

Eastern Approach, Oswestry

Delivery Statement on behalf of J Ross Developments

Revised July 2010



EASTERN APPROACH, OSWESTRY
DELIVERY STATEMENT
ON BEHALF OF J ROSS DEVELOPMENTS
REVISED JULY 2010

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1. INTRODUCTION

- 1.1 RPS Planning & Development (RPS) is retained by J Ross Developments (JRD) to represent their interests in land at the Eastern Approach to Oswestry, north of Shrewsbury Road identified on the attached plan (RPS1) in Appendix 1. The principal landholding in the area is controlled by JRD. The wider site includes areas controlled by other parties who are also committed to the allocation and development of the land. These comprise Mosaic Estates who control land in the north eastern part of the area off Middleton Road and Shropshire Council who own land at the junction between the A5 and Shrewsbury Road in the south east part of the site. The land is a strategic location for growth of Oswestry in the Shropshire Core Strategy for the period to 2026. It is suitable, available and deliverable.
- 1.2 The land is also adjacent to the Council's leisure proposals at Oswald Park which occupy land immediately to the west of the site. There is considerable synergy between the Council's leisure proposals and the Eastern Approach Urban Extension in terms of delivering open space and recreation facilities to the benefit of new residents and employees on the site and of the existing community.
- 1.3 This statement has been prepared as evidence base to assist Shropshire Council in respect of demonstrating that the selection of the Eastern Approach or South East Oswestry Strategic Growth Location in the Core Strategy is soundly based. The statement addresses both the suitability of the location and its deliverability within the plan period.
- 1.4 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.
- 1.5 The statement is structured to assess the site at Oswestry Eastern Approach 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.

- 1.6 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 during the plan period. It is recommended that the site be maintained 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) and 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 and the rest of Shropshire 21,000 dwellings. The Panel also recommended that the employment land requirement be extended by a third from the RSS Preferred Option level.

- 2.5 Notwithstanding the current Government's policy to abolish RSSs, it is broadly consensual that Shrewsbury should play its identified growth role including urban extensions in sustainable locations. Oswestry is also recognised as the next largest town by a significant margin and the only other location where a strategic location for an urban extension should appropriately be identified in the Core Strategy. Oswestry Town Council has also recently endorsed a growth strategy for the town in the context of responding to the Site Allocations and Management of Development DPD Issues Consultation stage.
- 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 Oswestry, both the former Oswestry Borough Council and the new Shropshire Council have undertaken extensive consultation exercises on Core Strategy Spatial Options and the Council has recently refined these through a Preferred Policy Directions approach, Pre-Submission Document for consultation, and now the Submission Plan in July 2010. Initial consultation has also been undertaken in respect of the Site Allocations and Management of Development DPD.

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 C, it was recommended to state that ***“beyond the MUAs and SSDs, development at or where appropriate, related to other urban areas including those designated as strategic centres under Policy PA11 will be smaller scale, to meet local housing needs and sustain the local economy and services”*** and at Part D ***“in the region’s rural areas the strategy supports rural renaissance, with a key role for market towns and larger villages and development on an appropriate scale to address rural affordable housing needs”***. The broad approach remains a cogent context for considering growth delivery in Shropshire and at Oswestry.

2.12 Oswestry, as the largest market town in Shropshire, outside Shrewsbury, serves a considerable rural hinterland including part of Wales, and merits identification for significant growth within the plan area. It is noted that the RSS Preferred Option had proposed 4,000 dwellings in the former Oswestry Borough and the Regional Assembly’s evidence from the Centre for Housing and Planning Research (University of Cambridge) for the Examination based on 2006 national

household statistics concluded that local needs for the Borough were closer to 6,900 dwellings over the 20 year period between 2006 and 2026 (RSS Document EXAM 26, Table 10, p18).

- 2.13 The Core Strategy consultation process has resulted in a Spatial Vision that focuses on a settlement hierarchy and five broad Spatial Zones. Oswestry is the principal settlement and centre for the North West Shropshire Spatial Zone. The Shropshire SHMA (for Western Sub-Region) supports the proposed scale of development in the area as a minimum.
- 2.14 The Core Strategy describes Oswestry on page 52 in the Final Plan Publication and refers to the proposal for a sustainable urban extension to the south east of the town to help meet the future development needs of the area. Reference is made to the extensive consultation that has already been undertaken and to the lead in time associated with bringing forward larger scale developments. Because of this and the scale of the proposal, the decision has been taken that the Core Strategy should provide clear policy direction to the location of development in this case.
- 2.15 The Plan refers to the evidence base that supports this location for development which includes the comparative Oswestry Landscape Sensitivity and Capacity Study by White Consultants in May 2009. This concluded the site was the most suitable location for larger scale development at Oswestry in terms of both sensitivity of the landscape to change through new development (at medium/low) and, in terms of capacity for new development (at High/Medium). The area is also exceptionally well contained by the existing road structure provided by the A5(T) and Shrewsbury Road and by the industrial area to the south and residential, education and leisure areas to the north and west. The area contains no areas of Flood Zone 2 or 3 as advised by the Environment Agency.
- 2.16 The Shropshire Outline Water Cycle Study in June 2010 has confirmed that Severn Trent Water has investment funds available to undertake necessary improvements to the Mile Oak Water Treatment Works (WTW) before the urban extension commences in 2014. The Study confirms there is suitable capacity in sewers between the site and the WTW. The discharge from the WTW requires a new consent from the Environment Agency which is the responsibility of Severn

