

Wider area opportunities

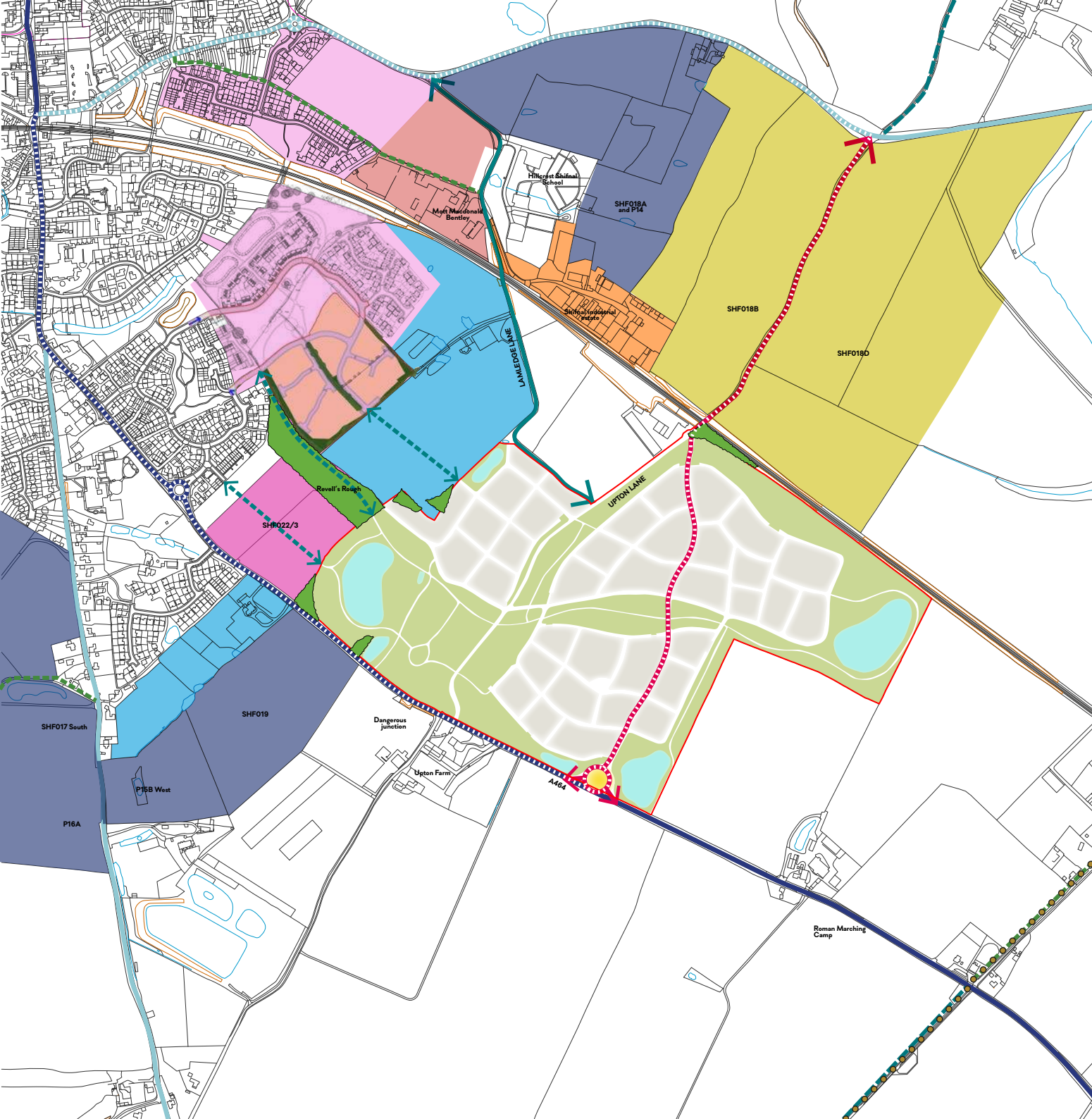
Key opportunities in the wider area around the site include:

- The site is in a sustainable location, located within walking/cycling distance to a range of local facilities and services and public transport options.
- There is the potential to extend the existing No.14 bus service through the site to allow for further improved ease of movement by public transport.
- Vehicular access can be taken from an improved Upton Lane and Wolverhampton Road with opportunities for pedestrian links to proposed allocation to the north west of the site and into the centre of Shifnal.
- There are opportunities to widen Upton Lane to improve access into the site. This could include the provision of a new roundabout junction to slow the speed of traffic along Wolverhampton Road.
- A series of pedestrian connections into the town centre could be provided westward through adjacent land which includes site allocations and the existing woodland of Revell's Rough.
- Potential conversion of Lamledge Lane to a cycle lane / green lane providing a safe and attractive cycle connection.

Site opportunities

Key opportunities identified for the site include:

- There is the opportunity to redevelop land to the north-west of Upton Lane for residential development by filling in the man-made fishing ponds creating a continuation of the proposed allocation to the north of Wolverhampton Road.
- Potential to create a green corridor through the residential development creating a transition from the settlement into the countryside to the east.
- The old windmill, although non-listed, can be protected and set within open space on the site.
- Views of the old windmill can be protected by offsetting development and giving the development a sense of place.
- Opportunity to create a woodland edge on the site's eastern boundary to assimilate the site within long distance views
- Hedgerows and trees within the site can be retained as part of the development.
- The development could incorporate Sustainable Urban Drainage Systems to manage surface water runoff.



