

Unlocking Shrewsbury's Potential

The Shrewsbury North West Relief Road will complement the Shrewsbury Integrated Transport Package (SITP) and together they will support the delivery of the Big Town Plan by removing significant levels of traffic from the town centre.

The **Shrewsbury Integrated Transport Package** includes:

- Key junction improvements at Reabrook Roundabout, Meole Brace Roundabout, English Bridge Gyratory and Coleham Head to increase traffic capacity and improve pedestrian and cycle facilities.
- Implementing further improvements to traffic signal operation and manage traffic flows on main arterial routes.
- Enhancements to pedestrian and cycle links to increase accessibility to the town centre
- Improved pedestrian wayfinding within and around the 'river loop' to generate a highly accessible and connected town centre for pedestrians
- Enhancements to the public realm, such as Pride Hill.



Traffic, pedestrian and cyclist improvement at Meole Brace Island

Shrewsbury Big Town Plan - Improving Movement and Place

“A town – and a town centre – that feels great to be in, to move around, is vital to Shrewsbury’s future success and sustainable growth. Quality places, designed with people at its heart, make people feel welcome and create a canvas for public life; while ease of movement, that strives for the right balance between modes, further supports quality of life and, as crucially, the business environment.”

The Big Town Plan proposes an overarching plan that supports the town’s ambitions and growth. Working iteratively with the spatial plan, this will include both small-scale movement and larger infrastructure or structural changes. This will guide specific activity and plans to:

- Develop a great walking environment
- Create a cycling culture
- Reduce the impact of parking in the centre
- Develop an overall traffic management strategy which consider how traffic can be reduced by providing viable, attractive alternatives of transport to discourage unnecessary vehicle movement in the town centre. This will need to link to the wider urban design strategy, pedestrian-priority and cycling networks, the Local Plan and the whole town road and rail network. It should take into account the use of the two ring roads and north west relief road, and other measures to discourage through traffic.



Big Town Plan visualisation of Barker Street



Big Town Plan visualisation of Castle Foregate