Trent Water and is concluded not to be a constraint to development in the study. Finally, the Study has confirmed the area of the urban extension is over highly permeable geology whereby only some 4% of the proposed site will be needed to store surface water run-off to limit post development rates to greenfield conditions. This will be addressed through refinement of the masterplan for the area.

- 2.17 The locational advantages have been recognised in the Shropshire SHLAA, the Oswestry Landscape Sensitivity and Capacity Study, and the Oswestry Phase 1 Strategic Flood Risk Assessment.
- 2.18 The location is also well suited to contribute in part towards meeting the employment land needs of the area, particularly in respect of Class B1 business uses, as indicated in the Oswestry Employment Study.
- 2.19 This analysis and assessment has resulted in the proposal within Policy CS3 of the Core Strategy that:

“Oswestry will provide a focus for major development. To accommodate growth, land allocations will include a comprehensively planned, integrated and sustainable urban extension to the south east of Oswestry, on land between Shrewsbury Road, Middleton Road and the A5/A483 Oswestry bypass, as illustrated on the Key Diagram. This strategic location will accommodate a mix of new housing (750+ dwellings), employment land (4-6 hectare Business Park), a local centre, a network of open space and green infrastructure, and a new link Road between Shrewsbury Road and Middleton Road, together with sustainable transport improvements.”

- 2.20 JRD fully supports this proposal and this statement has been prepared to reinforce the justification for the location’s identification for an urban extension in terms of suitability and deliverability. Appendix 2 reproduces the Oswestry Key Diagram from the Shropshire Core Strategy Final Plan Publication document from February 2010 (Figure 7, p.49) which is to be carried forward into the Submitted Plan.
- 2.21 For reasons given above, JRD recognises that this proposal conforms with the previously emerging and scrutinised RSS for which there is support from Shropshire Council in respect of policies affecting Shropshire. It also embodies sustainable development principles in terms of a mixed use approach integrating new housing, employment and local services and facilities, in conjunction with

the delivery of needed new infrastructure for the town in terms of the road link from Middleton Road to Shrewsbury Road and green infrastructure.

- 2.22 A requirement for a new single form of entry primary school in the area has recently been identified by Shropshire Council. This can be accommodated on the site and will occupy some 1.2ha although there may be scope for dual use arrangements for playing fields given the relationship of the site to the Oswald Park facilities and the recreation provision for the residential proposals. This requirement will be addressed through further refinement of the masterplan for the area.
- 2.23 The Shropshire SHLAA demonstrates that South East Oswestry has the capacity to accommodate this scale of development within a 15 year period.
- 2.24 The remainder of this Section focuses on the Eastern Approach 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.

Eastern Approach – 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 Oswestry 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 the required link road, a significant area of open space linked to the Oswald Park leisure and recreation proposal of the Council and will also deliver other transport infrastructure improvements required to reduce congestion and improve accessibility, including by non-car modes. A new primary school on the site will reinforce the sustainability of the location and assist integration as part of the vision for the area.

2.28 Development north of Shrewsbury Road will complement the existing and committed employment areas to the south at Rod Meadow, the cattle market and at Maesbury Road.

SHLAA and Evidence Base

2.29 JRD from 2005 has assembled a significant evidence base assessing the site in terms of accessibility to local services and facilities (including community, education, sport and recreation, retail and health facilities), employment opportunities, transportation issues, drainage and flood risk management principles, ecology, archaeology, landscape and noise. The land was concluded to be suitable in principle and also developable within the plan period.

2.30 These assessments fed into the *Eastern Gateway Oswestry* submission made by RPS Planning to Oswestry Borough Council in March 2006. That document at its Appendix 2 included a Masterplan demonstrating how employment and commercial development could be accommodated on the southern part of the site, the link road could be achieved and open space provided in conjunction with the then Oswestry Borough Council proposals for Oswald Park which at that time included a potential new stadium for the town's football club (TNS).

2.31 Shropshire Council secured planning consent for a much reduced Oswald Park leisure scheme, on a phased delivery basis, which excluded the provision of a new stadium for TNS in 2008 and construction started in March 2009. The scheme is expected to be completed in 2010/2011.

