

Shropshire Core Strategy
Shrewsbury's Direction of Growth
Options Assessment

Technical Background Paper
Version 1

February 2010

Shropshire Council

Introduction

This technical background paper summarises the evidence base relating to the Shrewsbury Direction of Growth assessment of options. This has informed the preparation of Core Strategy Policy CS2: Shrewsbury – Development Strategy. Version 1 sets out the position relating to the publication of the Final Plan version of the Core Strategy (pre-submission), but it should be noted that the evidence base continues to develop and a subsequent version will be produced at submission stage.

The background paper covers:

- approach to assessment;
- key evidence base documents;
- summary table of findings.

1. Approach to Assessment

Background

Work on the Local Development Framework evidence base and the assessment of options for the development of Shrewsbury for the period to 2026 was commenced by the former Shrewsbury and Atcham Borough in 2003 when it started the review of the Borough Local Plan (adopted in 2001). A range of studies were commissioned or carried out, informing the preparation of a Core Strategy for the Borough. This document was submitted for examination in 2007 but then withdrawn for further work in view of the experience of other local planning authorities producing documents early under the new LDF system, and to reflect that Shrewsbury had been named as a New Growth Point by the Government. Growth Point funding enabled further assessments to be carried out – see full list of key evidence base documents in Section 2. Further work on the development options for Shrewsbury was then rolled forward into the preparation of the Shropshire Core Strategy through joint working prior to 1st April 2009 and subsequently as part of the new unitary Shropshire Council.

Scope of Assessment

The approach to the assessment has been informed by the context of the town and its physical and infrastructure constraints, previous planning strategy, and the scale of the challenge in terms of the amount of development to be accommodated over the Plan

Period, reflecting the town's sub-regional and strategic role. These considerations have meant that it was apparent at an early stage in the consideration of a development strategy for Shrewsbury that significant greenfield development would be required for both housing and employment development alongside continued re-use of previously developed land. The 'Direction of Growth' assessment has, therefore, related to consideration of options to accommodate the greenfield element of the growth.

With the built form of Shrewsbury, the River Severn running through the town, and the presence of the A5/A49 bypasses around three sides of the town, and the longstanding Council proposal for a Shrewsbury North West Relief Road (SNWRR), the primary greenfield options are inevitably those areas between the edge of the existing built up area and the Bypasses/line of the proposed SNWRR/river valley. These have been expressed in the Core Strategy Issues and Options document as options for urban extensions to the west, south west, south and north, together with a further option of 'medium scale developments scattered around the edge of Shrewsbury' (Option A). At that stage, an 'east' option was not set out as the main undeveloped area was primarily a residential development option which was considered to form part of the Option A. However, the summary table of findings in Section 3 has included this east option, together with reference to the subsequent combinations of options which have emerged through the preparation of the Core Strategy. The reality is that combinations of the various directions of growth are needed to supply the amount and type of development required, with less flexibility as to where employment land, in particular, can appropriately be located (with market appraisal as well as site suitability issues being important).

Assessment Criteria

The options have been assessed against a wide range of criteria. Summary information is set out in the table in Section 3 under the following headings:

- description of area/context;
- area capacity;
- infrastructure and transport;
- sustainable development criteria (including access to facilities and services, access to employment/employment potential, environmental considerations, and community considerations);
- sustainability appraisal;

- delivery;
- strategic fit/plan objectives (including ability to contribute to delivery of strategic housing and employment land requirements, and to contribute to achievement of transport and green infrastructure objectives);
- consultation responses;
- overview.

A scoring approach has not been employed, as it is considered that the wide range of assessment criteria and difficulty of relative weighting would make such an approach of doubtful validity. However, a number of the evidence base studies have used relative scoring/grading of sites and consideration has been given to these.

2. Key Evidence Base Documents

The following are key evidence base documents, as referred to under Core Strategy Policy CS2:

1. Shropshire Strategic Housing Land Availability Assessment – 2008 (Bakers Associates 2009) and 2009 Update (Final Draft) (Shropshire Council 2010)
2. Shrewsbury and Atcham Borough Council Employment Land Study (BE Group, 2004/05)
3. Shrewsbury and Atcham Borough Council Employment Sites Assessment (BE Group/Faber Maunsell, 2007/08)
4. Shrewsbury Offices Study (BE Group, 2007)
5. Shrewsbury Retail Capacity Study Update (White Young Green, 2006)
6. Shrewsbury Hotels Study (Tourism Solutions, 2007)
7. Shrewsbury Transport and Land Use Development Options Assessment (Faber Maunsell, 2008)
8. Shrewsbury Northern Corridor Regeneration Framework: Masterplan and Implementation (Ove Arup and Partners, 2007)
9. Shrewsbury and Atcham Borough Landscape Sensitivity and Capacity Study (White Consultants, 2007)