LEGEND

- Site boundary
- Residential development
- Multi-functional greenspace
- Balancing ponds
- A road
- B road
- Upgrade to primary route
- No.14 bus potential extension
- Convert to cycle lane / green lane
- Potential pedestrian route
- New roundabout

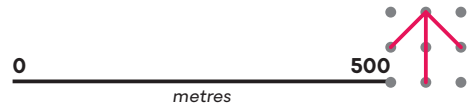


Figure 6 | Wider area opportunities | 1:10,000



LEGEND

- Site boundary
- Character area 1
- Character area 2
- Character area 3
- Character area 4
- Green infrastructure
- Balancing ponds
- Primary route
- Secondary route
- Tertiary route
- Private drive
- Footpath
- Hedges
- Woodland planting for screening
- Avenue trees
- Green buffer
- Children's play
- Upton Lane - green lane
- Key view to old windmill
- New roundabout
- Vehicular access
- Pedestrian access
- Old Windmill
- Man made fishing ponds and agricultural la filled in for residential development
- Non-designated heritage assets
- Road bridge across railway line

0 200 metres

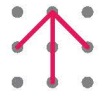


Figure 5 | Site opportunities | 1:6,250



4. Site vision

Design principles

The design for the site has emerged from four strong design principles (figure 7):

1: Green infrastructure framework

The masterplan will be landscape led, incorporating high quality, useable green spaces, with green corridors providing connections through the site and a green buffer to the south to contain the development and mitigate noise from the A464. Recreation space, including children's play will be provided, and existing landscape features will be retained wherever possible.

2: Integrated and connected movement network

A connected movement network will

provide logical and legible connections into and through the site, with a hierarchy of streets that will deliver ease of movement, whilst creating distinctive character areas, with priority for pedestrians and cycles at the forefront of design intention.

3: A legible development

A legible development will be created with perimeter blocks used to provide continuity of frontage and clear public/private space definition and landmark buildings used to define key views.

4: Creation of character areas

Four distinctive character areas will be created across the site which will ensure that the development delivers variety and choice, creates a sense of place and responds to the varied nature of its boundaries.

The masterplan

The indicative masterplan (figure 8) sets out an initial vision for the proposed development, showing how the site could respond to its context, and recognise its constraints and opportunities. The development could integrate with the existing urban area (as extended through the proposed allocation of land north of Wolverhampton Road and the safeguarded land to the west of Lamledge Lane) in this sustainable location and provide a sensitively designed urban extension.

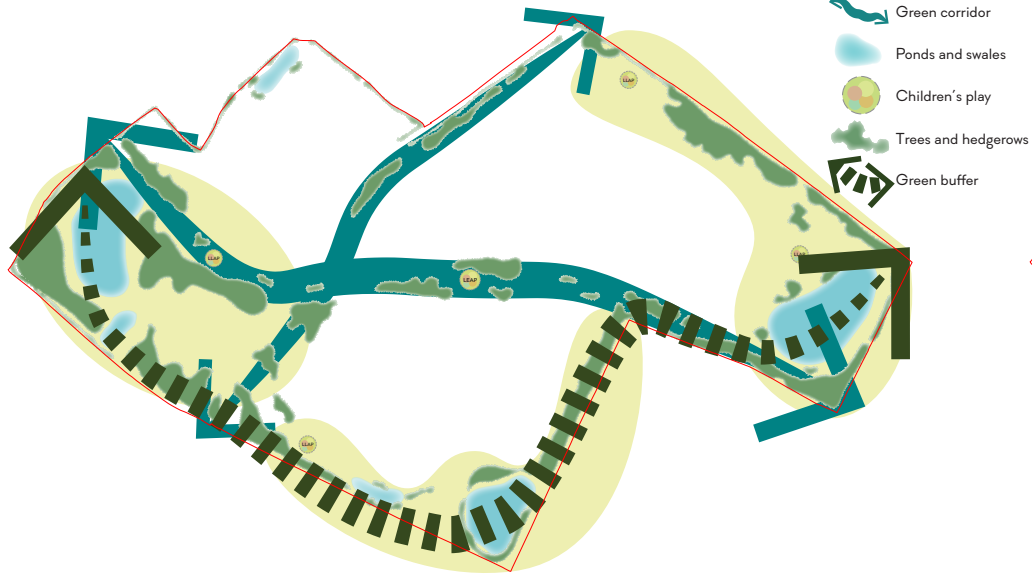
The masterplan has sought to deliver a well-connected residential extension which responds to the existing and proposed grain of urban development to the south east of Shifnal. The development could deliver in the

order of 700-800 new homes, of mixed density with a maximum of 30 dwellings per hectare.

