

Land Use

The approach is to build upon the understanding of the site and its location and combine these with a series of placemaking principles to provide a mix and distribution of land uses that will create an attractive and sustainable development.

Key points:

1. Development parcels based upon a logical and sustainable layout structured around the environmental characteristics and features of the site and related to the existing surrounding uses,

2. Employment areas related to the existing Oxon Business Park in the east and the Churncote Junction in the west with access points separate from the residential areas,

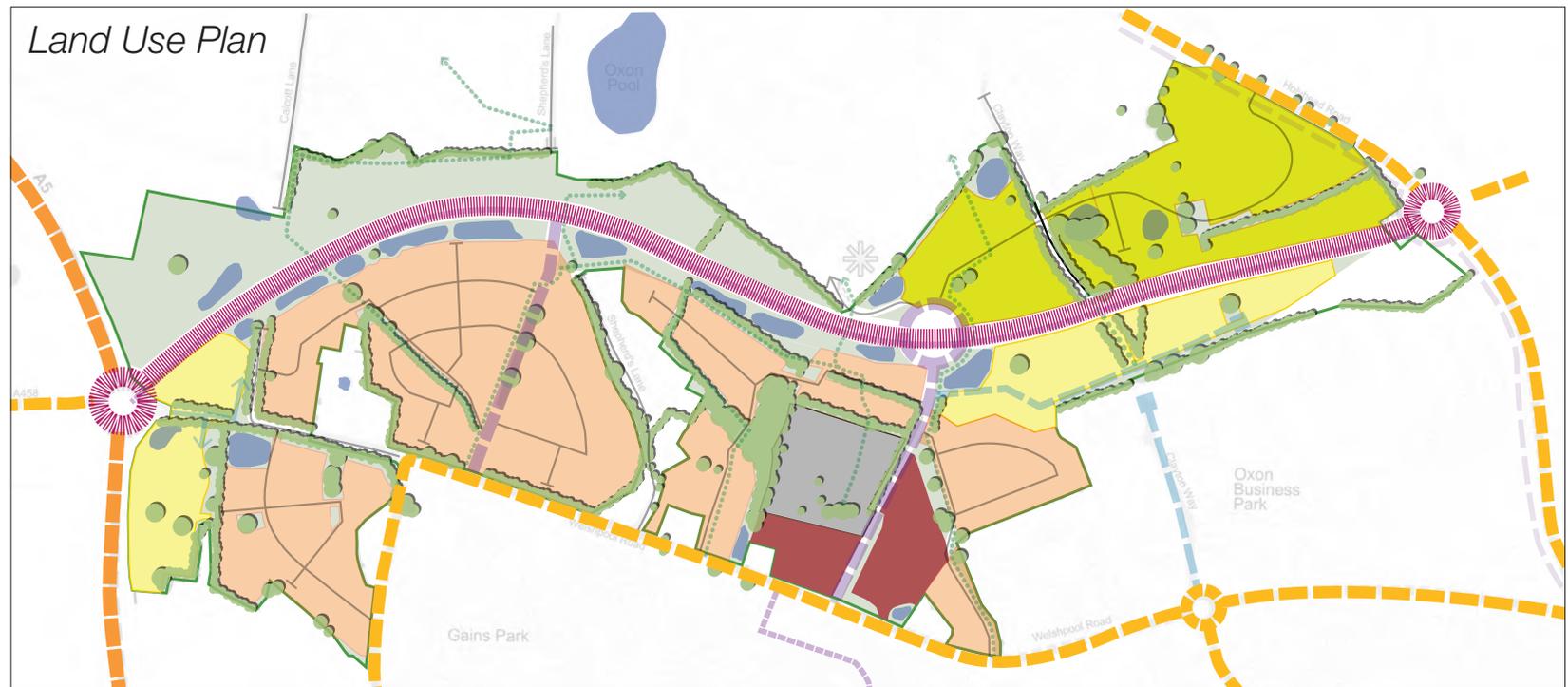
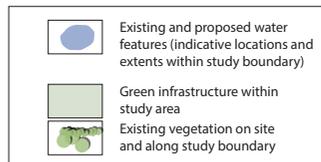
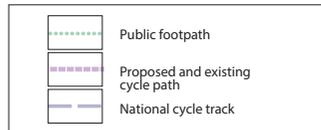
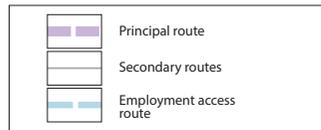
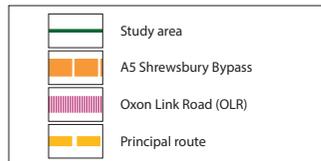
3. Potential for existing and new health and care businesses to develop on a business campus at Clayton Way on land north of the OLR off the proposed Little Oxon Lane junction and Clayton Way. Discussions with the owner of Oxon Caravan Park indicates potential scope to extend business campus into the Caravan Park as part of a reconfiguration of the site,

4. Local Centre expanded across Little Oxon Lane to

form active frontage at the centre of the site with good links to the existing and proposed housing areas. There is a potential to expand the Local Centre to the rear of the existing shops along Welshpool Road with associated reconfiguration of the Park and Ride site. Combined with the existing Park and Ride this Local Centre forms a focus for the development proposals,

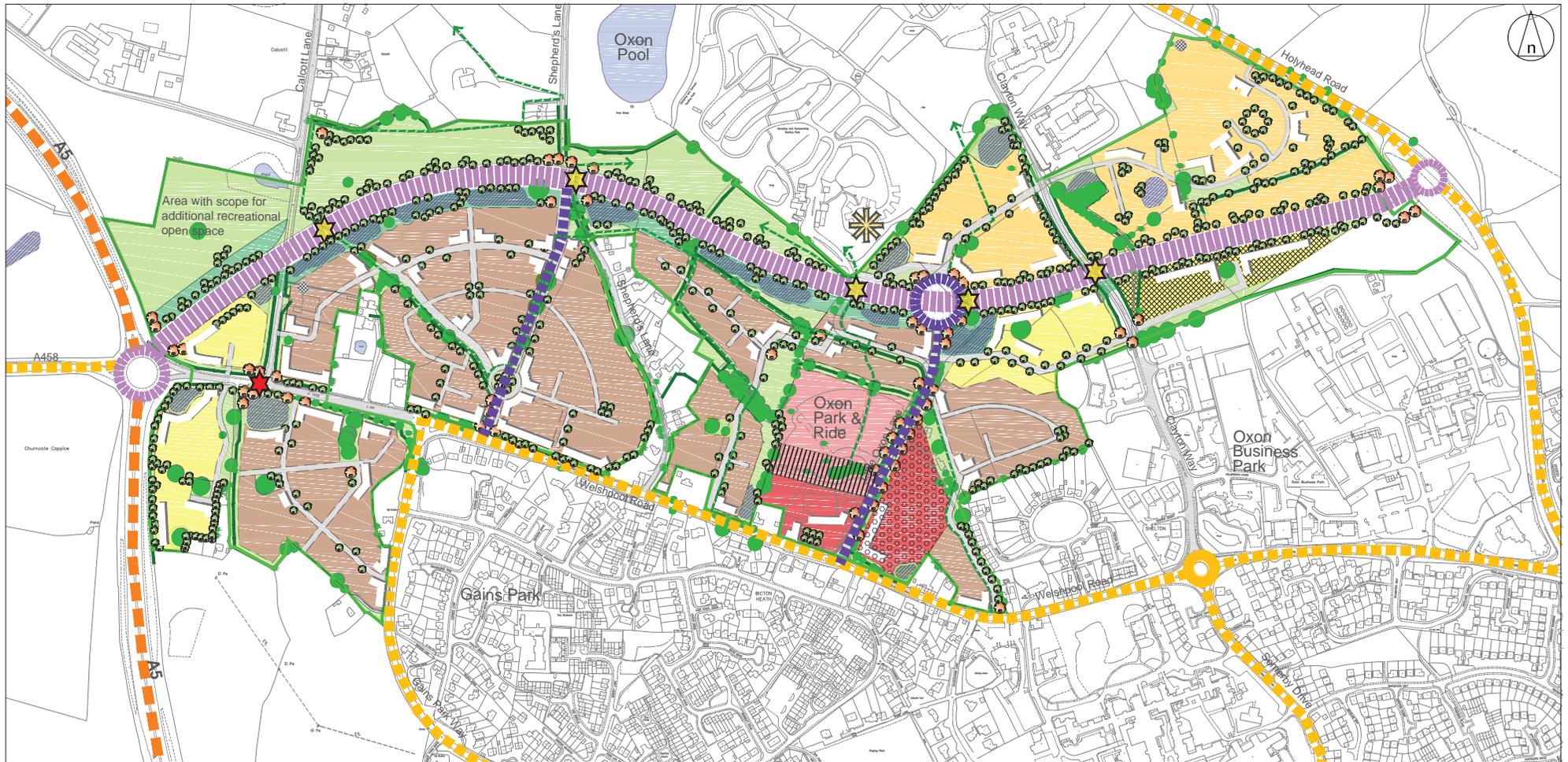
5. New residential areas focused around the centre of the site and adjacent to the existing residential areas to provide a new edge to Shrewsbury, and

