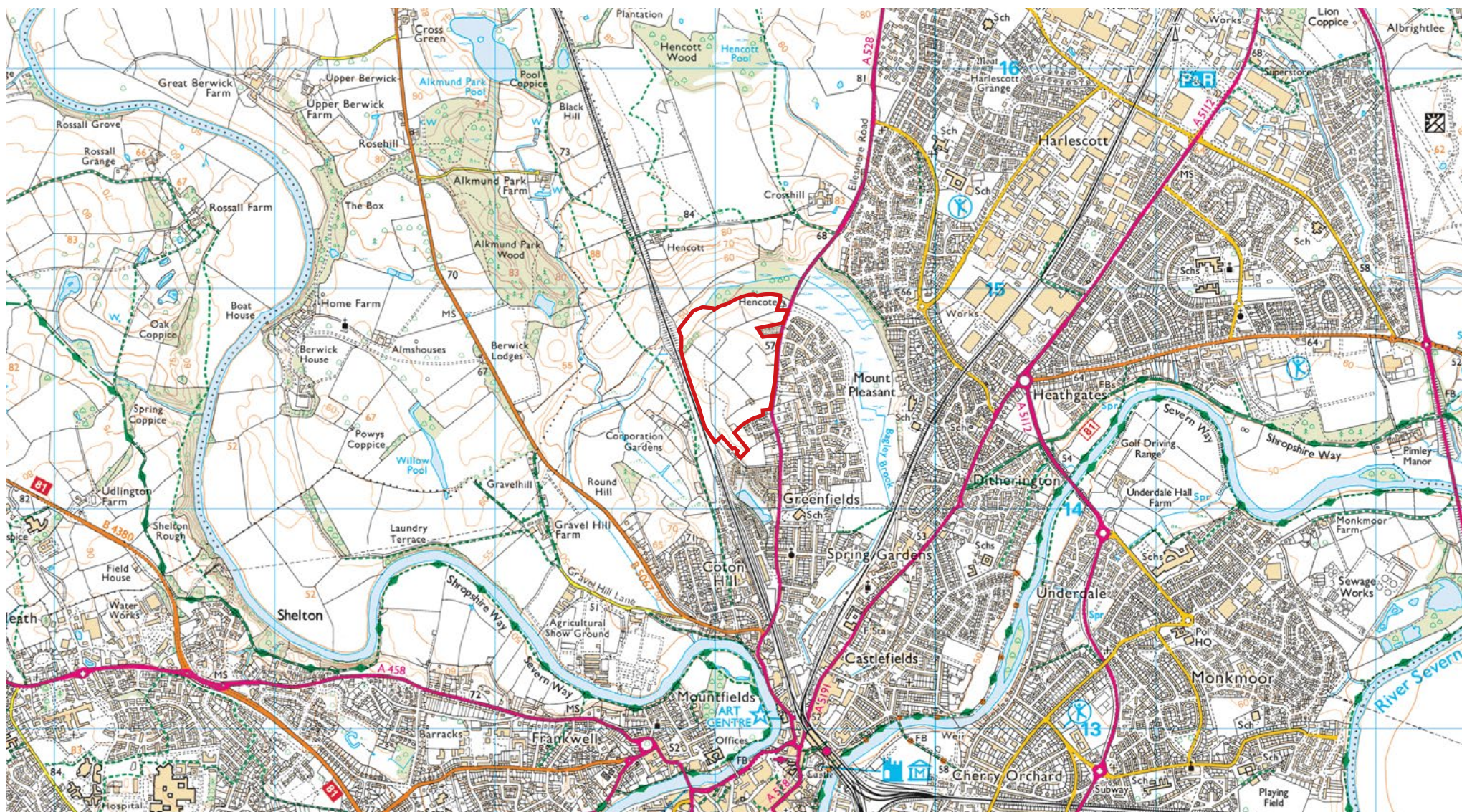
The purpose of this Vision Document is to:

- Describe the results of the technical analysis undertaken;
- Explain how the site could be developed; and
- Identify a number of the benefits that development of the land could deliver.

This document is intended to inform the basis of discussions which will hopefully enable the proposals to be refined and be supported through the review of the Local Plan.

“ VISION

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.”



Plan illustrating site location

CHAPTER 2

SITE LOCATION & CONTEXT

The Ellesmere Road site lies adjacent to existing residential areas, approximately 2 kilometres to the north of Shrewsbury town centre.

Location and Context

The site extends to approximately 23 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.

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. Beyond which Hencote hotel and vineyard is located further to the north on a hill overlooking the site.

