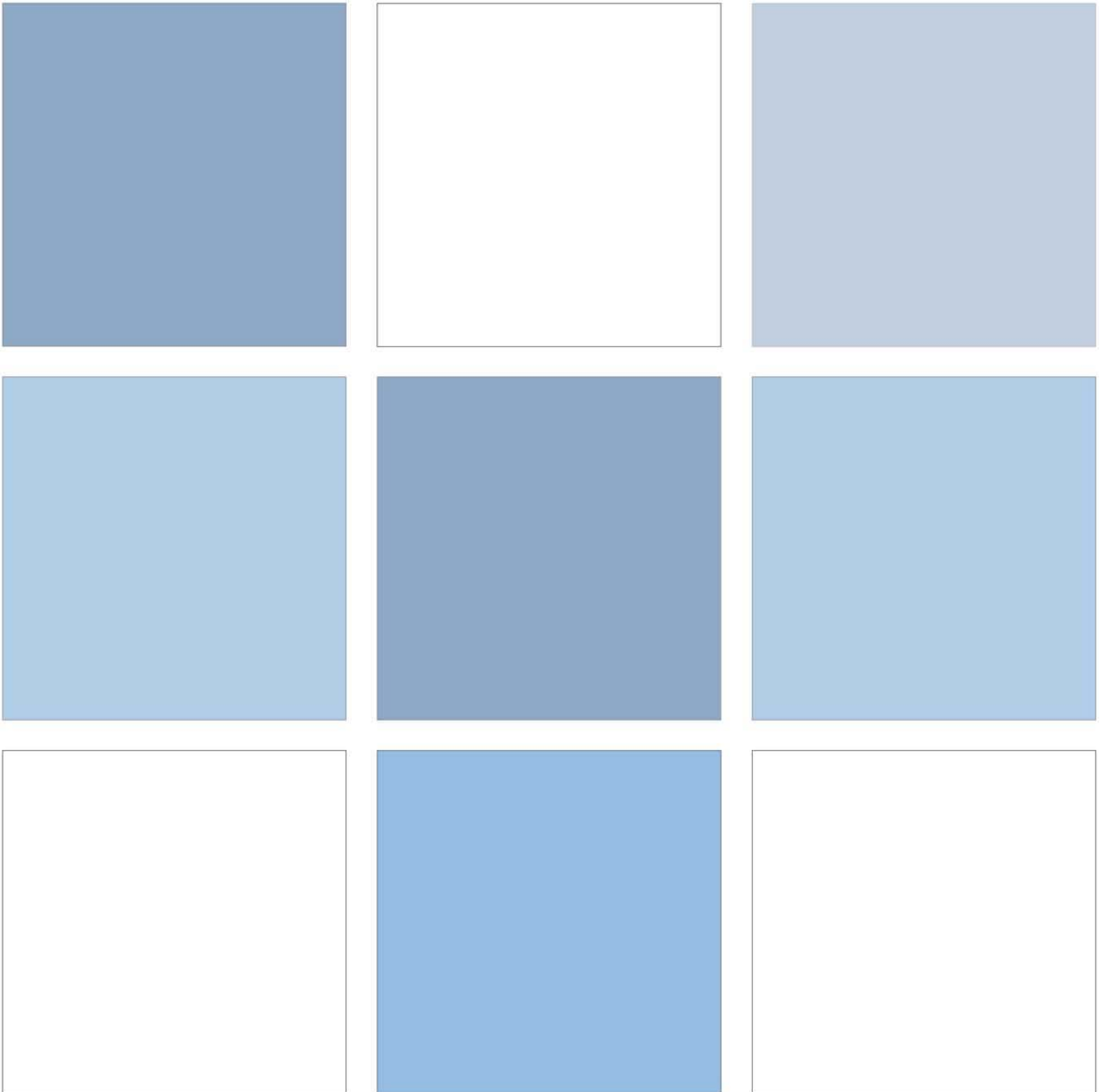


RPS

Welshpool Road, Shrewsbury
Delivery Statement on behalf of Mosaic Estates



Revised July 2010



LAND AT WELSHPOOL ROAD, SHREWSBURY

DELIVERY STATEMENT

ON BEHALF OF MOSAIC ESTATES

REVISED JULY 2010

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1. INTRODUCTION

- 1.1 RPS Planning & Development (RPS) is retained by Mosaic Estates to represent their interests in land to the north and south of Welshpool Road, Shrewsbury identified on the attached plan (RPS1).
- 1.2 In combination with Shropshire Council, Mosaic Estates have control over land required to deliver comprehensive development as envisaged in the Shropshire Core Strategy Final Plan Publication in February 2010 and carried forward into the Submitted Plan in July 2010. The land can appropriately deliver some 700 dwellings and some 9 to 12ha of employment land in conjunction with a relocated Park & Ride facility better related to the A5(T) and associated open space and social infrastructure. A medical industries, health care, leisure and retirement campus is proposed in the Oxon area south west of Holyhead Road and north of the proposed Shrewsbury North West Relief Road (SNWRR) as part of a comprehensive proposal for this strategic location.
- 1.3 The area is able to deliver a significant section of the proposed SNWRR between A5(T)/Welshpool Road junction and the Holyhead Road (old A5). In itself, this section of road will bring benefits to the western area of Shrewsbury and improved accessibility to existing as well as proposed new employment areas while providing relief to Welshpool Road where greater public transport use will be facilitated associated with the relocated Park and Ride.
- 1.4 This statement has been prepared as evidence base to assist Shropshire Council in respect of demonstrating that the selection of the 'Bicton Heath' or Shrewsbury West Strategic Growth Location straddling Welshpool Road, Shrewsbury in the Core Strategy Final Plan Publication is soundly based. The statement addresses both the suitability of the location and its deliverability within the plan period.
- 1.5 It is understood that the Site Allocations and Management of Development DPD will be the vehicle for establishing all site allocations, including those related to identified Strategic Locations in the Core Strategy.
- 1.6 The statement is structured to assess the land at Welshpool Road against the PPS3 Paragraph 38 criteria for identifying broad locations and specific sites for

housing and also Paragraph 69 criteria for suitability for housing in general terms in Section 2. Section 3 focuses in particular on delivery of development and presents a time line for the effective planning and implementation stages of the site's development.

- 1.7 Section 4 presents the conclusions from the statement that relate to the suitability of the site for identification as a strategic location and site allocation for mixed use development and its delivery during the plan period. It is recommended that the site be retained as a strategic location for mixed use development in the Shropshire Core Strategy.

2. SUITABILITY

- 2.1 PPS3 was republished in June 2010 and provides national planning policy on housing development. Paragraphs 36 to 51 deal with providing housing in suitable locations. Paragraph 69 contains suitability criteria in the context of development control decisions which must also be relevant to the selection of sites for allocation.
- 2.2 In national terms, PPS3 presents the objective of creating mixed and sustainable communities where new housing is developed in locations which offer a range of community facilities and which have good access to jobs, key services and infrastructure. Use should be made of existing infrastructure where it is available. Use of previously developed land is a priority especially where there is vacant or derelict land and buildings where this conforms with the selected spatial strategy for the area.
- 2.3 Until recently Regional Spatial Strategies were charged with identifying broad strategic locations for new housing developments in accordance with sustainable development principles. Factors identified in this context included evidence of housing need and demand, low carbon considerations, recognition of Growth Areas, urban extensions in high demand areas, and feasibility of delivering the required level of new infrastructure. Although the RSS for the west Midlands has been revoked on 6 July 2010, and no further progress can be expected on emerging new RSSs in the region, the principles for determining required levels of housing and selecting sustainable locations for growth remain valid and material with responsibility now resting at the local level to make decisions.
- 2.4 In the West Midlands, the proposed revision to the RSS underwent an Examination in 2009 addressing required housing and employment growth over the rolled forward period from 2006 to 2026. In Shropshire, the Panel endorsed the role of Shrewsbury in the submitted RSS Preferred Option as a Settlement for Significant Development (SSD) reflecting its previous status as a Sub-Regional Focus in the previous RPG11 (RSS, 2004) and its more recent designation as a Growth Point (Shrewsbury & Atcham Borough). The Panel also recommended that the remainder of the administrative area receive an increased housing requirement of 1,500 dwellings whereby the indicative target for Shrewsbury should be some 6,500, which is an increase of 300 dwellings on

the submitted Preferred Option, and the rest of Shropshire 21,000 dwellings between 2006 and 2026. The Panel also recommended that the employment land requirement be extended by a third from the RSS Preferred Option level.