7. Park and Ride retained in current location, but with improved access off the OLR.



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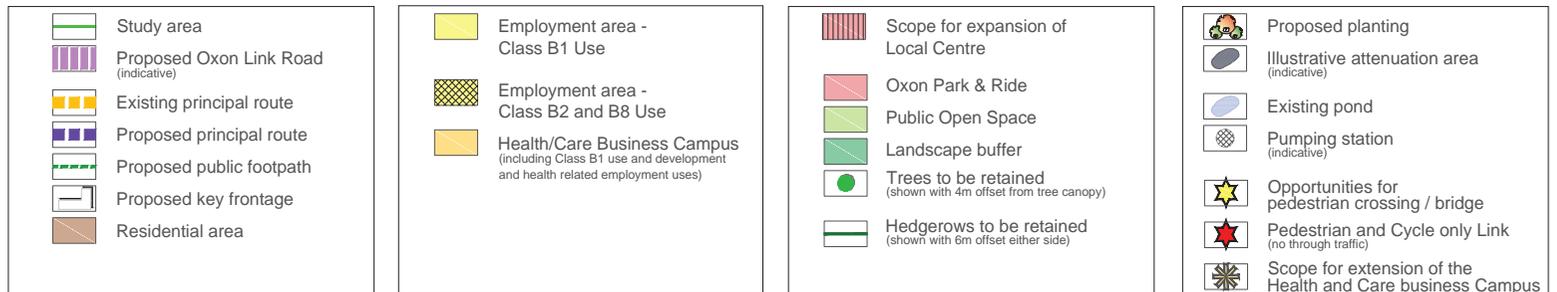
Illustrative Masterplan



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5.4 Illustrative Masterplan

Having built up the distribution of land uses through a series of layers, the Illustrative Masterplan shows how the design principles could be carried forward into a more detailed Masterplan solution.





6 Layout, Structure and Appearance

“It is important to plan positively for the achievement of high quality and inclusive design for all development, including individual buildings, public and private spaces and wider area development schemes.”

(para. 57 of the NPPF)

6.1 Character Areas

The development objectives for Shrewsbury West SUE state that the development will have a distinctive identity and will respect the qualities and character of the existing environment and that each component of the place should have a defined character which respects the overall Vision. The development will take account of its unique environment and characteristics and the surrounding settlement to create a place with a good urban form and contemporary design based upon quality local vernacular.

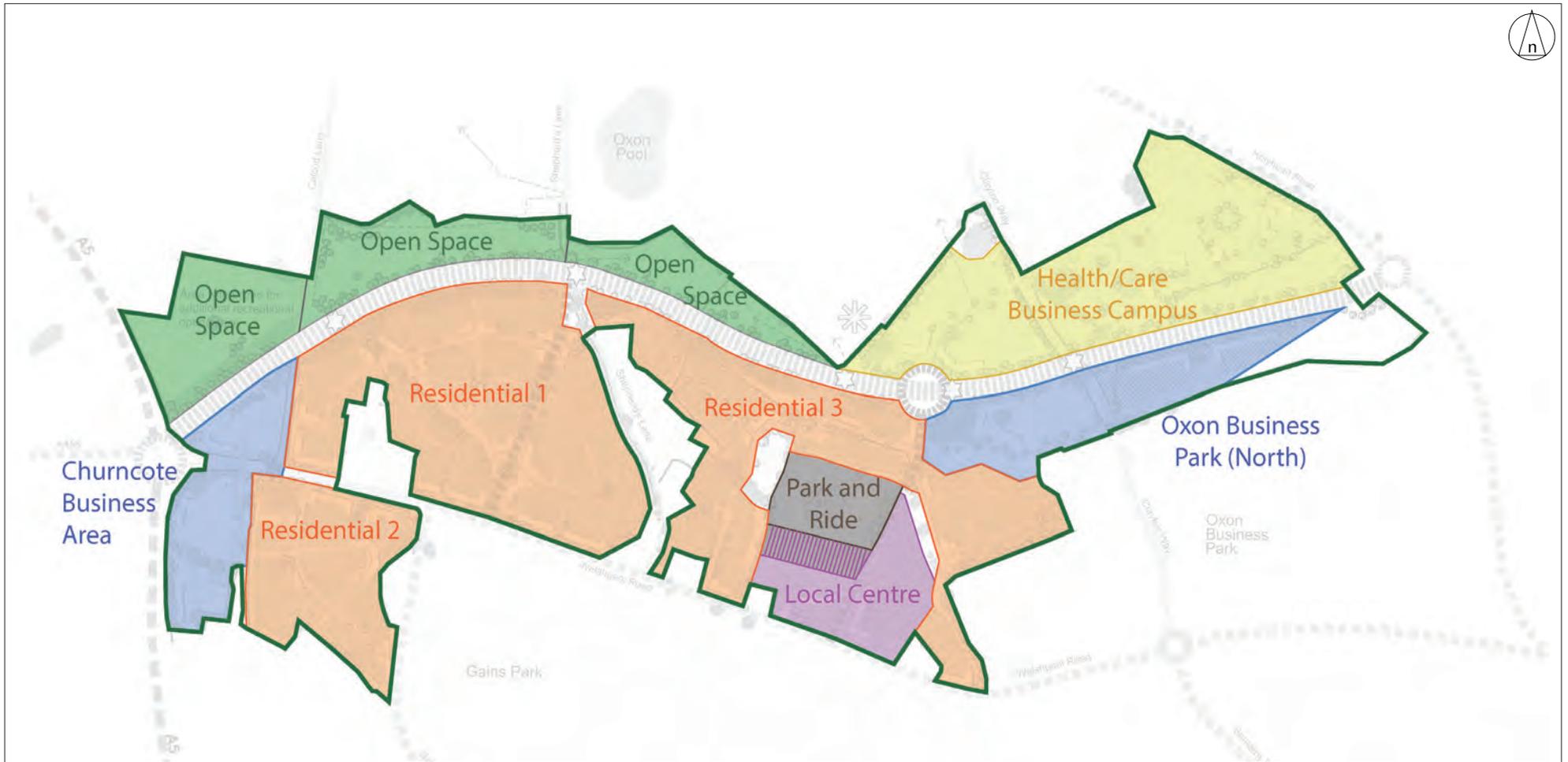
Having devised the key design and masterplanning

principles to underpin the development proposals it is then possible to define several distinct character areas based around a combination of the following key considerations:

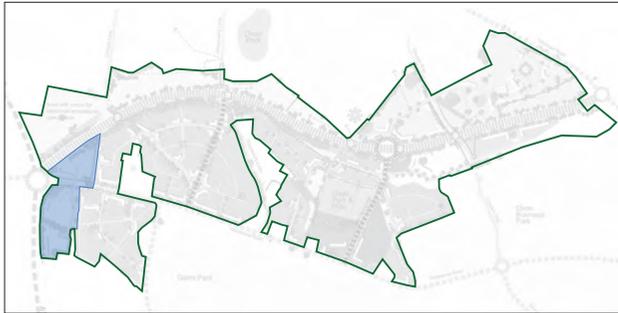
- Existing local landscape and townscape characteristics and setting,
- Topography,
- Proposed urban structure and street pattern,
- Development uses and activities,
- Development density,
- Main buildings types, and
- Green Infrastructure (GI) and public space.

Several character areas have been identified as part of the masterplan and are summarised on the accompanying plan.

Character Areas Plan



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Churncote Business Area

Urban Structure

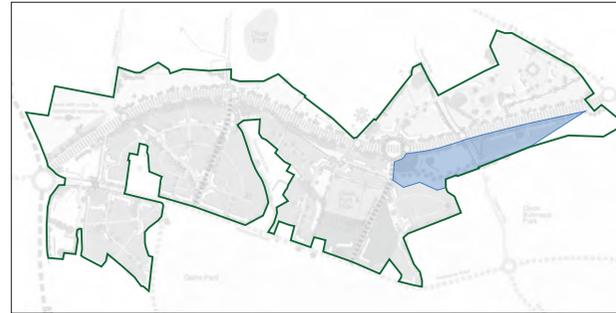
- Short link from Churncote Junction.

Building types

- Business and office space,
- Potential for hotel use and pub/restaurant, and
- high quality design appropriate to gateway location.

Key Features and Public Spaces

- A potential new gateway business area, with an exclusive access off the A5 and on-site parking,
- No direct vehicular connection to Welshpool Road,
- Footpath and cycleway links from Welshpool Road into the Business Area, and
- Residential amenity.



Oxon Business Park (North)

Urban Structure

- Local access roads.

Building types

- Business, office and light industrial space, and
- Potential for other industrial.

Key Features and Public Spaces

- Key frontage along the OLR,
- Green corridors incorporating public access and existing hedgerows and trees,
- Landscape/noise buffer to the Oxon Link Road to include SuDs,
- High Quality landscape setting to the buildings and road frontage,
- Access road to the business park avoids the use of residential streets, and
- Link from Clayton Way to the new junction with the extended Little Oxon Lane.



Health/Care Business Campus

Urban Structure

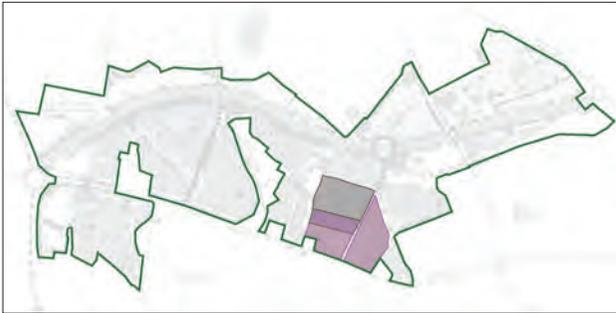
- Access primarily from the Little Oxon Lane roundabout.

Building types

- Business, research laboratories, Training centre, offices Care Homes, Clinic, and Health Centre.

Key Features and Public Spaces

- Key frontage along main access road,
- Creating a campus style development,
- Providing scope to add to existing health and care facilities on Clayton Way,
- Retention of existing vegetation provides high quality setting,
- Green buffer zone maintained to provided noise buffer for existing care home and hospice,
- High quality landscape setting to buildings/ boulevard planting,
- A required pumping station is proposed to the north of this area, and
- Scope to extend Business Campus into Caravan Park if required.



Local Centre and Park & Ride Facility

Urban Structure

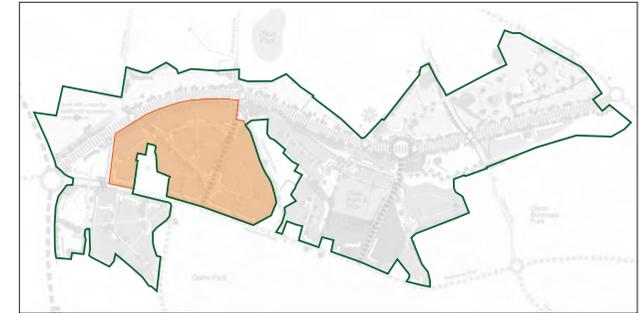
- Central distributor road; Welshpool Road and intersection with Little Oxon Lane.

Buildings, Uses and Activities

- Existing parking, supermarket, local shops and food outlets and Park and Ride facilities retained,
- Scope for Local Centre to expand to rear of existing shops with associated reconfiguration of the Park and Ride site, as well as to the east,
- New facilities would be provided including potentially additional retail and commercial uses, and community and health facilities, subject to need and demand, and
- Non-residential buildings with the potential to provide residential accommodations in first floor subject to need and demand.

Key Features and Public Spaces

- 'Active' frontages along Little Oxon Lane,
- 'Calming' along Welshpool Road to provide safe and accessible pedestrian links throughout the area and with the surroundings,
- Landscape buffer/screening of service and parking areas, and
- Centralised open space or public square.



Residential Area 1

Urban Structure

- Key routes radiating from a green space at the entrance that is articulated with a boulevard within the site incorporating the existing mature trees,
- Clear north to south routes and connections along existing hedgerows,
- Key internal streets to be defined by tree planting,
- Houses set well back along Shepherd's Lane to retain its semi-rural character, and
- Tighter urban form and increased density towards the west of the site.

Building types

- Varied, including short terraces, semi-detached and detached housing,
- Short terraces and semi-detached housing predominantly along the radial routes and the west,
- Detached houses predominantly along the edges and existing roads, and
- Larger detached houses with larger gardens along Shepherd's Lane.



Residential Area 2

Key Features and Public Spaces

- Green entrance space,
- Central tree lined boulevard,
- Tree lined internal streets and shared surface spaces,
- Public squares along the main streets,
- Mature landscape along Shepherd's Lane,
- Existing footpaths incorporated into new streets, and
- Landscape/noise buffer to the OLR to include SuDs and play areas.

Urban Structure

- Local access road, and
- Lower density for a more visible location.

Building types

- Semi-detached and detached houses,
- Detached houses predominantly along the edges and existing roads, and
- Larger detached houses with larger gardens backing onto existing houses.

