

# **LAND OFF OTELEY ROAD SHREWSBURY**

## **DELIVERY STATEMENT**

**PREPARED BY  
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ON BEHALF OF  
SOUTH SHREWSBURY CONSORTIUM AND  
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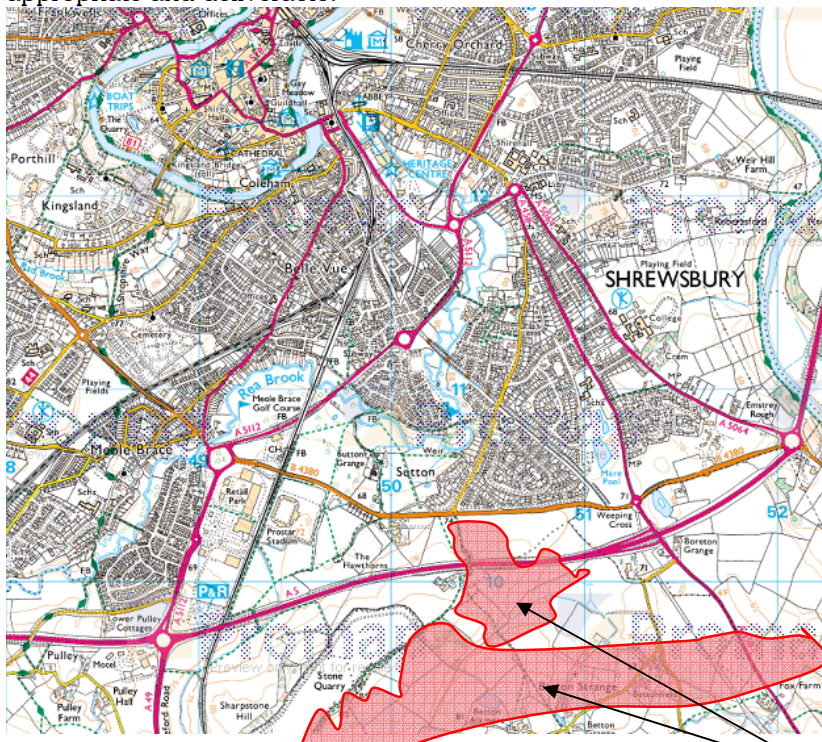
## 1.0 INTRODUCTION

This delivery statement has been produced to provide details of the development of land off Oteley Road (B4360) Shrewsbury. The land is identified within the Shropshire Core Strategy Policy CS2 Shrewsbury - Development Strategy as the core area of one of Shrewsbury's two sustainable urban extension areas.

Shrewsbury South, as the site is referred to within the Core Strategy is proposed for mixed use development focusing on employment/commercial and residential development and open space.

The Core Area is approximately 65.0 hectares and lies on either side of the Oteley Road. It is bordered by the Rea Brook Valley to the north and the A5 to the south and is in close proximity to the Greenhouse Meadow Football Stadium which is the home ground of Shrewsbury Town Football Club and Percy Thrower's Garden Centre.

The aim of this document is to provide details of the phasing schedule and other key deliverables of the development. A full suite of supporting technical documents have been prepared in support of this proposal. These include specialist reports on transportation, flood risk, ground conditions, drainage, agricultural land quality, noise and vibration, air quality, ecology and visual and landscape assessment. The overall conclusion of these reports is that the proposed development of this Core Area is appropriate and deliverable.



The Site

## 2.0 CONCEPT RATIONALE

- 2.1 The core area will form the heart of the sustainable urban extension to the south of Shrewsbury. It is important to ensure excellent connections with the existing settlement, balancing sustainable development principles with the need to make efficient use of land and having regard to the character of the surrounding area, the topography of the site landscape and ecological interests. To achieve this:
1. An illustrative Masterplan has been prepared that, taking account of the evidence base documents and recommendations confirms, the land uses to be accommodated including housing to provide a mix of dwelling types and sizes, including affordable housing, together with the strategic employment and other commercial development.
  2. The precise layout of the development will be confirmed through the Site Allocations and Management of Development document guided by a balanced view of the physical capacity of the site considering the quantity of buildings required and the desired character of the development in relation to its surroundings in terms of existing surrounding developments and the landscape.
  3. The development will have regard to the semi rural setting, which requires a design response to ensure the development is integrated into the landscape, taking account of natural features including the Rea Brook Valley, existing vegetation and provision of appropriate new landscaping.
  4. Sustainable transport principles, with the promotion of walking and cycling links to the existing settlement and provision/ links to public transport facilities.