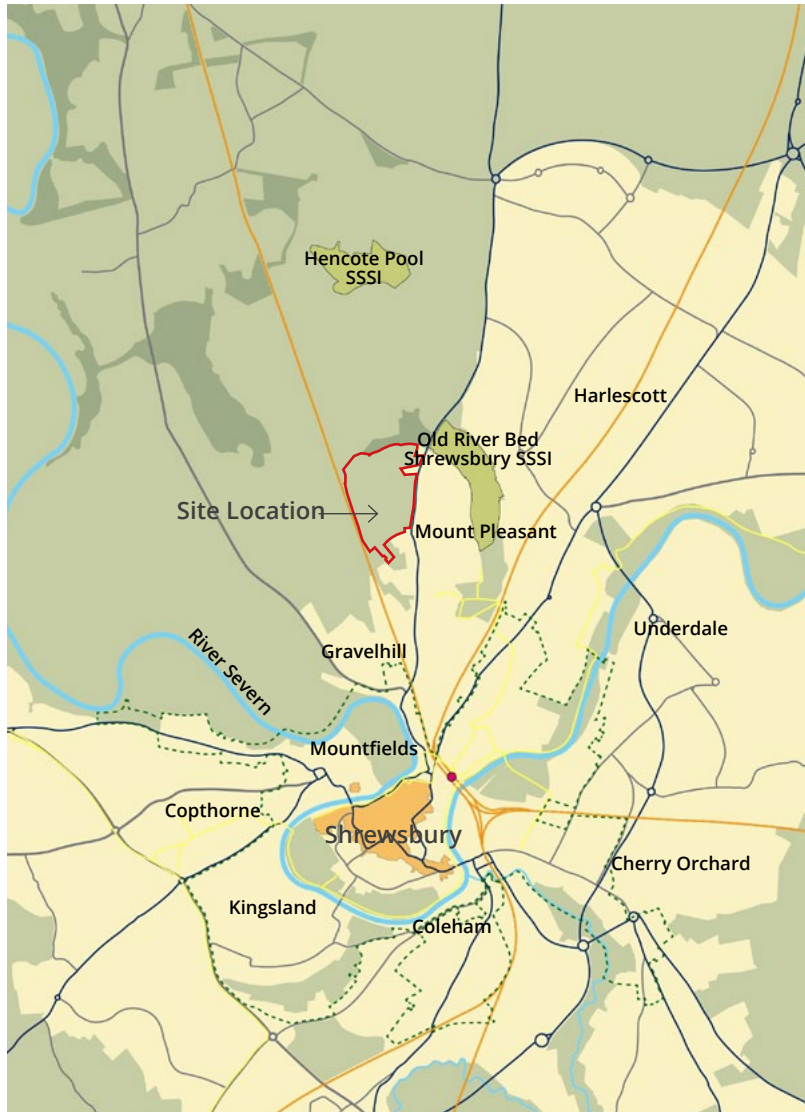
Hencote Dairy located off Ellesmere Road is situated adjacent to the north eastern corner of the site. Further south along Ellesmere Road is Winney Hill View, a recent Cul-de-Sac development of ten dwellings, which extends westwards from the road.



- 1) View of eastern site boundary along Ellesmere Road with the Winney Hill View Development visible
- 2) View south from the site towards properties off Ellesmere Road and Cedars Drive
- 3) View towards the site's southern boundary
- 4) View of Hencote Dairy with the Winney Hill View Development seen beyond

CHAPTER 2

SITE LOCATION & CONTEXT



Site location in relation to surrounding regional context



Aerial Photograph

CHAPTER 2

SITE LOCATION & CONTEXT

Connectivity to Local Services

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

- Town centre shops and shopping centres;
- Restaurants;
- Cinema;
- Bars, pubs and cafés;
- Range of independent shops;
- Post Offices;
- Pharmacies;
- Doctor's surgery;
- Library;
- Churches;
- Sports facilities;
- Theatre;
- Hairdressers;
- Supermarkets;
- Public open spaces; and
- Employment opportunities.



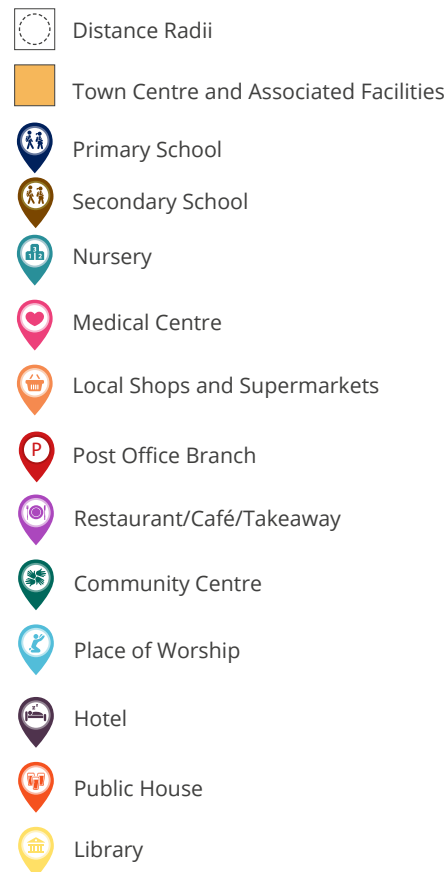
- 1) Bus stop along Ellesmere Road, adjacent to the site
- 2) Cycle / pedestrian route off Ellesmere Road
- 3) Shrewsbury town centre
- 4) Shrewsbury Train Station

CHAPTER 2

SITE LOCATION & CONTEXT

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).



Plan showing the site and location of local services

CHAPTER 3

THE SITE

Existing Use

The site is arable agricultural land. Most of the site forms a large open field, with a further smaller fields separated by hedgerows and hedgerow trees. A small number of scattered trees are situated within the fields. Trees and hedgerows can also be found along the site boundaries. The site is not publicly accessible and there are no Public Rights of Way through the site.

