

DOCUMENT CREATED BY

Glenn Howells Architects

VERSION 01 JANUARY 2021

DRAFT FOR CONSULTATION

SHREWSBURY BIG TOWN PLAN MASTERPLAN VISION

PROJECT PARTNERS



Shrewsbury
Town Council



Shropshire
Council



SHREWSBURY
BUSINESS
IMPROVEMENT
DISTRICT



Waffle Stuff

COOPER GREEN POOKS
43 278666
TO LET

Praberry
CAFE - BAR - FOOD

HOUSE OF FRASER

FOREWORD

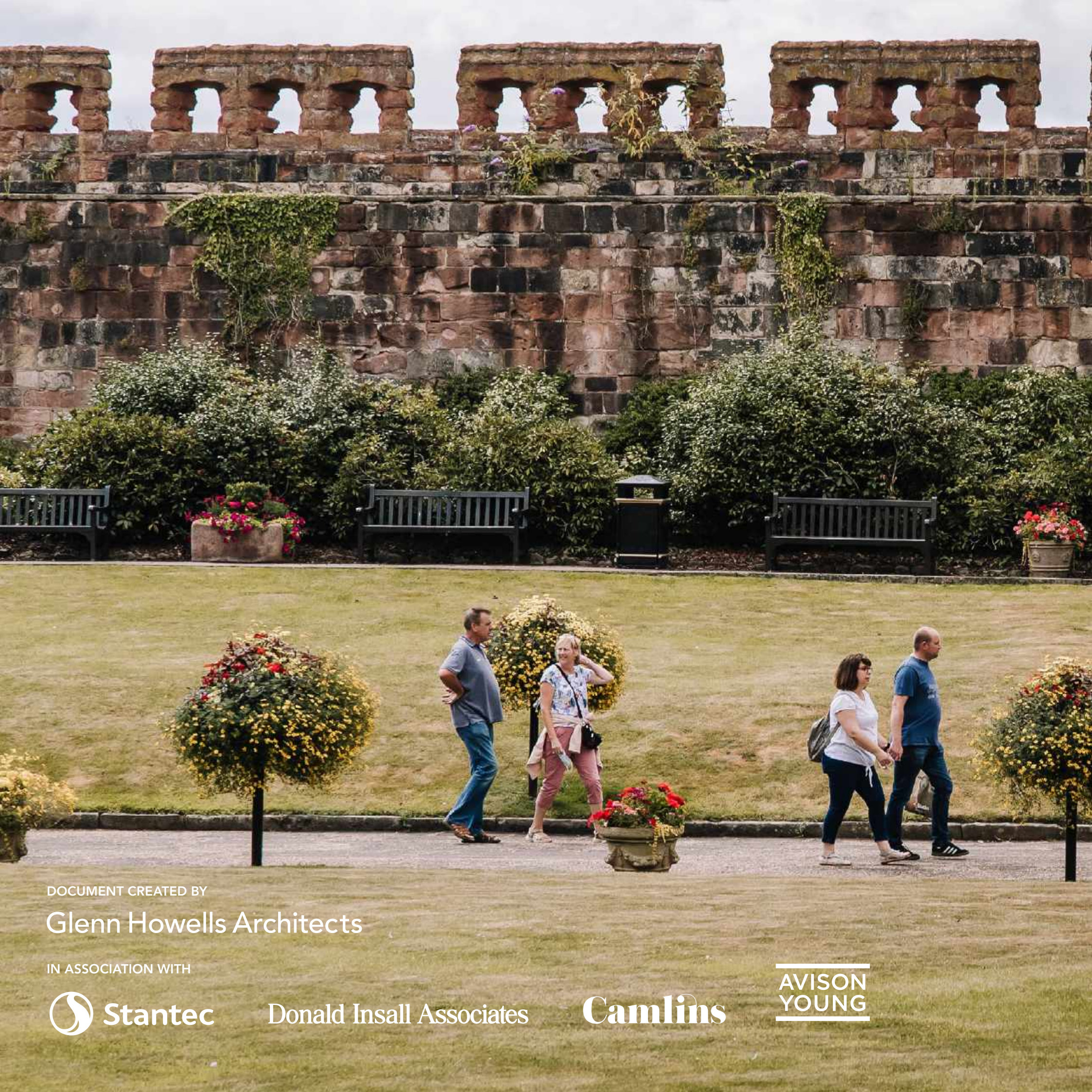
Welcome to Shrewsbury's Masterplan Vision which explores opportunities for our great town over the next two decades.

Shrewsbury is already a very special place and through this plan we want to ensure that our outstanding heritage and natural environment is enhanced and celebrated, whilst increasing what the town can offer to people of all ages and backgrounds.

COVID-19 is accelerating significant shifts that were already happening within society. It's vital for our future prosperity that we are well placed and prepared to embrace new ways in which people will live, work and travel – standing still is not an option!

Our plans are bold and ambitious and will create new opportunities for businesses, residents and visitors - attracting new investment and jobs into the County town and wider community.

We would like to thank the many local organisations who have contributed to this work so far and very much look forward to hearing the views of our community on the ideas and projects set out within this plan.