10. Shrewsbury New Growth Point Historic Environment Assessment (Shropshire Council, 2008)
11. Shrewsbury Vision (Shropshire Council, 2009 and ongoing)
12. Draft Shropshire Open Space, Sport and Recreation Study (PMP, 2009)
13. Shrewsbury and Atcham Borough Green Infrastructure Strategy (TEP, 2008)
14. Shrewsbury and Atcham Borough Council Strategic Flood Risk Assessment Level 1 (Halcrow, 2007)
15. Shrewsbury and Atcham Borough Council Strategic Flood Risk Assessment Level 2 (Halcrow, 2009)
16. Shrewsbury Water Cycle Study Scoping Report (Halcrow, 2008)
17. Shropshire Water Cycle Study (Halcrow, 2009 and ongoing)
18. Shrewsbury Directions of Growth Options Assessment: Technical Background Paper Version 1 (Shropshire Council, 2010)

These studies can be accessed electronically via the Planning Policy Evidence Base page on the Council's website:

<http://www.shropshire.gov.uk/planning.nsf/open/08641C34071A249C802574C9003AD21C>

The assessment of options has drawn on these studies, together with information submitted by the promoters of sites, which can include transport, landscape, ecological and other assessments as well as delivery related statements, alongside the sustainability appraisal and results of consultation responses at the various stages of preparation of the Core Strategy. Summary information has been set out in published Core Strategy Issues and Options and Policy Directions documents.

