London Road, Shrewsbury

Design & Access Statement

London Road, Shrewsbury

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Introduction

Vision

Our vision for the site is to create an innovative and forward thinking community based around sustainable attitudes and high quality living.

The site, located on the southern edge of Shrewsbury forms a gateway into the town centre. This prominent position, 3km from the town centre offers access to stunning views of the River Severn and puts new residents in easy reach of local amenities including schools, health centres, leisure and community facilities.

Our aim is to deliver a cohesive mixed tenure scheme with low energy housing at the heart of the design that is well integrated into the local community. Through our self build and custom build plots, we aim to give the local community the opportunity to design and build their own home.

We aim to deliver:

- High quality public open space;
- Enhanced biodiversity;
- A cohesive mixed tenure development to meet the needs of the local area;
- A sustainable, low energy development through renewable sources of energy and thermally efficient buildings.

Introduction

Background

This Design and Access Statement is submitted in support of a hybrid planning application for residential development on land between London Road and Weir Hill Road, Shrewsbury. The application seeks approval for Full Planning consent for the majority of the site and Outline consent for Self-Build and Custom Build plots.

The purpose of this Design and Access Statement is to describe and demonstrate the design principles, process and evolution of the proposals. It describes the design and layout of the site and presents a final detailed design.

The application proposals are described as follows:

“Hybrid planning application for the erection of 136 dwellings. 104 dwellings, vehicular access, internal roads, footpaths/cycleways, public open space, landscaping and associated infrastructure (full) and 32 dwellings (outline)”.

A co-ordinated and iterative approach to design, planning and technical input has enabled the development proposals to respond in both a positive and sustainable way to the site and its context.

Development of the site will bring the following benefits:

- A high quality well-designed place providing 136 new low energy homes of mixed size and tenure.
- Provision for new community infrastructure including a new LEAP at a minimum of 400m2
- Retention and enhancement of the existing green corridors running along the site boundary as part of the existing green infrastructure.
- Retention where possible of all existing mature hedgerows and trees.
- Creation of new public open space within the development.
- New strategic planting and landscaping.

SUPPORTING DOCUMENTATION

The following information has also been provided to support the application:

1. Topographical Survey
2. Planning Statement
3. Architectural Drawings
4. Design Guide
5. Example Plot Passport
6. FRA/Level and Drainage Strategy
7. Tree Survey
8. Ecological Impact Assessment + Biodiversity Offsetting
9. Site Investigation + Outline Remediation Strategy
10. Transport Statement
11. Noise Assessment
12. Landscape Drawings
13. Public Consultation Report
14. Affordable Housing Statement

PRE APPLICATION ADVICE

Multiple consultations have taken place with Shropshire Council throughout the design process. Consultation has revolved around the areas below:

- Architectural Design
- Highways
- Drainage
- Open Space
- Ecology
- Affordable Housing
- Arboriculture
- Landscape

All comments have been taken into consideration in the design development of the masterplan in order to achieve a sustainable development. Further details of advice received is detailed in the Planning Statement.

Introduction

Site Location and Description

SITE LOCATION

The application site lies approx. 2.5km Southeast of Shrewsbury Town Centre, adjacent to A5064 London Road. London Road is a primary route connecting Shrewsbury Town Centre to the A5.

The site, in close proximity to the A5, will form a gateway development into Shrewsbury and offers excellent views over the River Severn Valley.

SITE DESCRIPTION

The London Road scheme consists of the development of 6.6 Ha of land to form up to 136 new dwellings and associated green space. Whilst developing the site for low energy traditional build housing, the site will also include a proportion of carbon neutral, custom-build and self-build plots providing the opportunity for people who wish to build their own home.

BACKGROUND TO THE PROPOSALS

Shropshire Council identifies the main portion of the site for residential development with a small section adjacent to the new Weir Hill road designated as Open Countryside. Following planning advice, development in this area is considered acceptable. For full details refer to the accompanying Planning Statement.

This Design and Access Statement has been produced with careful consideration of the existing site context to set out the design principles which have led to the proposals submitted for this application.

The masterplan has been carefully designed to maximise the potential for people to build their own homes whilst being sensitive to the constraints of the site.

In order to achieve a high quality and cohesive neighbourhood, it is crucial that there are rules put in place which maintains some consistency throughout the development whilst allowing plot purchasers the flexibility to fulfil their creative vision. We have therefore developed an accompanying Design Code to manage the quality of the development and guide buyers through the self build and custom build process.

Existing Site Plan

Introduction

Site Images

Contextual Analysis

Planning Policy Context

Relevant Planning Policy is set out below which has been considered throughout the development of the proposals. A full list of relevant policies and a detailed Planning Statement accompanies this application.

Core Strategy

Policy CS1: Strategic Approach - Around 27,500 new homes will be required during the period of 2006-2026 of which 9,000 will be "affordable housing". The rural areas will become more sustainable through a "rural rebalance" approach, accommodating around 35% of Shropshire's residential development over the plan period.

Policy CS2: Shrewsbury Development Strategy - Shrewsbury will provide the primary focus for development for Shropshire, providing approximately 25% of its additional housing for the period 2006-2026 (approximately 6,500 dwellings. Shrewsbury will accommodate two sustainable urban extensions providing 25% of Shrewsbury's housing growth. Other sustainable housing land will be released on the edges of Shrewsbury, identified in the SAMDev DPD, to provide the balance of housing land required.

Policy CS6: Sustainable Development Principles – sets out the principles for sustainable design including – requiring proposals likely to generate significant levels of traffic to be located in accessible locations, ensuring adaptable, safe and accessible to all, and providing development that Protects, restores, conserves and enhances the natural, built and historic environment, inter alia. Development should achieve applicable national standards for sustainability (Building Regulations) and include a completed sustainability checklist with an application.

Policy CS17: Environmental Networks – Seeks the expansion and enhancement of Shropshire's environmental assets. All developments must ensure that they protect and enhance the diversity, high quality and local character of Shropshire's natural, built and historic environment, contributes to local distinctiveness, and does not have a significant adverse impact on Shropshire's environmental assets. Financial contributions towards the creation of new, and improvement to existing, environmental sites and corridors maybe used to realise the above.

CS18 Sustainable Water Management - integrate measures for sustainable water management to reduce flood risk, avoid an adverse impact on water quality and quantity, including groundwater resources, and provide opportunities to enhance biodiversity, health and recreation.

Site Allocations and Management of Development Plan

MD1: Scale and Distribution of Development – States that sufficient land will be made available for the development of homes. Sustainable development will be supported in a number of areas including Shrewsbury which is the highest tier settlement in the hierarchy. Some 13,000 dwellings will be delivered within the plan period in Shrewsbury.

MD2: Sustainable Design – reflects policy CS6 and states that for development to be acceptable it must respond to the local design aspirations, respect local distinctiveness, enhance opportunities for contemporary design solutions, incorporate sustainable drainage techniques and consider the design of landscaping and open space amongst other things.

MD3: Delivery of Housing Development – notes that in addition to supporting the development of the allocated housing sites set out in Settlement Policies S1-S18, planning permission will also be granted for other sustainable housing development having regard to the policies of the Local Plan, particularly Policies CS2, CS3, CS4, CS5, MD1 and MD7a.

MD7a: Managing Housing Development in the Countryside - new market housing will be strictly controlled outside of Shrewsbury, the Market Towns, Key Centres and Community Hubs and Community Clusters.

S16 Shrewsbury Area 1a Allocated Housing Sites - Identifies the site as allocation SHREW001, and includes development guidelines for 'part' of the site for 50 dwellings, with guidelines to provide:

- low density
- new accesses off London Road
- landscape buffer to the Crematorium
- well landscaped eastern edge, having regard to the sensitivity of the Severn Valley and views to the site from the east.

The National Planning Policy Framework

- Delivering a sufficient supply of homes,
- Building a strong, competitive economy,
- Promoting healthy and safe communities,
- Promoting sustainable transport,
- Making effective use of land,
- Achieving well-designed places,
- Meeting the challenge of climate change, flooding and coastal change,
- Conserving and enhancing the natural environment, and
- Conserving and enhancing the historic environment.

Emerging Local Plan

Policy SP5 High Quality Design – requires new development to: respond positively to our changing climate; relate to locally distinctive development, or represent an innovative design that will positively contribute to the local identity; be of a scale, proportion, massing and formality responding to the neighbouring and surrounding properties and reinforce road hierarchy; have elevations responding to their surroundings and position within the road hierarchy through levels of enrichment (including decorative detail), balance and proportion, and uniformity/ irregularity; use appropriate fenestration.

Policy DP1 Residential Mix – requires a mix of dwelling sizes, types and tenures to meet identified local need, including families with children, older people, people wishing to build their own homes and people with disabilities and special needs - in accordance with the Strategic Housing Market Assessment or Local Housing Need Survey (undertaken through the 'Right Home Right Place' initiative).

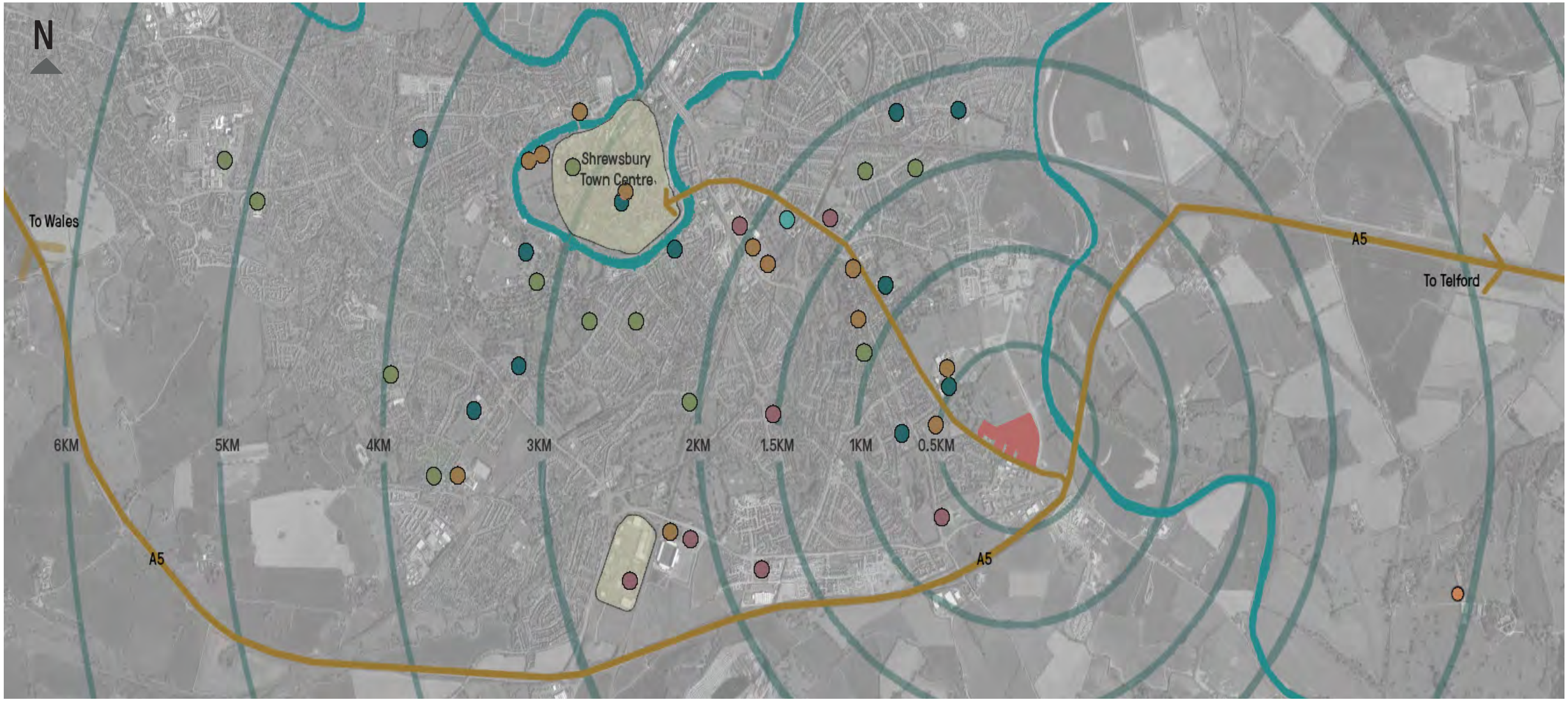
Policy DP2 Self-Build and Custom-Build Housing – encourages development to make 10% of dwellings available as serviced plots for Self/Custom-Build plots, consisting of a range of plot sizes (generally suitable for detached homes), and include scaffold margins.