2.32 Subsequently, JRD has appointed Transport Consultants (Corun) to undertake further work in respect of the transport strategy for the proposals, taking into account the revised Oswald Park Leisure scheme. Appendix 3 contains an Outline Transport Strategy for the site, demonstrating how the existing good accessibility can be further improved in conjunction with development.

2.33 A revised conceptual masterplan from February 2010 is attached to this statement at Appendix 4, integrating the proposals with the Council's approved leisure and recreation scheme to the west of the area and refining some of the principles underpinning the proposals. A key element of the proposals in addition to required homes, business premises and facilities continues to be the creation

of a significant park in the south east of the town in conjunction with the Council's proposals at Oswald Park.

Low Carbon

- 2.34 The Eastern Approach site is within an existing public transport corridor where further improvement is planned. Significant education and leisure facilities are located in this corridor. The area enjoys good accessibility to both Oswestry town centre and to Shrewsbury for higher order services.
- 2.35 The mixed use nature of the proposal and its juxtaposition with employment, leisure and secondary education facilities, and good accessibility to the town centre, will reduce the need to travel in accordance with national policy objectives.
- 2.36 There is a very good range of local services within walking and cycling distance from the site.
- 2.37 The development area is also of a scale where opportunities to use low carbon energy sources will be more economic.

Constraints and Opportunities

- 2.38 The site is largely unconstrained. A number of factors, however, have been identified and will be taken into account:
- There is an identified need for further archaeological investigation where it is known that an area in the western part of the site may have remains of interest. A programme of archaeological works is currently being planned to determine the extent and significance of any remains.
 - A footpath crosses the site.
 - There are field boundaries which should be incorporated in the design where appropriate.
 - Access should be off the Shrewsbury Road as a roundabout at the existing junction serving the employment area to the south and from the existing section of the Middleton Road link.

- Noise from A5 requires a suitable buffer.
 - The proposals should integrate with the approved Oswald Park leisure and recreation development (recognising the nature of the eastern elevation of the leisure centre building which faces the Eastern Approach land).
- 2.39 In other respects the design of the masterplan will be governed by the opportunities presented in terms of the scope for integration with the neighbouring built areas and achieving the appropriate mix of uses as identified in the Core Strategy Policy CS3. It is now understood that there will be a requirement for a new single form of entry primary school on the site. This can also be addressed through the refinement of the masterplan.
- 2.40 The Agricultural Land Classification for the area shows the land as Grade 3. This is not the best quality land in the Shropshire area and there is no policy objection to its allocation and release for development.
- 2.41 There are no known constraints in respect of drainage and other utilities. It is recognised that the masterplan as it is refined further will include sustainable urban drainage features to serve the new development and manage flooding risk effectively in accordance with the conclusions of the Outline Water Cycle Study (June 2010).
- 2.42 The development would provide the planned link between Middleton Road and Shrewsbury Road. There will be a need for improvements within the highway on Middleton Road and works to address the operation of the route through the Barber Close development to create a priority for development traffic on the new through route.
- 2.43 The land is controlled by active development interests in respect of JRD and Mosaic Estates and also the Shropshire Council. JRD are willing to work with their landowner partners and with the Local Planning Authority, on a masterplan led approach as advocated for the identified strategic locations in the Plan area.
- 2.44 Shropshire Council and the Highways Agency are in the process of agreeing improvements to the A5(T) junctions at Mile End and Whittington Road and to the junction between Maesbury Road and A483 associated with modelled

development at a number of locations across the town, including the Eastern Approach land. The modelling has allowed for some benefits from modal shift initiatives which can be achieved in this location. Equitable contributions towards the improvements would be secured through a planning obligation or Community Infrastructure Levy approach.

- 2.45 There are considered to be no delivery risks associated with the proposed development of the land.

Accessibility

- 2.46 Appendix 3 refers to the accessibility of the site.
- 2.47 Bus services will be able to penetrate the site via the proposed link road and services already associated with the college (and shortly the leisure centre) can be extended/diverted to serve the development.
- 2.48 The local station at Gobowen is readily accessible from the site by the A5(T) to the north.
- 2.49 There is a good range of facilities in Oswestry, all of which are within a reasonable distance from the site, including the local primary school which has capacity to serve the proposed development. There is health care provision on Middleton Road within 800m of the centre of the site. The local primary school on Beech Grove is also less than 800m from the centre of the site. The local secondary school is some 2.5km from the site. The North Shropshire College Campus (for further education) and Leisure Centre adjoin the western boundary of the site.
- 2.50 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 public transport in the area and the provision of a new local centre to serve the development which will provide local retail and community facilities.

Comparative Advantages

- 2.51 In brief, the Eastern Approach land avoids areas of high landscape value, particularly to the north and west of the town, and open areas which jump across

significant barriers to development such as the A5(T) to the east. It also avoids coalescence with other neighbouring settlements given its excellent containment by the A5(T) and Shrewsbury Road.