DOCUMENT CREATED BY

Glenn Howells Architects

IN ASSOCIATION WITH



Donald Insall Associates

Camlins



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EXECUTIVE SUMMARY





EXECUTIVE SUMMARY

MASTERPLAN VISION

This Masterplan Vision is an ambitious and bold realisation of the shared vision and framework plan set out in the Shrewsbury Big Town Plan (2018). It is the outcome of a collective process that has successfully brought together individuals, organisations, decision makers, business leaders, councillors and council officers, educational establishments and local experts to create a shared vision and strategy. It provides a strong statement for the residents, employers and visitors to Shrewsbury and how they can expect the town to develop over time.

“By 2036, we picture a Shrewsbury where in amongst the familiar landmarks and the timeless streets are exciting new and re-used buildings and new spaces where new life and new activities have taken hold. Parts of the town that were once dormant have been re-colonised”...

Traffic in the town is very light and slow-moving. Pedestrians and cyclists can walk and move wherever they want, making the streets their own. Accessing the historic town from the riverside now feels intuitive as new buildings and public realm create sight lines and visually exciting routes that draw you to discover new places...”
(SBTP 2018)

The SBTP (2018) set the scene with a visionary narrative and ten priorities for the town to ensure opportunities and future challenges are managed. This study is an enhancement of these ideas to provide shared and realistic solutions with people at the heart of the plan-making and place-making. It has been developed as a series of studies for six varied but linked character areas of Shrewsbury to create an overall Masterplan Vision with a complimentary Movement Vision.

“People spend more time in town, browsing, shopping, eating and drinking in roof-top bars and visiting the cinema. New housing overlooks the river...” “Surface car parks have been re-purposed and replaced with capacity at the edges of the town”.
(SBTP 2018)

Each study responds to the specific character of the area in order to strengthen existing identity, supported by specialist heritage and landscape input. Movement is revolutionised to reduce vehicular dominance to generate space to attract vital investment and make life better for the people and visitors of Shrewsbury.

“The whole town is better connected by cycle or on foot, in a safe way, avoiding conflict with vehicular traffic. Not only is there a great network of new routes into town there are new links to the river too and routes leading out into the wider countryside.”
(SBTP 2018)

The six studies collectively contribute to the delivery of wider regeneration and connectivity opportunities in Shrewsbury and the wider region.

The Masterplan Vision is underpinned by detailed research and input from a team of specialists relating to movement, public realm, heritage and commercial aspects. The key messages and core principles from these disciplines are incorporated into this report.

AN INVESTABLE MASTERPLAN

Shrewsbury is recognised within the planning policy as a primary focus for the development of Shropshire, as a sub-regional centre and primary growth point, providing the main commercial, cultural and administrative centres. Known for its many independent cafés and shops, the centre defies UK trends and continues to have a strong base for retail and commercial, with footfall and occupancy rates both exceeding national averages.

An award-winning market, high quality schools and sweeping views make an attractive place to reside with the town regularly recognised as one of the best and healthiest towns to live in the UK.

With growing advances in infrastructure, connecting Shrewsbury to the West Midlands Engine and further north, the centre has significant potential to deliver a new service offer. Fundamental to this, will be to deliver a market offer that is sustainable, attractive and beneficial to local communities. The approach needs to be cognisant of Shrewsbury's heritage whilst considering changing working, lifestyle and shopping cultures.

The Masterplan Vision provides an opportunity to improve the future commercial viability of the town. Evidence of neighbouring towns' land values increasing, and higher rent/sales values achieved with the delivery of placemaking improvements supports a town centre wide strategy for high quality public realm that will connect economic areas and improve the connection and access to green space and the riverside.