2.5 It is broadly consensual that Shrewsbury should play its identified growth role including urban extensions in sustainable locations.

2.6 At Core Strategy and Site Allocations level, PPS3 requires that a development strategy be set out including planned locations for housing that contributes to the achievement of sustainable development. Sites should be identified based on sustainable criteria drawing on principles set out in PPS3 Paragraph 38.

2.7 These principles in brief are:

- Conformity with the local Spatial Vision
- Fit with evidence in the Strategic Housing Market Assessment (SHMA) and Strategic Housing Land Availability Assessment (SHLAA) in terms of housing demand and need and the availability of sites
- Carbon reduction due to good accessibility to public transport and low carbon-forms of energy, including locations where there is clear potential for this to be realised
- Ability to avoid absolute constraints and mitigate other potential constraints
- Considering all potential options for comparative sustainability
- Accessibility generally to facilities and services and critical mass to develop and sustain new facilities, infrastructure and services
- Meeting the needs of all parts of the area

2.8 The Sustainability Appraisal approach is to be used to develop and test options in terms of social, economic and environmental implications including costs, benefits and risks.

2.9 PPS3 Paragraph 69 criteria are also relevant. Proposals should deliver:

- High quality housing

- A mix of housing types and tenures
- Housing in suitable and environmentally sustainable locations
- Housing which uses land effectively and efficiently
- Housing conforming with issues raised in PPS3 Paragraph 38

2.10 At Shrewsbury, the new Shropshire Council has undertaken an extensive consultation exercise on the Core Strategy Spatial Options and has refined these through a Preferred Policy Directions approach, Pre-Submission Document, and now Submission Plan.

2.11 Although no longer expected to form part of the development plan, the emerging West Midlands RSS had sought to set the broad spatial approach for the area. Policy SS1 recommended by the Panel proposed to set out the spatial strategy for the region. At Part B, it was recommended to state that ***“in other parts of the region [outside the Major Urban Areas] major new development will be focussed in and adjacent to towns which are most capable of balanced and sustainable growth to complement the role of the MUAs. The following nine areas have been designated for this purpose as Settlements of Significant Development (SSD): ... Shrewsbury ...”*** The broad approach remains a cogent context for considering growth delivery in Shropshire and at Shrewsbury. The Panel recommended a broad spatial approach including the role for Shrewsbury town as a growth area to accommodate some 6,500 new homes in Policy CF3.

2.12 Given the RSS Panel recommended that employment land requirements should be increased by a third for the full plan period and aggregating the Shropshire total as a single figure. It may be expected that the Shrewsbury element should increase from 84ha to up to 112ha for the former Shrewsbury & Atcham Borough area. The Core strategy Policy CS1 proposes between 85 and 95 ha at Shrewsbury town itself.

2.13 The Core Strategy consultation process has resulted in a Spatial Vision that focuses on a settlement hierarchy and five broad Spatial Zones. Shrewsbury is the only Sub-Regional Centre in the area (although Telford is a second Sub-

Regional Centre as an enclave). Shrewsbury is also the centre for the Central Shropshire Spatial Zone.

- 2.14 The Core Strategy proposes that Shrewsbury provides some 25% of Shropshire's residential development over 20 years to 2026 at a level of some 6,500 dwellings. There is recognition in the earlier policy Directions consultation that a degree of flexibility should be maintained to cover the eventuality of non-delivery of sites should that arise.
- 2.15 Mosaic Estates recognises this approach as flowing from the scrutinised RSS Phase 2 Revision and to embody sustainable development principles. The Shropshire SHMA (for Western Sub-Region) supports at least this scale of development in the area and the Shropshire SHLAA demonstrates that Shrewsbury has the capacity to accommodate more than this scale of development on developable sites within a 15 year period.
- 2.16 The Council has also identified two strategic locations at the edge of Shrewsbury for comprehensive masterplan-led development for sustainable urban extensions. These were selected from four broad options at a previous consultation stage. The selected locations are land to the south, off Oteley Road/Thieves Lane/Hereford Road and land to the west in the Bicton Heath/Welshpool Road direction. There is recognition that there will be the need to allocate further peripheral housing sites at Shrewsbury. Mosaic Estates' interests represent the Bicton Heath/Welshpool Road location where a comprehensive mixed use development can be undertaken principally in partnership with the Shropshire Council land holding in this area.
- 2.17 The Spatial Vision for Shrewsbury includes the delivery of the Shrewsbury North West Relief Road (SNWRR) between A5/Welshpool Road and Ellesmere Road. This proposal has received support regionally and may continue to attract Government funding as regional priority, albeit the timescale may be expected to be longer given national funding constraints. However, the western section of the road scheme between A5/Welshpool Road (Churncote) and Holyhead Road is deliverable in conjunction with development and provides highway benefits for the Welshpool Road corridor independently from the wider benefits that the complete SNWRR will bring.

- 2.18 Consultation on the SNWRR in Spring 2010 saw public support for the complete SNWRR increase to a clear majority.
- 2.19 The Welshpool Road area controlled by Mosaic Estates and Shropshire Council has capacity for some 720 dwellings and associated landscaping and open space (25.6 ha (28 dpha) gross), with capacity too for 'Gateway' commercial uses of some 3.2 ha at the A5(T) junction and a relocated Park & Ride (4.05 ha) south of Welshpool Road towards the A5(T). These uses can be complemented by an allocation of some 4.7 ha employment land in the east of the area on Council owned land north of Welshpool Road, adjacent to the existing Oxon Business Park and south of the proposed SNWRR, which excludes land owned by Severn Trent Water for expansion of their operation (further 1.2 ha).
- 2.20 North of the proposed SNWRR, and east of the touring caravan site, a medical industries area of some 2.3 ha is proposed west of Clayton Way and a health care/retirement/leisure development campus area of some 6.9 ha is proposed to the east of Clayton Way adjacent to Holyhead Road. This will complement the adjacent Shropshire and Mid Wales Hospice. A Care Home has recently been opened in this area and Shropshire Council has a further extra care unit planned in its current programme, both fronting on to Clayton Way.
- 2.21 Appendix 3 produces a Concept Masterplan for the area demonstrating how the proposed uses can be disposed within the area and integrated with the existing urban area to the south and east and countryside area and uses to the north.
- 2.22 The new residential area north of Welshpool Road would be contained by a section of the proposed alignment of the SNWRR between A5(T) in the west and the B4380 Holyhead Road to Montford Bridge in the east.
- 2.23 The opportunities presented by Shrewsbury West justify the identification of this area as a strategic location for growth in the Shropshire Core Strategy.
- 2.24 The remainder of this Section focuses on the Welshpool Road site's **suitability** in the context of the policy criteria that can be established from PPS3 policy. Section 3 then addresses the **delivery** programme for the effective implementation of the development of the site to assist decision making on phasing of an allocation.