Policy DP3 Affordable Housing Provision - on-site affordable housing at 20% will be required in the south of Shropshire. A tenure of 70% social or affordable rent accommodation and 30% intermediate (unless evidence of local need indicates otherwise) is also required. Affordable housing should also be indistinguishable and appropriately distributed within the site.

Policy DP11 Minimising Carbon Emissions – developments should be designed to maximise fabric energy efficiency, including building orientation; high levels of insulation; maximising airtightness and using solar gain through window/door orientation whilst avoiding overheating. Dwellings should achieve a minimum of 19% improvement in the energy performance requirement in Part L of the 2013 Building Regulations (until such time as the Building Regulations are increased to a level which exceeds this uplift). A minimum of 10% of the predicted energy needs of the development should be provided from on-site renewable and low carbon energy sources with residential development of 50 or more dwellings encouraged to achieve zero net-carbon emissions.

Contextual Analysis

Facilities Analysis



Education Healthcare Leisure Post Office Supermarkets Retail Zone Principal Routes River Severn

The site is within easy access of the Town Centre and the surrounding amenities within Shrewsbury. The diagram above highlights some of the local facilities within the local area.

Contextual Analysis

Site Context

The site is located approx. 2.5km Southeast of Shrewsbury Town Centre, adjacent to A5064 London Road. London Road is a primary route connecting Shrewsbury Town Centre to the A5.

Areas to the Northwest are prominently residential with an employment zone to the Southwest of the site. Emstrey Crematorium occupies the land to the northern boundary of the site and forms a sensitive edge where development within the site should be offset from the boundary.

There are various educational facilities within 1km of the site including Shrewsbury College, Kingfisher Nursery and Mereside C of E Primary School.

Marden Medical Practice and Rowlands Pharmacy is within 1.km from the site as is Co-Op Food.

London Road Sports Centre and Shrewsbury Cricket Club are both around 500m from the site providing residents with convenient access to sports and recreational facilities.

The River Severn is a prominent feature in the landscape and runs close to the Eastern boundary of the site with views across the valley.

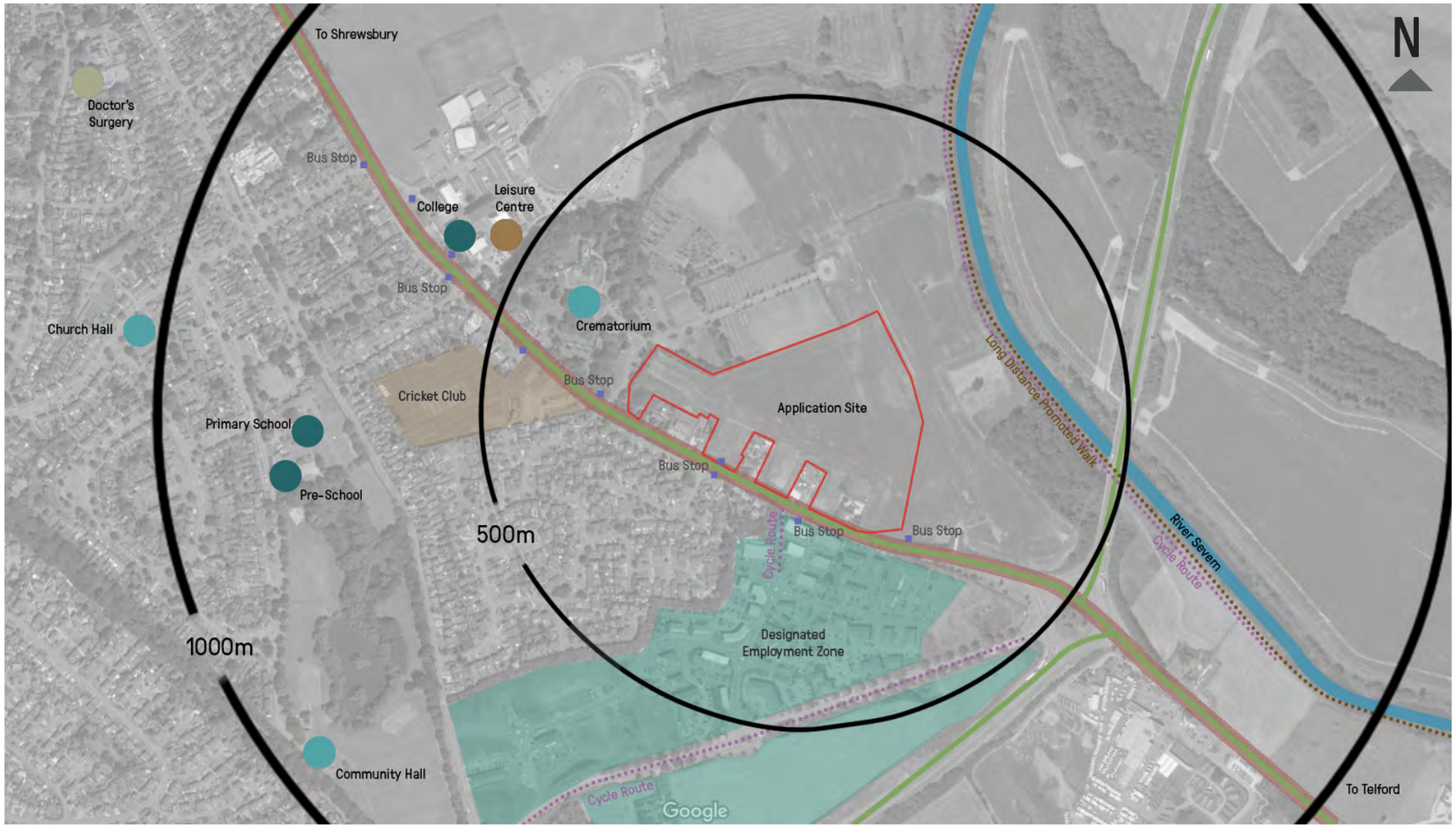
HIGHWAYS & CONNECTIVITY

Car - The site is within easy access of the A5 connecting Shrewsbury to Wales and Telford. London Road also has good connections to the Town Centre.

Bus Routes - There are a number of bus routes along London Road with stops immediately adjacent to the site creating easy access to both the Town Centre and Telford among others.

Footpaths - There are no existing footpaths crossing the site. A footpath runs along London Road and there is a designated route along the River Severn within 500m of the site.

Cycleways - There are no existing cycleways within the site, There is a designated cycle route along the River Severn. There is a short cycle route between London Road and the Employment Zone immediately opposite the site and a further route from Emstrey Island along the B4380 (Thieves Lane).



Application Boundary
Vehicular Routes and Site Access Points
Bus Route
Cycle Route
Footpath
Employment Area
Distance from the Centre of the Site
River Severn

Contextual Analysis

Site Analysis

The following information summarises the various reports undertaken as part of the site analysis. For further information, refer to specific reports.

ECOLOGY & BIODIVERSITY

An existing mature hedgerow runs alongside London Road providing potential habitats for wildlife. This hedgerow should be retained where possible and new areas identified to increase opportunity for local wildlife.

ARBORICULTURE

The site is relatively clear of trees however there is a mature hedgerow on the boundary between the site and London Road. Development should look to maintain this hedgerow as much as possible. There are a couple of mature trees at the boundary to the Western corner. Any development should look to retain these trees and respect the root protection areas. There is also a hedged boundary between the site and the crematorium to the north. Development should maintain and enhance this boundary.

TOPOGRAPHY

The main topographical feature of the site is the steeply sloping land across the eastern edge of the site falling towards the River Severn offering expansive views across the Severn Valley.

FOOTPATHS & CYCLEWAYS

There are no existing footpaths or cycleways on the site. There is an existing footpath along London Road connecting the site with the Town Centre.

FLOOD RISK

The site is located wholly within Flood Zone 1 and therefore is not considered to generate a flood risk issue.

HERITAGE ASSETS

The closest heritage asset to the site is Grade I Listed Longner Hall, located approx. 1km West of the site within Grade II Listed Parks and Gardens. Grade II Listed Emstrey Farmhouse is also located approx. 1km South-East of the site. Development on the application site is not considered to have a negative impact upon these heritage assets.

LAND USE

The site has previously been used as agricultural land until recently. A large proportion of the land is allocated for residential development within the Shropshire Council Local Plan. The remaining land is Open Countryside but is a thin section of land and is sandwiched between the residential development and the new Weir Hill access road. It is therefore assessed as acceptable for use as residential development.

LANDSCAPE IMPACT

The site overlooks the River Severn with the northern part of the site sitting within an area sensitive to development. Any built development should be limited within this sensitive area.

CULTURAL & ARCHAEOLOGICAL ASSETS

The archaeological assessment has identified potential remains of a Roman Road across the site. A Geophysical Survey did not identify the location of any Roman Road.

NOISE

The site is in close proximity to the A5 and partially adjoins London Road, a primary link to the Town Centre.

SERVICES & UTILITIES

Overhead cables run across the site, parallel with London Road and connect power to the existing properties on London Road. The existing services will need to be diverted within the scheme proposals. Some existing properties along London Road have soakaways on the application site. Proposals seek to connect the existing residents to a mains connection.

GROUND CONDITIONS

A large proportion of the site is formed of made ground. Site levels suggest that groundwater tables lie 10m below the existing ground levels. There may be some buried ACMs on the site which should be removed if discovered, however, there are no issues raised which would prevent residential development on this site.