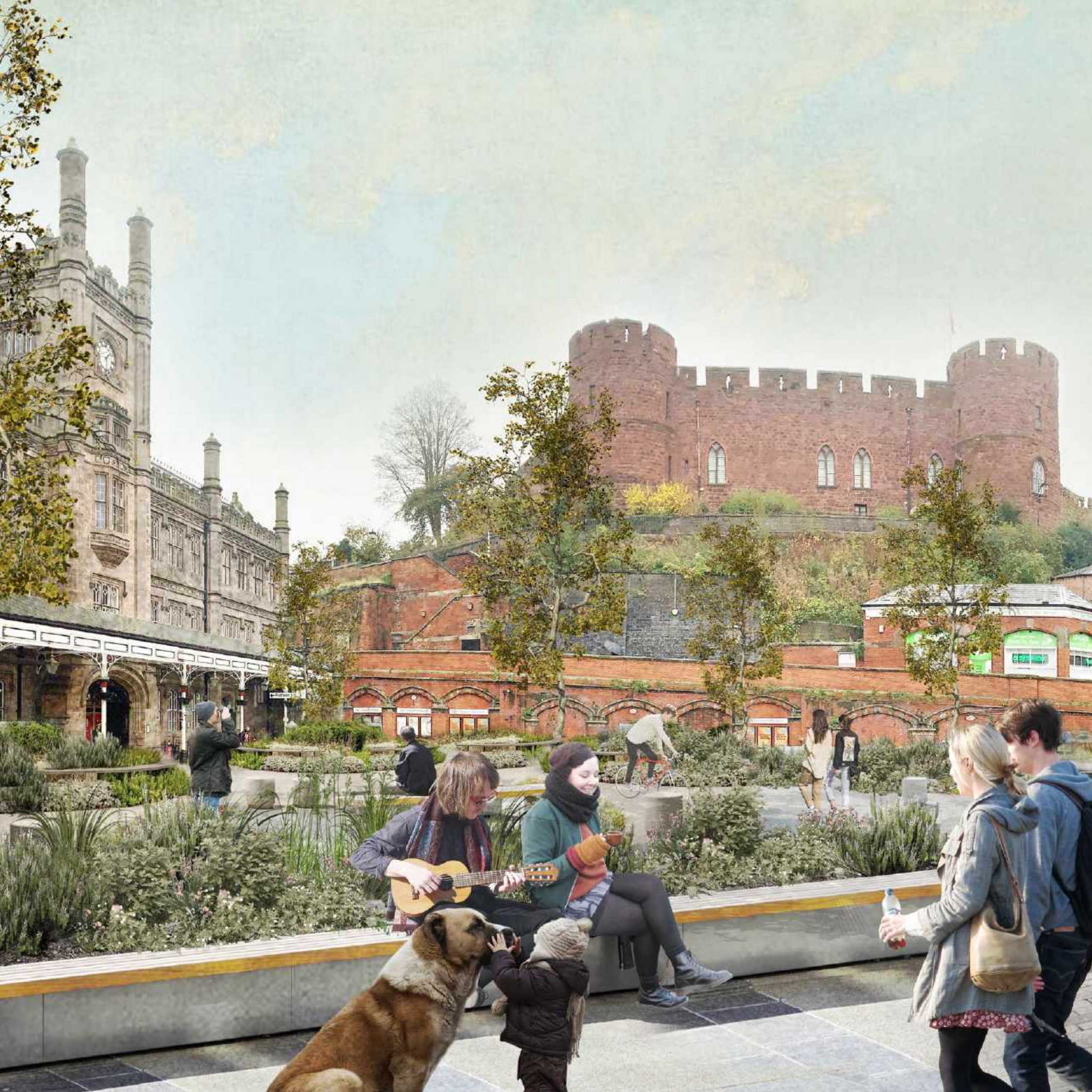
The proposals recognise the clear demand for commercial properties and current shortage of new developments being identified to satisfy market demand, particularly for Grade A office space in the centre which has the flexibility to be used for dedicated co-working and collaboration spaces which will no doubt see an increased demand due to COVID-19 as more businesses adapt to new working practices.

HERITAGE & CONSERVATION

Shrewsbury is a town of outstanding historical value, with evidence from the Saxon period onwards visible in its planning and buildings. Responding sympathetically and creatively to this setting has been a key consideration in the development of the Masterplan Vision.

The design team have assessed the value of both listed and unlisted buildings, considering townscape value and key views throughout. The proposals seek to reduce the dominance of vehicles and surface parking to enhance the setting of heritage assets, allow for infill development to mend voids in the medieval street pattern and provide opportunity to connect to the river. In character areas where the urban grain is extended, it is designed to show reverence to the 'serial vision' created in the historic streets and framed vistas of the medieval core, revealing delight on exploration.

The use of vernacular materials and traditional forms of construction should be used to augment and develop spirit of place – presenting the Shrewsbury of today and tomorrow, rather than being rigidly bound by the past – but remaining respectful of the rich history that makes it special.





THE RIVER SEVERN & PUBLIC REALM

Shrewsbury's most defining and unique geographical characteristic is its location within a loop of the River Severn, with overlooked potential for most of the town to have riverside access. The Masterplan Vision seeks to reinvent Shrewsbury's relationship with the river by suggesting new crossing points, extending the public realm to the river's edge which will both complete the green/blue loop and create a celebration of embankment spaces. Increasing access and connectivity to this natural asset will be a key driver for stimulating local economy and tourism.

The network of green active transport routes will be hugely extended, connecting the town together, reducing the need for vehicle use and making a healthier and more pleasurable place to live, work and play. New residential communities will be planned around generous family friendly green space. All development and public realm enhancement will prioritise the indigenous re-greening of Shrewsbury, to advance biodiversity and resilience to the climate emergency whilst creating beautiful spaces.

Shrewsbury benefits from a high quality public realm, including five main public precincts characterised by impressive civic buildings and The Quarry, which deserve to be protected and enhanced. Public realm is a priority in people-centric place-making, as it creates urban design with commercial vitality, social inclusivity and cultural interest. Footfall is the barometer of success, and directly proportional to public realm improvements.

Strengthening of public realm quality, including elevating the riverside, will require the rebalance away from vehicle dominance towards pedestrians and cyclists, allowing the status of the streets and urban spaces to be lifted from traditional highway dominated streetscape to a social space for everyone in society to participate in.

MOVEMENT VISION

Developing the Masterplan Vision has been undertaken in parallel with an equally bold and aspirational Movement Vision for Shrewsbury and its surrounding areas. The movement vision for Shrewsbury is for all residents, visitors and workers to be able to travel to their destination in the town by affordable, inclusive modes whilst adopting sustainable behaviours – making Shrewsbury one of the most inclusive and accessible towns in the UK.

It recognises that the outcome of continued reliance on the private vehicle is that the overall vision for the town will not be realised, potentially exacerbating congestion and air quality issues, and so sets a brave but realistic approach to overcome this.