Welshpool Road – Site Suitability

- 2.25 The assessment is made under sub-headings drawn from PPS3 policy.

Spatial Vision

- 2.26 The site conforms well with the spatial vision for the Shrewsbury area in terms of the scale of development required, the need for integration of new development with existing and planned infrastructure and the creation of balanced and sustainable mixed communities.
- 2.27 The site will provide a key section of the SNWRR and also deliver other transport infrastructure improvements required to reduce congestion and improve accessibility, including by non-car modes across the town, in the west sector of Shrewsbury through enhanced park and ride facilities and associated public transport. The proposed new park & ride location south of Welshpool Road and close to A5(T) will attract greater patronage for trips to the town centre, as well as continuing to serve the hospitals in the area. The relief road will create additional capacity on Welshpool Road for public transport services.
- 2.28 Development north of Welshpool Road will complement the existing residential area to the south at Bicton Heath. Mosaic Estates have recognised the location of the existing neighbourhood centre on the north side of Welshpool Road, which is well placed to serve both the new housing and employment areas, as well as the existing development at Bicton Heath. Land is proposed for additional local facilities to be provided adjacent to the existing centre.

SHLAA and Evidence Base

- 2.29 The land has been assessed and is concluded to be developable in the plan period.
- 2.30 The Transport and Accessibility assessment on behalf of the Council has concluded that the area enjoys good accessibility levels. RPS Transport has demonstrated how the existing good accessibility can be further improved in conjunction with development (Appendix 4 refers).

Low Carbon

- 2.31 The Welshpool Road site is within a successful public transport corridor where further improvement is planned. The principal health facilities are located in this corridor. The area enjoys good accessibility to Shrewsbury town centre and to existing Oxon Business Park and proposed employment areas on the western side of the town.
- 2.32 There is a good range of local services within walking and cycling distance from the site.
- 2.33 The development area is of a scale where opportunities to use low carbon energy sources will be more economic.

Constraints and Opportunities

- 2.34 There are a number of existing developed elements within the wider Shrewsbury West area. It is not proposed that these be redeveloped with the exception of the Park & Ride facility where a replacement facility is proposed closer to the A5(T) on the edge of the town. Existing residential properties would be respected in masterplanning the area particularly on Shepherd Lane, but also on the Welshpool Road frontage close to Deane Close.
- 2.35 The existing Bicton Heath local centre will be retained and potentially extended as part of the proposals.
- 2.36 Assessments have been made of the area which demonstrate that the site is suitable for development in landscape terms in principle. Masterplanning should have regard to a number of local factors including retention of valuable vegetation, respect for certain defined views out of the area, providing a landscape buffer to the proposed new road. A segregated crossing is proposed across the road which will serve the caravan site and Bicton village as well as provide access northwards from the proposed development. In addition, the proposed controlled junction on Clayton Way will provide a safe and convenient crossing point between the health/retirement/leisure campus area and the urban extension and employment areas to the south. Existing public rights of way will be kept where feasible and diverted to connect with the proposed crossing points.

- 2.37 The area lacks any significant ecological value. Localised areas of interest should be protected where possible and impacts appropriately mitigated. There is potential to create new habitats of value through the green infrastructure elements of the proposals.
- 2.38 The Agricultural Land Classification for the area shows the land as Grade 3 in contrast with a large swathe of Grade 2 quality land at Oteley Road (Shrewsbury South strategic location).
- 2.39 The development land is capable of being accessed directly off Welshpool Road, off Calcott Lane, Shepherd Lane, Little Oxon Lane and Clayton Way. Only the latter road will form a new junction on the SNWRR which is needed to provide an effective access to the established and new employment areas in this location. It is intended that the proposed development area will be permeable and legible in accordance with best practice urban design principles which also facilitate movement by non-car modes.
- 2.40 There are no known constraints in respect of drainage and other utilities. The Shropshire Outline Water Cycle Study has concluded in June 2010 that the Monkmoor Water Treatment Works and associated sewerage network has sufficient hydraulic capacity to accommodate the proposed development. Further, the Study has concluded that there are no water quality constraints to accommodating growth at Monkmoor WTW. In terms of fluvial flooding risk, the Shrewsbury west urban extension is not in a location constrained by flood risk. Surface water run-off will need to be managed on site and the Study has concluded that between 2 and 4% of the site area will be required to attenuate run-off. Shrewsbury West is identified as an area where infiltration may be applicable. The proposed development will be accompanied by a Flood Risk assessment at application stage to demonstrate satisfactory measures will be taken in this context.
- 2.41 The development would physically contribute to the construction of the SNWRR as well as providing an enhanced Park & Ride facility in a better location. The development can proceed without the need for the SNWRR to be completed in its full extent to Ellesmere Road.

- 2.42 The land is controlled by active development interests and the Shropshire Council. Mosaic Estates are willing to work with the landowner partners, and with the Local Planning Authority, on a masterplan led approach as advocated for the identified strategic sites in the area.
- 2.43 There are considered to be no significant delivery risks associated with the proposed development of the land that will prevent its delivery within the plan period. Section 3 identifies a delivery programme for the land which requires progress on masterplanning and the implementation strategy over 2011 and 2012.

Accessibility

- 2.44 Appendix 5 reproduces the current public transport services that exist on Welshpool Road. These services pass the site and link to the town centre which is within 3.2km of the centre of the site.
- 2.45 The station, which is at the edge of the town centre, is some 3.5km from the centre of the site. There is a range of local facilities in the Bicton Heath area including a Co-op Supermarket, Christ Church, vets, restaurant, public house, and dentist. There is a GP surgery within 1km and a Post Office within 1.6km. The local primary school is less than 700m from the centre of the site at Racecourse Lane. The local secondary schools are close to the town centre, some 3 to 4km of the site's centre. The Radbrook College Campus is 2km away from the site providing Further Education. The health centre adjoins the college.
- 2.46 It is concluded that the site enjoys a high level of accessibility currently. It is, however, proposed to improve upon the current position through the introduction of enhanced park and ride facilities in the corridor and an extension to the existing neighbourhood centre. It is anticipated that a contribution will be sought towards enhancing local schools to serve the proposed development.

Comparative Advantages

- 2.47 In brief, Welshpool Road is a significant radial route to the town centre from the west, in which the County's principal hospitals are located. The land avoids use of the best agricultural land in the area. It provides an opportunity to integrate new housing and employment, improved park and ride facilities and also

construct a key section of the SNWRR as part of a comprehensive mixed use development.

- 2.48 The site is capable of release before 2016 and is capable of delivery as it is not dependent upon the completion of the SNWRR. Its delivery is linked to the construction of the SNWRR between A5(T) and Holyhead Road and the detailed implementation strategy will identify phasing of the development relative to the construction of the road.

Creating Sustainable Communities

- 2.49 The development of this site can complement the existing urban form at Bicton Heath and the Oxon Business Park, and the existing and planned uses north of the SNWRR. The introduction of some 720 new homes including an appropriate level of affordable housing, as well as significant new employment opportunities, will add to the overall sustainability of the community in this area supported by an enhanced local centre and safe and convenient non-car routes.

PPS3 Paragraph 69 Criteria

- 2.50 A number of additional issues are raised by PPS3 paragraph 69 which merit further comment.