3. Summary Table of Findings

Direction for Growth	Description of Area/Context	Area Capacity	Infrastructure and Transport	Sustainable Development Criteria	Sustainability Appraisal	Delivery	Strategic Fit/Plan Objectives	Consultation Responses	Overview
Option A	Medium scale developments scattered around the edge of Shrewsbury.	Site specific, using as many sites as needed to provide the capacity/mix of development required.	Site specific. Smaller scale developments can take advantage of existing transport and other infrastructure. Dispersed development makes it less likely that larger scale infrastructure will be delivered.	Access to facilities and services: Site specific. Access to employment/employment potential: Site specific. Less scope for large scale mixed development delivering employment land as well as housing. Environmental considerations: Site specific. Smaller scale development more easily integrated into town's existing built form and landscape. Community considerations: Site specific. Scope to deliver high quality housing, mix of housing types and tenures and effective use of land. Less scope to secure larger scale community infrastructure improvements.	Scored neutral on 8 of 18 sustainability objectives and neutral or negative on a further one. Long term negative on 5 objectives relating to housing supply, local landscapes, species/habitats, water resources, air quality, and uncertain on a further one; long term positive on three relating to transport modal shift, reducing need to travel and efficient use of land/materials, with Option A seen as distinct from the urban extension options in its potential to target development closely with existing public transport, select already accessible locations and use more brownfield sites.	Site specific. Using a larger number of smaller sites reduces the potential impact on delivery from one or more of these not being implemented, but also lacks the certainty from the roll out of larger allocations. Potential to utilise existing infrastructure, but less scope for cross subsidy/economies of scale to deliver major new infrastructure.	Can contribute to achieving strategic objectives, but concerns on delivery of strategic housing and employment requirements, and of major infrastructure provision.	Issues and Options stage consultation response: 16% 1st preference, 8% 2nd preference. Comments ranged from advantages of spreading development - more balanced and flexible, less risk, more controlled, more sustainable, better utilising existing infrastructure and services, better absorbed into town and least impact on landscape - to concerns that too risky on own to meet targets, need an urban extension as well and priority to brownfield sites as well.	As an overall approach, the main advantages are spreading the impacts of development around the town and utilising spare infrastructure capacity where it exists. However, the disadvantages lie in the reduced scope to achieve the planned provision of major infrastructure and the benefits from larger scale co-ordinated development, while delivery of the quantity of development required would be in doubt. Conclusion that should form part of the land supply, with sites selected with regard to sustainability criteria, but insufficient on own to ensure that strategic requirements met.
Option B	Urban extension to the west, in the Bicton Heath direction. Area between A458 Welshpool Road and B4380 Holyhead Road (former A5). Area currently contains agricultural land and a mix of development including Oxon Business Park, a neighbourhood centre serving the adjoining Gains Park area, the Oxon Park and Ride site, and some residential development, including Shelton Gardens. A series of minor access roads run north/south between the two main roads, providing access to scattered housing, a major touring caravan park, the Severn Hospice and the Uplands Nursing Home.	Large area with potential for mixed development. Area being promoted for development including some 720 dwellings and associated open space, 12 hectares of employment land (including gateway commercial site), potential to enhance Bicton Heath local centre and re-location of Park and Ride site. Provision of new link road from Churncote Island to Holyhead Road (part of proposed Shrewsbury North West Relief Road - SNWRR). Scope for low density uses including potential care village or leisure uses on land adjoining Hospice and Nursing Home north of SNWRR.	Reasonably accessible - in key transport corridor with Welshpool Road a main radial route well served by public transport services. Outline transport strategy incorporated in indicative masterplan for development of area with emphasis on provision of high quality facilities for non-car modes of transport. Results of further Shrewsbury Transport Assessment awaited to provide information on relative impact on strategic road network. Development enables delivery of section of SNWRR from Churncote Island to Holyhead Road, which brings 'stand alone' benefits in terms of removal of traffic from Welshpool Road. Development enables relocation of Park and Ride facility closer to strategic road network. Delivers 12 hectares of employment land but issue of access directly from SNWRR requires clarification. . Contributes to community infrastructure and provides green infrastructure.	Access to facilities and services: Good range of facilities and services in locality. Not close to secondary school but close to hospital. Access to employment/employment potential: Employment opportunities in locality (Oxon Business Park) with additional provision planned. Area received mixed scoring in employment sites assessment, but emerged as a 'preferred' location linked to construction of SNWRR and scope to reinforce existing employment area. Environmental considerations: Landscape sensitivity - high between A5 Churncote Island and Shepherds Lane, medium between Shepherds Lane and Holyhead Road, with capacity accordingly medium/low and medium for housing and low and medium/low for employment use. However, Historic Environment Assessment identifies western part of area as of low potential green infrastructure value. The site is located in groundwater source protection zone 2, apart from the area of land north of Oxon Business Park, which is located within source protection zone 1. The site is located in flood zone 1 and therefore considered to have a low probability of flooding. Grade 3 agricultural land. Community considerations: Scope to deliver high quality housing, mix of housing types and tenures and effective use of land, and to contribute to provision of community facilities.	Urban extension options scored largely the same except that Options C (South-west) and D (South) scored negatively on potential to increase commuting due to proximity to A5 and Option E (North) scored negatively on one regarding protection of species/habitats. Scored neutral on 8 of 18 sustainability objectives. Long term positive on 7 of 18 objectives, positives and negatives/uncertain on a further three, arising from potential benefits of larger scale development in terms of delivery of housing, supporting the economy, provision of infrastructure, green networks, sustainable design, and use of landscape of medium to low sensitivity.	Landowners co-operating to bring forward area for development. Experienced local development company leading and co-ordinating process. Indicative masterplan and Delivery Statement prepared, with housing development over 11 year period from 2014 in 3 tranches. Principle of funding for new road link agreed.	Integrates new development with existing and planned infrastructure. Contributes to creating mixed and balanced communities, reinforcing existing development. Enables delivery of a section of SNWRR (programmed by Council 2015-2018). Can contribute to meeting strategic employment land requirement (preferred location in employment sites assessment).	Issues and Options stage consultation response: 30% 1st preference, 11% 2nd preference - highest scoring option in consultation responses (but skewed by multiple identical responses by a single agent). Comments from landowners/agents regarding ability for new development to pay for new road to link Holyhead Road and the A5/contribute to SNWRR, opportunity for mixed allocation including both housing and employment, and to deliver green infrastructure and local services. Emphasis from others on importance of ensuring co-ordination of development with infrastructure provision (existing and new) but mixed views on linkage with provision of SNWRR.	Area performs relatively well on most assessment criteria and delivers strategic benefits in terms of improvement of the town's major road network and scope for employment as well as housing development. Some landscape sensitivity issues, particularly for employment development, but proposal for construction of link road from Churncote Island to Holyhead Road significantly changes context for this. Area becomes a completion of an existing partially developed area. SNWRR increases score of site as an employment location. Groundwater protection requirements would need to be addressed in drainage arrangements. Conclusion that is an appropriate strategic location for development, including both housing and employment and linked to construction of section of SNWRR.