- 2.52 Shrewsbury Road is a significant radial route to the town centre from the south east and provides a 'gateway' to the town. It is a particularly suitable location for high quality employment uses at the A5(T) junction as part of a mixed use development whereby Oswestry will be able to present a positive visual statement in terms of attracting investment and engendering economic stability and growth.
- 2.53 The land avoids use of the best agricultural land in the area. It provides an opportunity to integrate new housing and employment, improved public transport services and also construct the missing local road link around the east side of the town between Middleton Road and Shrewsbury Road as part of a comprehensive mixed use development.
- 2.54 The site is considered capable of release before 2016 and is readily capable of delivery. The development will contribute equitably towards planned improvements to junctions on the A5 and Maesbury Road's junction with A483.

Creating Sustainable Communities

- 2.55 The development of this site can complement the existing urban form at Oswestry. The introduction of some 750 new homes including an appropriate level of affordable housing will add to the overall sustainability of the community in this area. It is understood that a site for a single form of entry primary school is a new requirement for the proposed development. This can be accommodated through the refinement of the masterplan for the area. Such a new school would add further to the area's self-containment and assist the creation of a sustainable community. The school would serve a wider catchment than the proposed development and would assist in integrating new development with the wider town.

PPS3 Paragraph 69 Criteria

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

High quality housing

- 2.57 The location and character of the Eastern Approach 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

- 2.58 The scale of the proposed development at some 750 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

- 2.59 The development area is not affected by environmentally important assets which justify protection, although important local features including any significant archaeological deposits will be appropriately investigated and addressed through the detailed masterplanning 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 and particularly with the Council's leisure and recreation proposals at Oswald Park.

Housing which uses land effectively and efficiently

- 2.60 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 housing densities.

Concluding Comments

- 2.61 RPS and JRD have objectively assessed the land at the Oswestry Eastern Approach, identified on Plan RPS1, against the current planning criteria and conclude that it is a highly suitable location for residential development in the plan period to 2026 to meet the identified growth agenda for Shropshire and its largest market town, Oswestry.
- 2.62 There are no constraints which justify the site's exclusion from consideration. Rather, there are many factors which support the site's selection by Shropshire Council as a strategic growth location in the emerging Core Strategy.

3. DELIVERY

- 3.1 JRD has considerable experience in promoting strategic development sites through the planning process and securing their implementation. The company is part of a Group which includes a locally based house-builder in Oswestry, commercial developers and specialist pre-fabricated building manufacturers. The JRD Team is particularly knowledgeable about the Shropshire housing market being based and active within the area and has been engaged in Local Plan and Local Development Framework exercises across the County in recent years.
- 3.2 JRD has prepared a delivery programme for development of the Oswestry Eastern Approach site having regard to the planning process and the market release of land for construction. The programme or Critical Path Analysis (CPA) for the site is attached at Appendix 5. This relates to the wider site based on the expected collaboration with Mosaic Estates and Shropshire Council.
- 3.3 The delivery programme assumes that the land controlled by Shropshire Council and Mosaic Estates will be released either in parallel or as part of a single comprehensive proposal – in both scenarios the planning process should essentially be a single process. These ownerships recognise J Ross Developments' lead role and have expressed their intentions to collaborate through the implementation stage.
- 3.4 The 'missing' section of the link road between Middleton Road and Shrewsbury Road passes through the JRD land holding and will be delivered as part of the proposal in accordance with an agreed phasing programme.
- 3.5 The timescale assumes that the Core Strategy will have settled the principle of development at this location at Oswestry 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 first half of 2012 with the expectation of planning permission by the middle of 2013.
- 3.6 The outline permission is intended to include initial infrastructure works details to allow development to start on site before the end of 2013. Allowing for time for reserved matters approvals, first residential completions are expected in 2014/15

at a modest level, building to a peak of 75 dwellings per year before tailing off towards the end of the development. It is expected that two or three house-builders would be active on the site, operating in accordance with established design principles. The delivery of affordable housing will be a significant driver for the development and allow the building rate to be sustained given the financing arrangements of voluntary sector housing tenures.