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



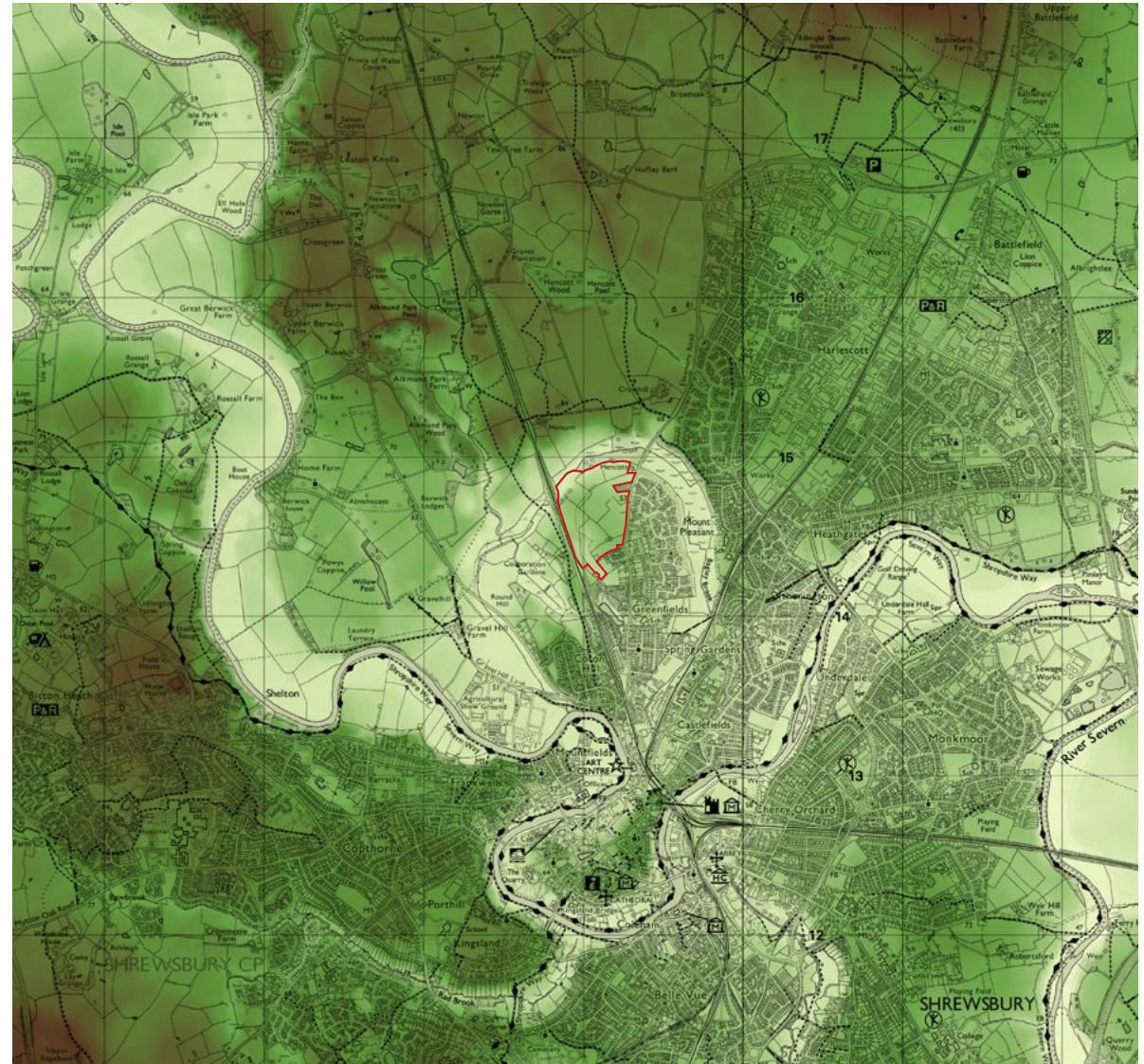
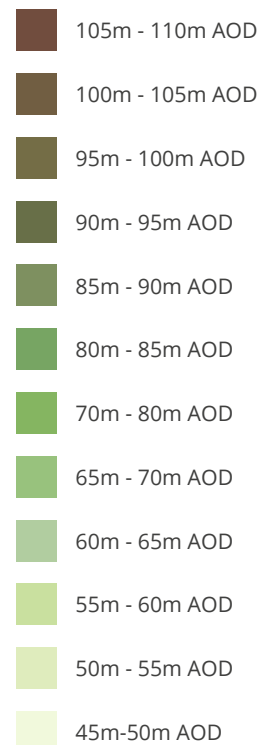
CHAPTER 3 THE SITE

Topography

The local landform rises gently from the settlement edge towards the centre of the site, reaching approximately 65AOD. From here the topography slopes gently northwards, descending towards the water course located to the north of the site.

Within the wider landscape land rises again to the north of the water course 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.



Plan illustrating site topography

CHAPTER 4

NORTH WEST RELIEF ROAD

Relief Road: Scheme

The North West Relief Road (NWRR) scheme by Shropshire Council has been granted government funding and is now proposed to start being constructed in 2022. It will provide a new single carriageway 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, the 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.

CHAPTER 4

NORTH WEST RELIEF ROAD



Plan illustrating proposed relief road route with site boundary shown

CHAPTER 5

PLANNING POLICY CONTEXT

The Ellesmere Road site is being promoted for development in the context of the recently revised national planning policy and guidance and a local policy framework which is evolving.

National Planning Policy Framework (NPPF)

The National Planning Policy Framework ("NPPF") sets out the Government's planning policies for England and how these should be applied. It is a material consideration in planning decisions.

The current version of the NPPF was published in February 2019. It requires local planning authorities ("LPAs") to prepare plans to achieve net gains across three sustainable development objectives: an economic objective, a social objective and an environmental objective (Paragraphs 8 and 9). Applications for sustainable development should be approved wherever possible (Paragraph 38).

Paragraph 23 of the NPPF requires local planning authorities to plan for and allocate sufficient sites to deliver their strategic priorities. As a minimum, strategic policies should provide for objectively met needs

for housing and other uses, unless there are strong reasons to restrict development or the adverse impacts would significantly and demonstrably outweigh the benefits (Paragraph 11).