Key Features and Public Spaces

- Mature hedgerows and trees along Welshpool Road and Gains Park Way,
- Rural lane to Bank Cottage,
- Green spaces internally around retained mature trees, and
- Peripheral green infrastructure and screening to be protect amenity of Bank Cottage.



Residential Area 3

Urban Structure

- Linked local access roads, and
- Tighter urban form and increased density adjacent to local centre and Oxon Business Park.

Building types

- Short terraces, semi-detached and detached houses,
- Short terraces along Welshpool Road and adjacent to the Local Centre,
- Detached houses predominantly along the edges and existing roads, and
- Larger detached houses with larger gardens backing onto existing houses along Shepherd's Lane and Shelton Gardens.

Key Features and Public Spaces

- A series of connected, discrete, enclosed fields,
- Green corridors incorporating public access and existing hedgerows and trees,
- Green spaces created around existing trees and ponds,
- Existing footpaths incorporated into new streets.
- Frontage along Welshpool Road, and
- Green entrance areas incorporating SuDs.



Green Open Space

Key Features

- Providing accessible amenity green space for the existing and new communities;
- Providing the opportunity for new informal play provision such as activity/trim trails and informal/wild play areas;
- Providing the opportunity to increase biodiversity with areas of native tree planting and wildflower meadows;
- An opportunity for additional recreational open space, including more formal sports pitch provision, on land to the west of Calcott Lane, subject to need and demand (totalling 2.91 hectares);
- Linear buffer areas within these areas between existing and proposed areas of development and softening the landscape and visual impact of the new Oxon Link Road;
- Providing additional links helping to connect the network of green corridors and spaces.

6.2 Streets

The key design proposals to be adopted for the streets and access proposals are to:

- Encourage non-local traffic to use the OLR,
- Traffic calm Welshpool Road to improve pedestrian and cyclist facilities,
- Retain the rural flavour of the existing lanes,
- Create streets for people and avoid highway dominated layouts,
- Create a series of different street types, that have different characteristics,
- Provide a connected network of streets and connections across OLR,
- Provide connections across OLR,
- Maximise connectivity with the existing surrounding street network and uses,
- Encourage people to walk, cycle and use public transport,
- Provide a good choice of routes which provide easy access to facilities and activities both on and off site,
- Ensure all users can move safely and freely through the streets, and
- Calm and control vehicle speeds through the adoption of good urban design principles.

Street Design

The site's existing environment and the proposed OLR has largely shaped the arrangement of the development concept as detailed in the preceding sections. The east to west linear nature of the site and its relationship to Welshpool Road have also been important factors in considering the urban structure and street design. The existing Welshpool Road borders the southern part of the site for much of its length and also provides the means of vehicular access to the site. The proposed OLR will border the northern part of the site for over 1.75km and provide a new principal access to the site.

Oxon Link Road Design

As part of the NWRR, the OLR will enable a new road hierarchy which will relieve Welshpool Road from unnecessary traffic and provide access to an integrated mixed use development.

It is proposed that the Oxon Link road will be limited to 50mph to reduce noise impact on the proposed and existing homes. Along the southern edge will be a 3.5m wide cycleway linking the on-road designated National Cycle Route on Holyhead Road in the east with the A5(T) Churncote Junction in the west.

Junction arrangements are subject to agreement with the Highways Agency. It is currently proposed to replace the 4 arm roundabout with an additional 5th arm providing access to the gateway business area.

The final alignment and configuration of the OLR is yet to be fixed.

The current preferred option proposed arrangements to the existing street network include:

- Welshpool Road would cease of being a principal route at the junction with Gains Park Way (no through road beyond that point – access only),
- Shepherd’s Lane and Calcott Lane will be closed to through traffic with access only for pedestrians, cyclists and emergency vehicles,
- The Little Oxon Lane/Oxon Touring and Holiday Home Park junction would be similarly design for a 40m ICD roundabout,
- Clayton Way would stop being a through route and the land to the north of the OLR would be accessed via the Little Oxon Lane junction/ Holyhead Road, and
- A new 4-arm roundabout would be provided on Holyhead Road.

Beyond the study area the implications of the OLR will include the following:

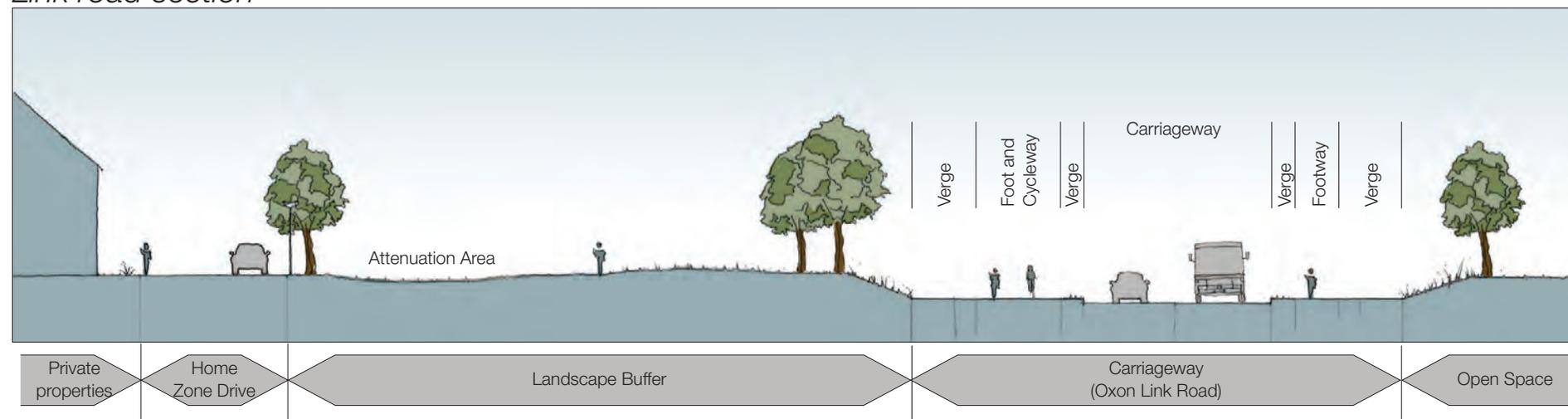
- Plans to reconfigure the junction of Welshpool Road and Holyhead Road to provide priority flow to the Holyhead Road and OLR, and
- Improvements to safety on Calcott Lane, Shepherd’s Lane and at existing junctions.

Existing footpath crossings along the Oxon Link Road

There are two existing footpaths/PROW across the proposed OLR - one in the east and one in the west. It is likely that the one in the west would be diverted to Calcott Lane. There will be at least two crossing points via footbridges across the OLR. A crossing point will be provided with refuge pre NWRR with upgrade to signalised crossing on completion of full NWRR for the eastern PROW.

A third footpath links Welshpool Road to Shepherd’s Lane and would most likely now be provided through the new internal streets.

Link road section



Welshpool Road Design

The Masterplan would seek to conserve the various better quality townscape characteristics along the site's southern boundary with this road corridor and seek to improve the townscape character where it is considered poorer quality and improve the natural surveillance through good urban design.