### **3.0 LAND OFF OTELEY ROAD, SHREWSBURY CONCEPT STATEMENT**

3.1 This concept statement provides further details in support of the Shrewsbury South Sustainable Urban Extension and the key elements for the core area are reflected in the Indicative Masterplan attached at Appendix A.

Strategic objectives for the strategic urban extension:

- The development of approximately 22 hectares to provide a new strategic employment site on land adjoining the Shrewsbury Town Football Club;
- Major housing development north and south of Oteley Road of approximately 900 dwellings;
- Scope for the expansion of Meole Brace Retail Park, if required, and other commercial uses;
- A5 junction improvements, if needed, and sustainable transport measures;
- To incorporate the expansion of Shrewsbury Business Park through the development of approximately 4 hectares of employment land;
- Green infrastructure improvements including the enhancement of the Rea Brook Valley and footpath cycle links to the Town Centre;
- Redevelopment of Percy Thrower’s Garden Centre including a new heritage centre;
- Neighbourhood Facilities
  - Shops
  - Pub
  - Facilities to serve office uses

#### **4.0 KEY DESIGN PRINCIPLES**

4.1 A further detailed Masterplan for the whole site will be produced to demonstrate adherence to current best practice in urban design and specify what further, detailed design guidance (e.g., design codes, site development briefs, etc) will be provided. The design strategy will include:

1. The extent to which the built form responds to the topography of the site.
2. A landscape framework and planting strategy produced as a driver for the layout that integrates the development within the landscape and shows how the new urban edge will be formed and managed. This will demonstrate how existing trees and hedgerows will be retained, incorporated and extended as part of the proposed organisation of built form.
3. A strategy for new planting should demonstrate integration throughout the new development, clearly explaining how the countryside can be drawn into the proposed development through the integration of multi-functional green spaces. The strategy must demonstrate how the urban extension can be produced to be visually distinctive, but also robust in terms of climate change, encouraging alternative modes of movement and creating opportunities for bringing wildlife into the area.
4. A continuous network of pedestrian and vehicular route ways that connects into and integrates with the existing, surrounding movement networks. There should be a legible street hierarchy, where streets are designed as 'linear places' rather than movement corridors.
5. Good access to public transport and provision for a high level of amenity, information and safety for passengers.
6. Vehicle parking as an integral part of the plan for the scheme, to ensure limited impact on visual amenity and residential privacy. Any surface level parking areas should make provision for generous planting in order to aid visual containment and help to ameliorate the effects of climate change.
7. Measures to demonstrate how the amenities of existing residents living on the boundaries of this site will be respected and protected, with any proposed layout justified on this basis.
8. A proposed built form that supports the strategic objectives for the development of this site, but also demonstrates how a recognisable identity can be created.
9. Regard will be had to noise and air quality considerations.

10. How the scheme proposes to provide new homes and buildings of a high quality, inspired by the character and existing architectural design of this part of Shropshire. Regard must be given to Policy CS6: Sustainable Design and Development Principles and the Sustainable Design supplementary planning document (SPD).
11. A phasing strategy which prioritises the provision of non-vehicular links, landscape planting and the provision of supporting services within the early years of the scheme will also be provided.

## 5.0 INFRASTRUCTURE

**The Masterplan will embrace the following elements.**

### **Physical Infrastructure**

1. Vehicular access into the Core Area from Oteley Road.
2. A strategy for pedestrian and cycling links within the development and between the site and the existing settlement in convenient locations in relation to existing services and public transport facilities including the park and ride site.
3. The development of the buildings to include crime prevention measures.
4. The facilities which are to be ancillary to the employment/commercial development of the site including the parking for cars and bicycles and the provision of smoking shelters.
5. The interaction between the employment/ commercial area, residential area and the existing buildings surrounding the site.
6. Improved links to the existing Meole Brace Retail Park.
7. The incorporation of renewable /low carbon technologies as a means of reducing predicted CO<sub>2</sub> emissions.
8. Any necessary flood mitigation measures, the provision of sustainable drainage and a sustainable management strategy for the maintenance of these.