To support the Government's objective of significantly boosting the supply of homes, the NPPF says it is important that a sufficient amount and variety of land can come forward where it is needed (Paragraph 59). Significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes (Paragraph 103).

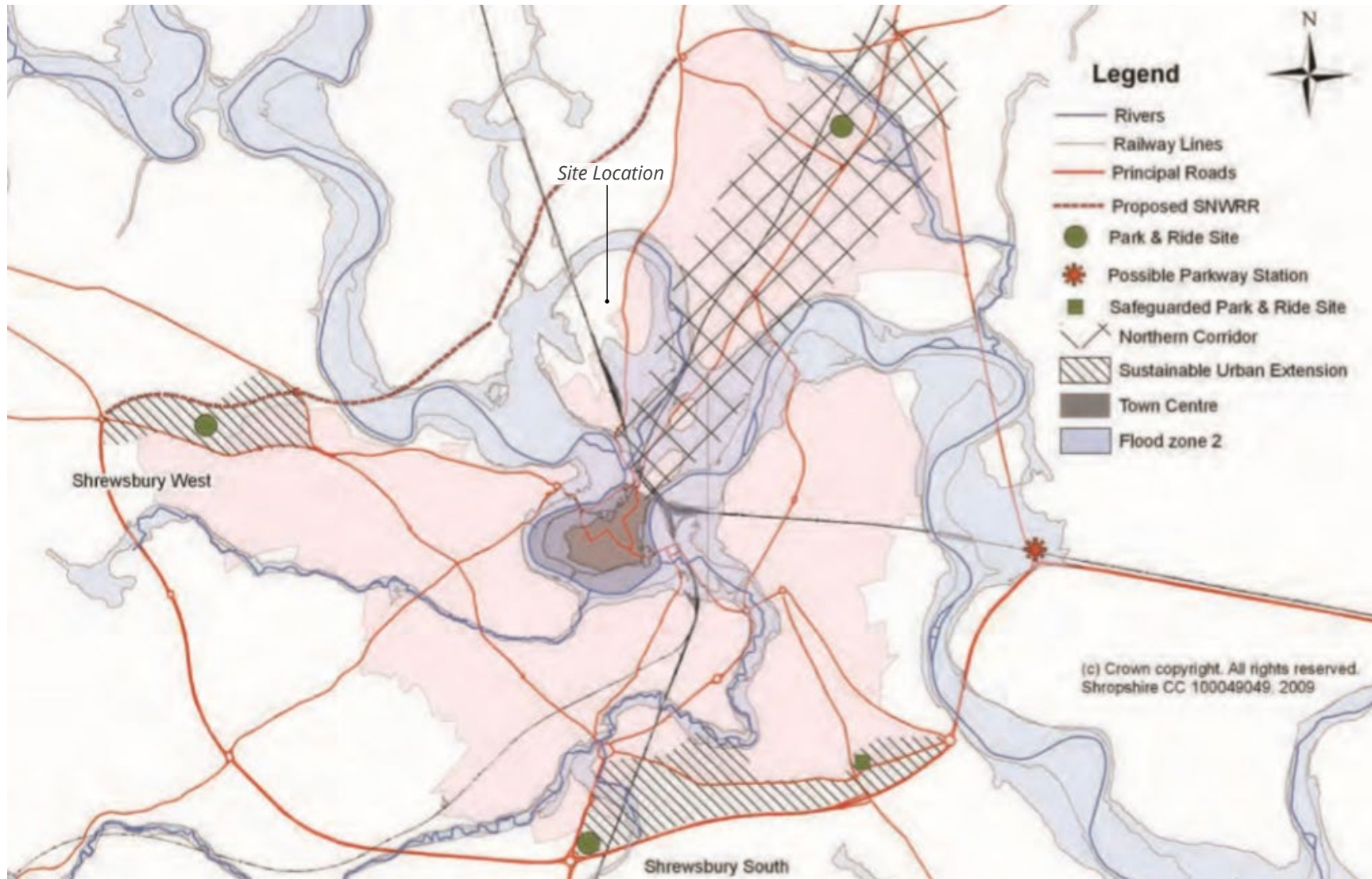
The Development Plan

The Site is located within the administrative boundaries of Shropshire Council, where the statutory development plan comprises the Shropshire Core Strategy (adopted in February 2011) and the Site Allocations and Management of Development Plan ("SAMDev") (adopted in December 2015). Both documents cover the period from 2006 to 2026.

Core Strategy policy CS1 sets out the Council's strategic approach to development. Shrewsbury is to be the primary focus for development, providing approximately 6,500 (25%) of the Council's 27,500 proposed new homes in the plan period to 2026. A combined 40% of residential development is allocated to the Market Towns and other Key Centres, with the remaining 35% expected to be accommodated in rural areas. The policy maps accompanying

the adopted development plan documents place the Site adjacent to but outside the development boundary of Shrewsbury.

Policy CS6 sets out sustainable design principles that should be achieved by all development. Among other things, it requires development to be designed to a high quality and to contribute to the health and wellbeing of communities, including achieving local standards for the provision and quality of open space, sport and recreational facilities. SAMDev policy MD2 requires the provision of open space which should comprise an area of functional space for play, recreation, formal or informal uses including semi-natural open space.



Shrewsbury Key Diagram from the Shropshire Core Strategy with Site Location Labelled

CHAPTER 5

PLANNING POLICY CONTEXT

Emerging Development Plan

The Council is in the process of conducting a partial review of its development plan, to extend its life to 2036. The Council consulted on a Local Plan Review Preferred Sites Document ("PSD") between November 2018 and January 2019.