The Movement Vision will be realised through implementing a series of measures focussing on different modes of transport, to reduce private car traffic through the town centre whilst allowing essential movement, including vehicles, servicing and disabled users. This then creates the opportunity to change the use of space in the town centre, allowing road space and car parks to be reallocated for development, public spaces and priority for other modes of transport.

In the town centre, movement will be transformed to rival places across the UK and Europe, revitalising the relationship with the river, creating new places and squares that are connected by a well-designed, accessible and active streets for all users. Improving on Shrewsbury's position as one of the healthiest places to live, this will positively influence people's mental and physical well-being, as well as increasing land values, improving air quality and responding to the climate emergency.

The enhancements proposed will maximise the existing historic and cultural assets in Shrewsbury town centre and create new places and destinations for people to live, work and play, facilitating growth and activity, establishing the town as an essential UK tourist destination.



INTRODUCTION





The Masterplan Vision is an ambitious and bold realisation of the shared vision and framework plan set out in the Shrewsbury Big Town Plan 2018.

INTRODUCTION

Building on the success of the Shrewsbury Big Town Plan (2018), we now take a closer look at how to implement its findings and big ideas. We explore how specific parts of Shrewsbury can be improved and redeveloped to complement the key principles derived from the SBTP (2018).

This document is broken into three stages, the first stage reviews and recognises the 'Big Ideas' established within the SBTP (2018), largely defined within six character areas. These ideas are appraised for validity and strengthened through the definition of new initiatives to create the 'Big Moves 2020' in terms of Connectivity, Opportunities, Heritage & Public Realm. This provides a foundation to determine how key aspects of Shrewsbury interlink and create thriving public spaces and opportunities for future development.

The second stage of this document consolidates all the key findings, strategies and ideas established collectively by a multidisciplinary consultant team and tested through stakeholder engagement and feedback into the overall Masterplan Vision.

The third part of this document identifies next steps towards moving this vision forward, including realistic timescales, key activities and projects, challenges and other interdependencies.



100 Metres



SHREWSBURY BIG TOWN PLAN 2018

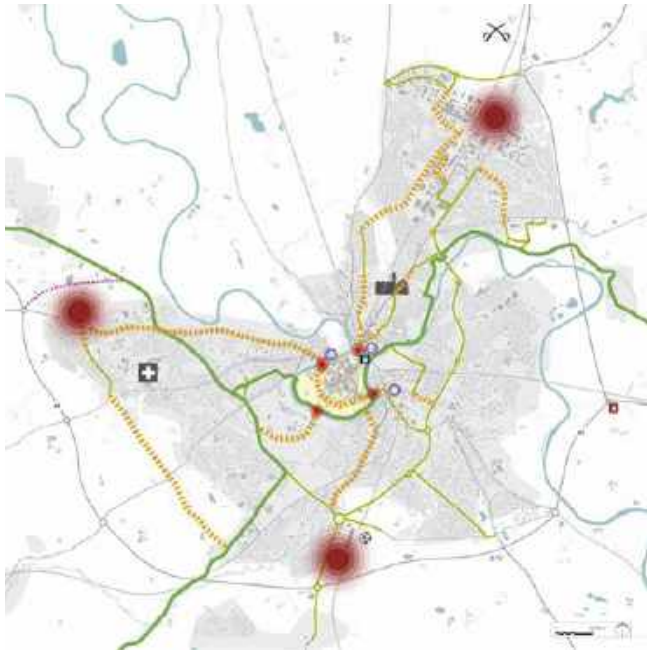
By producing this visionary masterplan for Shrewsbury, it fulfils the first action within the conclusion of the Shrewsbury Big Town Plan 2018; the development of a masterplan, business and delivery plan.

As a continuation of the vision for the evolution of the town, as formulated by the people of Shrewsbury, it is important to understand the agreed priorities and test their continued validity.

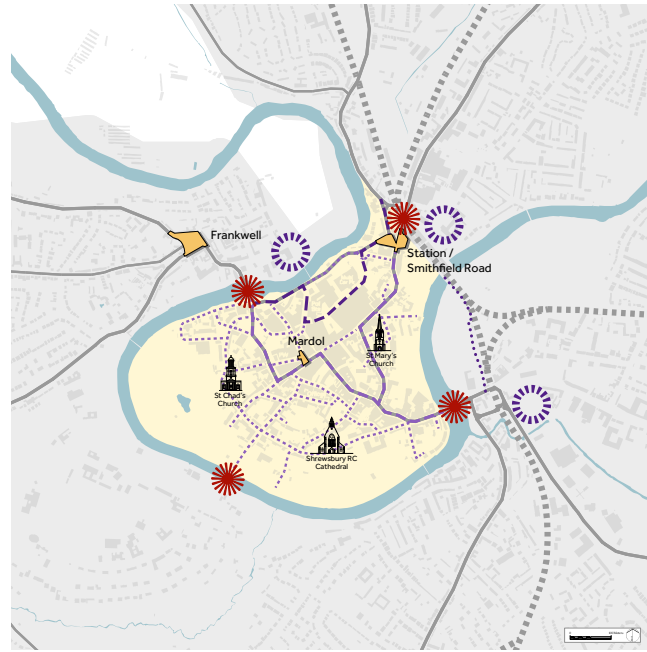
The following pages demonstrate our understanding of the SBTP (2018) four key principles which are expressed within the 'Big Town Framework Plan' and, at a high-level, how they will be incorporated moving forward:

1. Rethinking movement and place
2. Supporting, creating and nurturing vitality, life and a mix of uses
3. Creating a place for enterprise
4. Nurturing natural Shrewsbury

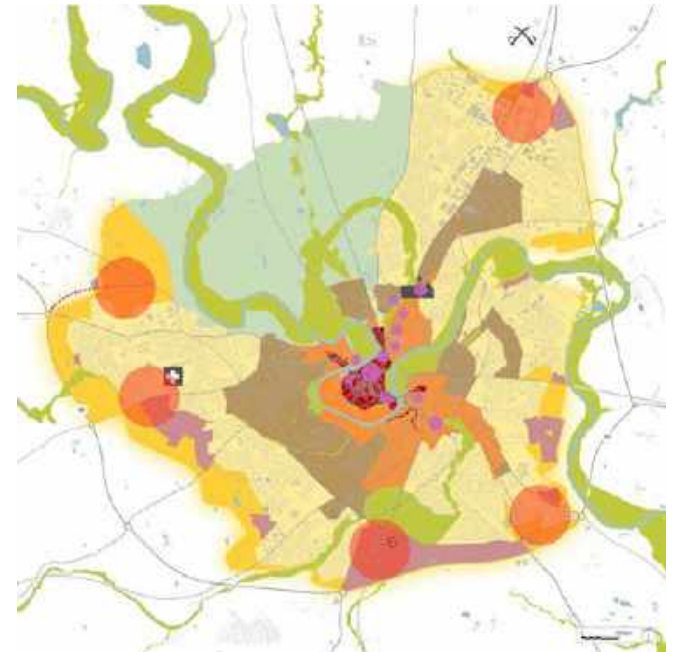
SHREWSBURY BIG TOWN PLAN (2018)



▲ SBTP 2018, Making Movement Better



▲ SBTP 2018, Making Movement Better



▲ SBTP 2018, Balancing Growth

MAKING MOVEMENT BETTER: WIDER SETTING

In order to improve movement in Shrewsbury, the SBTP (2018) identified and agreed three priorities:

- Pedestrian priority in the town centre;
- A better pedestrian and cycle network across the town; and,
- Measures to reduce through traffic in the town centre.

The Masterplan Vision expands on these concerns at a town-wide level to ensure public transport, cycle and pedestrian priority over other road users on the main arterial routes into the town centre and to radially connect key destinations, including the hospital and employment sites.

MAKING MOVEMENT BETTER: TOWN CENTRE

Within the town centre, the SBTP (2018) aim is to significantly reduce through-traffic to allow public realm improvements, with measures including:

- Better quality decked and multi-storey car parks on the edge of the town centre or at key gateways to allow gradual rationalisation of town centre parking;
- Giving priority to pedestrians over cars in the town centre with public realm improvements;
- Explore environmentally-friendly methods of moving people in and around the town centre such as public bicycle hire schemes, electric hop-on hop-off buses and so on;
- Exploring demand management measures at the bridges using latest technology.

This ambitious approach provides the framework and inspiration behind a number of the Masterplan Vision's 'Big Moves 2020'.

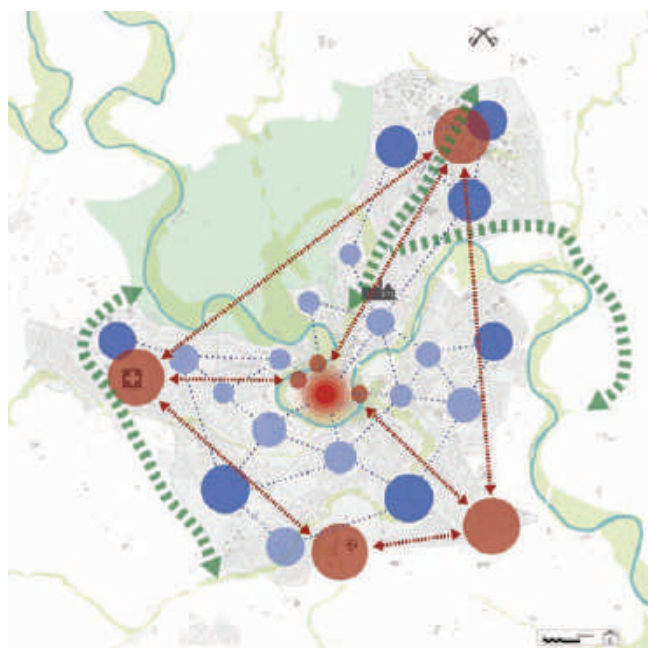
BALANCING GROWTH

To encourage and promote growth in and around the town centre, the SBTP (2018) identified the following aims:

- To promote more intensive development on under-used or empty sites in and around the town centre;
- To encourage smarter working and better networks both physical and virtual between important sectors such as education, healthcare, sports and leisure, industry and business.

The Masterplan Vision expands on these principles to identify sites for development with associated uses and quantum suitable to the setting and character area in order to deliver a greater choice and diversity of housing and workspace in the town centre.