Option C1	Urban extension to the south-west between A488 Hanwood Road and B4386 Mytton Oak Road. Undulating agricultural land on edge of built up area of town (housing). The Rad Brook flows in a south-easterly direction across/along northern edge. The A5 Bypass runs to the west.	Extremely large area with capacity for mixed development including major housing development, a strategic employment site and community facilities, if required. Various areas being promoted for residential development, including phased development accessed off Mytton Oak Road totalling up to 1,240 dwellings, with two areas identified for early release adjoining Mytton Oak Road (approximately 200 dwellings) and Hanwood Road (approximately 190 dwellings).	Reasonably accessible but on lower capacity radial routes. Mytton Oak Road well served by public transport services, Hanwood Road less well served. New access road proposed to open up area, potentially linking Mytton Oak Road to Hanwood Road. Results of further Shrewsbury Transport Assessment awaited to provide information on relative impact on strategic road network. 675mm foul sewer crosses the site with capacity. New water main from Shelton Road (1,200 m.) and booster station required.	Access to facilities and services: Reasonable proximity to a range of facilities and services in locality (Mytton Oak Local Centre and Radbrook Green). Not close to secondary school but close to hospital. Access to employment/employment potential: Nearest employment area is Oxon Business Park, but major employment at Shrewsbury and Shelton Hospitals and Radbrook College. Area was not 'preferred' in employment sites assessment, although a middle tier site linked to the Shrewsbury Bypass in terms of market appraisal. Environmental considerations: Landscape sensitivity - medium except for small area of high/medium between Mytton Oak Road and Rad Brook (scoring of this area challenged by consultants acting for promoter of area for development). Mainly medium and medium/low capacity for housing, all low capacity for employment use. Historic Environment Assessment identifies south-western part of area as of high potential green infrastructure value. Localised ecological value associated with Rad Brook, plus a number of ponds and one large badger sett. Some features of local archeological interest identified. Scope to enhance existing Rad Brook corridor. Agricultural land quality mainly Grade 3a, with some Grade 2 and some Grade 3b. Land adjoining Rad Brook is located within flood zone 2 and 3 and is therefore considered to have a medium/high probability of flooding. Community considerations: Scope to deliver high quality housing, mix of housing types and tenures and effective use of land, and to contribute to provision of community facilities, including land provision.	Urban extension options scored largely the same except that Options C (South-west) and D (South) scored negatively on potential to increase commuting due to proximity to A5 and Option E (North) scored negatively on one regarding protection of species/habitats. Scored neutral on 7 of 18 sustainability objectives. Long term negative on 1 objective (see above), positive on 7 of 18 objectives, positives and negatives/uncertain on a further 3, arising from potential benefits of larger scale development in terms of delivery of housing, supporting the economy, provision of infrastructure, green networks, sustainable design, and use of landscape of medium to low sensitivity.	Major landowner plus two smaller landowners promoting large residential development area. Flexibility indicated in wider area to accommodate other uses as required. Indicative masterplan prepared for development totalling up to 1,240 dwellings, with two potential initial phases of approximately 200 dwellings each.	Is of a scale to have the potential to accommodate a range of uses and so to contribute to creating mixed and balanced communities and to meeting strategic employment land requirement, but did not emerge as a preferred location in employment sites assessment and not being promoted as an employment location.	Issues and Options stage consultation response: Option C: 13% 1st preference, 10% 2nd preference. Comments from landowner/agents on land to north of Hanwood Road that offers relatively contained sites and sites deliverable quickly, few environmental constraints and good transport linkages, and development could be achieved without SNWRR just some A5 junction improvements, but from others that area very extensive and less well contained than alternatives.	Area has long term potential in view of its large land area and therefore capacity, but scores less well than others in terms of transport infrastructure and as a potential employment location, with low landscape capacity for employment use. Also some other environmental constraints, with Rad Brook corridor an important feature. Conclusion that not best option for sustainable urban extension for both housing and employment development, but has potential for residential development and associated community facilities, and enhancement of green infrastructure of Rad Brook corridor - for further consideration in preparation of Site Allocations and Management of Development DPD.
Option C2	Urban extension to the south-west between A488 Hanwood Road and Longden Road. Area is crossed by various narrow lanes and tracks, including Nobold and Mousecroft Lanes linking the Hanwood and Longden Roads. Undulating agricultural land on edge of built up area, with some scattered properties within the area, housing to north-west, and the hamlet of Nobold and the Longden Road employment area to the south-east. A5 Bypass runs to south in cutting.	Extremely large area with capacity for mixed development including major housing development, employment site and community facilities, if required. Area being promoted for 1,200+ dwellings, 16+ hectares of employment land, a local centre, green space and possible golf course, primarily accessed off Hanwood Road.	Relatively poor accessibility being served by one lower capacity radial route (A488) and Longden Road (which does not connect to A5 Bypass), and with medium to low public transport services. Promoters indicate alternative potential access arrangements, primarily off Hanwood Road (subject to improvement) as 'satisfactory access cannot be provided off Longden Road without considerable works and acquisition of third party land'. The promoters have also reviewed the scope for a direct access off the A5 Bypass (concluded that was physically possible but the principle would need to be accepted by the Highways Agency) and the scope for a rail halt on the Shrewsbury - Pwllheli and Aberystwyth line (concluded that would be hard to develop a sound business case). Results of further Shrewsbury Transport Assessment awaited to provide information on relative impact on strategic road network.	Access to facilities and services: Reasonable proximity to a range of facilities and services in locality (Radbrook Green) and close to secondary schools on Longden Road. Access to employment/employment potential: Nearest employment area is Longden Road, with some employment at the two secondary schools on Longden Road and at Radbrook College. Environmental considerations: Landscape sensitivity - medium with significant areas of high/medium. Areas of medium, medium/low and low capacity for housing, mainly low for employment use with an area off Longden Road medium/low. The site is located entirely in flood zone 1 and therefore considered to have a low probability of flooding. The area includes areas of local ecological value off Nobold Lane (including a community woodland), a number of ponds and a small watercourse. There are features of archaeological value (including Roman Road and pump house). Historic Environment Assessment identifies western part of area as of high potential green infrastructure value. Community considerations: Scope to deliver high quality housing, mix of housing types and tenures and effective use of land, and to contribute to provision of community facilities.	Urban extension options scored largely the same except that Options C (South-west) and D (South) scored negatively on potential to increase commuting due to proximity to A5 and Option E (North) scored negatively on one regarding protection of species/habitats. Neutral on 7 of 18 sustainability objectives. Long term negative on 1 objective (see above), positive on 7 of 18 objectives, positives and negatives/uncertain on a further 3, arising from potential benefits of larger scale development in terms of delivery of housing, supporting the economy, provision of infrastructure, green networks, sustainable design, and use of landscape of medium to low sensitivity.	Large scale mixed development being promoted by consultants on behalf of potential developers. Initial appraisal of development potential submitted indicating scope for 1,200+ dwellings and 16+ hectares of employment land. Significant improvements would be needed in local transport infrastructure. Deliverability of direct access off A5 and rail halt questionable.	Is of a scale to have the potential to accommodate a range of uses and so to contribute to creating mixed and balanced communities and to meeting strategic employment land requirement, but did not emerge as a preferred location in employment sites assessment (although land at Hanwood Road South scored better than land at Nobold and Mousecroft Lane). Potential conflict with some environmental objectives.	Issues and Options stage consultation response: Option C: 13% 1st preference, 10% 2nd preference. Few specific comments other than promoter stating area large enough for a sustainable new community with a local centre and local employment, no environmentally sensitive landscapes, scope for green infrastructure, and scale of development would support road improvements and public transport connections needed.	Area performs relatively poorly on a number of the criteria, with transport/access, landscape and other environmental concerns. Some aspects of delivery questionable. Conclusion that not good option for sustainable urban extension for both housing and employment development.