The PSD outlines an 'urban-focused' preferred development strategy, concentrating 30% of development on Shrewsbury, being 5% more than under adopted policy. In Shrewsbury, additional provision of 3,646 homes is required in addition to past completions and existing commitments and allocations. Of these 3,646 homes the PSD allocates sites for only 2,150, expecting the remaining 1,496 homes to come forward on other, currently unidentified, sites within the town's settlement boundary.

Representations have been submitted to the consultation on the PSD, supporting the overall strategy proposed, but recommending that the Council identifies more sites in and around Shrewsbury to provide a clear strategy to deliver sufficient homes to meet local needs and that the development site is allocated for development.

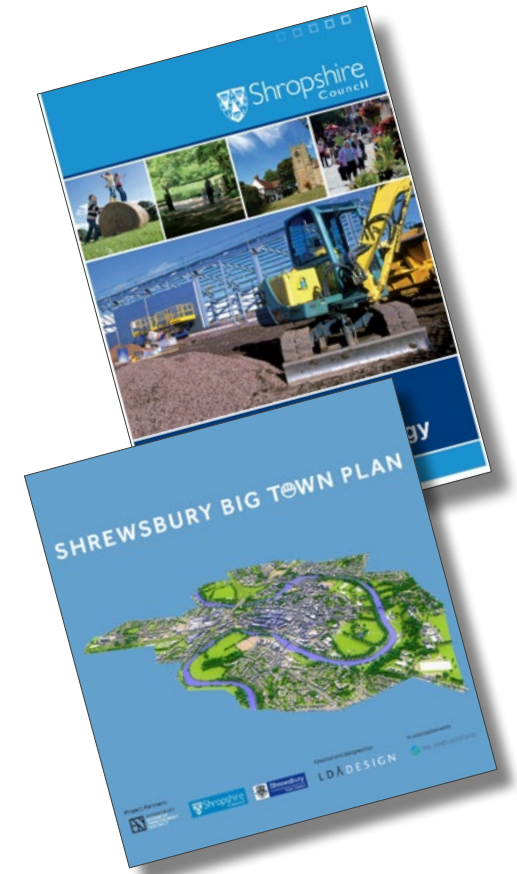
The need for the PSD to consider additional allocations has been further enhanced following the announcement of Government funding for the North West Relief Road ("NWRR") in April 2019. This road which is due to open in 2023, and be fully completed by Spring 2024, will have a material impact on the spatial growth strategy, especially to the north and east of Shrewsbury, where road capacity has previously been constrained.

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.



Other Considerations

The evidence underpinning the Council's emerging local plan review assumes that road capacity to the north of Shrewsbury town centre will remain constrained throughout the extended plan period. However, the recent announcement that central government funding has been secured towards the development of the proposed NWRR, as noted previously, necessitates a review of the sustainability potential and deliverability timescales for sites north and east of the town centre. The NPPF requires strategic policies to anticipate and respond to long-term requirements and opportunities such as those arising from major improvements in infrastructure, and this land off Ellesmere Road is exceptionally well located, close to the town centre, to maximise the benefit from that infrastructure investment in a highly sustainable location.

A September 2018 Shropshire Open Space Recreation Needs Assessment concluded that existing open space standards should be retained while the Council gathers data to be used as the basis for setting new standards that take into account the overall quality, accessibility and connectivity of the wider network of open spaces.

The Council is in the process of producing a Shrewsbury Design Charter, which will set out requirements for development in Shrewsbury with a view to improving design quality.

CHAPTER 6

TECHNICAL CONSIDERATIONS

The environmental and technical capacity of the site has been investigated, through both site assessment and desk study.