High quality housing

- 2.51 The location and character of the Welshpool Road site lend it well to the creation of a very high quality, attractive residential environment. The Masterplanning and Design & Access Statement approach to the development will ensure that the proposals are well conceived and that high quality development can be delivered.

A mix of housing types and tenures

- 2.52 The scale of the proposed development at some 720 dwellings allows a wide range of house types to be achieved within both the market housing and affordable housing elements. It is proposed to discuss the housing demand and need evidence with the Local Planning and Housing Authorities in preparing development proposals for the site.

Housing in suitable and environmentally sustainable locations

- 2.53 The development area is not affected by environmentally important assets which justify protection, although important local features can be retained and integrated within the masterplan for the site. The landscape led masterplanning approach to the area will ensure that the proposals have suitable green infrastructure and that new development is well integrated with its urban edge setting.

Housing which uses land effectively and efficiently

- 2.54 The pattern of constraints does not prevent the site from being developed effectively and efficiently. The site is seen as offering an attractive location for a wide mix of housing types, including elderly households. There is no reason why the site cannot be developed in accordance with national planning policy advice on efficient use of land.

Concluding Comments

- 2.55 RPS and Mosaic Estates conclude that against objective criteria the land at Welshpool Road identified on Plan RPS1 at Appendix 1 is a highly suitable location for residential development in the plan period to 2026 to meet the identified growth agenda for Shrewsbury. The area can be developed effectively in accordance with principles encompassed in the Concept Masterplan at Appendix 3.
- 2.56 There are no constraints which justify the site's exclusion from consideration. Rather, there are several factors which continue to support the site's selection by Shropshire Council as a strategic growth location in the emerging Core Strategy.

3. DELIVERY

- 3.1 Mosaic Estates has very considerable experience in promoting strategic development sites through the planning process and securing their implementation by house-builders, commercial developers and specialist development companies. The Mosaic Team is particularly knowledgeable about the Shropshire housing market where they were actively involved with Jennings Homes and have been engaged in Local Plan and Local Development Framework exercises across the County in recent years.
- 3.2 Mosaic Estates has prepared a delivery programme for development of the Welshpool Road site having regard to the planning process and the market release of land for construction. The programme or Critical Path Analysis (CPA) for the Welshpool Road site is attached at Appendix 6. This relates principally to the Mosaic Estates' controlled land but the principles can be extended to the combined land holding following further discussion with the Council's Property and Estates officers.
- 3.3 Land controlled by Shropshire Council to the east of the Mosaic Estates' interests should be planned and released either in parallel or as part of a single comprehensive proposal – in both scenarios the planning process should essentially be a single process. It is anticipated that the adjoining land would not extend the delivery period on the basis that new employment will complement the residential development proposed by Mosaic Estates. The proposed alignment does not require the purchase of the property on Holyhead Road identified in the consultation exercise for the SNWRR earlier in 2010. A three main leg roundabout is proposed on Holyhead Road as part of this proposal.
- 3.4 A new access to the Caravan Park is proposed off Clayton Way which will provide adequate stacking capacity with the advantage of improved access from the principal road network. Safe pedestrian and cycle access from the Caravan Site to facilities in the Bicton Heath area will be provided via a new bridge over the SNWRR and through the proposed development.
- 3.5 The timescale assumes that the Core Strategy will have settled the overall requirement for development at Shrewsbury and the Site Allocations and Management of Development DPD will be progressed to allow the

complementary formulation and submission of an outline planning application. The outline planning application would be submitted in the second half of 2012 with the expectation of planning permission by the end of 2013.

- 3.6 The outline permission is intended to include initial infrastructure works details to allow works to start on site during 2014. It is expected that the section of the SNWRR would be completed by 2018. Allowing for site disposal to housebuilders and the time for reserved matters approvals, first residential completions are expected in 2015 at a modest level, building to a peak of 85 dwellings per year before tailing off towards the end of the development.
- 3.7 The CPA shows house construction between 2014 and 2024 inclusive, ie an overall expected build period of some 11 years. It is envisaged that the residential land would be sold in three tranches.
- 3.8 It is concluded that land north of Welshpool Road, Shrewsbury can be allocated for delivery in phasing periods up to and after April 2016 for some 75 and 645 dwellings respectively.
- 3.9 In parallel with the principal development, there is also scope within a masterplanned approach for bespoke prestigious commercial 'Gateway' development at the A5(T)/Welshpool Road junction.

4. CONCLUSION AND RECOMMENDATION

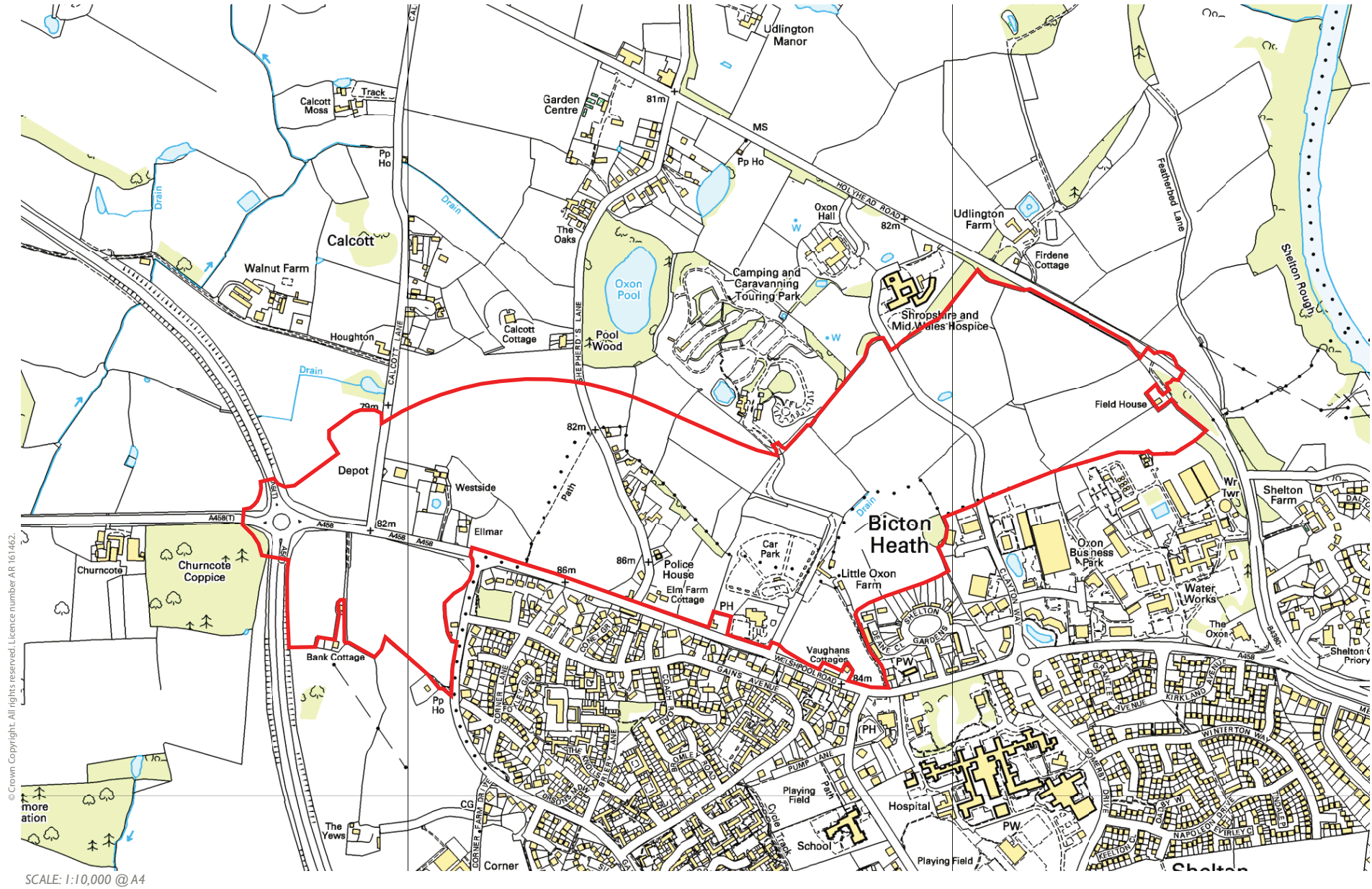
- 4.1 It is concluded that land at Welshpool Road, Shrewsbury is suitable for allocation for residential development at a scale of some 720 dwellings on a gross area of 25.6 ha, and 10.25 ha of Class B employment and associated uses principally north of the Oxon Business Park, as well as a replacement park and ride close to the A5(T), to meet identified growth requirements at Shrewsbury.
- 4.2 The employment areas include scope for bespoke prestigious 'Gateway' development at the A5(T)/Welshpool Road junction of some 3.2 ha which can be delivered in parallel with the principal development. The gateway development may best comprise further commercial uses including Class B1 and road side uses. The identified medical industries area west of Clayton Way provides 2.3 ha of Class B1/B2 uses
- 4.3 The health care/retirement/leisure campus area north of the SNWRR extends in total to some 6.9 ha, where an existing care home has already been opened and a further extra-care home has been planned by Shropshire Council. A residual developable area excluding these elements of some 4.1 ha remains within this campus zone.
- 4.4 The land is deliverable between 2014/15 and 2023/24, based on anticipated progress with the Local Development Framework and the timely submission of an outline planning application(s).
- 4.5 Mosaic Estates is willing to collaborate with adjacent land interests (principally Shropshire Council) and the Local Planning and Housing Authorities to formulate a masterplan and effective delivery strategy for the proposed development.