Direction for Growth	Description of Area/Context	Area Capacity	Infrastructure and Transport	Sustainable Development Criteria	Sustainability Appraisal	Delivery	Strategic Fit/Plan Objectives	Consultation Responses	Overview
Option D	Urban extension to the south including land off Thieves Lane/Oteley Road/Hereford Road. The area includes land allocated for Phase 2 of the Shrewsbury Business Park, agricultural land, the farm complex and Nursery at Sutton Grange, Percy Throwers Garden Centre, the Prostar football stadium, the Meole Brace Retail Park and Park and Ride site. Thieves Lane and Oteley Road (former A5) run east to west through the area and parallel to the A5/A49 bypass to the south. As well as the Sutton Grange Nursery and farm land running down to the Rea Brook Valley, there is also the Meole Brace Golf Course and the Sutton Farm residential estate on the north side of Oteley Road.	Large area with potential for mixed development. Areas being promoted by a variety of parties for development including a further extension of the Shrewsbury Business Park off Thieves lane, a strategic employment site (up to 25 hectares) to the south of the Prostar football stadium, housing development to the north (approximately 220 dwellings) and south (up to 700 dwellings) of Oteley Road, and retail and commercial development on the land south of the existing Meole Brace Retail Park.	The area is highly accessible, with good road links to the rest of the town and three junctions with the bypass, although the Wenlock Road A458 junction only provides access to/from the west. Oteley Road (former A5) relatively lightly trafficked. There is an existing Park and Ride site south of the Meole Brace Retail Park and a site safeguarded for the town's 4th Park and Ride site at Shrewsbury Business Park. Hereford Road and Sutton Farm Estate area well served by public transport, but currently no public transport along Oteley Road. Some cycle route provision exists (including the former railway line linking the Sutton Farm Estate to the town centre, and lanes to the football stadium). A highway access point has already been constructed on Thieves lane to serve land to the south, while the indicative masterplans for the land off Oteley Road have identified appropriate access points to serve the areas to the north and south. Whilst there is an existing highway access to the land south of the Meole Brace Retail Park, a second access point is required. Results of further Shrewsbury Transport Assessment awaited to provide information on relative impact on strategic road network.	Access to facilities and services: Close to Meole Brace Retail Park and local centre on Sutton Farm Estate. Reasonable proximity to primary schools at Mereside and Meole Village, and secondary schools on Longden Road. Access to employment: Shrewsbury Business Park, Longden Road and Meole Brace Retail Park provide significant existing employment opportunities locally. Environmental considerations: Landscape sensitivity - all land between Thieves Lane/Oteley Road and the A5/A49 Bypass medium/low sensitivity and medium or high/medium capacity for housing and high/medium or medium/low capacity for employment use. Land north of Oteley Road high/medium sensitivity and medium capacity for housing/low capacity for employment. Land south of Meole Brace Retail Park low sensitivity and high capacity for employment use. The northern boundary of the Sutton Grange land adjoins the Rea Brook which is located within flood zone 2 and 3 and is therefore considered to have a medium/high probability of flooding. The river valley also has significant local ecological value (County Wildlife Site), with scope for enhancement as a green corridor. The land south of Oteley Road is located largely in flood zone 1 and therefore considered to have a low probability of flooding, but the south western edge of the site, behind the football stadium is located in flood zone 2 and 3 and is therefore considered to have a medium/high probability of flooding. The Sutton Grange area also holds potential archaeological value (which has been assessed) associated with the historic settlement of Sutton and old mill sites. Sutton Grange land is Grade 3 agricultural land. Land south of Oteley Road is Grade 3/2. The presence of the A5/A49 bypass raises issues of noise which affects the developability for housing development of some areas south of Oteley Road, which is also potentially affected by occasional noise/vibration from blasting at the Bayston Hill Quarry. Community considerations: Scope to deliver high quality housing in parts of area, mix of housing types and tenures and effective use of land, and to contribute to provision of community facilities.	Urban extension options scored largely the same except that Options C (South-west) and D (South) scored negatively on potential to increase commuting due to proximity to A5 and Option E (North) scored negatively on one objective regarding protection of species/habitats.that Option E (North). Neutral on 7 of 18 sustainability objectives. Long term negative on 1 objective (see above), positive on 7 of 18 objectives, positives and negatives/uncertain on a further 3, arising from potential benefits of larger scale development in terms of delivery of housing, supporting the economy, provision of infrastructure, green networks, sustainable design, and use of landscape of medium to low sensitivity	The development of the further extension of the Shrewsbury Business Park off Thieves Lane (on land owned by Shropshire Council) and the land south of Meole Brace Retail Park are relatively self-contained elements which can be brought forward as and when required by the owners/developers. The development of the land off Oteley Road requires co-ordination with regard to highways access and other infrastructure. The owners and their consultants have been working together, with appropriate assessments of capacities and constraints, and the preparation of indicative masterplans. The consortium promoting the land to the south of Oteley Road is committed to the delivery of the strategic employment site on land around the Prostar football stadium as part of the mixed development of this area.	The various component parts of this option would contribute to meeting strategic housing, employment land and retail requirements. Of these, the ability to provide a new strategic employment site in a location which scored highly in the Employment Sites Assessment is particularly important. Integrates new development with existing and planned infrastructure. The scope to add value to the town's green infrastructure through the enhancement of the Rea Brook Valley is also a strong aspect.	