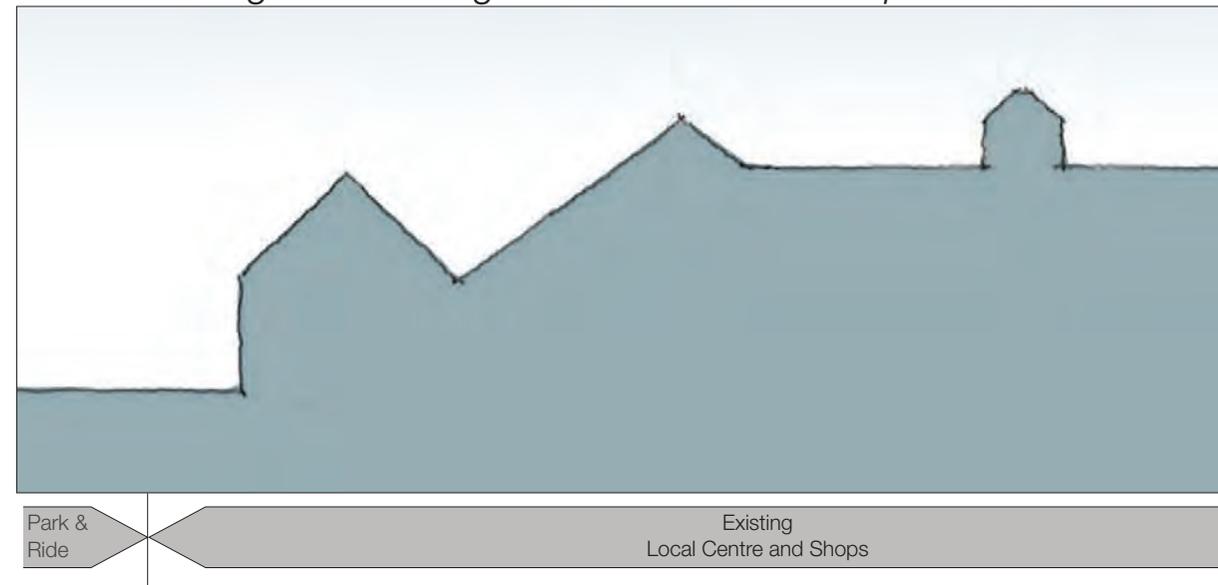
Generally houses are set back behind high mature hedgerows or fences with small pockets of short terraces fronting directly onto the road most notably at Vaughan's Cottages and the Old Post Office Cottage at the Shepherd's Lane junction. Here a reduction in the carriageway width or change in road

surface to reduce vehicle speeds in these locations could help with placemaking and the perception of safety. There are examples of larger detached properties well set back overlooking the road most notably Elm Farm and adjoining new development should reflect this.

The townscape around the existing Local Centre is perhaps the most fragmented with the Local Centre buildings set back behind the car park and bungalows to the south set back behind high fences. Improvements here could include providing

frontage along Little Oxon Lane opposite the local centre and improvements to the public realm could include reduction in the carriageway width or change in surface material to help with placemaking and to provide better north to south crossings to connect to the off road cycle link to the south.

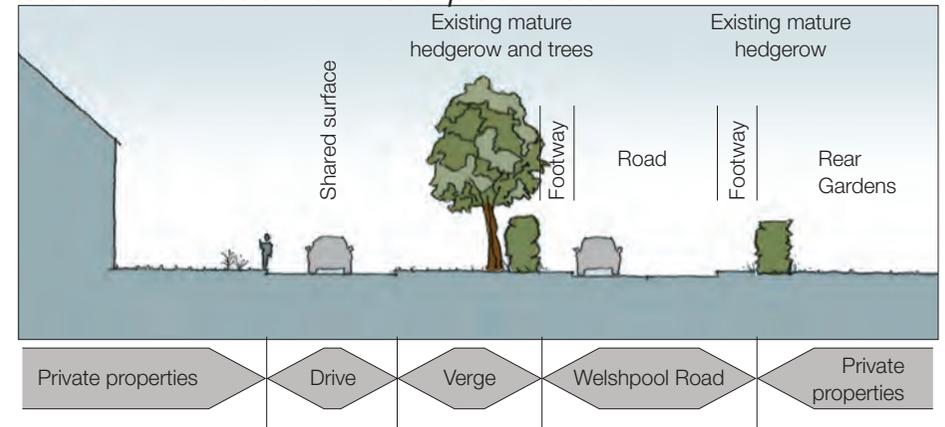
Section through the existing Local Centre at Welshpool Road



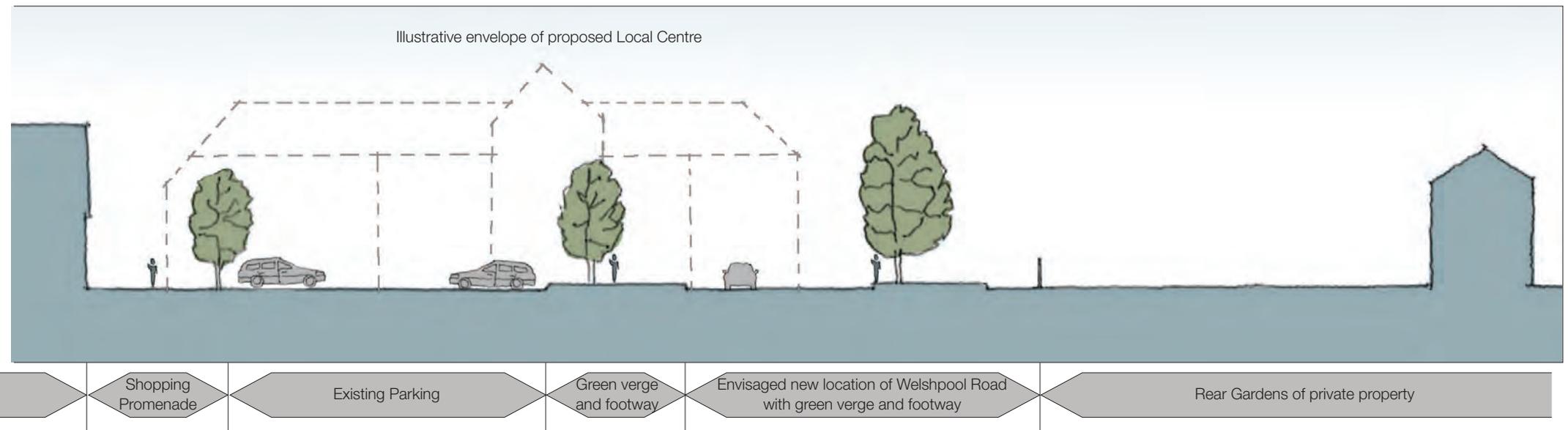
Proposals to be adopted would potentially include:

- Narrowing of the carriageway and the introduction of variations to the alignment or other measures to reduce forward visibility,
- Inclusion of on-road cycle lane,
- Inclusion of pedestrian and cycle crossings,
- Inclusion of raised tables and crossings at key junctions and crossings and the introduction of different surface materials and new landscaping, and
- Introduction of street connections from the proposed housing areas directly onto Welshpool Road.

Section: Phase 1 / Welshpool Road



Illustrative envelope of proposed Local Centre



Street types

Best practice approaches for street design are founded on places that have a series of different street types (for example Manual for Streets). Usually this is based upon a hierarchy of streets, each having different design characteristics in terms of function, width, building form, and landscape and frontage details. Collectively and in conjunction with the broader character areas and landscape strategy this will help to generate a legible environment and give the development identity and sense of place.