APPENDIX 1

PLAN: RPS1 – LAND AT WELSHPOOL ROAD, SHREWSBURY:


SITE LOCATION

APPENDIX I: SITE LOCATION PLAN



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REF: JBB7634	CHECKED BY: MS	
CLIENT: Mosaic Estates	DATE CHECKED: 29/07/10	
DATE: July 2010	REVISION: 00	
STATUS: Final	PREPARED BY: JP	
FILE PATH =====> H:\Planning\Jobs Open\JBB7634\CAD\Images\Illustrator		Highfield House, 5 Ridgeway, Quinton Business Park, Birmingham, B32 1AF T: 0121 213 5500 F: 0121 213 5502 W: www.rpsgroup.com

APPENDIX 2

SHROPSHIRE CORE STRATEGY SPATIAL OPTIONS:

SHREWSBURY GROWTH OPTIONS DIAGRAM

The Issues

- 6.76 Decisions about development sites will be taken in the Site Allocations and Development Management Development Plan Document, not the Core Strategy. Nevertheless, it is appropriate for the Core Strategy to consider key strategic decisions on whether a major urban extension is appropriate for accommodating Shrewsbury's growth.
- 6.77 The direction of large scale growth will be co-ordinated with appropriate infrastructure. None of the options inevitably lead to the construction of the North West Relief Road (NWRR). Although option B would deliver part of the proposed route, it would be a stand-alone road scheme which does not necessarily mean the NWRR would be completed, although it would assist it.

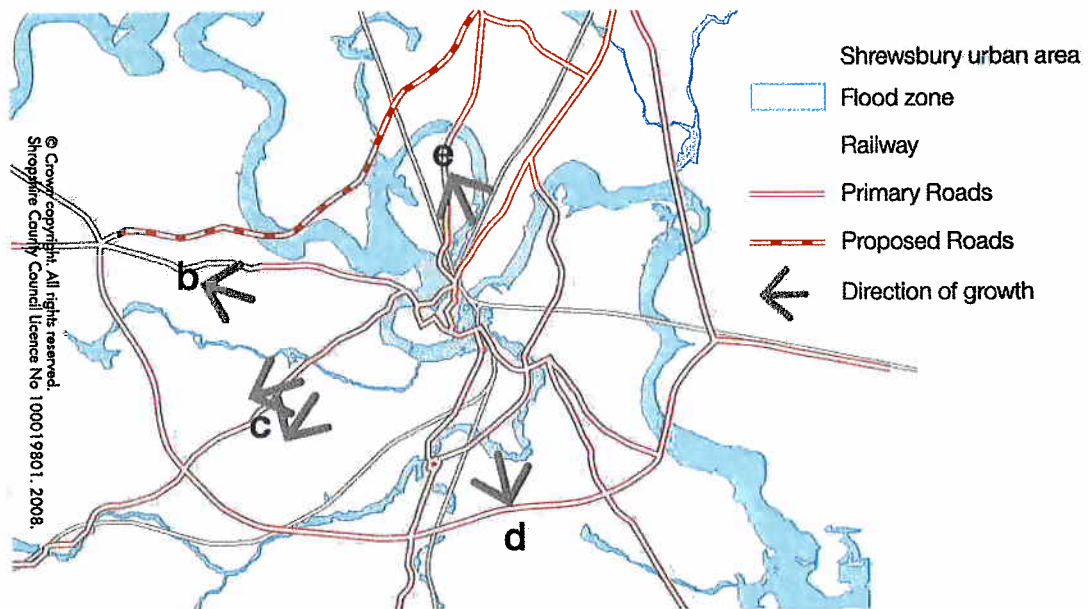


Figure 6.4: Options for Directions of Growth in Shrewsbury

Relationship with choice of strategic option:

Strongly influenced

- 6.78 The scale of development in Shrewsbury is greater in strategic approach A (growth point plus), declining to current levels in strategic approaches D (current trends) and E (rural rebalance). The increased quantity of development in strategic approach A may mean that two of the options below are required.
- 6.79 There is also a strong relationship with choices 4 and 7. Choice 4, regarding Shrewsbury's office and retail growth, includes options to create new centres or expand existing out-of-centre hubs, which would clearly be inter-related to the choices below. There is likewise a relationship with Choice 7, regarding the phasing of housing development and the priorities for the release of brownfield and greenfield sites.

APPENDIX 3

LAND AT WELSHPOOL ROAD, SHREWSBURY:

CONCEPT MASTERPLAN (JULY 2010)

APPENDIX 4

LAND AT WELSHPOOL ROAD, SHREWSBURY:

OUTLINE TRANSPORT STRATEGY (REVISED JULY 2010)

APPENDIX 4: OUTLINE TRANSPORT STRATEGY**Access**

The site lies on a main distributor road serving the north west suburbs of Shrewsbury, linking the town with further settlements to the north west and is accessible by foot, bicycle, bus and car. The site lies within acceptable walking distances of bus routes and as such can offer an alternative to car based journeys.

It is proposed that vehicular access to the site would be provided by way of multiple access points, facilitating access to an internal access network by all modes including a local bus service. Segregated links to the existing transport network for non-vehicular traffic will be incorporated into key traffic junctions and specific provision will be made on established desire lines.