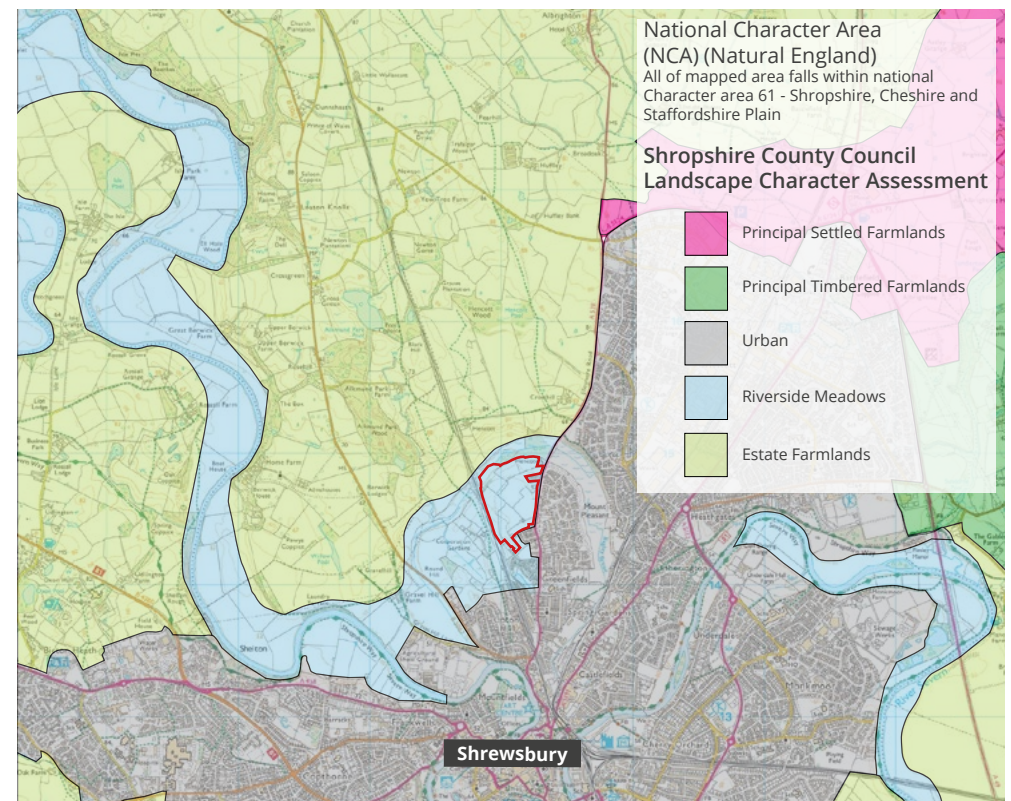
Landscape Character

At a national level, the site lies within the National Character Area 61, Shropshire, Cheshire and Staffordshire Plain as defined by Natural England. Shropshire Council's Landscape Character Assessment 'The Shropshire Landscape Typology' was undertaken in 2006. The site lies within the area described as "**Riverside Meadows**", the key characteristics described in the assessment for this landscape type are; flat floodplain topography, pastoral land use, linear belts of trees along watercourses, hedge and ditch field boundaries and unsettled.

The area surrounding the site displays some of these characteristics such as linear tree belts and relatively flat topography. However, the site's use is arable rather than pastoral and is influenced by development on the existing settlement edge including recent development at

Winney Hill View. Nevertheless, there is the opportunity to strengthen the Riverside Meadows character, through new Green Infrastructure.

The more immediate landscape of the site is located within a relatively enclosed position on the north western edge of Shrewsbury. The site is influenced by existing suburban settlement and road network located to the east and south and new development at Winney Hill View, views of which are prominent from within the site. Views are also available of Hencote Vineyard which situated on rising land to the north of the site. The site is also influenced by the railway line which sits on top of a small embankment adjacent to the site's western boundary. To the north the site is enclosed by vegetation located within a former river bed.



Plan illustrating landscape character classifications

Visual Context

The site is visually well enclosed to the east and south by existing built form. To the north views are available from rising land situated beyond the former river bed, this rising land also acts to enclose the site, restricting views from further northwards. To the west beyond the railway line the landscape is more open allowing for views towards the site, however, there are a very limited number of visual receptors located to the west of the site, most notable of which is PROW 0443/91/1 which runs adjacent to the railway.

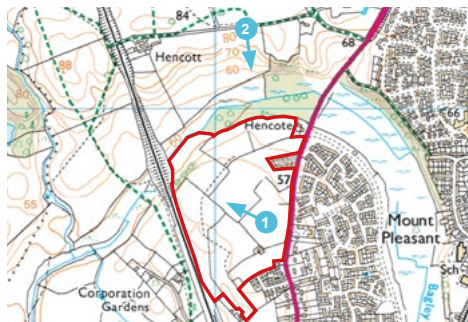


Photo Viewpoint Location Plan



PHOTO VIEWPOINT 1: View from within the site looking south west

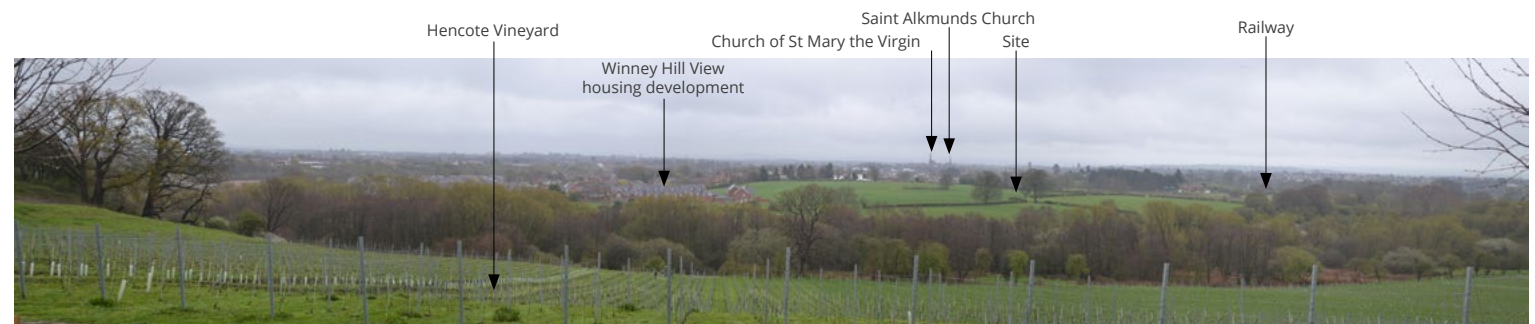


PHOTO VIEWPOINT 2: View looking south to Shrewsbury from adjacent to PROW along Hencote Lane

CHAPTER 6

TECHNICAL CONSIDERATIONS

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 and an 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 associated scrub are however considered to be of nature conservation value within a site/local context. The site also encompasses an area of wet grassland to the northwest that forms 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 some minor loss of hedgerow and a small number of trees, all of the features of nature conservation value could be retained within development proposals.

The development could deliver a range of new habitats and retain existing features of nature conservation value.

Flood Risk and Drainage

Flood Risk

The majority of the site is located within Flood Zone 1 on the Environment Agency Flood Map for Planning. It is, therefore, at low risk of fluvial flooding and suitable for residential development.

A small area in the north of the site falls within flood zones 2 and 3 and therefore have a medium or high probability of flooding. This area lies adjacent to the site's northern boundary and forms part of a flood plain for a watercourse which runs to the north of the site.