The Masterplan envisages a series of street types:

- Primary Routes/Strategic Road Network,
- A5(T) and OLR,
- Principal Routes/Distributor Roads,
- Welshpool Road, the Boulevard and Little Oxon Lane,
- Secondary Routes/Local Access Roads,
- Calcott Lane, Shepherd's Lane and new local access roads,
- Shared Surfaces/Drives, and
- Other new routes.

The OLR would be the primary route for vehicles across the site. Together with the cycleway along the south, it will be a relatively wide road corridor lined and enclosed by new landscaping. Buildings would only front it across a wide landscape buffer which would also contain the SuDs.

By contrast the Boulevard, Little Oxon Lane and Welshpool Road will form the principal routes through the site. These would be relatively wide streets lined and enclosed by a more compact arrangement of buildings and landscaping. The principal routes will include the Local Centre and potential community facilities and the more formal landscape and public realm spaces. The principal routes will also have the potential to accommodate a public bus route.

The local access roads area narrower and have pavements on both sides with more random localized tree planting in verges where possible, and provide access to the shared surface drives. The frontage to frontage may vary but is will generally be 11m.

Shared surface drives provide the ultimate access to the majority of the houses around the edge of the site. In part they may be formed by single sided lanes providing access to the GI corridors and open spaces.

Clear and detailed design parameters for all of the defined streets would be determined as part of the future masterplanning and design of the development.

The two employment areas would be served by new road connections off the Oxon Link Road and Churncote Junction. The Oxon Business Park (north) and the health/care business campus in the east would be served from the Little Oxon Lane roundabout or directly off Holyhead Road. The gateway business area in the west is proposed to be served by the 5th-arm of the Churncote junction. However, this is to be determined by the Highways Agency.

6.3 Development Blocks and Plots

The following principles will be adopted in the future masterplanning and design of the residential areas of the development;

- In general the blocks will be designed as closed perimeter blocks with “back to back” properties. Where relevant, new houses should “back onto” existing rear gardens,
- A range of block sizes would be adopted that would assist in varying the character of the different identified areas,
- Use of varied densities would provide different house types and plots,
- Arranging buildings so that they enclose and overlook streets and spaces and, where possible, have a direct and positive interaction with the public realm,
- Efficient and practical block and plot sizes, and
- Draw reference from positive local examples.

Plot design will focus on delivering efficient plot depths and width, with appropriate space for parking on curtilage (or, occasionally, within small adjoining courts) and space for private rear gardens and frontages. In the relatively higher density areas, buildings will generally be located to the front of the plot near the footway and public realm to encourage street enclosure and active streets.

6.4 Density

In accordance with current best practice guidance, a range of residential densities will be provided across the site. The higher densities will be situated around the local centre and to the west and east adjacent to the proposed employment areas. Lower densities will be located along Shepherd's lane and the more peripheral locations north and south. Relatively more mixed and moderate densities would occur between these locations and along the principal routes, including Welshpool Road.

Lower density developments would generally occur along the shared surface/drives, around the greens surrounding retained trees and along the retained hedgerows or GI corridors.

The range of densities will relate to the character areas and street types identified. In general, the higher densities will be defined by the use of more linked dwellings, short terraces and narrower plan forms and may include 2½-3 storey houses. The taller houses are more likely to occur at key junctions, terminating key vistas, or adjacent to open spaces.

The lower density areas along Shepherd's Lane and in more peripheral locations to the south and north will be characterized by larger detached and wider plan properties, with deeper frontages.

A mix of housing types and tenures is proposed which will comprise private, shared equity and social housing. There will also be opportunities for self-build and for the small builder.



Higher density:

Dense areas are located along the principal routes and the secondary routes where these are not forming part of the edge of the residential area extent. Blocks within this area will mainly accommodate terraced and semi-detached units with some feature squares in strategic important location(s).



Lower density:

Blocks within this area will generally occur on the edge of the residential area and where in close proximity of existing residential properties. These blocks consists of mainly detached units with some semi-detached houses and a limited number of short terraces.

6.5 Appearance

A series of illustrative views are included to convey the general character and appearance of key parts of the masterplan. The views have been annotated to highlight the design principles as detailed in this document.

6.6 Local Centre and Park and Ride

Local Centre

It is proposed to create an enhanced Local Centre focussing on the existing food store on Welshpool Road. To connect the existing Local Centre appropriate with the proposed OLR the masterplan layout envisages a priority change of the existing interchange of Welshpool Road and Little Oxon Lane. The proposed main traffic flow will be steered towards the Oxon Link Road / OLR with the Local Centre at an focal point on the junction corner.

It is envisaged that the existing Local Centre will be extended to include additional development with a larger food store, associated retail uses, and community and health facilities. It is proposed to utilise the adjoining land to the east of Little Oxon Lane and/or part of the Park and Ride side to the rear of the existing shops.

The new development will front the Oxon Link Road. Where possible the properties should be set back behind existing vegetation and retain existing trees and hedgerows where appropriate.

The new Local Centre on the Welshpool Road and Oxon Link Road will form a landmark development containing higher density development with active street frontages along Oxon Link Road

Car parks should be screened behind the buildings to minimise the impact of the car in the streetscape

The design of the new development of the Local Centre should be 'contemporary' in approach.

Local Centre Guidance –Shrewsbury West

It is proposed that the Local Centre could contain:

- A1 convenience store,
- Small convenience retail units,
- Residential uses: Flats/sheltered housing,
- Community Facilities (Meeting Hall),
- Medical Practice /Crèche/ Nursery, and
- Offices uses including small offices.

Vision: Local Centre expansion





Perspective along Welshpool Road facing new prioritised junction at the Local Centre.



View along existing promenade facing new corner building on junction Welshpool Road and Little Oxon Lane.

6.7 Employment

Shrewsbury West SUE will include a gateway business area at the A5 Churncote Island junction, and two areas accessed off the Oxon Link Road at its junction with Little Oxon Lane – an extension to Oxon Business Park south of the new OLR and a new area focussing on health and care facilities and businesses north of Clayton Way.

Oxon Business Park south (west of Clayton Way) for B1 uses

The area of land allocated for employment uses off Clayton Way to the south of the OLR provides an opportunity to extend the Oxon Business Park, which has been developed for B1 uses. It is proposed that Clayton Way will have links to the new junction with the extended Little Oxon Lane, which will be determined through further traffic modelling. The site will be developed primarily for B1 uses and associated ancillary uses which support the Business Park including small scale local services for the employees.

Land North of Oxon Link Road

The northern area of land off Clayton Way comprises two development areas either side of the road. Both areas are proposed for health and care facility and business uses, having regard to the existing care facilities off Clayton Way and the relative proximity to the Royal Shrewsbury Hospital and other major healthcare facilities. The sites are considered appropriate for B1 (a) and (b) on land west of Clayton Way, with C2/C3 and D2 uses i.e. medical related offices and light industry: residential care institutions, nursing homes, an extra care facility, dentist, medical practice and other health care related uses on the eastern side of Clayton Way. In addition, the western area could accommodate an extension to the Oxon Caravan Park, while proposed balancing ponds should be integrated into the scheme as open space. Buildings will front Clayton Way and Holyhead Road. Conversely, discussions with the owners of Oxon Caravan Park indicates potential scope to extend the business campus into the Caravan Park as part of reconfiguration of the site.

Churncote Business Area

The gateway land by the Churncote Island will be suitable for a range of business and commercial uses, and service uses appropriate to the site's location adjoining the A5. Buildings fronting the Churncote Island and Welshpool Road should be of a scale and design appropriate to a gateway site see below.