Residential

Direct vehicular access to the residential section of the proposed development is proposed from four points on A458 Welshpool Road. These will include a new junction to serve the 'Gateway' sites and Park and Ride facilities; a new junction between Gains Park Way and Shepherds Lane, access off Shepherds Lane itself and off Little Oxon Lane. A further indirect access to the residential development will be created through new employment development off Clayton Way, offering convenient access to the proposed SNWRR avoiding A458 Welshpool Road. Pedestrian and cycle connections are proposed within the residential area to facilitate free movement between the mixed uses on the site. Permeable pedestrian access will be incorporated into the site linking to bus stops on the A458 Welshpool Road.

Employment

Principal vehicular access to proposed employment sites, existing Hospice and care home, proposed extra-care and adjoining medical industrial land, care/leisure/retirement homes as well as the existing Oxon caravan park will be in the form of an all-moves traffic signal-controlled junction on the proposed SNWRR route. New and existing vehicular accesses from A458 Welshpool Road will be developed to avoid unnecessary and circuitous vehicle trips. Dedicated bus links are proposed to provide sustainable access to the employment site and high quality connectivity with the town centre. Clayton Way offers the potential to create bus gates into the employment site. Non-vehicular connections are proposed throughout the employment site to facilitate free movement between the mixed uses.

Park and Ride

Vehicle access to the potential Park and Ride site is located approximately 140m east of the A5/A458 roundabout. Access to the park and ride will be gained from a new traffic signal-controlled junction with the A458 Welshpool Road, serving both the north and south sides of the road. Pedestrian access to the Park and Ride is also proposed in the form of segregated crossing facilities at the junction.

Prestige Gateway

Vehicular access to the prestige gateways is proposed at the Park and Ride junction.

Overall Strategy

The development will conform to national and local policy, with consideration given to ensuring a sustainable development benefiting from high quality pedestrian, cycling and public transport provision.

Where existing deficiencies in the pedestrian, cycle and public transport networks are identified, the development, in accordance with policy would provide, where reasonable, the necessary contributions or implementation of off-site works as appropriate in order to reduce the impact on the surrounding area.

Sustainability Credentials

The provision of high quality facilities for non-car modes of transport is a fundamental aspect of this development proposal and comprehensive measures would be provided which aim to mitigate an unacceptable increase in road traffic and the corresponding impact on road safety, air pollution and quality of life in the surrounding area.

By virtue of its location on a main arterial route out of Shrewsbury to the north the development site will provide high quality access to and from the strategic highway network. The development has the potential to contribute towards the enhancement of existing public transport routes serving the area, as well as the potential for delivering a new bus service along the A458 Welshpool Road corridor. This is considered to be essential if future residents and workers are to benefit from adequate modal choice.

High quality pedestrian and cycle routes would be promoted internally and externally to ensure the development is fully accessible to the proposed neighbourhood centre and employment sites are fully accessible to local facilities via non-car modes of transport.

Significant sustainability benefits will arise from the implementation of a comprehensive Travel Plan to manage trip demand at the site and promote and facilitate non-car modes of travel.

The design concept also considers the potential relocation of the existing Park and Ride site and the provision of prestige gateway developments at the western end of the site, on either side of A458 Welshpool Road.

The centre of the site is located approximately 3.2km north east of Shrewsbury Town Centre, which can be reached conveniently by public transport.

The development proposals include a local neighbourhood centre approximately of 0.82 hectares to accommodate retail facilities and services which would be accessible to the new population on site. The neighbourhood centre would present a series of closely located amenities which are accessible by means other than a private car journey, representing a choice of sustainable alternatives to the residents of the site. As the neighbourhood centre would be located 700m from the furthest residential dwelling this would therefore be within an 'acceptable' walking distance for the majority of the residents, and a 'maximum' walking distance for the residents located towards the far west of the development.

It is also proposed that the site would deliver 10.25 hectares of employment land which represents a real opportunity for local employment to the future residents of the site. As an employment location this site would be highly accessible by walking for a high proportion of residents and within acceptable walking distance for the remainder of the future residents.

The proposed combination of a neighbourhood centre, employment and open space provides access to facilities that represent sustainable choices to the future residents and employees of the site. These facilities can be easily accessed without the need for a private car journey.

Infrastructure Benefits

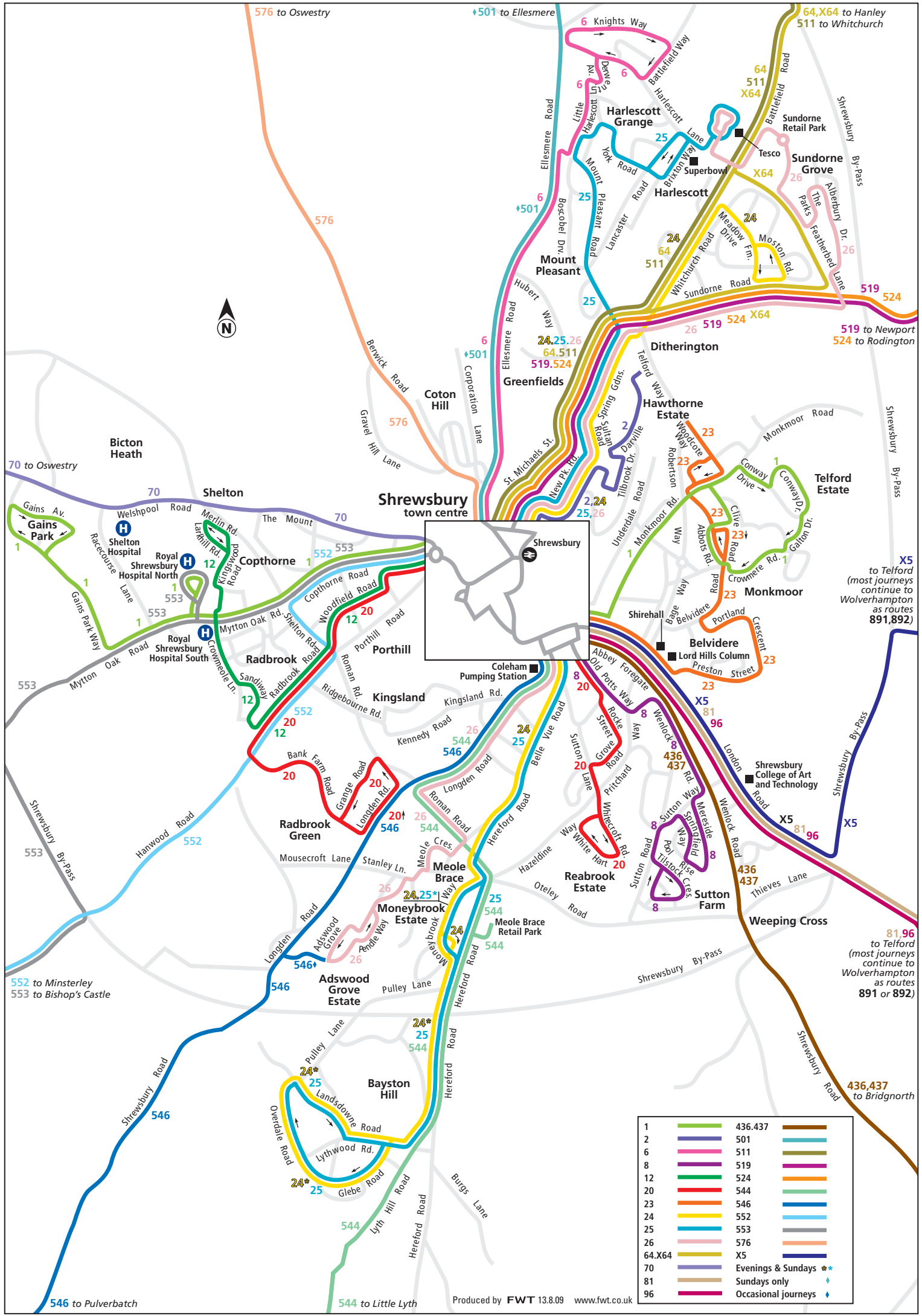
In view of the lack of funding available for highway infrastructure schemes from the public purse, this development proposal is considered to bring forward significantly the possibility of the completion of the SNWRR route. The up lift in land values represented by the road scheme will enable the development to substantially fund the construction of the western section of the SNWRR which defines the northern boundary of the proposal site, described as the section between the A5/A458 Churncote roundabout and the B4830 Holyhead Road roundabout.