### **Social and Community Infrastructure**

1. The development will provide a good mix of house types, sizes and tenures including an appropriate level of affordable housing and the variation in densities across the site.
2. The development will provide accommodation that meets the needs of the elderly, dwellings that comply with the Lifetime Homes Standards.
3. Open space to include LEAPs and LAPs will be provided within the new development at appropriate locations. They shall be designed with adequate surveillance whilst having due regard to the amenity of neighbouring residents.

### **Green Infrastructure**

1. Protection and enhancement of the Rea Brook Valley and associated links.
2. Retention of existing hedgerows and field patterns.
3. Integration of the development into the landscape and accommodation of sufficient natural green space through careful design and a landscaping strategy, which respects the existing habitat.
4. Accommodation of sufficient natural green space in accordance with Natural England's adopted standards. Natural green space can be delivered in phases provided each one meets the requirements for size, access, character, availability and function.
5. New landscaping and planting sited and selected to include sufficient large tree canopy cover across the site to deliver landscape-related climate change adaptation, urban cooling, shade and shelter, and visually enhance the development. Open spaces, streets and public areas will incorporate sufficient space above and below ground to enable large canopy trees to develop to maturity.
6. The proposal will include the sustainable management of open space.

### **Management and Community Engagement**

The Masterplan for the site will be accompanied by a framework for the management and maintenance of the physical, green, community and social infrastructure as appropriate. This will encompass a model for engagement with the local community, and empower all sections of the community to participate in the decision-making process especially those who live in close proximity to the land South of Oteley Road, in line with the aims of the Council's Statement of Community Involvement (SCI).



**Land off Oteley Road Infrastructure**

<b>Shrewsbury south (sustainable urban extension): infrastructure requirement</b>	<b>Phasing</b>	<b>Cost</b>	<b>Possible funding sources</b>	<b>Responsibility for delivery and maintenance</b>
<b>Green</b>				
Greenways for cyclists and pedestrians internal in the development and connecting the site to the existing residential and commercial/employment areas near to the site with improved links to Meole Brace Retail Park	During development and post completion	TBC	Local Transport Plan, Developer Contributions	Shropshire Council/ Developer
Increase the provision of amenity open spaces, tree planting, and play facilities	During development	TBC	Shropshire Council, Developer contributions External funding including Lottery	Shropshire Council/ Developer/ Shrewsbury Town Council
<b>Physical</b>				
Road network access to and from the site	As development proceeds	TBC	Developer contributions	Shropshire Council/ Developer
Delivery of the built environment on the site	As development proceeds	TBC	Developer contributions	Developer
<b>Transport</b>				
Walking and cycling Measures with improved links to Meole Brace Retail Park	As development proceeds	TBC	Local Transport Plan, Developer Contributions	Shropshire Council/ Developer
Public transport measures	As development proceeds	TBC	Local Transport Plan, investment by public transport operators, Developer Contributions	Shropshire Council/ bus operators

Mitigating impact on the existing highway network (i.e., A5 junction improvements, if required and sustainable transport measures)	As development proceeds	TBC	Local Transport Plan, Developer Contributions	Shropshire Council,/ Highways Agency
Promotion of the Park and ride site	As development proceeds	TBC	Local Transport Plan,	Shropshire Council/ bus operators
Introduction of improved links to Meole Brace retail park	As development proceeds	TBC	Local Transport Plan, Private Sector, Developer Contributions	Shropshire Council/ Developer
<b>Community</b>				
Central venue to support community / voluntary services	As development proceeds	TBC	Developer Contributions, Shropshire Council	Shropshire Council,/ Voluntary Groups
<b>Education</b>				
Provision of additional primary and secondary school places, if required	As development proceeds	TBC	Developer Contributions	Shropshire Council
<b>Health</b>				
Assessment of Primary Care and GP provision	TBC	TBC	Shropshire PCT	Shropshire PCT

**Table 1 Land off Oteley Road Infrastructure**

**PHASING**

<b>Year</b>	<b>2011- 2016</b>	<b>2016-2021</b>	<b>2021-2026</b>
Approx. Housing Completions. Employment land phasing to be agreed with Shropshire Council	400	250	250

**Table 2 Land off Oteley Road Development Phasing**

**APPENDIX A**

**INDICATIVE MASTERPLAN  
FOR THE SHREWSBURY SOUTH URBAN EXTENSION CORE AREA**