Two new employment areas are proposed north and south of Welshpool Road. The northern area could include a hotel /conference centre and associated uses as well as B1 offices.

The southern area is proposed to be the new landscaped office park for B1 uses.

It is proposed that the Churncote Roundabout will provide an exit into the business area. Access will be determined by the Highway Agency following further traffic modelling.

The following design principles should be incorporated into the employment development proposals:

Design guidance for the employment areas

Buildings should be of high quality contemporary design.

Offices may be constructed in glass steel or brick.

Flat cladding should be used to main frontage of commercial/manufacturing buildings.

The use of parapets should be considered to screen ridge and roof lines on office or commercial buildings.

There should be a separation of service and parking areas.

Parking should preferably be located to the rear of buildings to create a street frontage.

Storage areas should be screened and located to rear of plots.

Visitor and staff parking should be separate.

Sustainable drainage measures should be provided.

Buildings should be constructed to BREEAM 'Very Good'

Potential links to existing footpath/cycleways should be exploited.

The use of avenue planting along the main street frontages should be considered to provide a landscaped framework to the estate.



Illustrative Layout for the Churncote Business Area.

6.8 Sustainability

The site is located within a sustainable location as identified in the Adopted Core Strategy. Shrewsbury town centre lies approximately 2.2 miles (3.5 kilometres) to the east of the site and is within walking and cycling distance. Welshpool Road is a major public transport corridor and it is proposed that public transport provision would be extended through the proposed development with bus routes and stops to effectively serve the entire site.

Existing employment and retail areas border the site and further provision of these uses is included within the proposed development. New facilities would be designed to a minimum BREAM 'very good' standard. Easy and excellent access between the future housing areas and these existing and proposed facilities will therefore be possible.

A significant proportion of the site and land to the north of the OLR will be dedicated to Green Infrastructure (GI) and this will include a SuDs strategy, a mix of new and conserved habitats, trees and public open spaces. This will provide valuable benefits, including increasing the biodiversity across the site and contributing to urban cooling. The management of the GI, including the proposed recreation facilities would be agreed and carried out by relevant authorities.

A Landscape and Environmental Management Plan would support the conservation of the existing retained planting and habitats and the successful establishment and continued thriving of the new proposals.

All new housing would be designed to reduce energy use and embrace the latest sustainability standards for housing construction. Although currently Code level 3 is mandatory for all Homes and Communities Agency (HCA) developments it is anticipated the homes here would aim to achieve higher standards. Affordable housing will be provided across the site in accordance with Council policy.

Waste management and reduction will be encouraged through best practice approaches. This will include the provision of space for recycling and the use of water saving devices.



7

Phasing and Delivery

7.1 Initial Development and the Oxon Link Road

The indicative Phasing Plan illustrates how the development could be delivered within a number of phases. Funding will be triggered by the development and the related land sales that will enable the OLR to proceed. The first phase of residential development would therefore be started prior to the construction of the OLR using existing capacity along Welshpool Road. The Council considers that up to 400 dwellings could be permitted with access off Welshpool Road in advance of the OLR. The first residential development is expected to be on the western end of the SUE on land west of Shepherd's Lane, commencing 2014. The Council is seeking additional funding to support the overall package of highway and transport improvements and traffic management measures. The availability of such funding will also affect the timing of the construction of the OLR. The process of securing funding and the necessary planning permission and other consents, together with more detailed highway design, is proposed to be taken forward over the next 3 years.

It is intended that the OLR will remove the current through traffic and vehicles just accessing the Park and Ride site off Welshpool Road, enabling the road

to function just as local distributor for the existing and proposed development. Closing off access for the traffic from the A5 Churncote Island will ensure that the maximum use and benefit from the OLR are secured and allow Welshpool Road to better function as a "local" street. This closure would only be implemented once the new roads are in place, and alternative routes are available.

The order of the future phases of residential development on the Phasing Plan is indicative at this stage. Provision of public open space north of the OLR would be linked to the progress of the housing developments.

The Churncote Business Area has been shown with 2 phases. Following the reconfiguration of the A5 Churncote junction, it is proposed, subject to the Highway Agency agreement, that an access into the employment area only would be provided along the existing alignment of Welshpool road. Although, vehicular access along Welshpool Road from the A5 Churncote junction would then be restricted, there would be a footpath and cycleway link provided between the employment area and Welshpool Road.

7.2 Local Centre, and Land off Little Oxon Lane and Clayton Way

Locating new shops and facilities close to the existing Local Centre is considered the most appropriate. Phase 1 of the Local Centre enhancement could provide the opportunity for the expansion of the existing uses or provide an opportunity to attract a wide variety of new retail and community uses, including health facilities. Expansion into the area shown (see LC1, LC2, and LC2* on page 74, Phasing Plan) will be subject to need and demand. The expanded Local Centre will establish an active hub at the centre of the development and provide the opportunity for a key public space.

North of the Local Centre the extension of Little Oxon Lane to the OLR will provide a major new link into the development and provide new access to the Park and Ride facility, Oxon Business Park, the Health/Care Business Campus and the Oxon Caravan Park. The Council will be working with the landowner and existing businesses to bring forward the additional employment land on a phasing basis over 10+ years period.

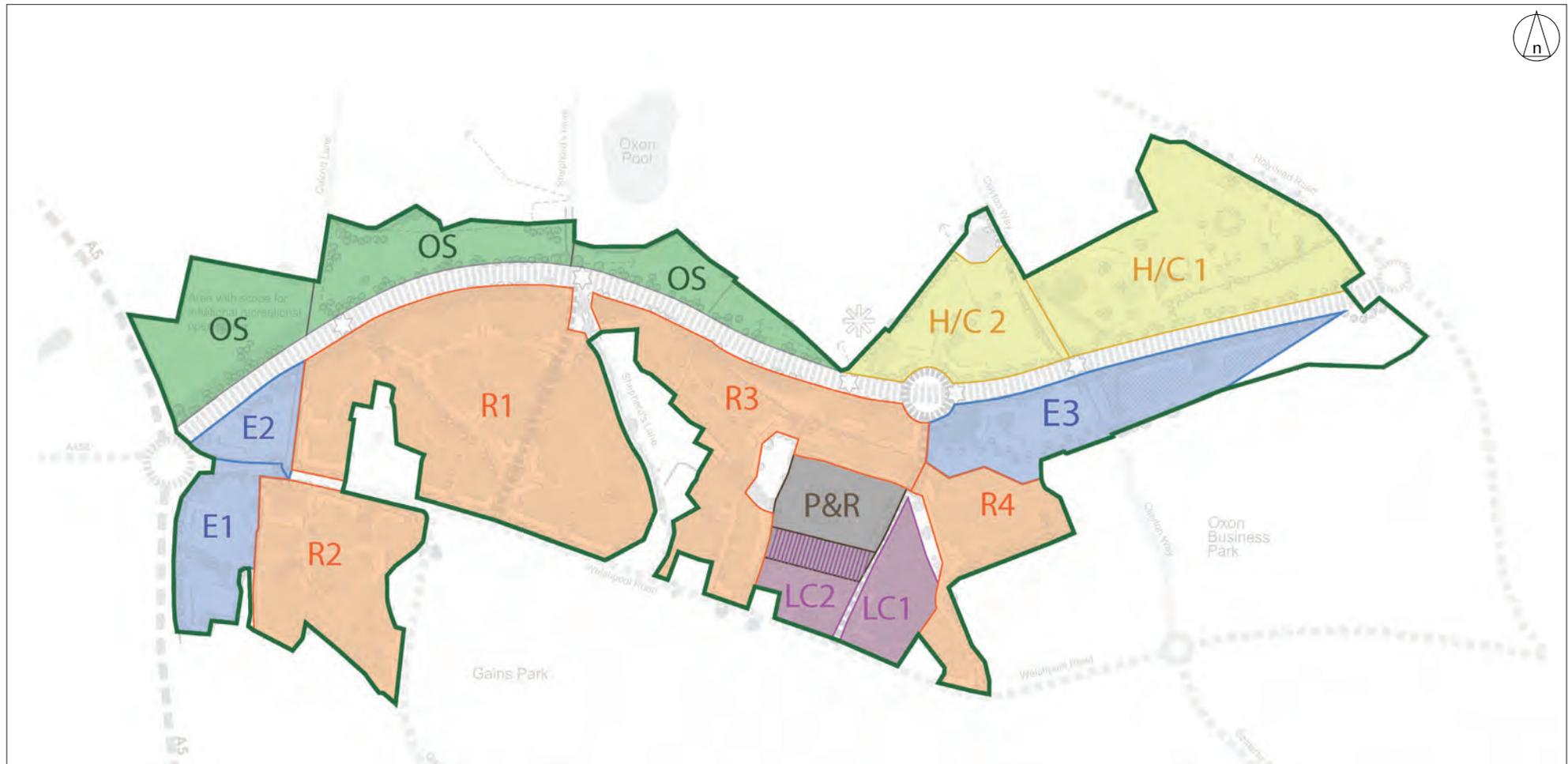
7.3 Other Infrastructure Provision and Overall Programme