Longner Hall

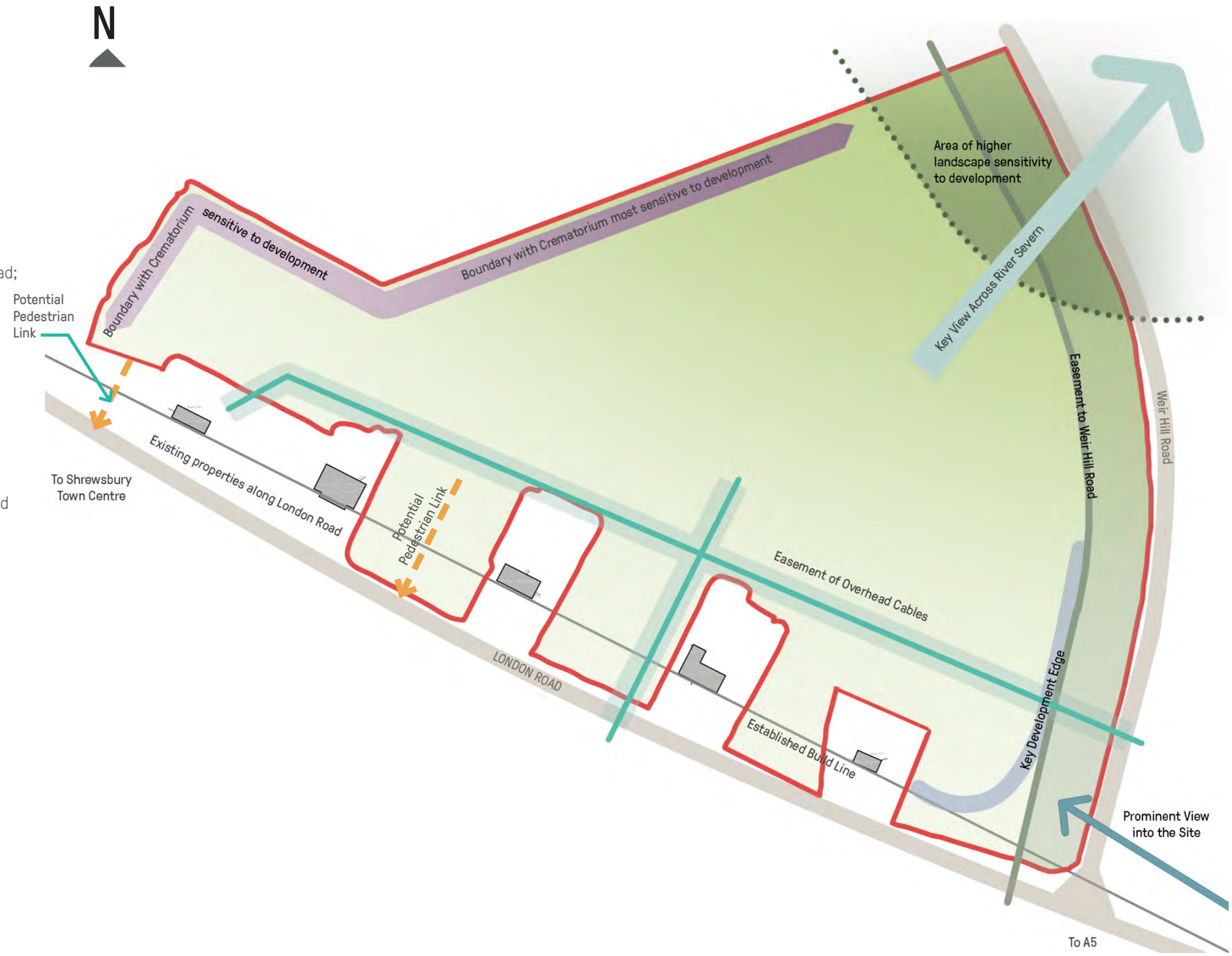
Contextual Analysis

Site Analysis

Key Constraints & Opportunities

Following the analysis of the site context, the following constraints and opportunities have been established for the site:

- Sensitive edge to the Crematorium boundary;
- Traffic noise generated from London Road;
- Existing overhead cables to be diverted;
- Site access to development from Weir Hill Road;
- Development sensitive to existing properties fronting London Road;
- Key Views over River Severn;
- Easement to Eastern boundary to Weir Hill Road;
- Topography slopes down to northern boundary;
- Area of higher landscape sensitivity to the northern boundary;
- SUDS located in areas of low lying land;
- Potential pedestrian link to London Road at easement of overhead cables;
- Key development edge to the south of the site at the junction between London Road and Weir Hill Road;
- Established building line along London Road.



Contextual Analysis

Local Character - Town Centre

Red brick is the predominant building material in the area with contrasting horizontal banding at floor levels. There are also some examples of painted brickwork along with traditional Tudor detailing.

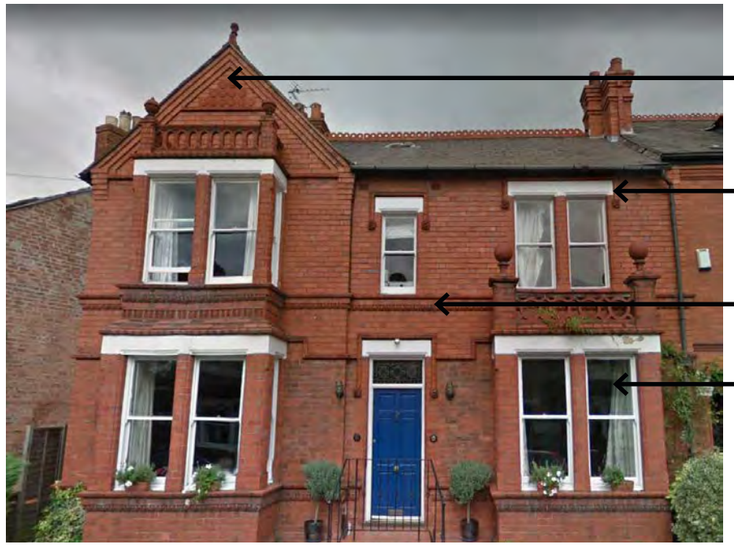
There are a variety of roof forms within the typical street scenes and building heights vary along the street representing the incremental development. Hipped and gabled roof patterns are common and dormers commonly feature within the area. The pitches of roofs are generally shallow.

Windows are generally simple in design and vertical in proportion. The sizes of windows are generally larger on the ground floor.

Building façades commonly have projections such as bay windows, porches etc. with some projecting coursing.

Contextual Analysis

Local Character - Town Centre



Gabled frontage

Large, feature window heads

Horizontal banding

Tall, vertically proportioned windows with simple fenestration

Large Chimneys

Dormers

Projecting coursing

Projecting bays

Contextual Analysis

Local Character - London Road

The properties along London Road are characterised by the following:

- Large 2 storey semi-detached properties
- Overhanging eaves
- Simple window design
- A mix of brick and rendered properties
- Bay windows with projecting Jetty detail
- Predominantly hipped roofs
- Large chimneys
- Hedged boundaries
- Properties set back from highway

Contextual Analysis

Local Character - Rural

The rural areas surrounding Shrewsbury are characterised by the following:

- Large detached or semi-detached properties
- Contrasting heads and cills
- Projecting bays
- Projecting brick banding
- Large chimneys
- Overhanging eaves
- Gabled frontages

Contextual Analysis

Landscape Character - Sutton Farm

The majority of the existing housing at Sutton Farm - to the west of London Road, north of Oteley Road - appears to have been built in or around the 1960's and forms a typical housing estate of predominantly two storey brick-built dwellings.

The existing housing on the eastern edge of Sutton Farm (Knightsbridge Close and Kingstone Drive) is effectively screened from London Road by the existing mature trees and tall hedgerows and has some properties located along the road.

Front gardens Sutton Road

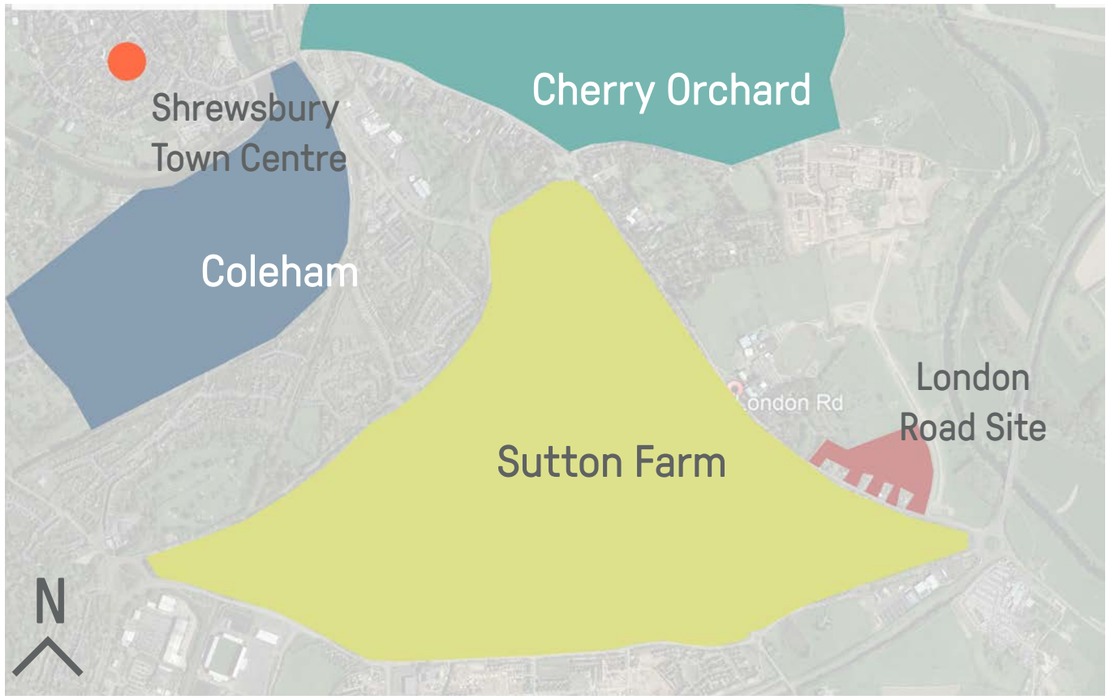
- Front gardens and driveways vary in size
- Timber fence boundaries
- Brick wall/hedges behind pavement
- Street trees ...

Front gardens Kingstone Drive

- Open grass
- Small trees and specimen shrubs
- Tarmac / concrete driveways

Front gardens Holborn Drive

- Open grass
- Small trees and specimen shrubs
- Block paved / concrete driveways



Contextual Analysis

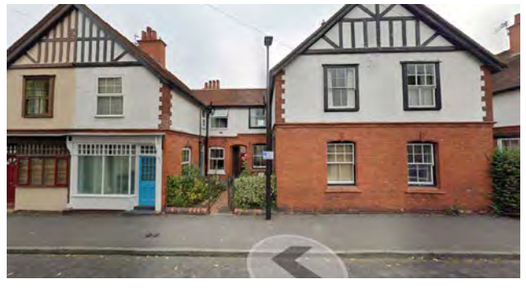
Landscape Character - Coleham

Coleham is located just south, over the River Severn, from Shrewsbury town centre and appears to have housing which dates back to the Victorian era, with infil development occurring as late as the 1960s/70s.

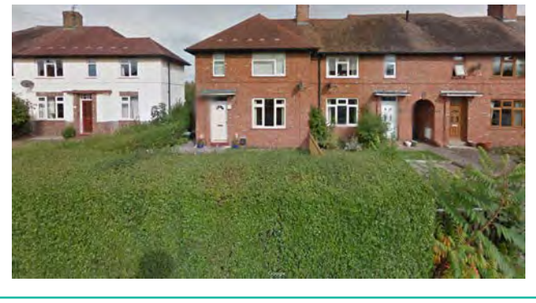
The estate is formed of semi-detached two storey brick-built dwellings, with low walls or hedges behind pavements to emphasise the property line.

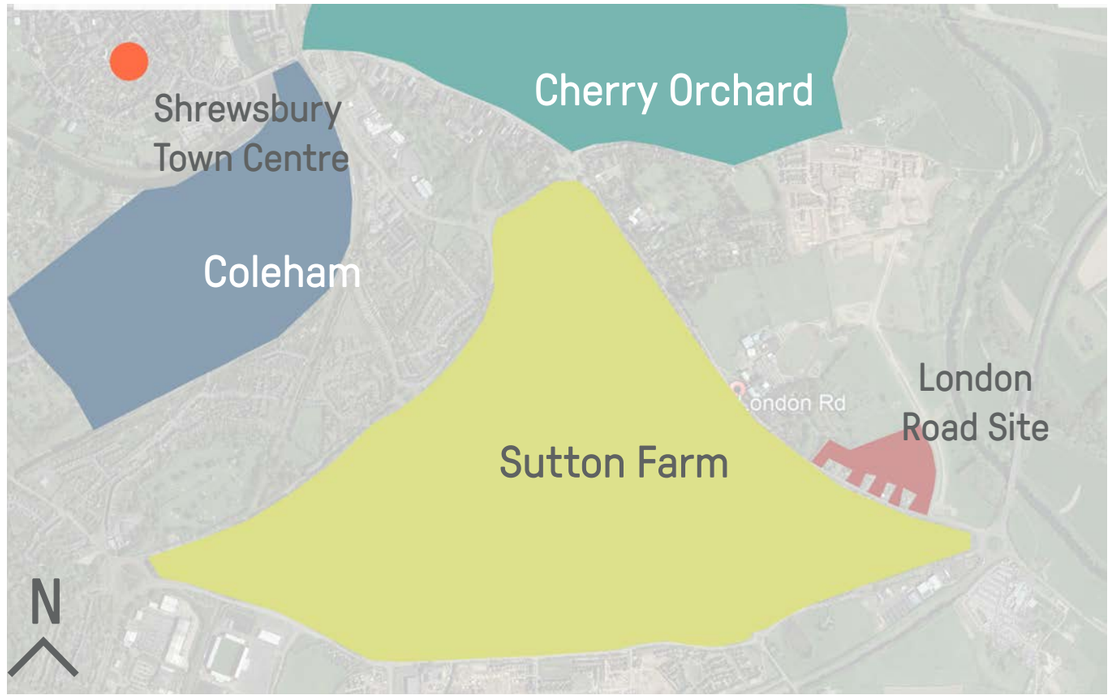
Front gardens Oakley Street
- Low 500/600mm walls behind pavement
- Hedges/timber fences/walls along boundaries
- Gravel/tarmac/block paving driveways
- Street trees - ...