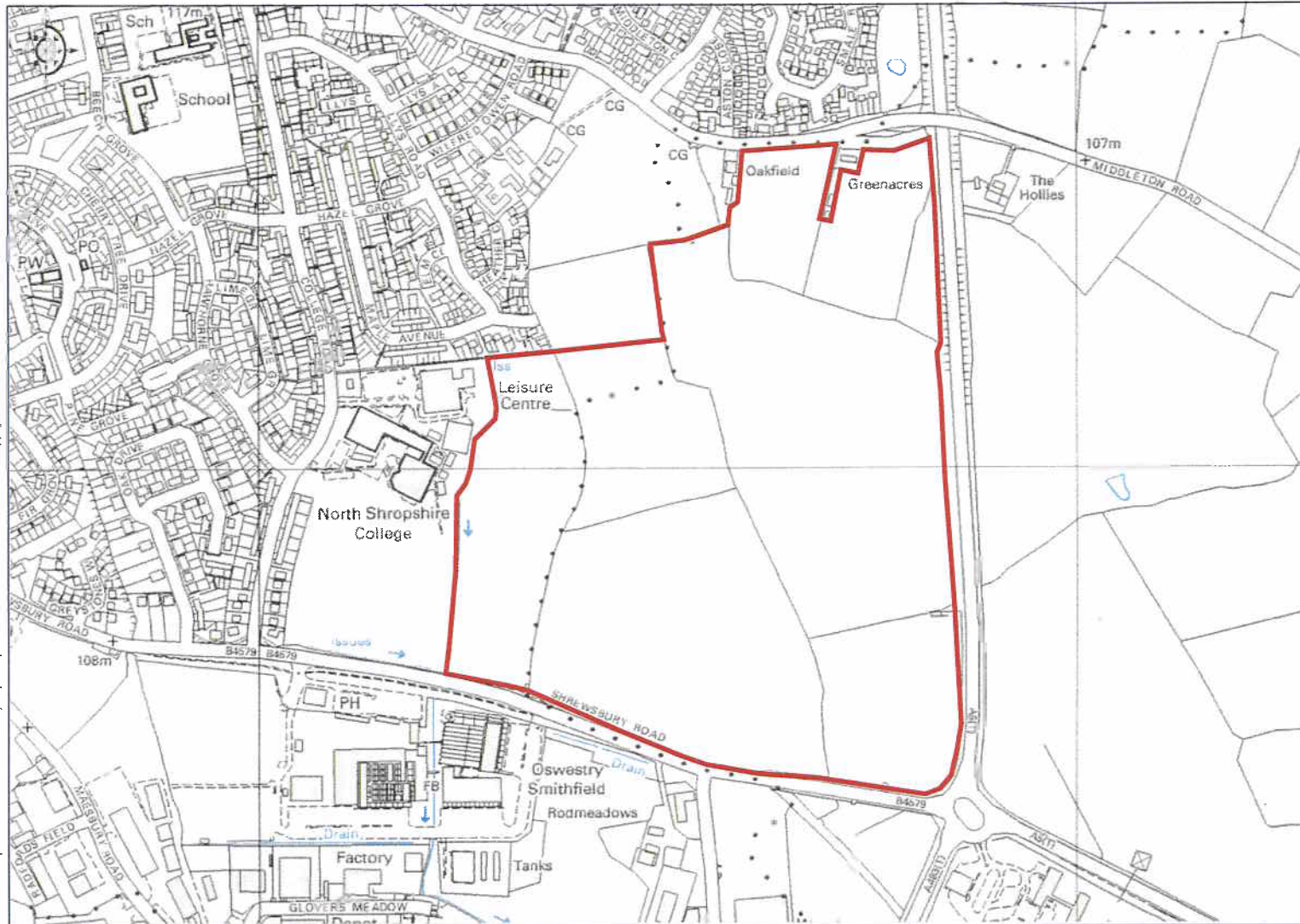
- 3.7 The CPA shows house construction between 2014/15 and 2025/26 inclusive, ie an overall expected build period of some 12 years. It is envisaged that the outline planning permission would include phasing arrangements.
- 3.8 It is concluded that the Eastern Approach land at Oswestry can be allocated for delivery in phasing periods up to and after April 2016 for some 80 and some 670 dwellings respectively.
- 3.9 In parallel with the housing development, it is also proposed, within a masterplanned approach, for bespoke prestigious commercial 'Gateway' development at the A5(T)/Shrewsbury Road junction on a 4 to 6 hectare Business Park. A local centre is also proposed to be provided as part of the comprehensive scheme, where the delivery will again form part of the agreed phasing programme for the development.

4. CONCLUSION AND RECOMMENDATION

- 4.1 It is concluded that land at the Eastern Approach, Oswestry is *suitable* for allocation for residential development at a scale of some 750 dwellings and a Business Park at a scale of some 4 to 6 hectares, as well as a local centre and green infrastructure, to meet identified growth requirements for this strategic location.
- 4.2 The land is *deliverable* between 2014/15 and 2025/26, based on anticipated progress with the Local Development Framework and the timely submission of an outline planning application.
- 4.3 J Ross Developments is willing to collaborate with adjacent land interests (Shropshire Council and Mosaic Estates) and the Local Planning and Housing Authorities to formulate a masterplan and effective delivery strategy for the proposed development.