The western section of the proposed SNWRR is a key element of the proposal as it will provide a principal access to the proposed employment land. Access arrangements for existing and proposed committed land uses adjacent to Oxon Hall to the north of Bicton Heath will be resolved by the formation of a new all-moves traffic signal-controlled junction. Non-vehicular traffic routes will be strengthened by the provision of high quality segregated routes in the form of a footbridge and segregated crossing facilities at the key junctions. The SNWRR would also free up additional spare highway capacity in the vicinity of the site, diverting traffic from the A458 Welshpool Road.

When completed, the SNWRR would remove traffic from built up areas and create a link between the northern and western suburbs of the town, relieving pressure on Frankwell, the Welsh Bridge and Smithfield Road. Ultimately, the scheme will deliver an additional River Severn crossing between the western and northern suburbs of Shrewsbury and will benefit the central area of the town by reducing extraneous through traffic and reducing congestion.

APPENDIX 5

WELSHPOOL ROAD, SHREWSBURY: BUS SERVICES



1	436.437	81,96
6	501	to Telford (most journeys continue to Wolverhampton as routes 891,892)
8	511	
12	519	
20	524	
23	544	
24	546	
25	552	
26	553	
70	576	
81	X5	
96	Evenings & Sundays **	
	Sundays only	
	Occasional journeys ♦	

**Oswestry
Town
Centre**

70

Bus Station

70

North Drive

Inglis Rd.

Drenewydd Road

Whittington

Leg Street

Salop Road

Shrewsbury Road

Beatrice Street

Unicorn Road

College Road

Whittington Road

Oswestry Road

Station Road

Castle Street

Babbinswood
Fitzalan Close

B5009

70

Queen s Head

Holyhead Road

Holyhead Road

West Felton

Holyhead Road

School Lane

Weirbrook

A5

Shottaton
Cross Roads

Knockin Heath
Cross Roads

70

Nesscliffe

Great Ness
Cross Roads

Shrawardine Turn

A5

Montford Bridge

Bicton School

Holyhead Road

Four Crosses

70

Calcott Lane

The Mount

Smithfield
Road

**Shrewsbury
Town Centre**

Frankwell

70

Bus Station

◆ Sunday service

FWT - 4.8.09

Monday to Saturday

Route Number	70	70	70	70	70	70	70		70	70	70
								every 30 mins			
Oswestry, Bus Station	0645	0720	0740	0800	0850	0920	0950		20	50	1820
Arriva Bus Garage	0649	0724	0744	0804	0854	0924	0954	then	24	54	1824
College Road, opp Nth. Shrop	0652	0727	0747	0807	0857	0927	0957	at	27	57	1827
Whittington, opp Three Tree	0700	0735	0755	0815	0905	0935	1005	these	35	05	1835
West Felton, Fox & Hounds	0708	0743	0803	0823	0913	0943	1013	mins	43	13	until 1843
Nesscliffe, Three Pigeons	0714	0749	0809	0829	0919	0949	1019	past	49	19	1849
Montford Bridge, opp Post Off	0722	0757	0817	0837	0927	0957	1027	each	57	27	1857
Bicton Heath, Welshpool Roac	0728	0803	0823	0843	0933	1003	1033	hour	03	33	1903
Shrewsbury Bus Station	0737	0812	0832	0852	0942	1012	1042		12	42	1912

C

Note

C - Continues to Radbrook College, Shrewsbury on College days

Monday to Saturday

Route Number	70	70	70	70		70	70		70
								every 30 mins	
Shrewsbury Bus Station	0705	0745	0815	0845		15	45		1915
Bicton Heath, Welshpool Roac	0715A	0752	0822	0852	then	22	52		1922
Montford Bridge, Post Office	---	0758	0828	0858	at	28	58		1928
Nesscliffe, Three Pigeons	---	0806	0836	0906	these	36	06		1936
West Felton, Fox & Hounds	---	0814	0844	0914	mins	44	14	until	1944
Whittington, Three Trees	---	0822	0852	0922	past	52	22		1952
College Road, Nth. Shrop Coll	---	0828	0858	0928	each	58	28		1958
Arriva Bus Garage	---	0830	0900	0930	hour	00	30		2000
Oswestry, Bus Station	---	0837	0907	0937		07	37		2007

Note

A - Terminates at junction Calcott Lane and Welshpool Road (after Shelton Hospital)

For additional buses between Oswestry and Shrewsbury see route 576. Some journeys sponsored by Shropshire County Council

Sunday and Bank Holiday Monday

Route Number	70	70	70	70	70
Oswestry, Bus Station	1015	1215	1415	1615	1815
Arriva Bus Garage	1019	1219	1419	1619	1819
College Road, opp Nth. Shrop	1022	1222	1422	1622	1822
Gobowen, Orthopaedic Hosp.	1028	1228	1418	1628	1828
Whittington, opp Three Tree	1032	1232	1432	1632	1832
West Felton, Fox & Hounds	1040	1240	1440	1640	1840
Nesscliffe, Three Pigeons	1046	1246	1446	1646	1846
Montford Bridge, opp Post Off	1054	1254	1454	1654	1854
Bicton Heath, Welshpool Roac	1100	1300	1500	1700	1900
Shrewsbury Bus Station	1109	1309	1509	1709	1909

Sunday and Bank Holiday Monday

Route Number	70	70	70	70	70
Shrewsbury Bus Station	1115	1315	1515	1715	1915
Bicton Heath, Welshpool Roac	1122	1322	1522	1722	1922
Montford Bridge, Post Office	1128	1328	1528	1728	1928
Nesscliffe, Three Pigeons	1136	1336	1536	1736	1936
West Felton, Fox & Hounds	1144	1344	1544	1744	1944
Whittington, Three Trees	1152	1352	1552	1752	1952
Gobowen, Orthopaedic Hospi	1156	1356	1556	1756	1956
College Road, Nth. Shrop Coll	1202	1402	1602	1802	2002
Arriva Bus Garage	1204	1404	1604	1804	2004
Oswestry, Bus Station	1211	1411	1611	1811	2011