Front gardens Greyfriars Rd
- Grass
- Wall/hedge behind pavement
- Timber fence along boundaries
- Concrete/block paved driveways
- Street trees ...
- Changes in north of road – houses up against pavement, no driveways etc.



Front gardens Longden Avenue
- Grass
- Hedge behind pavement
- Timber fences along boundaries
- Parking bays outside some of properties not all, parking along roads





Contextual Analysis

Local Landscape Character - Cherry Orchard

Located east of Shrewsbury town centre, majority of the housing at Cherry Orchard dates back to the early 1900s, with some newer builds dating to the late 1980s. The estate is formed of semi-detached and terraced two storey brick-built dwellings.

Front gardens Portland Crescent

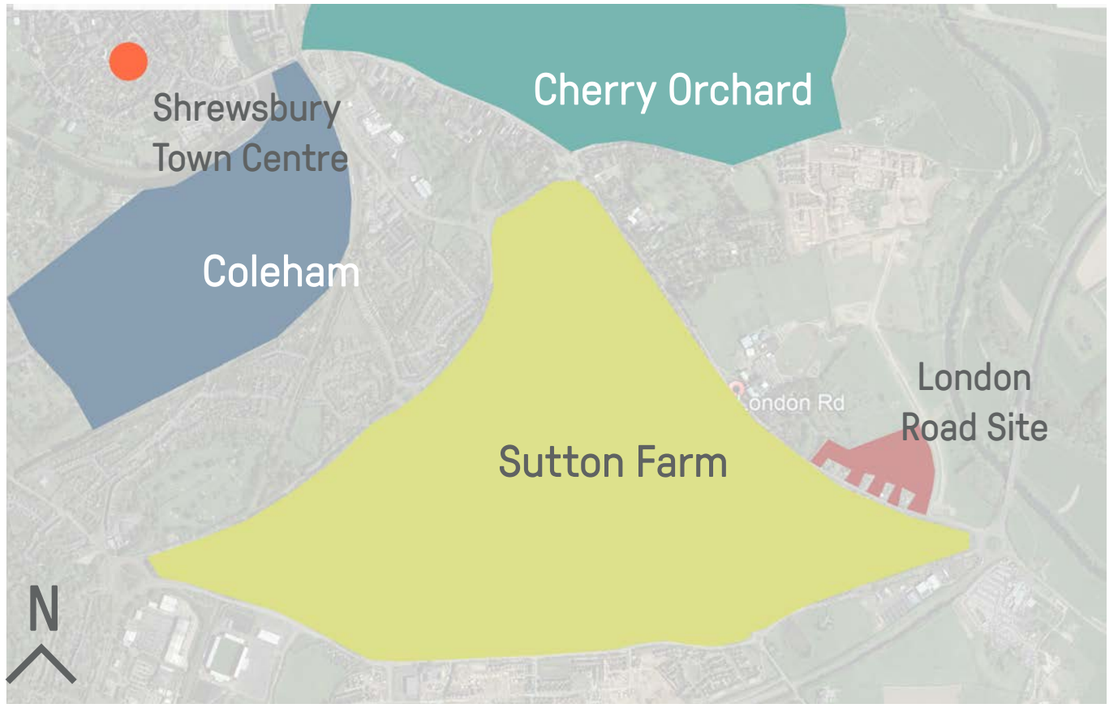
- Large front gardens and driveways
- Grass area to side of driveway – some removed for gravel area or extra parking
- Tarmac / block paving driveways
- Some open boundaries, some with hedges/planting/low walls

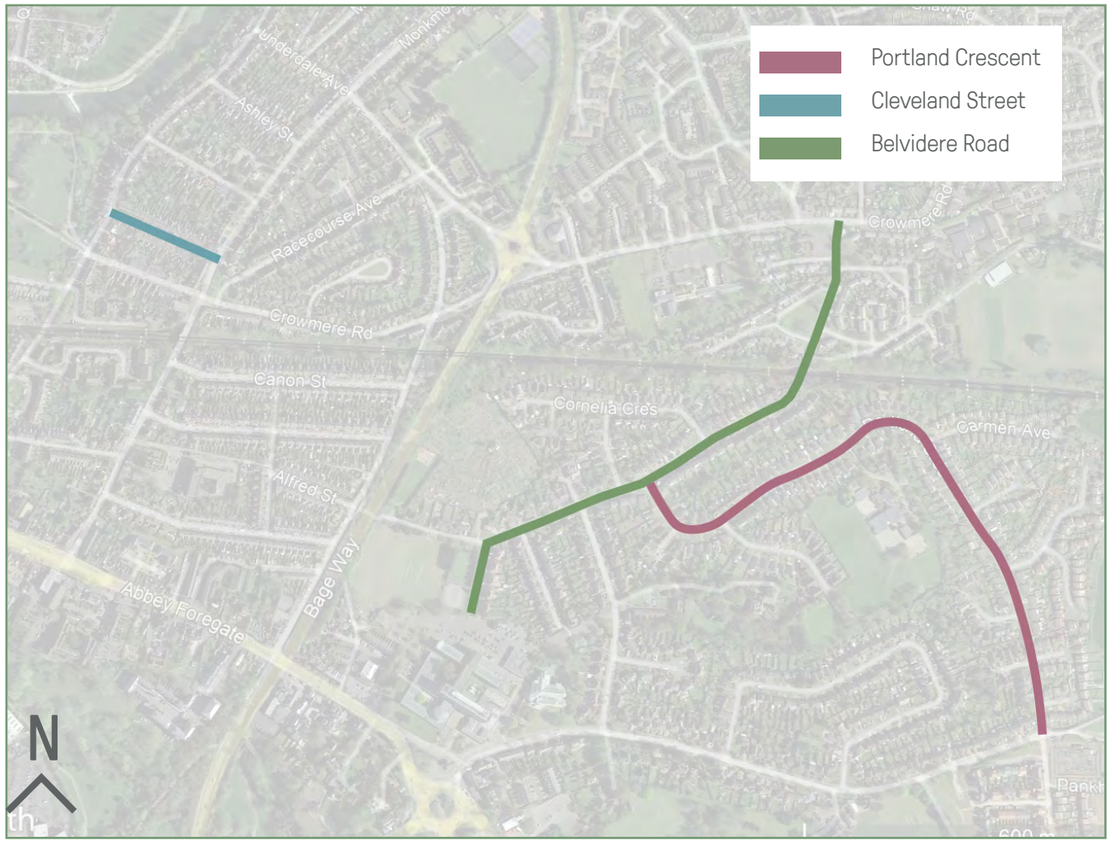
Front gardens Cleveland Street (1902)

- Terraced houses
- Small front gardens and driveways
- Grass/planting some gravelled areas
- Low brick wall boundaries behind the pavement and separating properties
- Few properties with driveways – if so, grass area has been removed, most parking on road

Front gardens Belvidere Road

- Grass/planting area
- Concrete/brick wall boundaries behind pavement and separating properties
- Tarmac driveways





Masterplan Development

Concept Rationale

Key Principles of the Development

Following the analysis of the site, the following design parameters have been established for the site:

- Landscape buffer between the Crematorium and the development to provide separation and increase habitats;
- POS overlooking the River Severn as the topography falls away;
- The location of the POS within the area sensitive to development to protect the local landscape and reduce any visual impact;
- Taller properties at the junction between Weir Hill and London Road to mark the gateway into Shrewsbury and a marker of the development itself;
- Maximise development fronting the POS and River Severn to take advantage of the views out of the site;
- Low rise buildings to the boundary of the Crematorium car park;
- Create pedestrian links between the site and London Road to allow residents to easily access bus stops and services from London Road;
- Site Self-Build and Custom Build plots where they can be separated from the rest of the development whilst under construction;
- Parking to the sides of dwellings maximised;
- Limit development within the easement zone of the Weir Hill access road;
- Maintain the existing building line on London Road, with properties set well back from the road;
- Separation between new and existing dwellings on London Road.

Masterplan Development

Masterplan Development

Street Hierarchy & Connectivity

Site Access from Weir Hill Road

Primary loop road through the site

Principal route overlooking POS

Secondary extending throughout the development

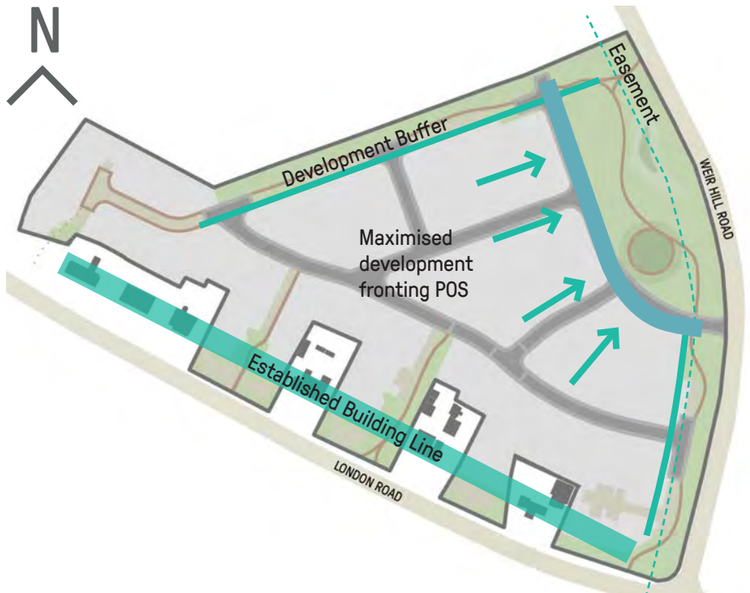
Private drives along sensitive boundary with the Crematorium

Pedestrian links from London Road into the centre of the development.

Possible future pedestrian link to London Road.

Footpaths and cycleways connecting London Road to the POS.

- Primary Route
- Secondary Route
- Private Drive / Tertiary Route
- Path



Development Pattern

Maximised development fronting the POS

Development set back away from Crematorium boundary

Infill development along London Road respecting the established building line.

POS located in area sensitive to development.

Scale & Massing

Single storey development along boundary edge with Crematorium car park.

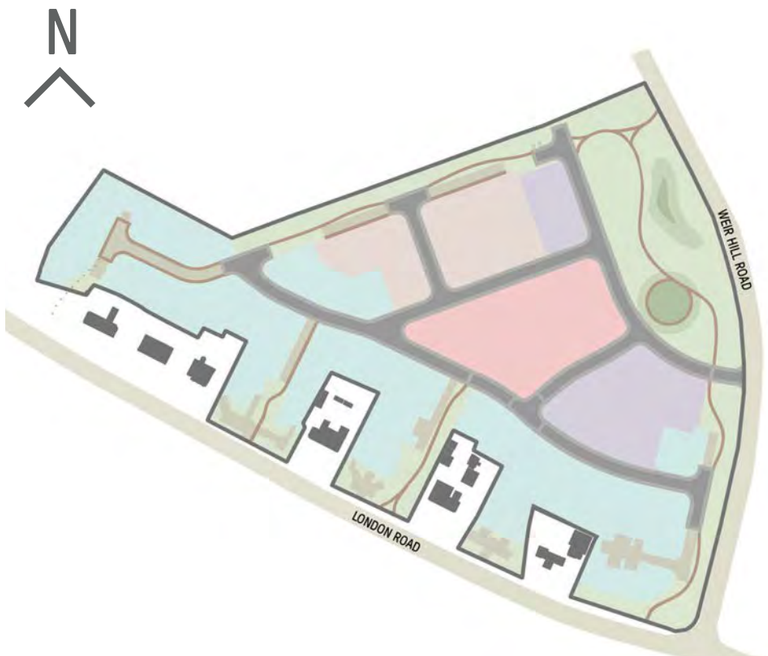
3 storey development at junction between London Road and Weir Hill Road forming a gateway to the development.