The development is designed around a green infrastructure framework, comprising several open spaces with equipped children's play spaces. The development delivers structural planting / screening along the eastern boundary which, coupled with existing trees and hedgerows on the site, reduce the visual impact of the site from long distance views to the east. A green buffer is provided to the A464 to the south, as shown in a concept visual in figure 9.

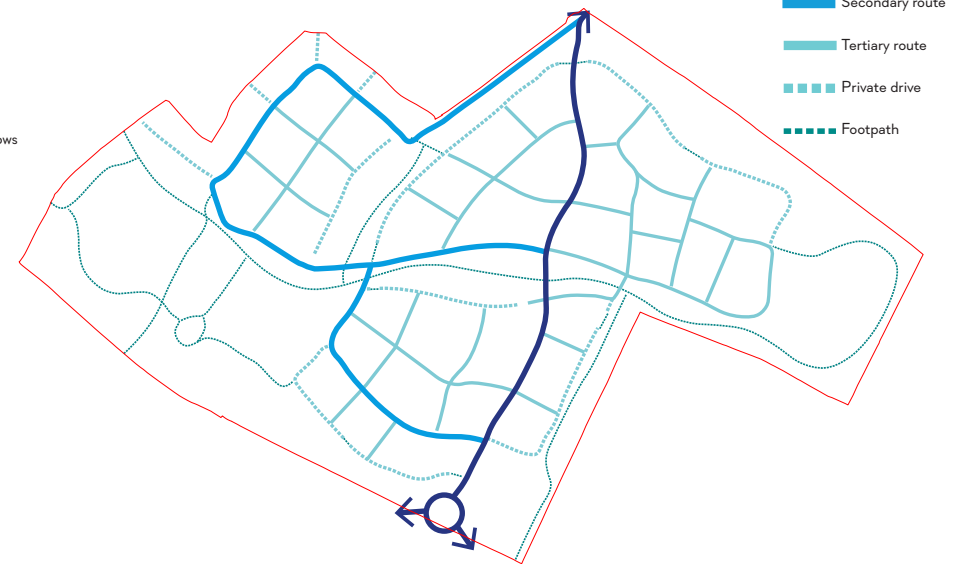
Vehicular access to the development is from a new roundabout junction off Wolverhampton Road to the south, from which runs north via a central spine through the site along Upton Lane.

Design principle 1: Strong green infrastructure framework



- LEGEND**
- Site boundary
 - Open space
 - Green corridor
 - Ponds and swales
 - Children's play
 - Trees and hedgerows
 - Green buffer

Design principle 2: Integrated and connected movement network



- LEGEND**
- Site boundary
 - Primary route
 - Secondary route
 - Tertiary route
 - Private drive
 - Footpath

Design principle 3: A legible development



- LEGEND**
- Site boundary
 - Development frontage
 - * Landmark building

Design principle 4: Creation of character areas

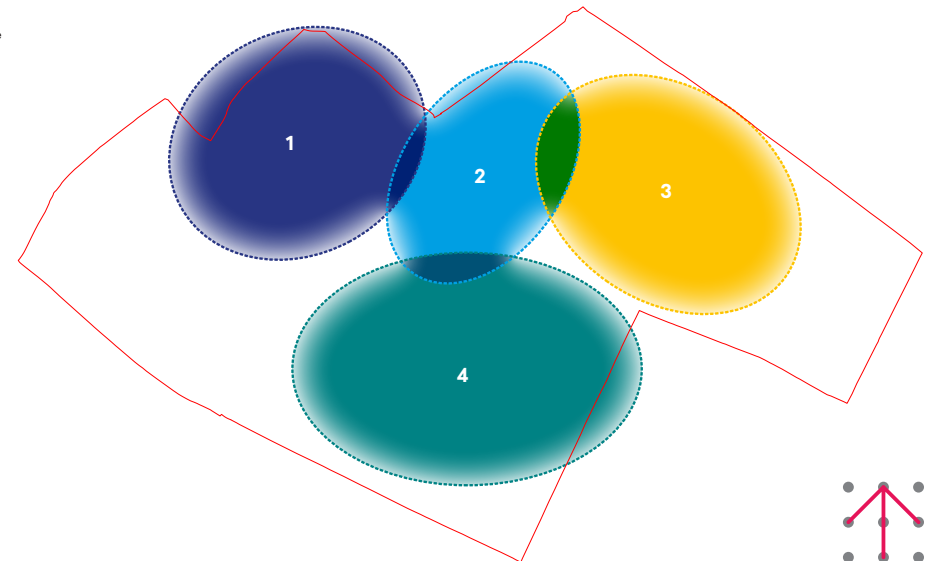


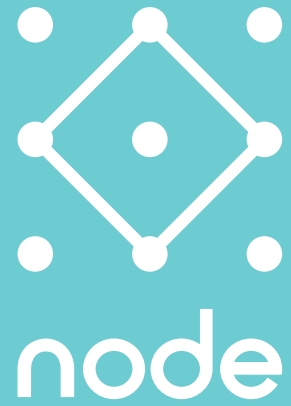
Figure 7 | Design principles | 1:6,250



Figure 8 | Masterplan | 1:6,250



Figure 9 | Visual: view from Wolverhampton Road looking north-west towards the Old Windmill



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