APPENDIX 1

PLANS



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NTS



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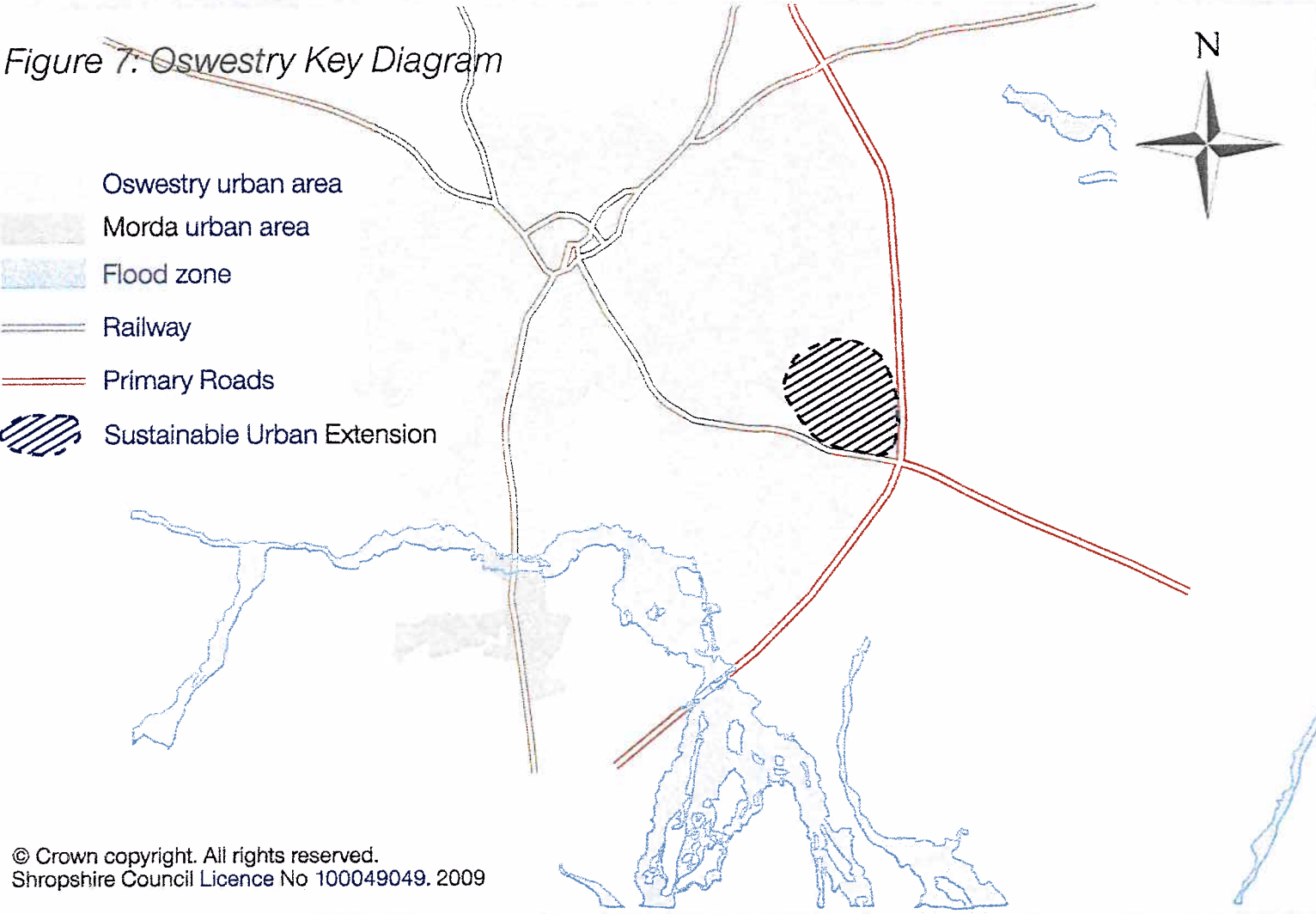
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Planning

APPENDIX 2

**SHROPSHIRE CORE STRATEGY FINAL PLAN PUBLICATION: FIGURE 7 -
OSWESTRY KEY DIAGRAM**

Figure 7: Oswestry Key Diagram



APPENDIX 3

EASTERN APPROACH, OSWESTRY: OUTLINE TRANSPORT STRATEGY

APPENDIX 3: OUTLINE TRANSPORT STRATEGY

Access

The site lies on a main distributor road serving the southern suburbs of Oswestry, linking the town with settlements further afield; the site is accessible by foot, bicycle, public transport and car. The site lies within acceptable walking distances of existing bus routes on Shrewsbury Road which forms the southern boundary of the site. As such the site can offer an alternative to car based journeys.

It is proposed that vehicular access to the site be provided by way of a new access roundabout located at the Maes y Clawdd priority T-junction; the fourth arm of which will serve the site. Secondary means of access will be provided via a new realigned priority junction off Barber Close to the north. Non-car linkages in the form of shared cycle/footways throughout the site will allow the use of sustainable modes of transport especially for internal and short trips.