Larger properties at key locations within the development.

- Single Storey
- 1.5 Storey
- 2 Storey
- 3 Storey
- Larger Properties

Masterplan Development

Masterplan Development



Development Use

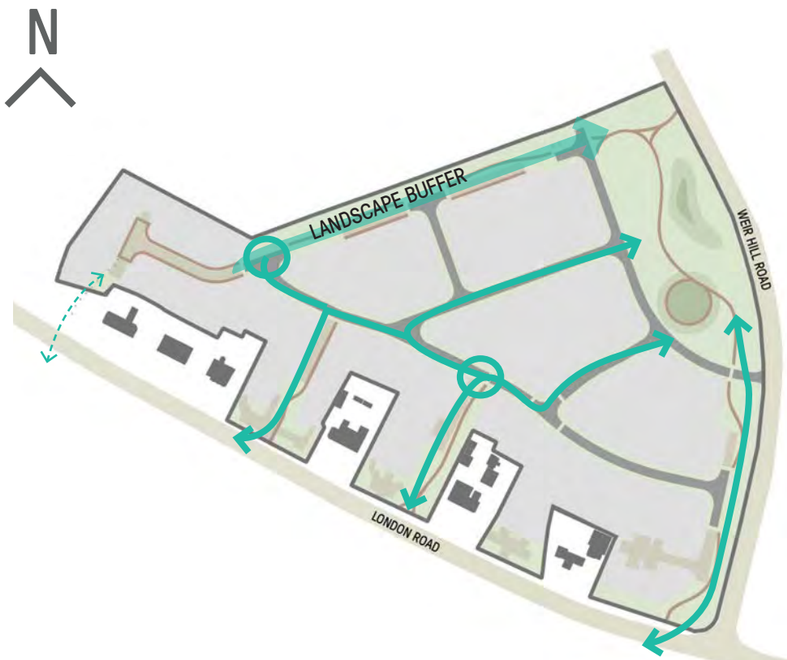
Traditionally built low energy units parallel to London Road.

Carbon Neutral plots fronting the POS with views across the River Severn.

Custom Build Plots centrally within the development and fronting POS.

Self Build plots located towards northern edge.

- Traditional Low Energy Housing
- Carbon Neutral Housing
- Custom Build Housing
- Self Build Housing



Green Space

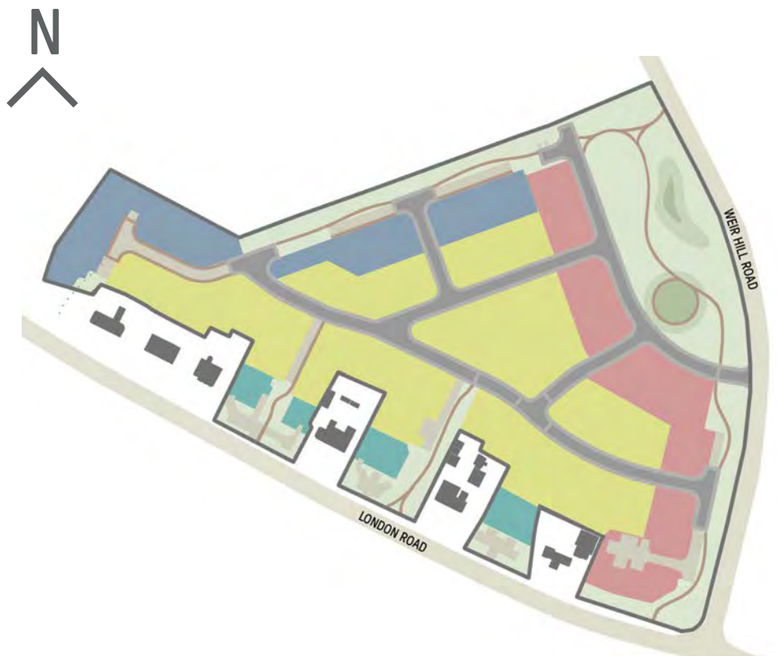
Public Open Space overlooking the Severn Valley

Sustainable Urban Drainage System at low lying land to the north

Green route linking London Road with POS

Landscape buffer along Crematorium boundary.

- Green Network
- Swale
- Potential Green Link
- Green Route
- Green Node



Character Areas

POS Fronting - Taller, larger properties more formal in character,

Inner Streets - More dense and informal development

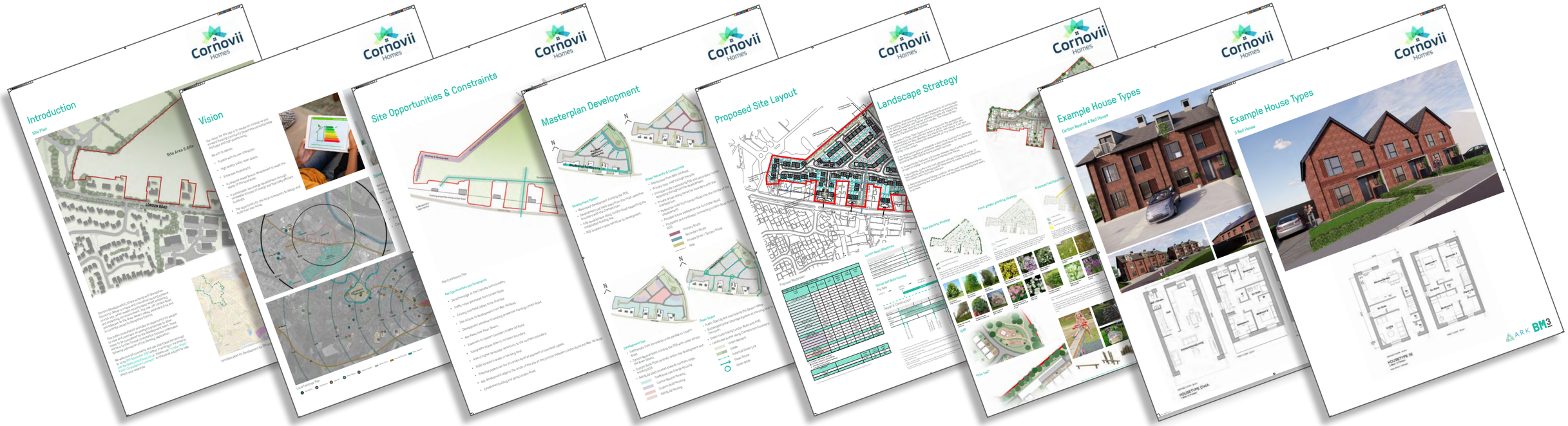
Northern Edge - Low Rise, Rural character, Larger properties

London Road - Semi detached properties set back from the road.

- POS Fronting
- Inner Streets
- Northern Edge
- London Road

Masterplan Development

Public Involvement



Public Exhibition

In order to inform and engage members of the public in emerging plans for the site, a series of public exhibitions and consultations were undertaken. 2 Public Exhibitions were held from 2-7pm on Thursday 28th October and 10-3pm on Saturday 6th November at Shrewsbury Cricket Club. Further 1 on 1 consultations were held with local action groups and immediate neighbours.

At the exhibition, a set of display boards were provided to describe the following:

- The location of the application site;
- An overall vision for the development;
- The constraints and opportunities of the development site;
- Evolution of the indicative masterplan;
- Landscape strategy;
- Indicative masterplan showing general principles of the scheme;
- Examples of typical residential units.

Representatives from the project team were in attendance to explain the proposals and answer questions. A website was also created where attendees were invited to complete and return comments at their convenience.

Pre- Application Advice

The Design Team submitted a proposed masterplan along with a draft Design Guide, draft Plot Passport and Design Justification alongside the Public Consultation. Planning officers offered commentary on the proposals and were generally supportive of the proposals. The conclusion of the advice was as follows:

'On the basis of the information included within the pre-application submission, together with the current planning policy position, Officers would be minded to support the proposed hybrid scheme at the application site. The part of the site which is allocated within the current adopted local plan does not give rise to significant concerns; subject to the provision of the necessary supporting documentation and the concerns highlighted by Officers being addressed, however the portion of the site currently within open countryside, whilst supported by Officers in principle would represent a departure from current adopted policy. Officers accept that the recently formed Weir Hill Road provides a logical access point and boundary to the built development of Shrewsbury and would make this case at application stage, and consider that the material considerations in favour of the application would be sufficient to warrant approval of the scheme.'

Outcomes of Consultation

Following the exhibition and pre-application advice, a number of key refinements have been made to the proposal, compared with the early draft scheme that was presented.

These include:

- Reduced frontage parking.
- Greater separation between new and existing dwellings on London Road.
- Affordable units peppered throughout the site.
- Rear garden sizes increased.

Refer to the Public Consultation Report for further details of the consultation process.

Masterplan Development

Character Areas & Street Typologies

The combination of this analysis and design identifies appropriate design rules which respond to the overarching aspiration for the site.

The outcome of the contextual analysis and masterplan development provides an idea of the key characteristics found within each area of the site. Each area of the site has subtle differences between other areas of the site such as the status in the street hierarchy, contribution to the development pattern and the scale and massing of the site.

Each street typology has been carefully considered to be in keeping with the local street typologies whilst achieving relevant separation distances and providing a high quality development.

Four key character areas have been identified during the design process these are:

- POS Fronting
- Inner Street
- Northern Edge
- London Road

Each of these character areas can be differentiated as follows:

POS Fronting

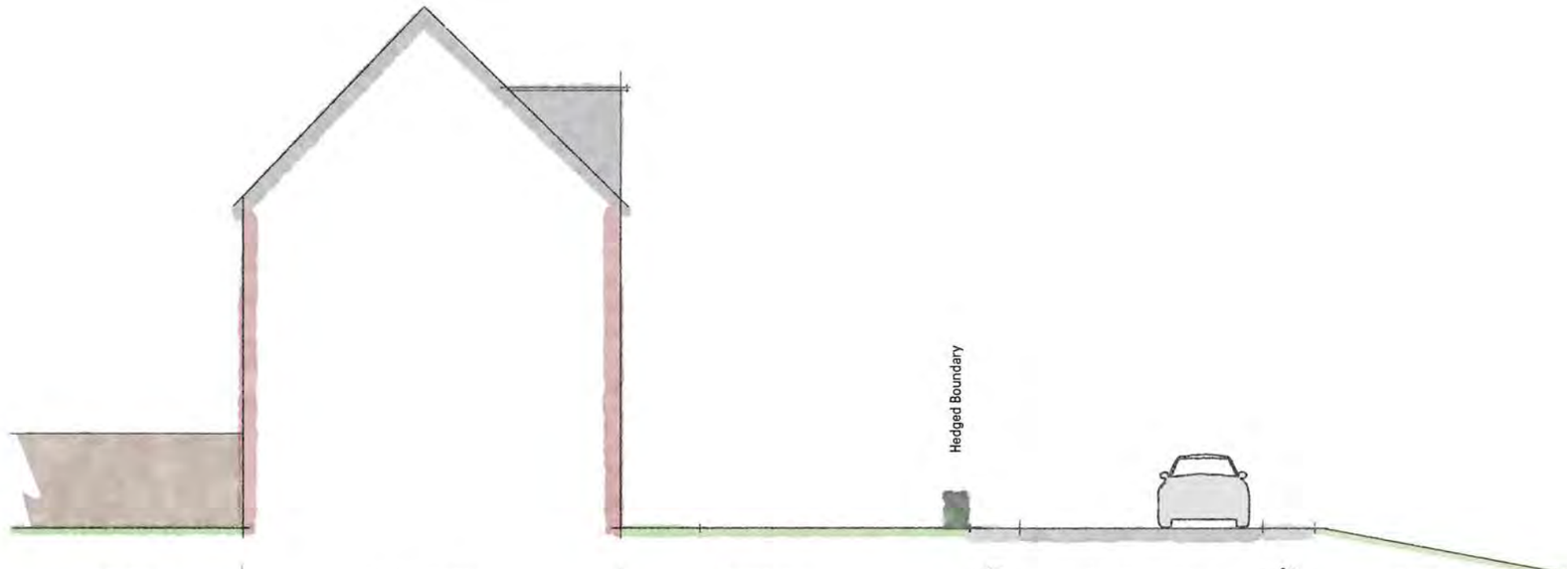
Located on the outer edge of the development forming a gateway from London Road and overlooking the POS and the River Severn. Properties fronting Public Open Space are also larger with gardens, footpaths and roads separating the Public Open Space from the private houses.