Issues and Options stage consultation response: Option D: 11% first preference, 31% 2nd preference (but skewed by multiple identical responses by a single agent). Comments from agent that clear from evidence base that is best location for growth in the town - identified as suitable for both housing and employment use, with no major constraints, and can provide for a range of needs as part of a comprehensive scheme without the need to break into new areas of countryside, close to existing green infrastructure and access network which can be enhanced. Agent for part refers to land south of Meole Brace RetailParkas best option for accommodating some of the commercial growth forecast. CPRE comment that if greenfield land required, then Oteley Road should be considered for some housing but also some employment.	Area performs particularly well for employment and commercial development linked to its good road accessibility, and has capacity to deliver housing development and to enhance the Rea Brook Valley as a major element of the town's green infrastructure. Although there are environmental considerations affecting parts of the area, careful matching of land uses to suitable areas provides the scope to achieve a sustainable urban extension delivering strategic benefits. Development can be integrated with existing infrastructure and would be a continuation of development in the area. Conclusion that is an appropriate strategic location for development, with strategic employment site at the core as well as housing development and enhancement of green infrastructure/corridors.
Option E	Urban extension to the north, between Ellesmere Road and the Chester railway line. The southern part is agricultural land bounded by the Old River Bed (of River Severn) to the north, rising to the existing housing at Cedars Drive. The area also contains a nursery and Greenfields Farm. The northern part includes an escarpment north of the Old River Bed and then a large area of open agricultural land to Huffle Lane to the north, with Hencott Wood and Pool a major feature. Land east of Ellesmere Road is in residential use, with the Battlefield Enterprise Park to the north.	Large area in two distinct parts separated by the Old River Bed and escarpment. The southern part is being promoted for residential development (one main area and two smaller parcels totalling potentially approximately 800 dwellings) with associated facilities) accessed off Ellesmere Road. The northern part comprises an extensive area of land in a number of ownerships which is significantly affected by the line of the proposed Shrewsbury North West Relief Road. Although landowners have indicated that the land is available for development, potential developable area, yield and delivery is unclear.	The southern part is a moderately accessible area overall - the parts nearest to the town centre are in easy walking and cycling distance of the centre and there are hourly bus services along Ellesmere Road. Accessibility by vehicle can be hampered by congestion towards the town centre at Coton Hill. The northern part has relatively poor accessibility by public transport and in terms of walking and cycling but better access to the highway network serving the north of Shrewsbury. The major transport/infrastructure issue relating to this option is the Shrewsbury North West Relief Road, both in terms of developable area and potential access arrangements for the northern part and in terms of the relief of the Coton Hill area of through traffic and, as a result, the capacity of the Ellesmere Road to accept additional development (even if some development at the southern end could take advantage of the scope for non-car modes of transport and proximity to the town centre).Results of further Shrewsbury Transport Assessment awaited to provide information on relative impact on strategic road network. There are capacity issues relating to the primary school serving the southern part.	Access to facilities and services: The southern part has the advantage of relative proximity to the town centre and its facilities and services. More local facilities, including a primary school, are currently present, albeit on a limited basis, in the Greenfields area. The promoters of the land indicate an intention to introduce additional local facilities and services in the form of a new local centre. The northern part is less well related to existing facilities and services, with exception of the schools at Mount Pleasant Road/Harlescott Grange. The nearest local shops are further down the Mount Pleasant Road. Access to employment/employment potential: The town centre to the south, Battlefield Enterprise Park to the north, and the Lancaster Road area to the east provide major employment opportunities relatively close by. The northern part of the area scored well in the Employment Sites Assessment subject to the construction of the proposed Shrewsbury North West Relief Road, but was noted to be of high/medium landscape sensitivity and having potential to impinge on the Hencott Pool RAMSAR site. Environmental considerations: The southern part is medium landscape sensitivity, medium capacity for housing but low capacity for employment use. The northern part is high/medium sensitivity, and medium/low capacity for housing and employment use. Historic Environment Assessment identifies western part of area (including Hencott Wood and Pool) as of high potential green infrastructure value. The Old River Bed is a County Wildlife Site, while Hencott Wood and Pool is an SSSI and European RAMSAR site (appropriate assessment required).The old river bed is flood zone 2 and 3 which is considered to have a medium/high probability of flooding, while an area of land within Hencott Wood is located within flood zone 2 and 3 and is therefore also considered to have a medium/high probability of flooding. The western boundary of the area adjoins land located within flood zone 2 (along railway line). Agricultural land quality - Grade 3. Community considerations: Scope to deliver high quality housing in parts of area, mix of housing types and tenures and effective use of land, and to contribute to provision of community facilities. The southern part has greater scope to integrate with and add value the existing built up area.	Urban extension options scored largely the same except that Options C (South-west) and D (South) scored negatively on potential to increase commuting due to proximity to A5 and Option E (North) scored negatively on one objective regarding protection of species/habitats. Neutral on 7 of 18 sustainability objectives. Long term negative on 1 objective (see above - relates to potential adverse impact on SSSI's and RAMSAR site in area), positive on 7 of 18 objectives, positives and negatives/uncertain on a further 3, arising from potential benefits of larger scale development in terms of delivery of housing, supporting the economy, provision of infrastructure, green networks, sustainable design, and use of landscape of medium to low sensitivity	The southern part is being promoted in a coordinated way by the main landowners, with an indicative masterplan and delivery statement prepared for the larger part. The promoters indicate that the main area is capable of early release/development in phases and that development is able to contribute towards the costs of the Shrewsbury North West Relief Road and/or other transport measures. The acceptability of any development without the SNWRR would depend on evidence that the development would not add to existing congestion, with an emphasis on non-car transport and related measures to be integral to any development. The potential development of the northern part is less clear, with no co-ordination between landowners and uncertainty over development potential and access arrangements. The land is affected by the SNWRR and development has the potential to adversely impact upon the Hencott Wood and Pool SSSI/RAMSAR site.	