Residential

Vehicular access to the residential sections of the Oswestry Eastern Approach development is proposed at two points, one off Shrewsbury Road via the proposed access roundabout described above and the second off the southern end of Barber Close. The internal road network completes the link between Middleton Road along the northern site frontage and Shrewsbury Road along the southern boundary. The main streets provide vehicular access within the site to both the low and high density residential development areas. Pedestrian connections are proposed within the residential area to facilitate free movement between the mixed uses on the site. Permeable pedestrian access will be included linking to bus stops located within the development site along the main street. Existing bus services will be re-routed to penetrate the site allowing convenient accessibility to the public transport network.

Employment and Leisure

The employment and leisure uses, including the proposed new leisure centre, will benefit from the same vehicular and pedestrian infrastructure as the residential uses enjoy; the excellent linkages between the various uses on site help to promote the site's sustainability credentials.

Overall Strategy

The development will conform to national and local policy, with consideration given to ensuring a sustainable development benefiting from adequate 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, will provide, where reasonable and practicable, 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 any unacceptable increase in road traffic and the corresponding impact on road safety, air pollution and quality of life in the surrounding area. A controlled crossing on Shrewsbury Road some 50m west of the proposed access junction is proposed. This facility will link the medium and high density residential development areas with the employment uses off site on the southern side of Shrewsbury Road.

Appendix 3: Outline Transport Strategy



By virtue of its location on a main arterial route out of Oswestry, 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 an upgraded bus service along the Shrewsbury Road corridor. This in addition to the extension of existing public transport services within the development site is considered 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 local facilities via non-car modes. Enhancements will be provided where possible and practicable including new pedestrian/cycle provision along the southern site frontage on Shrewsbury Road.

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 centre of the site is located approximately 2.0km south east of Oswestry Town Centre, which can be reached conveniently by public transport and is within acceptable walking distance. The internal pedestrian and cycle infrastructure will link into the surrounding sustainable transport network facilitating easy access to the town centre and its amenities. The sites location offers a real opportunity to avoid the use of the private car in favour of sustainable transport choices. The sites close proximity to the town centre satisfies local and national transport planning guidance especially the hierarchy of accessibility where walking and cycling opportunities are given highest priority.

The development proposals include a local centre and mixed use facilities and services which would be accessible to the new population on site. The local 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 approximately 700m from the furthest residential dwelling this would be within an 'acceptable' walking distance for the majority of the residents.

It is also proposed that the site would deliver at least 4 hectares of employment land including business park and employment within the local centre 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.

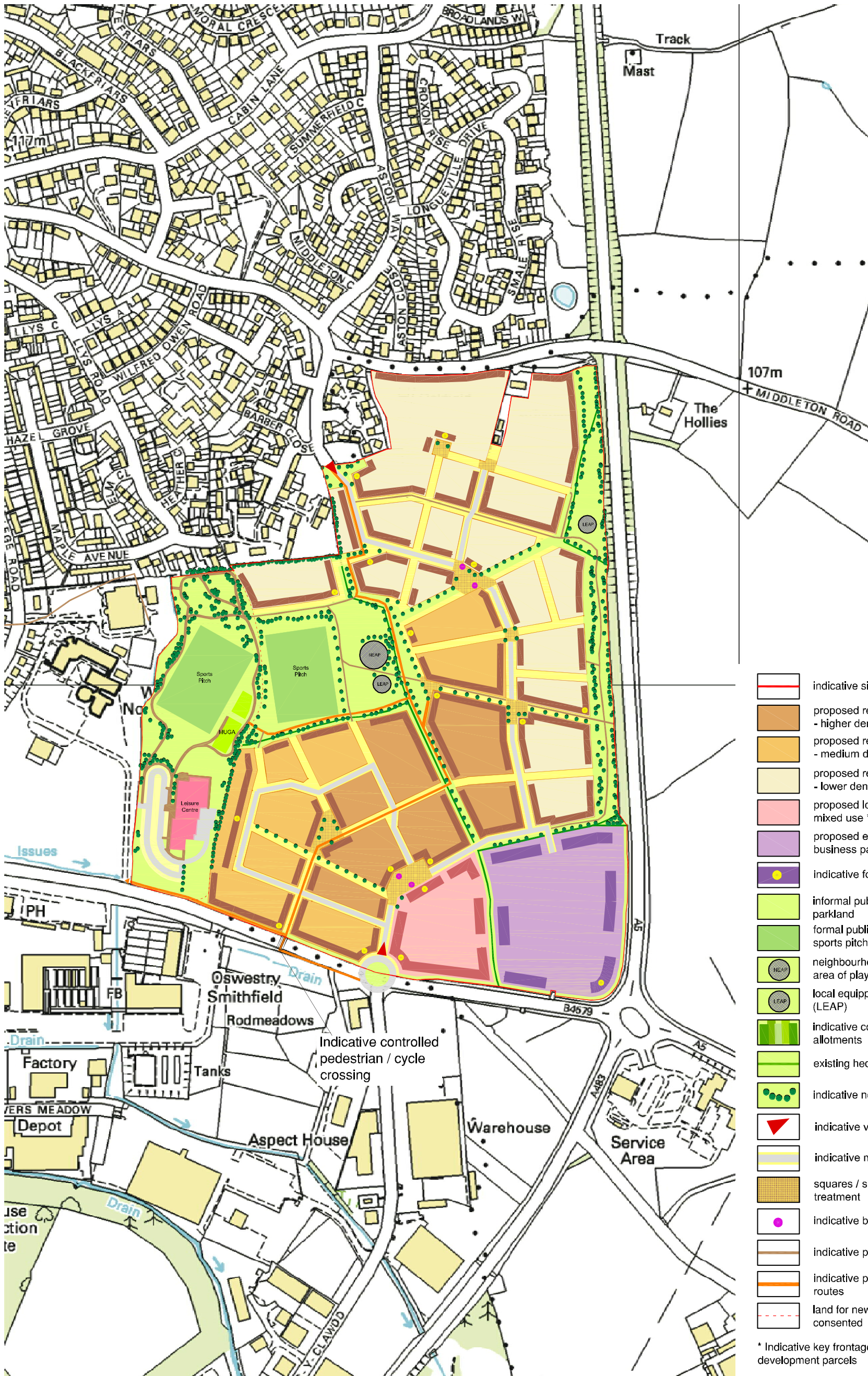
The proposed combination of local centre, business park, leisure, and open space provides access to facilities that represent sustainable choices to the future residents and employees of the site. These facilities can be easily accessed without the need for a private car journey.