- Large detached and semi-detached homes
- Taller units responding to the prominent corner of the development
- Properties fronting landscaped open space

Inner Street

Located at the centre of the development, this character area forms the majority if the housing stock.

- Character influenced by the character of Shrewsbury Town Centre
- More dense development



Typical Street Section - POS Fronting

Typical Street Section - Inner Streets

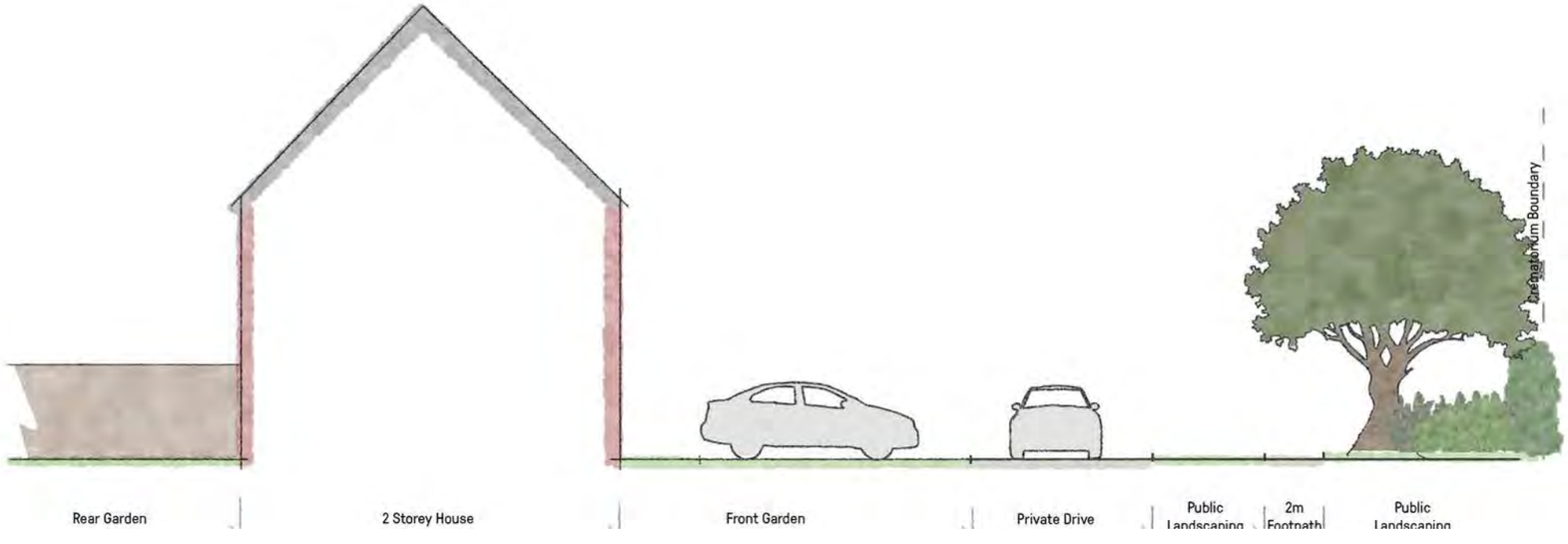
Masterplan Development

Character Areas & Street Typologies

Northern Edge

The Northern Edge character area forms the northern boundary to the site adjacent to the Crematorium. This sensitive area of the site is designed to minimise disruption to the neighbouring crematorium. Properties fronting landscaped space are common around the development edges adding to the high quality feel of the scheme and connecting the scheme with the natural environment. Properties are separated from the public space by front gardens, 2m wide paths and private drives.

- Single storey properties along the boundary to the crematorium car park
- Landscape buffer between 2 storey properties and Crematorium
- Properties fronting landscaped edge
- Private drives
- Detached properties

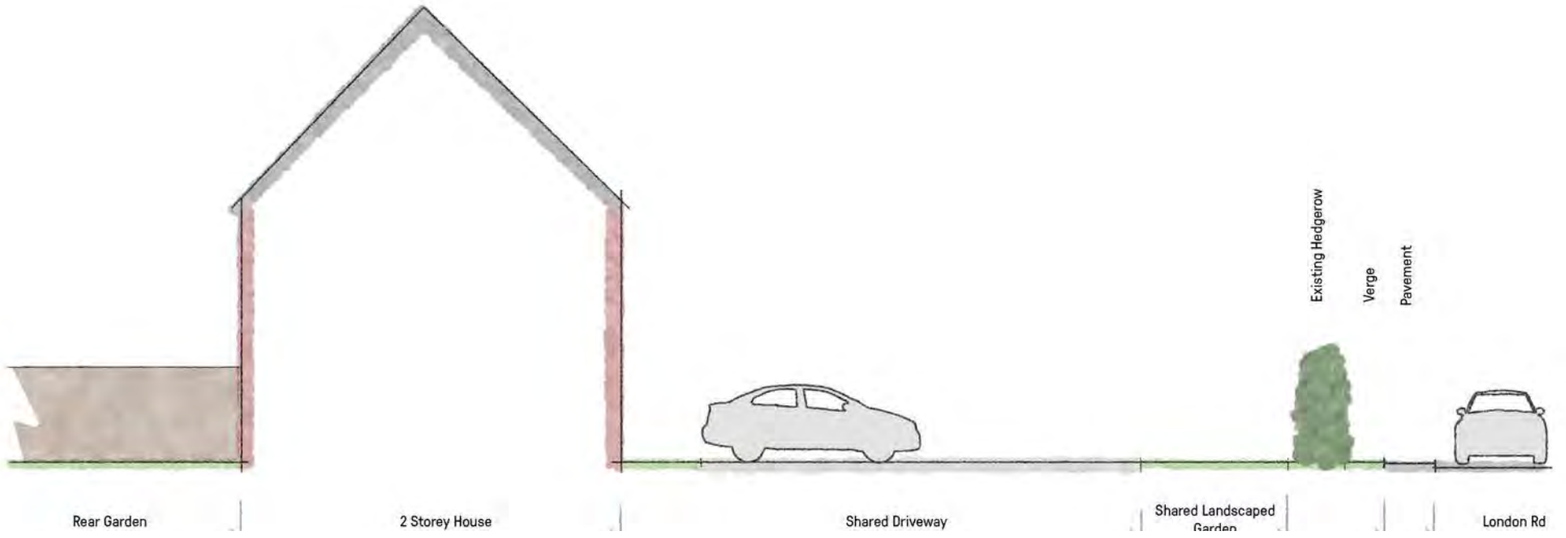


Typical Street Section - Northern Edge

London Road

Located along London Road, this area takes influence from the neighbouring houses on London Road. These properties are generously set back from the main road and fit within the existing development pattern.

- Larger semi-detached properties
- Large front gardens set back from the main road
- Properties aligned to established building line
- Private driveways off London Road
- Shared parking areas to allow for safe turning to access London Road in a forward gear.



Typical Street Section - London Road

Development Proposals

Use

The site will be used as a residential development and will cater to the local area needs and deliver a range of tenures across the site including the opportunity for people who wish to build their own homes.

Layout

The site layout has been designed with careful consideration of the site opportunities and constraints and reflects the design principles set out earlier in this document. The layout has been developed to respond positively to it's context and incorporates the following:

- Gateway apartment block at the most prominent corner of the site defining the character of the site;
- POS located within the most sensitive area in terms of built form;
- Maximise units fronting the POS with views over to the River Severn;
- LEAP positioned to maximise natural surveillance to encourage community integration and create a safe, legible and attractive location;
- SuDS located in the lowest lying area of the site utilising the natural topography of the site;
- Pedestrian connections to London Road;
- A street layout that is permeable and accessible, connecting the entire development and ensuring the development is safe and convenient for all users.

Development Proposals

Amount

A housing mix has been developed for the site based on housing needs identified within the Council's Housing Strategy and the Council's adopted Specialist & Supported Housing Strategy. This housing mix incorporates:

- A range of 2, 3 and 4 bed low energy homes for open market sale;
- A range of 1 and 2 bed homes for private rent, affordable rent and shared ownership;
- A range of 1, 2 and 3 bed bungalows;
- Self-Build serviced plots;
- Custom-Build serviced plots;
- Carbon Neutral homes for open market sale.
- 12,895 sqm of Public Open Space
- Sustainable Urban Drainage System
- Local Equipped Area for Play (LEAP)

These housing types and tenures will be arranged within the site to maximise community interaction, integration and mutual support. The density of the development is comparable to other nearby developments. A full Schedule of Accommodation is shown adjacent.

SCHEDULE OF ACCOMMODATION

PLOT TYPE	TYPE	# STOREY	# BED	Approx. AREA sqm	# OF TYPES	AREA sqm
TRADITIONAL BUILD	1A	1	1	52.8	5	264
(Low Energy)	2A	1	2	77.1	4	308.4
	3A	1	3	97.5	2	195
	3C	1.5	3	121	5	605
	2C	2	2	79.6	16	1,273.6
	3E	2	3	99.2	17	1,686.4
	3G	2.5	3	106.1	3	318.3
	4B	2	4	114	16	1,824
	5C	2.5	4	129.3	1	129.3
Walk Up Flats	1C	1	1	53.8 / 64	4	235.6
	2D	1	2	65 / 75.2	4	280.4
Apartments	Type A	1	1	50	5	250
	Type B	1	2	70.9	6	425.4
	Type C	1	2	73.4	1	73.4
SUB-TOTAL					89	7,868.8
CARBON NEUTRAL	3E	2	3	99.2	2	198.4
	4B	2	4	114	4	456
	CN4A	2.5	4	136.4	4	545.6
	CN4B	2	4	126	4	504
	CN4C	2.5	4	136.4	1	136.4
SUB-TOTAL					15	1,840.4
SELF BUILD	X	2	4	175	16	2,800
CUSTOM BUILD	X	2	4	154	16	2,464
TOTAL					136	14,973.2

Denotes dual aspect dwellings
* Denotes affordable rent dwellings
# Denotes shared ownership dwellings
+ Denotes PRS dwellings

GARAGES		AREA sqm	# OF TYPES	AREA sqm
SINGLE		18 sqm	20	360
SINGLE - Link Detached		19 sqm	10	190
TOTAL			30	550

Materials

Establishing a consistent material palette across the site is a key factor in creating a high quality place which unites the site as a whole.

Based on an analysis of the local character, the following material palette has been established across the entire site. A further selection of materials has been added to the palette for the self and custom build plots to allow for individual expression whilst maintaining a cohesive character for the site. This information can be found within the accompanying Design Guide.