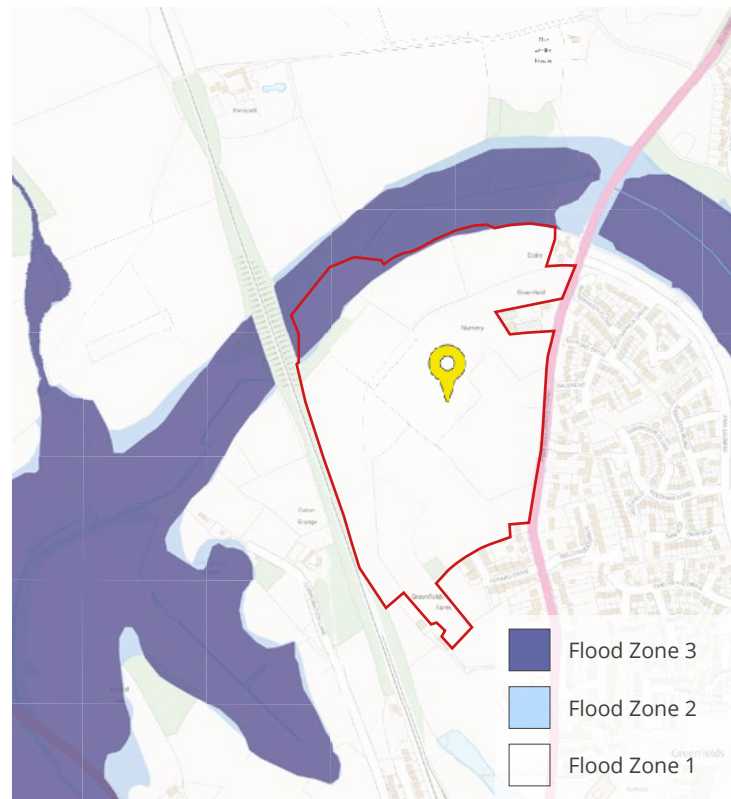
Drainage

Surface water from the proposed development will need to be drained by a Sustainable Drainage (SuDs) scheme that will be designed in detail as part of the masterplan. The proposed SuDs will need to be integrated with landscape proposals and assist in enhancing amenity and biodiversity on the site. Surface water attenuation features including attenuation ponds could also be used to manage the flow of surface water.

Foul water from the proposed development will need to discharge into an existing public foul sewer. The development design will, therefore, need to incorporate any requirements related to the disposal of foul water.

CHAPTER 6

TECHNICAL CONSIDERATIONS



Environmental Agency (EA) Flood Map



Examples of attenuation basins with habitat creation

CHAPTER 6

TECHNICAL CONSIDERATIONS

Highways and Accessibility

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.



Plan illustrating the local movement network

CHAPTER 7
















SITE ANALYSIS

The technical analysis of the site and its context undertaken to date has identified a number of constraints, that will influence and help shape the development. Importantly none of these have been identified as barriers to development in principle. It is also clear that the site presents a number of opportunities associated with potential development. These are described below and illustrated on the constraints and opportunities plan where appropriate.

This analysis of constraints and opportunities has informed the development proposals.

The key constraints are as follows:

- Long distance views from the PProWs 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 the north western portion of the site.
- The site is visually contained by existing development, landscape and topography.
- 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.

-  Existing Hedgerows / Trees
-  Existing Contours
(Ordnance Survey Information)
-  Existing Contours
(High Points of Site)
-  Existing Contours
(Low Points of Site)
-  Greenfields Primary School
-  Bus stops on Ellesmere Road
-  Existing Public Rights of Way
-  Existing Watercourse
-  EA Floodzone
(Flood Zone 3)
-  EA Floodzone
(Flood Zone 2)
-  Railway Line
-  Potential Views from Public Rights
of Way
-  Old River Bed, Shrewsbury SSSI
-  Old River Bed, Shrewsbury LWS
-  Ellesmere Road



Plan illustrating key existing constraints

CHAPTER 8

CONCEPT DEVELOPMENT

The proposals have been developed through an iterative design process, informed by site surveys, desk-based research and assessment of local and national planning guidance.

Design Evolution

The masterplanning process has considered the inherent and underlying characteristics of the site and how these should shape and structure the development, including the location and extent of the built environment and green infrastructure.

The extent of built development and has been strongly influenced by the site's context and existing vegetation. This resulted in built development being guided close to the existing settlement edge with green infrastructure focused in the north and west of the site.

Existing vegetation been integrated and retained wherever possible with existing hedgerows forming green corridors along the Ellesmere Road and within the proposed development areas. Existing trees have also been used to create focal green spaces within the development.

Key Design Principles

From this process a series of Key Design principles have been developed :

- To create an attractive neighbourhood of high quality design, drawing on the best features of local distinctiveness within Shrewsbury.
- To retain and integrate existing site features into the layout wherever possible.
- To provide a well-connected development, both in terms of vehicular access, but also public transport and cycling/walking connections.
- To establish an easy to use scheme, where residents and visitors can easily find their way around.
- To make Green Infrastructure an integral part of the scheme, by creating a network of multifunctional green spaces for the benefit of residents, wildlife and the wider landscape.
- To provide good opportunities for healthy outdoor recreation, exercise and play.
- To manage surface water in a sustainable manner using SUDS, which can improve biodiversity and the distinctiveness of open spaces.
- To provide a good choice and mix of housing.

CHAPTER 8

CONCEPT DEVELOPMENT



CHAPTER 9

MASTERPLAN

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;

- Habitat creation to complement the LWS;
- 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.