SHREWSBURY BIG TOWN PLAN (2018)

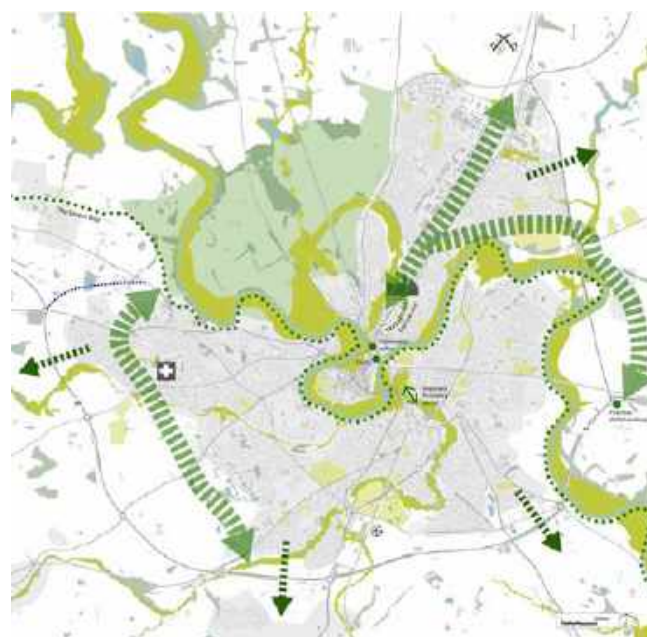


▲ SBTP 2018, The Big Network

THE BIG NETWORK

SBTP (2018) used the term 'The Big Network' to describe the physical and virtual networks required to sustain Shrewsbury's future growth in the developing context of smart cities and towns. Linked to 'Balancing Growth' and 'Making Movement Better', the overarching aim is to retain the town's compactness through intensive and mixed-use development.

The Masterplan Vision along with the Movement and Access Strategy provides a template for the consolidation of Shrewsbury to create a rich and connected place for everyone to live, work and play.



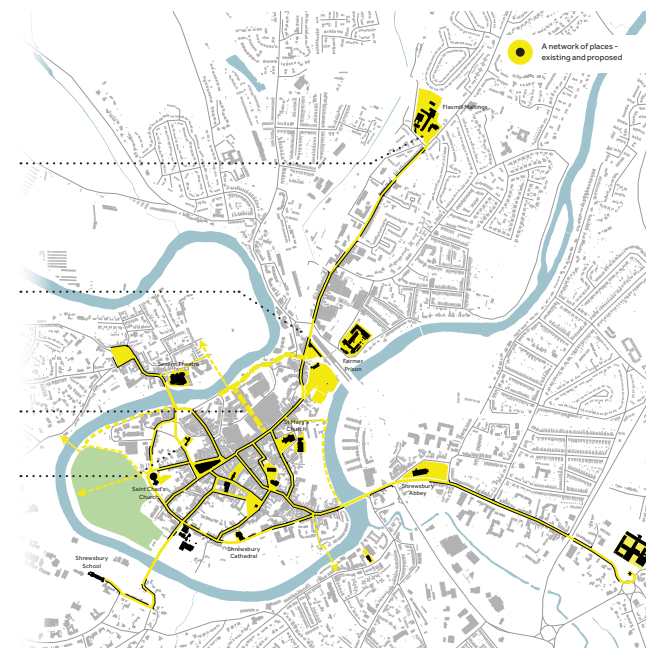
▲ SBTP 2018, The Green Network

THE GREEN NETWORK

The promotion and connection of Shrewsbury's greenspace, particularly the River Severn corridor, is summarised in the SBTP (2018) by the following three aims:

- To connect the wider greenspace network across the town, making new green links where possible and improving existing links and green corridors;
- To make much more of the River Severn corridor and its tributary valleys and brooks that form key green spaces within the heart of the urban area;
- To ensure that new development, wherever it is planned, delivers better quality and strategic greenspace that connects to our existing green spaces and proposed new corridors.

Access to river and other waterside places to promote health and well-being, biodiversity and enjoyment of outdoor space is at the heart of the proposed concepts for Shrewsbury presented within the Masterplan Vision.



▲ SBTP 2018, The Big Connection

THE BIG CONNECTION

A summation of the previous principles, the Big Connection is identified in the SBTP (2018) as the biggest regeneration opportunity in Shrewsbury. A network of key character areas to form a large corridor of transformation running from the West End to Flaxmill.

The suggested interventions contained within the SBTP (2018) have been tested and developed throughout the character area workshops, with local stakeholders, to produce a brave but viable proposal to support the big connection and beyond, expanded to the east and the west to include Frankwell, Abbey Foregate and the Rea Brook trail.