The introduction of the projecting brick banding and dogtooth detailing takes inspiration from Shrewsbury Town Centre but uses these details in a modern way to complement the contemporary aesthetic of the site. These are key details which bring visual interest and texture to the facade whilst creating a unique character.

A small palette of materials unites the scheme across the different character areas whilst allowing for variation across the development.

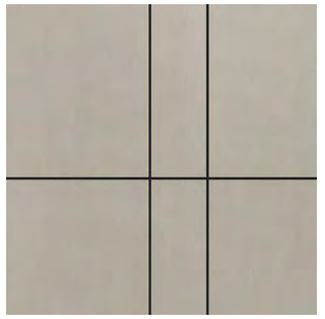
Render is used on some key frontages within the development to identify prominent properties on the site.

Facade Materials

Brick - Red Multi

Render - Cream

Window / Door / Porch Frames



Fibre Cement Panels

RAL 7024

RAL 7032

Balconies

Vertical Flat Plate Balustrades (RAL 7024 / RAL 7032)

Roof Materials

Tiles - Red

Tiles - Grey

Development Proposals

Appearance

The location of the site lends itself to creating a new character across the site whilst the innovative nature of the proposals leads the aesthetic to mirror the contemporary aspirations of the development. The use of materials and details common within Shrewsbury and the local area to create a unique development with a strong tie to Shrewsbury.

The key details used across the site are as follows:

- Horizontal banding;
- Deep overhanging eaves;
- Brick Piers;
- Brick Projecting banding;
- Gabled frontages;
- Pitched roofs;
- Parapet walls;
- Recessed panelling;
- Dogtooth panels and banding;
- Decorative angled brick;
- Simple, vertically proportioned windows;
- Framing around feature windows;
- Red Brick as the principal facade material.

These details have taken influence from the local area and adapted to suit a more modern aesthetic. They are used throughout the site to create a cohesive development with a strong character.

One of the key buildings on the site is the apartment block at the junction between London Road and Weir Hill road. This building defines the aesthetic of the site and the details used in it's design are used throughout the development. Further detail on the apartment block follows.

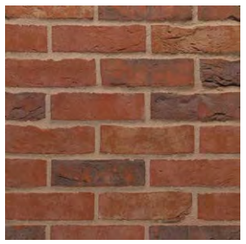
Development Proposals

Appearance - Apartment Design

Parapet Gabled

Contrasting Colours

MATERIALS



Projecting brick detailing

Horizontal Banding

2 Storey book ends to gradually build to prominent 2 storey mass.

Integrated planters with climbing plants to add greenery to the building. Accessed from ground for easy maintenance.

Corner turning apartments create a natural symmetry to the building.

Parapet roof detail, common in prominent buildings in Shrewsbury.

Recessed balconies lined in contrasting fibre-cement board to break up brick mass.

Feature dogtooth brick detail to emphasises horizontal banding and provides texture to the facade.

Simple, vertically proportioned windows.

Entrance feature to guide residents into the building and breaks up the building mass.

Creates a projecting bay common in Shrewsbury.

Recessed panels around the windows create visual interest and break up the brick mass.

Development Proposals

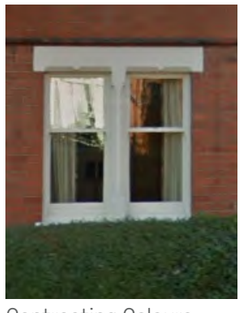
Appearance - Apartment Design

Development Proposals

Appearance - Carbon Neutral Design

Overhanging Eaves

Articulated window heads



Contrasting Colours

MATERIALS

Projecting brick detailing

Horizontal Banding

2.5 Storey units forming prominent frontage over POS.

Overhanging eaves reflect the character of London Road

Second Floor balconies take advantage of views across the POS and River Severn. The form reflects the form of the chimney creating a rhythm to the roof.

Chimney stacks add character to the roofs in addition to providing night time ventilation preventing overheating.

Feature dogtooth brick detail to create height and provide texture to the facade.

Brick piers imitate detail on the apartment block.

Framing around windows reference contrasting head and cill details common in Shrewsbury.

Simple, vertically proportioned windows.

Development Proposals

Appearance - Carbon Neutral Design

Rear Elevation

Porch Canopy

Development Proposals

Appearance

MATERIAL SCHEDULE

1. Red Roof Tile
2. Grey Roof Tile
3. Red Brick
4. Projecting Brick Band
5. Dogtooth Banding
6. Dogtooth Panel
7. Brick Pier
8. PPC Aluminium Projecting Window Framing
9. Fibre Cement Panelling
10. Metal Balcony Railings
11. UPVC Dark Grey Windows
12. Black Rainwater Goods
13. Spandrel Glazing Panel
14. Obscure Glazing
15. UPVC Dark Grey External Door
16. Light Coloured PPC Aluminium Porch / Canopy
17. Dark Grey PPC Aluminium Porch / Canopy
18. Dark Grey PPC Aluminium Capping to Parapet Wall
19. Decorative Angled Brickwork
20. Dark Grey Fascia
21. Red Brick Soldier Course
22. Pergola with integrated solar shading
23. Solar Shading
24. Metal Louvre
25. Render

FRONT ELEVATION

FRONT ELEVATION

FRONT ELEVATION

FRONT ELEVATION

FRONT ELEVATION

Development Proposals

Street Scenes

Development Proposals

CGI's

View 1 - London Road / Weir Hill Road Junction

View 2 - Inner Street

View 3 - Weir Hill Road

Development Proposals

Access

View 4 - Carbon Neutral Houses fronting POS

Streets

The layout for the development demonstrates a hierarchy of meaningful public and private spaces and direct routes for vehicles and pedestrians. A principal access point is located off Weir Hill road which serves the main development. There is a principle loop road from this access point with secondary roads extending further into the development.

There are 3 additional shared vehicle access points off London Road to serve only houses fronting London Road. These access points provide turning space for vehicles to access London Road in a forward gear.

The street layout, shared surfaces and staggered junctions are designed to meander through the development, not only creating interest but also forming traffic calming measures.

Parking

The proposed layout makes use of a variety of parking typologies in order to provide each dwelling with its own off street parking. 254 parking spaces are provided across the site.

A minimum of 2 spaces are provided per plot (excluding garages) to each house except 1 bed houses where 1 space per plot is provided.

1 and 2 bed apartments are allocated one space per apartment with additional visitor parking.

Public Transport

Pedestrians will have access to public bus services in close proximity to the site. The closest bus stops to the development are located at the junction between London Road and the access road to Weir Hill.

Pedestrians and Cyclists

2m wide pavements will be provided on all standard roads in order to provide circulation space for pedestrians and cyclists with additional paths connecting London Road with the POS.

Each dwelling has space within the rear gardens to accommodate a shed for the secure storage of cycles.

Access to Dwellings

The entrance doors to all dwellings will have a level threshold to provide access to all.

Homes will be built to the Nationally Described Space Standards (NDSS) and Future Homes Standards, giving residents the space they need. Many of the homes will also be built to M4(2) Standards making the site easily accessible to those with limited mobility.

Access to the rear of the dwellings is restricted to the residents only as secured gates will be utilised.

Refuse

Each dwelling has a dedicated space within the back garden for refuse store and roads have been tracked for refuse vehicle access.

Public Realm

The design of Public Open Spaces and Area for Play have been carefully considered in order to promote access for all. Movement between public spaces are promoted throughout the site and create connectivity throughout the site and to the Town Centre.

Development Proposals

Landscape : Introduction

Our landscape proposals will allows the development to sit comfortably in its rural setting, taking queues from the traditional and established character of Shrewsbury. Whilst ensuring that outdoor treatments and spaces are well defined, establish new habitat and help mitigate any impact the development may have at the location visually. The following main elements characterise the proposals:

1. A new Green (area of Public of Open Spaces) will form a focus for the development, contributing to its character and sense of place. It will also offer safe opportunities for play, relaxation and interaction with nature.

2. An attenuation pond will establish a distinctive focal point in the Green, creating an attractive nearby destination for residents and providing valuable habitat and ecosystem services.

3. A viewpoint will create a relaxing space for residents to overlook the views of the valley and Green.

4. Native planting and habitat creation will be used where appropriate for both biodiversity and to enforce the rural aesthetic the development seeks to achieve.

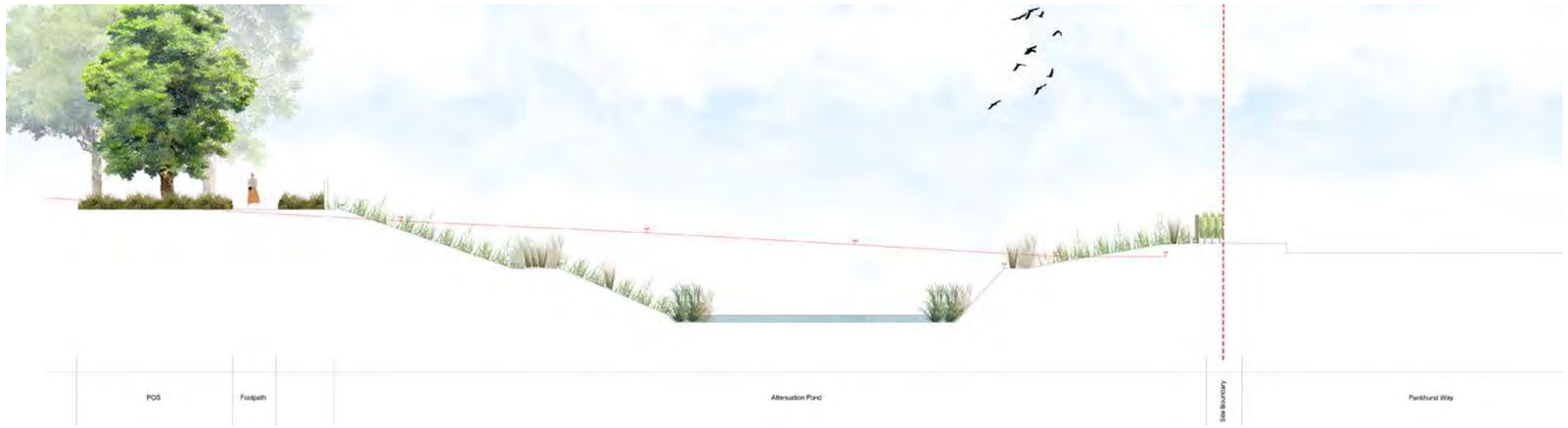
5. A Northern Green Buffer will form the northern edge of the development created to act as a visual buffer between the development and existing crematorium, as well as helping the development sit in a visually less obtrusive manner in its context.

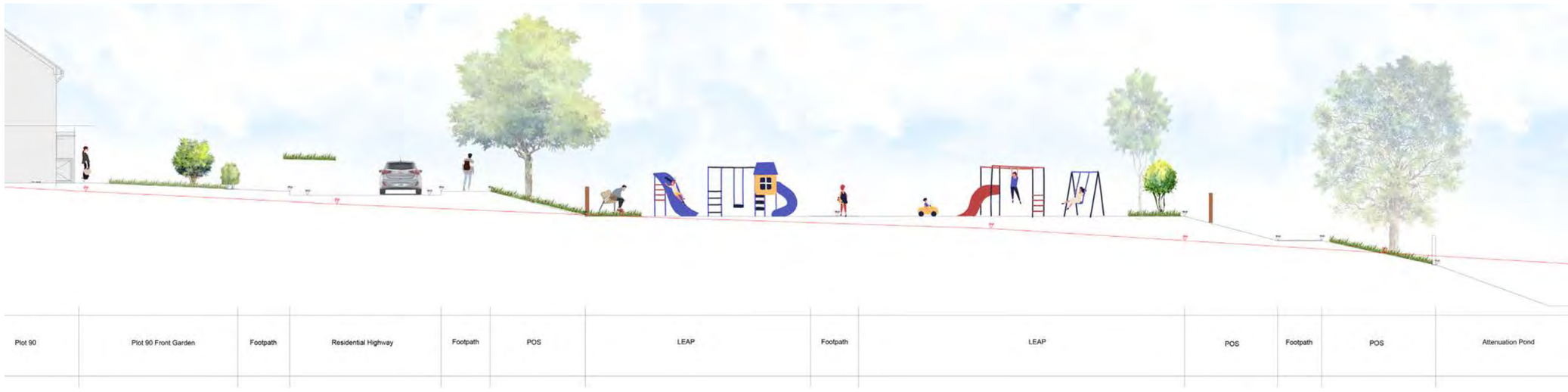
6. Incidental play features within the Northern Green Buffer will provide valuable opportunities for children of all ages to engage in active play and interact with nature.