Green Infrastructure

CHAPTER 9

MASTERPLAN

Land Use and Development

The Framework Plan (on page 35) shows residential parcels covering approximately 14.30 hectares of the site. This is split into two phases; phase one of the development is located in the southern most portion of the site with phase two adjoining to the north. The design provides approximately 8.62 hectares of open space, including space for recreational use and habitat creation. It is envisaged that residential areas will have an average density of 35 units per hectare - providing approximately 500 residential units dependent on the final design solution, mix and density.

The vast majority of dwellings within the surrounding area are up to 2 storeys in height and, as such, the development will seek to broadly reflect this in its scale. Buildings within the site will not typically exceed 2 1/2 storeys - reaching a maximum height of 10.5m.

Despite this upper limit, buildings will be designed to have a variation in their height from ground to ridge or eaves, and the arrangement of buildings within a plot should seek to ensure subtle changes in height to create a varied roof line across the development.

The building typology will reflect the site's landform and will be used to highlight key nodes and focal points. For example, the careful use of taller 2 1/2 storey buildings will be used to highlight focal spaces.



The density will vary throughout the development, with higher densities concentrated to the southern and central areas and the lower densities on the peripheries



Changes in roof height will create a varied roof line throughout the development



Land Use

CHAPTER 9

MASTERPLAN

Movement Framework

Vehicular access to the site will be provided via two proposed accesses off Ellesmere Road. The southernmost access will serve phase one of the development with the second access proposed to be constructed as part of phase two.

Within the development a clear and legible hierarchy of routes would be provided, to allow easy access. Once phase two is completed the two points of access would be linked by a primary street which would also connect to development parcels via a series of secondary and tertiary streets.

This site masterplan has been developed upon a well connected movement framework that links the development parcels to key destinations. Vehicular movement through the site is supplemented by attractive sustainable routes for

cycling, walking and accessing public transport.

A good range of public transport is accessible close by with a direct link provided to bus stops on Ellesmere Road. Connections to Ellesmere Road will also provide cycle and pedestrian access to Shrewsbury town centre, Bus Station and Train Station as well as the PRow network to the north.

The Framework Plan (on page 35) shows a network of pedestrian/cycle routes through a connected pattern of streets, footpaths and open spaces. The overall strategy will encourage the community to walk and will promote healthy active living. The street design will also include footways which prioritise the safe and easy movement of pedestrians and cyclists through the development.



New linkages to the existing Public Rights of Way and through the development will encourage walking and will promote healthy active living

Access and Movement

Framework Plan and Development Form

The Framework shows built development located to the south of the site extending northwards level with existing development on Ellesmere Road. Development has been set back from the LWS to the north and the railway to the west.

Phase one of the development is located in the southern most portion of the site with phase two adjoining to the north.

A substantial area of the site will remain free of built development to provide a landscape buffer to the countryside beyond, ecological enhancements and multifunctional public open space. Existing vegetation has been retained where possible and breaks up the development area with green corridors and focal green spaces centred on retained trees.

- 01 Proposed Residential Development: 14.30Ha (up to 500 dwellings)**
Phase 1: 5.72ha (200 dwellings at 35dph)
Phase 2: 8.58ha (300 dwellings at 35dph)
- 02 Proposed Site Accesses**
- 03 Proposed Indicative Street**
- 04 Proposed Footpath Routes**
- 05 Existing Vegetation/Hedgerows**
- 06 Proposed Tree/Shrub Planting**
- 07 Proposed Public Open Space**
- 08 Indicative Attenuation Basins**
- 09 Locally Equipped Area for Play (LEAP): 0.05Ha**
- 10 Neighbourhood Equipped Area for Play (NEAP): 0.10Ha**
- 11 Potential Pedestrian Link to Bus Stop on Ellesmere Road**
- 12 Proposed Phase 1, Phase 2 Boundary**
- 13 Potential Community Orchard**
- 14 Proposed Wildlife Ponds**



Illustrative Framework Plan

CHAPTER 10

CONCLUSIONS

The site has good connections to Shrewsbury town centre and key public transport hubs. It is, therefore, a suitable sustainable location for development in the town.

The site offers a great opportunity to provide a high quality development in close proximity to Shrewsbury town centre.

The vision for the Land at Ellesmere Road, Shrewsbury is to deliver a development which is high quality, well connected, attractive and which reflects ambitions for growth in Shrewsbury.

The vision for the site has been developed having regard to a range of technical assessments which have given a thorough understanding of the site's constraints and opportunities. The Development Framework which has emerged from this process is carefully considered and positively responds to the policy framework and the wider context within which the site is located.

It is clear from the analysis that subject to the mitigation identified in this document there are no significant technical constraints to residential development on the land in the form envisaged.

The site is in a highly accessible location within walking distance of facilities and services in the town centre, Shrewsbury Train station and Shrewsbury Bus Station.

There is also scope for the site to deliver a significant range of benefits, including:

- the creation of significant areas of high quality publicly accessible open space on land which currently has no public access;

- the potential to provide significant areas of planting and habitat creation connecting into the existing green infrastructure network;
- add to the local population which can support the vitality of the community and the viability of existing services and facilities including the many independent businesses in the town centre;
- a neighbourhood which reflects the distinctive characteristics of Shrewsbury;
- the delivery of a choice and mix of housing including affordable housing.

The vision for the site is to deliver a high quality development set within a robust green infrastructure network. We believe that this document and the Development Framework for the site demonstrate this vision is a deliverable proposition.

CHAPTER 8 CONCLUSIONS



Land at Ellesmere Road, Shrewsbury
VISION DOCUMENT