DEVELOPING THE MASTERPLAN VISION



DEVELOPING THE MASTERPLAN VISION

COLLABORATIVE APPROACH

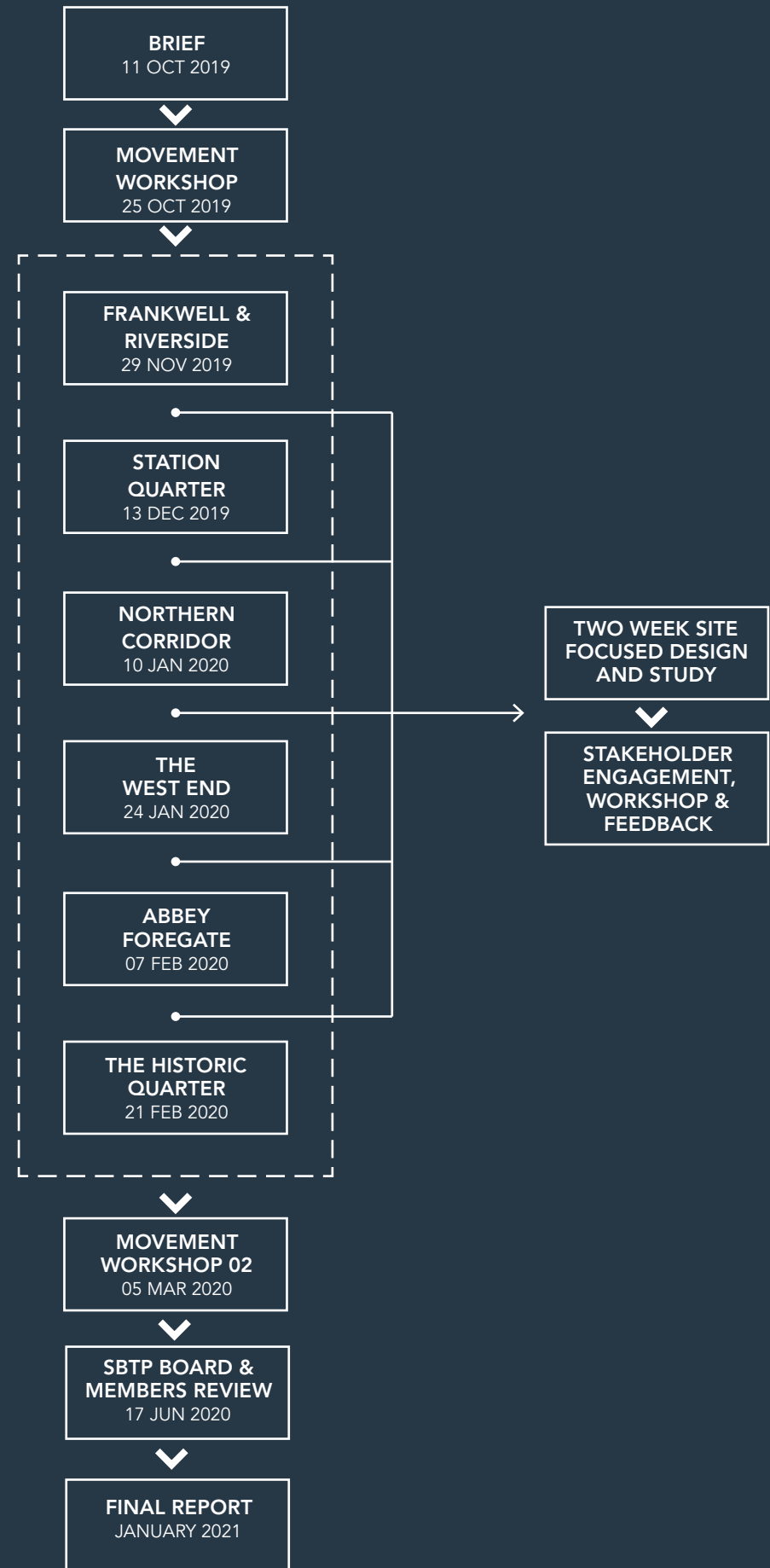
The process taken to explore the six character areas required three stages of engagement. The first task was to confirm the continued validity of the moves identified in the SBTP (2018) and enhance the understanding of the existing movement patterns, including mode and purpose, in and around Shrewsbury Town Centre. The conclusions developed from the collated transport data were verified in the 'kick-off' movement workshop through engagement with local stakeholders.

The feedback from this initial session was translated into core movement strategies and design principles which could be superimposed across the six character areas for examination in a series of focused workshops. A series of six fortnightly sessions saw the interrogation of emerging proposals for the study areas through collaboration and consultation with local authority, individuals, organisations, decision makers, business leaders and experts, with integrated consideration for movement, commercial viability and Shrewsbury's heritage assets.

Throughout the course of the study, a 'working' masterplan was continually updated, which built on comments, concerns and ideas shared through the workshop process.

In conjunction with this, workshops and meetings for emerging developments were attended to encourage open dialogue and a holistic approach to the evolution of the town.

To conclude, the overall concept masterplan proposal with integrated movement strategy was presented in a final workshop to confirm alignment with the SBTP (2018) and principles it sets out and to receive collective buy-in from all the key stakeholders.