Currently Shropshire County Council is in the process of completing their Transport Study of the Strategic Road Network (SRN) surrounding this site; the consultant Mouchel is assisting in this regard. It is likely that this study will identify constraints on the SRN that will require mitigation works to enable this development site and other potential development options located along the SRN to come forward. The uplift in land value will permit a sizable contribution to these works commensurate with the scale of the proposed development.

APPENDIX 4

EASTERN APPROACH, OSWESTRY: REVISED CONCEPTUAL MASTERPLAN

OSWESTRY EASTERN GATEWAY : CONCEPT MASTERPLAN



-  indicative site boundary
-  proposed residential - higher density *
-  proposed residential - medium density *
-  proposed residential - lower density *
-  proposed local centre / mixed use *
-  proposed employment / business park *
-  indicative focal building
-  informal public open space / parkland
-  formal public open space / sports pitches
-  neighbourhood equipped area of play (NEAP)
-  local equipped area of play (LEAP)
-  indicative community allotments
-  existing hedgerow / planting
-  indicative new planting
-  indicative vehicular access
-  indicative main street
-  squares / special surface treatment
-  indicative bus stops
-  indicative pedestrian routes
-  indicative pedestrian / cycle routes
-  land for new leisure centre - consented

* Indicative key frontage shown on development parcels

rev: date: description: by: chk: app:

project: Oswestry Eastern Gateway

title: Concept Masterplan

client: J Ross Developments

job no: ACD5751 drg no: 500_001 rev: C

drawn: JR / PT date: 25.03.2010 scale: 1:5000@A3

ckd: JR app: MS

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APPENDIX 5

**EASTERN APPROACH, OSWESTRY: DELIVERY PROGRAMME – CRITICAL
PATH ANALYSIS**

CRITICAL PATH ANALYSIS - EASTERN APPROACH												Mar-10																							
[Phasing assessment]												Annual sales		Annual sales		Annual sales		Annual sales		Annual sales		Annual sales		Annual sales		Annual sales									
		to June 2010	to Dec 2010	to June 2011	to Dec 2011	to June 2012	to Dec 2012	to June 2013	to Dec 2013	to Mar 2014	2014/15	2015/16	2016/17	2017/18	2018/19	2019/20	2020/21	2021/22	2022/23	2023/24	2024/25	2025/26													
Core Strategy																																			
Planning Process				Pre-application		Submit		Determination																											
Detailed Approvals								Determination																											
Start on site																																			
Road construction / green infrastructure.										Phase 1				Phase 2				Phase 3																	
House building - annual completions												25		55		75		75		75		75		75		75		75							
												25		80		155		230		305		380		455		530		605		670		720		750	
LAND RELEASE PROGRAMME -																																			
Assume that there will be 2 or 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 Phase	Phase 1	230 dwellings - Employment land serviced; link road completed																																	
										Phase 1		230																							
Second Phase	Phase 2	300 dwellings - Local Centre delivered; strategic open space completed																																	
																Phase 2		300																	
Third Phase	Phase 3	220 dwellings																																	
																				Phase 3		220													
RPS																																			