There are potentially large areas of land available which could contribute to meeting both housing and employment strategic land requirements. However, although the northern area emerged as a preferred location in the Employment Sites Assessment, this was dependent on the SNWRR, the area is not being promoted as an employment location, and there are environmental concerns. There is the potential for development to contribute to the delivery of the SNWRR, to integrate new development with existing and planned infrastructure, and there is scope to enhance the town's green infrastructure, notably the old river bed and the Hencott Wood and Pool.	Issues and Options stage consultation response: Option E: 12% 1st preference, 9% 2nd preference. Northern part: comments from agents that well linked to established Battlefield employment area with scope for an employment land allocation adjacent to SNWRR. Southern part: comments from agents that development for housing could contribute to SNWRR and public transport improvements, and deliver green infrastructure and local services; from others that area is most sustainable opportunity, walking distance of town centre, many brownfield sites in area; and from CPRE that development would impact on an area of outstanding landscape and wildlife importance around Old River Bed.General: Shrewsbury Business Chamber supported continuation of development of business and housing towards NW of Shrewsbury, with opportunity for flood relief built into SNWRR and enhanced access to town centre.	Area has mixed performance on assessment criteria. Landscape sensitivity issues for employment development in northern part, although SNWRR would change context for this to some extent (but still elevated/prominent) and in terms of scoring as an employment location. Also concerns on delivery and uncertainty of effects on SSSI/RAMSAR site. Southern part has clearer potential for housing development in a location that is relatively close to the town centre, but concerns that development ahead of SNWRR would add to congestion on Ellesmere Road. Conclusion that not appropriate to identify as strategic location for housing and employment development given congestion concerns/uncertainty over delivery of SNWRR - more scope to consider further the potential suitability of parts for appropriate uses in preparation of Site Allocations and Management of Development DPD and as SNWRR timing/progress becomes more clear.
Option F1 - East	Urban extension to the east off Preston Street and to the east of London Road. The area is agricultural land running down to the River Severn to the east. There is residential development off Preston Street, and school and College playingfields and the Crematorium to the west.	Large area being promoted for residential development and associated neighbourhood/community facilities in two linked parts - a smaller area accessed off Preston Street for up to 300 dwellings and the larger part for a further 1,200 dwellings, subject to a link road from London Road, on the land east of the Shrewsbury College of Arts and Technology and the Crematorium.	A relatively inaccessible area reliant on a new link road from London Road to open it up for substantial development, with constraints on capacities of Preston Street, Column roundabout and A5064 London Road (lower capacity radial route). Poor public transport provision at present - new road would enable improved provision. (NB consultants for promoters dispute Transport and Land Use Development Options Assessment conclusions on this area, particularly in view of relative proximity to A5, although the consultants recognise that the proposed development would be likely to generate a high impact on the A5 as a consequence). Results of further Shrewsbury Transport Assessment awaited to provide information on relative impact on strategic road network. The Shrewsbury to Birmingham railway	Access to facilities and services: Some facilities at the Column. Nearest primary schools off Portland Crescent and at Mereside, secondary school at Belvidere. Shrewsbury College nearby. Access to employment/employment potential: Nearest Business Park - Shrewsbury Business Park at Emstrey, with employment opportunities also at Old Potts way and Abbey Foregate. Not a preferred location in Employment Sites Assessment - although considered to have some potential, compares poorly to nearby options at Oteley Road and Shrewsbury Business Park. Not being promoted for employment use. Environmental considerations: Landscape sensitivity - all high/medium, with all consequently low capacity for employment use, northern part medium capacity for housing, southern part medium/low capacity for housing. Eastern edge of area along the River Severn is flood zone 2 and 3, primarily affecting an area below Weir Hill Farm, which is considered to have a medium/high probability of flooding. This area is also identified as an area of local ecological value, with Belvidere Coppice protected by TPO. The River Severn is a County Wildlife	Option not specifically identified and assessed at Issues and Options stage, but scoring likely to be largely the same as other urban extensions.	The area is being promoted in a co-ordinated way for residential development, with the landowners and potential developers (major national developers) co-operating to assess the development potential and address constraints. The promoters have an option agreement with the owner of the land required to provide the road link to London Road.	The area has potential to contribute to meeting the strategic housing requirement but is not a preferred option for employment use and is not being promoted for such use. Scope to enhance the town's green infrastructure, principally the River Severn corridor.	Option not specifically identified and assessed at Issues and Options stage, but comments in favour from promoters of site.	The development of the area is currently constrained in terms of access, requiring a new link road to open the area up for significant development. The area is not a preferred location for employment development. Development likely to have significant impact on Emstrey Island junction of A5/A49 Bypass as any traffic arising would be funnelled to this junction by new link road. Conclusion that not best option for sustainable urban extension for housing and employment development, but has potential for some residential development and associated community facilities subject to acceptability of traffic impacts - for further consideration in preparation of Site Allocations and Management of Development DPD.