In considering the sustainable development of the area, there has been a particular focus on transportation and access including submission of a detailed Transport Assessment in support of the Masterplan. Working closely with the Council's Highways and Transport Team and the Highways Agency, a package of improvements to the local road network are under discussion. In addition there are a number of planned enhancements to cycleways, footpath links and bus services which form part of the Council's "smarter choices" policy designed to reduce reliance on car journeys. The delivery of these improvements should be relative to the market led development programme to ensure that appropriate infrastructure is in place to support the development as it comes forward.

The promoters of the site have carried out technical work looking at the infrastructure to support this development in terms of drainage and other mains services. This has included dialogue with the main service providers and it has been established that there are no impediments to the development coming forward.

A phasing and delivery strategy/programme will be submitted with the initial planning application(s) to ensure co-ordination of development and infrastructure provision with appropriate agreements. Overall, the development of the SUE is envisaged to take place over the period to 2026.

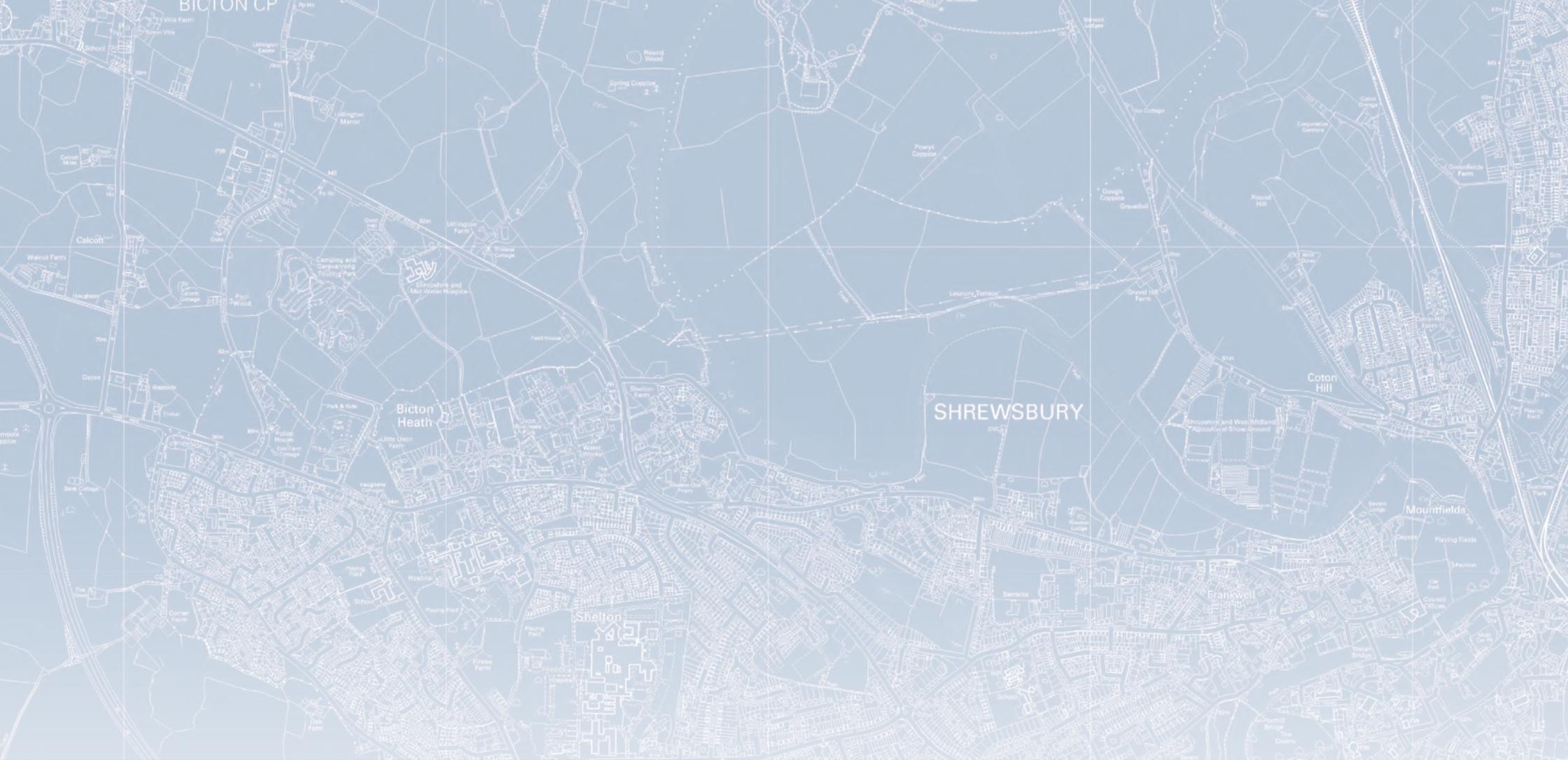
Phasing Plan



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R1	Residential Phase 1 10.34ha	E1	Employment Phase 1 2.12ha	LC1	Local Centre Phase 1 1.55ha	H/C1	Health/Care Business Campus Phase 1 6.77ha
R2	Residential Phase 2 4.37ha	E2	Employment Phase 2 1.03ha	LC2	Local Centre Phase 2 0.78ha	H/C2	Health/Care Business Campus Phase 2 3.20ha
R3	Residential Phase 3 6.00ha	E3	Employment Phase 3 3.44ha		Scop for expansion to the rear of existing shops 0.51ha	OS	Open Space 7.30ha
R4	Residential Phase 4 3.16ha	P&R	Park & Ride 1.99ha				

Note:
All figures are gross areas and include buffer zones, root protection zones and POS associated with each individual area.
Areas are indicative at this stage and subject to alignment and design of the to Oxon Link Road.



SHREWSBURY WEST

SUSTAINABLE URBAN EXTENSION

RPS