APPENDIX 6

LAND AT WELSHPOOL ROAD, SHREWSBURY: DELIVERY PROGRAMME – CRITICAL PATH ANALYSIS

CRITICAL PATH ANALYSIS - WELSHPOOL ROAD, SHREWSBURY - ONSLOW ESTATE									Sep-09												
									Annual sales		Annual sales										
									2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024		
	to July 2010	to Dec 2010	to July 2011	to Dec 2011	to July 2012	to Dec 2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024			
Core Strategy	[Green Bar]																				
Planning Process							[Green Bar]														
Detailed Approvals							[Green Bar]														
Start on site									[Yellow Bar]												
Road construction	assumption that the SNWRR does not go ahead and the site constructs a minor relief road								[Orange Bar]												
House building - annual completions									0	50	75	85	85	85	85	85	80	70	20	720	
IF SNWRR GOES AHEAD THEN THERE WILL NO ROAD PROGRAMME BUT A CONTRIBUTION TO THE OVERALL COSTS.										50	125	210	295	380	465	550	630	700	720		
LAND SALES PROGRAMME -																					
Assume that there will be a minimum of 3 sites under construction once the site gets under full production																					
Later sales reduced to acknowledge the impact of the second hand market influence.																					
First Tranche	20 acres in two parcels	20 x 12 = 240 units	Residential									[Red Bar]	240								
Second Tranche	25 acres in three parcels	25 x 12 = 300units	Residential									[Pink Bar]	240	[Red Bar]	540						
Third Tranche	15 acres in three parcels	15 x 12 = 180 units	Residential									[Red Bar]	300	[Red Bar]	720						
Total land sales	residential	60 acres	60 x 12 = 720 units									[Red Bar]	180								
Mosaic Estates																					
Unit 1A Canalside																					
Union Wharf																					
Market Harborough																					
LE16 7UW																					
0185 466010																					
eric@mosaicstates.co.uk																					

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The Contractor to check and verify all building and site dimensions, levels and ground levels at all stages of construction against the approved Building Regulations, Building Regulations, Construction (Design & Management) Regulations, Party Wall Act, etc. whether or not specified on this drawing. The drawing must be read in conjunction with any schedule, specification or other applicable documentation provided.

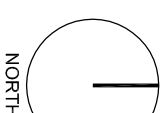
This drawing is not intended to show details of foundations, ground conditions or ground contaminants. Each item of ground work shall be subject to a suitable investigation (including siting) and shall be investigated by a suitable expert. Any suspect or full ground contaminants on or within the ground, should be further investigated by a suitable expert. Any artwork constructions shown indicate typical slopes for guidance only & should be further investigated by a suitable expert.

Where existing trees are to be retained they should be subject to a full Arboricultural Inspection for safety. All drainage and services, a suitable method of foundation to be provided to accommodate the proposed trees planting.

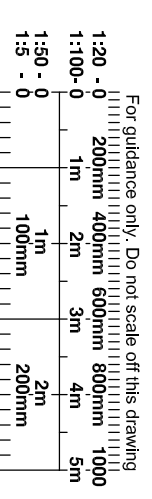
Sketch proposals are for illustrative purposes only & as such are subject to detailed site investigations including ground conditions/contaminants, drainage, design & planning/consent regulations. Sketch proposals may be based upon enlargements of OS sheets & visual estimations of existing site conditions. Any suspect or full ground contaminants on or within the ground, should be further investigated by a suitable expert. Any artwork constructions shown indicate typical slopes for guidance only & should be further investigated by a suitable expert.

In respect of CDM Regulations.

Notes:



Revisions: Date: Amendment: Name: Checked:



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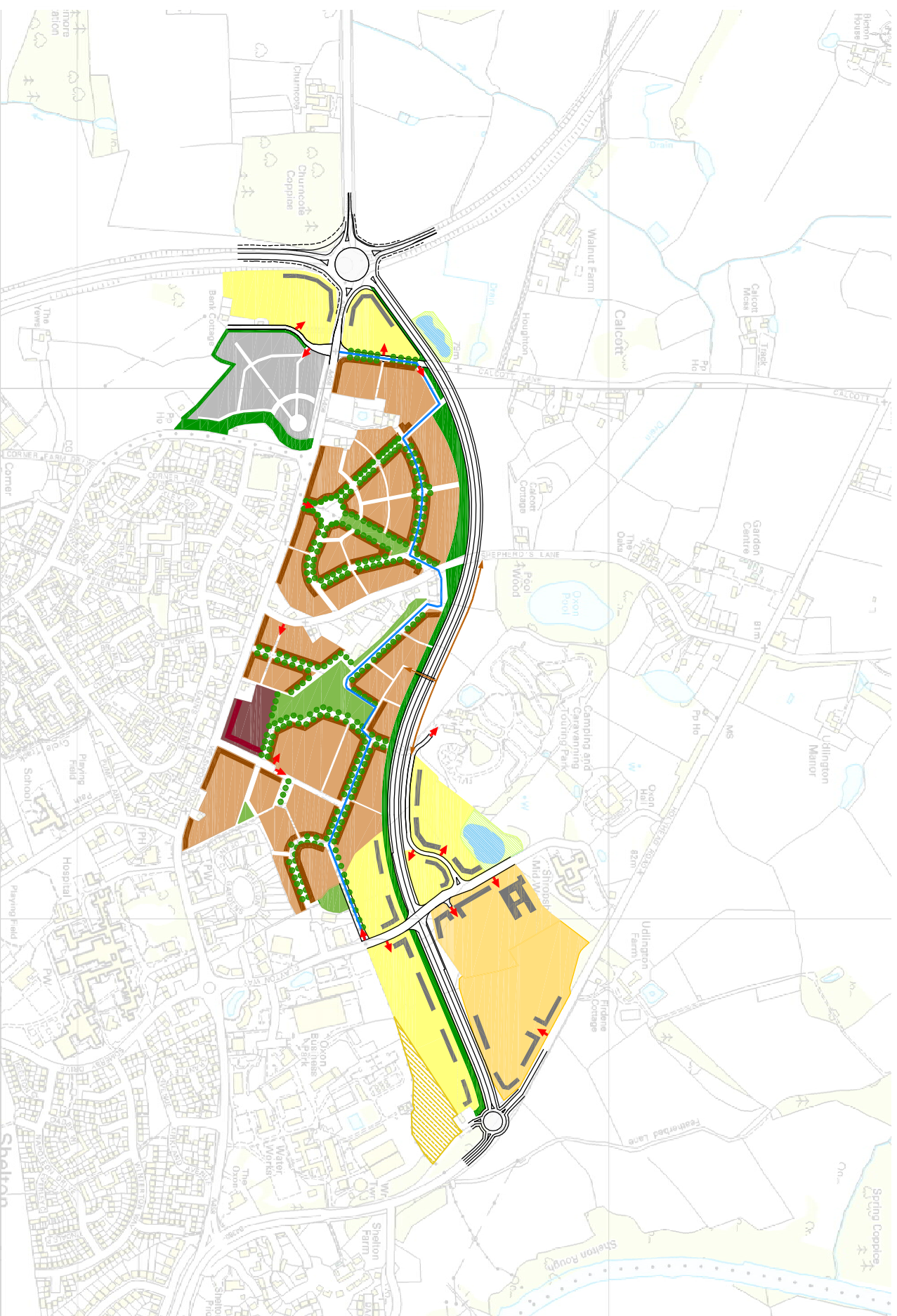
Client: MOSAIC ESTATES LTD.

Project: WELSHPOOL ROAD SHREWSBURY

Title: CONCEPT MASTERPLAN

Status: **DRAFT** Checked: **JR**
 Drawn: **JR / MD** Date: **30:07:2010** Scale: **1:10000**
 Drawing Ref:

Job No: **ACD5848** Dwg No: **500_002** Rev: **A**



- Residential Area with Key Frontage
- Use Class B Employment Area with Key Frontage
- Medical / Care / Retirement Area with Key Frontage
- Local Centre with Key Frontage
- Other Employment (Severn Trent Water)
- Park and Ride
- Public Open Space
- Landscape Buffer
- Indicative Tree Planting
- Preliminary Balancing Areas (with Indicative balancing ponds)
- Indicative Vehicular Access Points
- Indicative Bus Route
- Indicative Strategic Footway / Cycle Link