7. Boundaries, buffers and front gardens will help buildings sit better in their setting, while defining spatial hierarchies to create strong transitions from public realm to private interiors.

Development Proposals

Landscape : Sections





These sections display the relationship between the proposed landscape elements and development, whilst also showing the change in levels.

Section A displays the viewpoint over the Green and surrounding valley, with a pergola and seating area for residents to relax.

Section B shows the proposed levels for the attenuation pond. Plug planting has been placed along the banks of the pond to create a new habitat and encourage new wildlife into the site.

Section C displays the relationship between the houses which front the POS and the proposed LEAP.

Development Proposals

Landscape : Tree Planting

All tree and specimen shrub choices take inspiration from planting used locally. Preference is given to native species or cultivar of native species; however, exotic species are also used where appropriate, particularly where they are though to benefit to wildlife.

Three character areas are identified and can be described as follows: (i) The Green - Here, where space is available, a range of mostly native species capable of attaining good height and prominence are selected. (ii) Front Garden Shrubs - Smaller specimen shrubs are proposed within front gardens to contribute to the rural character intended within the inner streets, introducing a subtle rhythm with varying colour and shape, while limiting potential impact on light to new houses. (iii) Rear Garden Trees - smaller fruit trees will be used within rear gardens where space is too limited for a taller tree.

The Green

Betula pendula

Liquidambar styraciflua

Ulmus 'New Horizon'

Amelanchier 'Robin Hill'

Prunus 'Shirofugen'

Tilia Cordata

Quercus robur

Salix alba

Sorbus 'lutescens'

Front Garden Shrubs

Magnolia stellata

Viburnum opulus

Cotinus coggygria

Cornus alba 'Kesselringii'

Rear Garden Trees

Prunus domestica 'Victoria'

Malus domestica 'Discovery'

Malus domestica 'Catshead'

Pyrus communis 'Conference'

Development Proposals

Landscape : Front Garden Shrubs & Perennials

We propose the use of a simple palette of low maintenance flowering shrubs and perennials to front gardens, including Lavandula 'Grosso', Rosa 'Kent and Hebe 'Great Orme'. Most of the species chosen have been chosen to provide foraging opportunities for pollinators. To complement the purples, pinks and yellows of the flowering shrubs, some evergreen specimens are proposed such as Euonymus 'Emerald Gaiety' which provides some year round greenery.

Privet, hornbeam, hawthorn and beech hedges are also proposed to soften and complement the low boundary walls and railings proposed around the scheme.

Mix A

Bergenia 'Bressingham White'

Choisya ternata

Hebe 'Great Orme'

Lavandula x intermedia 'Grosso'

Mix B

Anemone x hybrida 'Honorine Jobert'

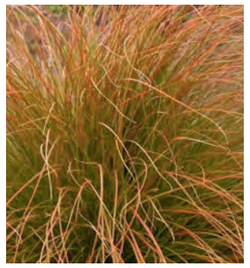
Helleborus niger

Nepeta racemosa 'Walker's Low'

Sarcococca confusa

Mix C

Brachyglottis 'Sunshine'



Carex testacea

Rosa 'Kent'

Salvia nemorosa 'Cardonna'

Hedges

Carpinus betulus

Crataegus monogyna

Fagus sylvatica

Ligustrum ovalifolium

Development Proposals

Landscape : Habitats

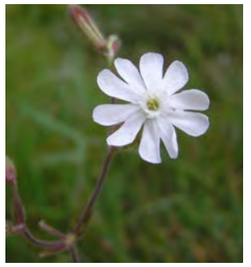
Parcels of habitats will be created along the Northern Green Buffer and within the Green to create additional areas of habitat for invertebrates, foraging birds or and even bats. Along the development edge, a flowering lawn mix will be introduced to complement the retained habitats. A comprehensive establishment and management plan to ensure proposed habitats develop as intended.

Heavy Clay Soils Seed Mix

Achillea millefolium

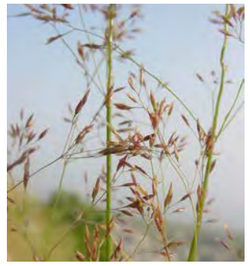
Filipendula ulmaria

Rumex acetosa



Silene latifolia

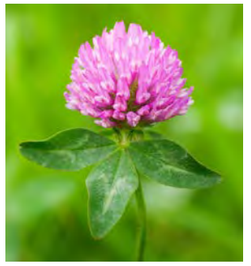
Flowering Lawn Mix



Agrostis capillaris

Festuca rubra juncea

Poa pratensis



Trifolium pratense

Wetland Grass Mix

Briza media

Geum rivale

Lotus pedunculatus

Vicia cracca

Pond Planting - Marginals / Emergents

Carex riparia

Juncus effusus

Myosotis scorpioides

Sparganium erectum

Development Proposals

Landscape : Play

Our play strategy focuses on opportunities for interaction with nature - a favourite among younger children - and incidental active play, offering good play opportunities for older children and teenagers. The POS area offers well overlooked and safe place for children to play at the doorstep of new properties.

We propose the creation of simple 'trim trail' comprising a balance beam, a balance weaver and log walk, as well as boulders positioned towards the northern portion of the Open Space, offering children a chance to engage in active play by testing their balance and climbing ability. These timber elements are robust and require minimal maintenance and can be introduced without disrupting the character of the development. Timber post-and-rail fencing will be used around the perimeter of the LEAP as a safety measure, to add character and definition to the space.

'Trim trail' of robust timber elements - Balance Weaver, Balance Beam, Boulders and Log Walk

Buff coloured self-biding gravel paths to of the Open Space and Pocket Park.

Planting has been created for use within the play areas, species have been carefully selected to ensure they are visually appealing to children.

Cistus 'Silver Pink'

Phlomis fruticosa

Development Proposals

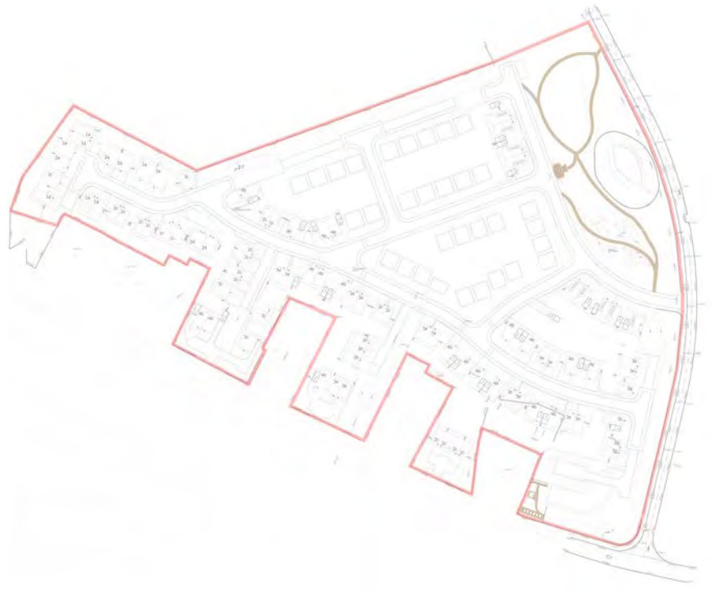
Landscape : Hard Landscaping

Material choices are borrowed from the palette used around London Road and the wider town. Three types of block pavers of varying dimensions and colours will be used around parts of the scheme where a more domestic, pedestrian focused environment is intended. Permeable pavers are proposed to private driveways and parking courts.

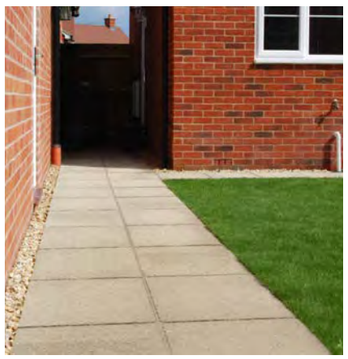
Material choices may need to change to reflect local adoptable standards and any further architectural design development.

Private drives, parking courts and driveways - 200 x 100mm textured block pavers in brindle colour.

Private pathways - 450 x 450 x 35mm textured concrete flags in buff colour.



POS paths and apartment shared gardens - self binding gravel in golden amber.



Development Proposals

Crime Prevention

The site layout has been consciously designed in order to promote a safe environment and community. Throughout the design development of the masterplan, measures have been taken to design out the possibility of crime arising within the area. To achieve this, the scheme is looking to fulfil fundamental criteria set out in the Secured By Design guide.

The following has been implemented into the site layout design to design out anti-social behaviour;

- Maximising active frontages, providing natural surveillance to deter crime and increase safety. The buildings bordering the POS have been reorientated, thereby providing a higher degree of natural surveillance.
- Ensuring active gable ends with the inclusion of side windows to promote surveillance.
- A mix of dwelling sizes have been introduced, enabling greater potential for homes to be occupied throughout the day.
- A change in road surface at the entrance symbolises the move from public to private space and gives residents a sense of 'ownership'.
- Applying suitable boundary treatments, including 1.8m close boarded timber fencing between gardens and 1.8m high walls to boundaries facing public spaces.
- Private front garden boundaries can be clearly defined. Residents are more empowered to challenge unacceptable behaviour. Boundaries are kept under 1m in height so that front doors and windows remain open to view from the street. This creates active street frontages and allows natural surveillance of the public space.
- Ensuring that all bicycle storage is incorporated and out of sight with secured and lockable doors.
- Providing generous street widths to reduce risk of intimidation along pedestrian routes.
- LEAP positioned within the development and naturally surveilled by surrounding properties.
- Using appropriate trees / low level planting and landscaping features which do not hinder sight-lines or provide places for hiding.
- Careful selection of street furniture to deters misuse.
- Providing a suitable lighting strategy to allow safe routes and spaces at night.
- Small communal parking areas are provided adjacent to users properties. Parking spaces are well overlooked by residents using the car park.

Sustainability

The development aims to be environmentally, socially and economically sustainable. The proposed development has been designed to meet the sustainability objectives within the National Planning Policy Framework. To this end, the site:

- Is easily accessible and well connected to public transport and services promoting sustainable transport;
- Delivers a wide choice of high quality new homes;
- Provides, or enables good access to community and green open space, including recreational and play space, as well as private outdoor space such as residential gardens;
- Is well integrated with, and compliments the neighbouring buildings and the local area in terms of scale, density, layout and access;
- Creates a high quality, desirable development through well designed housing which creates a sense of place and supports a sense of local pride and civic identity;
- Takes a design-led approach to the provision of well integrated vehicle parking, with a high quality public realm; and
- The efficient use of land, ultimately reducing the impacts of climate change.

Key sustainability measures include the following:

- Private gardens, communal spaces and publicly accessible open spaces are incorporated into the development;
- Ecology enhanced through the creation of new or improved habitats;
- High performance building fabric throughout;
- Solar PV deployed throughout the site;
- Use of Air Source Heat Pumps;
- All plots provided with capacity to install fast charging for electric vehicle charging points;
- Provision of some Carbon Neutral homes;
- All dwellings will be a minimum of 31% better than the current Part L Building Regulations with many exceeding this standard.

The combination of these sustainable approaches will provide a significant reduction in CO_2 emissions throughout the site.

Refer to Plot Passports for full specifications on energy and sustainability requirements for the Self and Custom Build Plots.

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