Direction for Growth	Description of Area/Context	Area Capacity	Infrastructure and Transport	Sustainable Development Criteria	Sustainability Appraisal	Delivery	Strategic Fit/Plan Objectives	Consultation Responses	Overview
			line runs along the northern edge of the area. Foul drainage - sewer capacity issue identified.	Site and the river corridor is an important element of the town's green infrastructure. Great crested newts have been recorded in a pond just to the north of the area. Community considerations: Scope to deliver high quality housing, mix of housing types and tenures and effective use of land, and to contribute to provision of community facilities.					
Option F2 - combination of Options B (West), D (South) and A (medium scale developments around edge)	See above for comments on individual areas.	See above for comments on individual areas.	See above for comments on individual areas. Further Shrewsbury Transport Assessment work is considering combinations of options that deliver the required quantities of development.	See above for comments on individual areas.	At Policy Directions publication stage, Shrewsbury's Directions for Growth scored as positive on 9 of 18 sustainability objectives, relating to delivery of housing, supporting the economy, encouraging inward investment, encouraging modal transport shift, reducing the need to travel, reducing contribution to climate change, adapting to impacts of climate change and prioritising use of brownfield sites. Also scored as positive/negative or uncertain on the remaining 4 objectives. Comments particularly relevant to sustainable urban extensions include delivery of housing, employment land and infrastructure, but references made to need for care in site selection, planning and design, and protection and enhancement of environmental features. At Final Plan stage, Shrewsbury Development Strategy scored positively on all sustainability objectives, reflecting the inclusion of policies in the Core Strategy to ensure that necessary safeguards in place to ensure environmental objectives achieved as well as community and economic objectives.	See above for comments on individual areas.	See above for comments on individual areas. However, this option is seen as the best option to deliver the Vision and Strategic Objectives of the Core Strategy in relation to Shrewsbury by ensuring sufficient land for development to meet the strategic requirements and providing the scope to achieve other strategic benefits, for example with regard to the Shrewsbury North West Relief Road and the enhancement of the town's green infrastructure.	Policy Directions stage consultation response: considerable support for overall approach for Shrewsbury, including proposed sustainable extensions, but views expressed for and against the various directions for growth, particularly by promoters of competing sites. Support from Shrewsbury Town Council, including view that the proposed sites to the south and west of the town are sensible taking into account the existing transport infrastructure, but need to make adequate provision for green corridors and buffer zones. Concerns from some regarding linkage between Shrewsbury West and Shrewsbury North West Relief Road.	Conclusion that proposed approach, including making the best use of previously developed land, the two sustainable urban extensions (Shrewsbury West and Shrewsbury South – Options B and D respectively) and smaller scale housing land releases on the edges of Shrewsbury, enables strategic housing and employment land requirements for Shrewsbury for 2006-2026 to be met on appropriate sites, incorporates flexibility to ensure delivery, and provides for other strategic benefits (including contributing to delivery of SNWRR).
Options F3+ - Other combinations	See above for comments on individual areas	See above for comments on individual areas	See above for comments on individual areas. Further Shrewsbury Transport Assessment work is considering various combinations of options that could deliver the required quantities of development.	See above for comments on individual areas	See above for comments on individual areas	See above for comments on individual areas and next column for importance of cross subsidy between housing and employment land development in same areas to ensure delivery.	See above for comments on individual areas. However, combinations of the options are considered necessary to deliver the strategic objectives of the Core Strategy in relation to Shrewsbury by ensuring sufficient land for development to meet the strategic requirements and providing the scope to achieve other strategic benefits, for example with regard to the Shrewsbury North West Relief Road and the enhancement of the town's green infrastructure. Not all of the options are appropriate for employment development or can offer the scope for cross-subsidy through the allocation of land in the same area for both housing and employment land, an important consideration with regard to delivery.	See above for comments on individual areas	As above.