DEVELOPING THE MASTERPLAN VISION



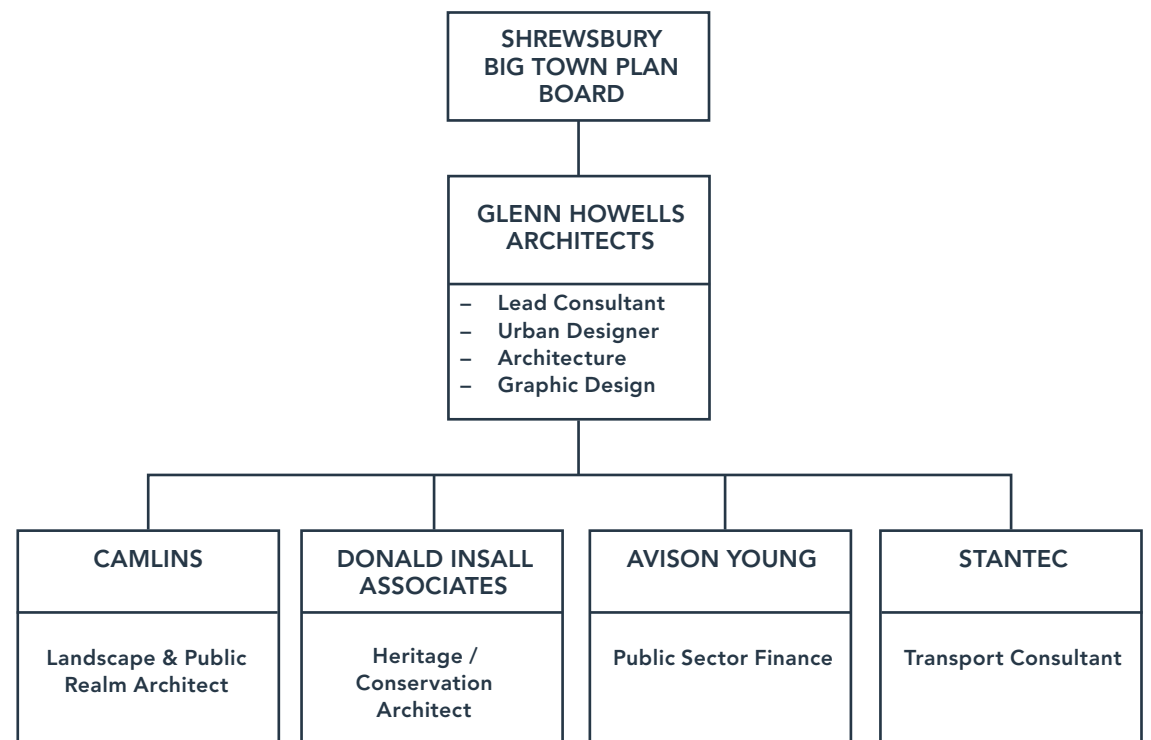
▲ Stakeholder engagement for the Station Quarter



▲ Stakeholder engagement workshop for Abbey Foregate

TEAM EXPERTISE

To respond to the SBTP (2018) criteria, a multi-disciplinary team of experts led by experienced masterplanners, Glenn Howells Architects, were selected to support the study with specialisms in heritage, transport, landscape / public realm and commercial viability. The award-winning team included Donald Insall Associates, Stantec, Camlins and Avison Young, respectively, with a track record of successful collaboration.





SHREWSBURY
BIG TOWN PLAN

SHREWSBURY
BIG TOWN PLAN



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DEVELOPING THE MASTERPLAN VISION

Through-out the process of development, engagement and refinement of the emerging masterplan, specialist input on three key aspects were fundamental in shaping the final Masterplan Vision, alongside the architectural and public realm design.

1. Commercial Viability
2. Heritage & Conservation
3. Movement & Access (Movement Vision)

Input on these aspects of the masterplan have been summarised throughout this document, however, separate comprehensive reports have also been produced to sit alongside this document for those that wish to understand these aspects in more detail.

Specialist input from:

**AVISON
YOUNG**

In order for the masterplan to be successfully delivered over its lifetime, it must be flexible, adaptable and viable; all the competing priorities must be balanced in response to the ever changing needs of the town.

COMMERCIAL VIABILITY

As Shrewsbury is the County Town of Shropshire, it is identified within the Local Plan as the Strategic Centre. The development strategy identifies a need for an 'urban focus' that builds on the established role and characteristics of this strategic centre. The 'High Growth / Urban Focus' option is considered deliverable but will require a consistent step change in delivery rates over the plan period, especially in Shrewsbury.

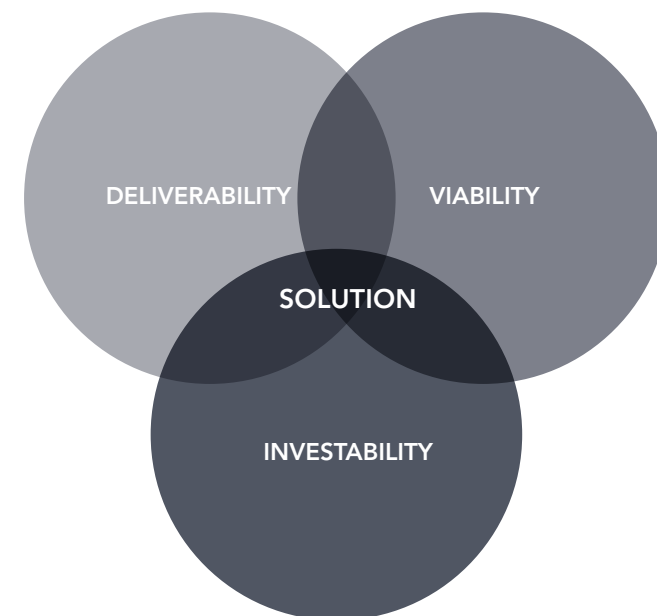
As with all masterplans, there are several competing priorities which will need to be balanced at any one time to enable delivery to be successful: Deliverability, Viability and Investability.

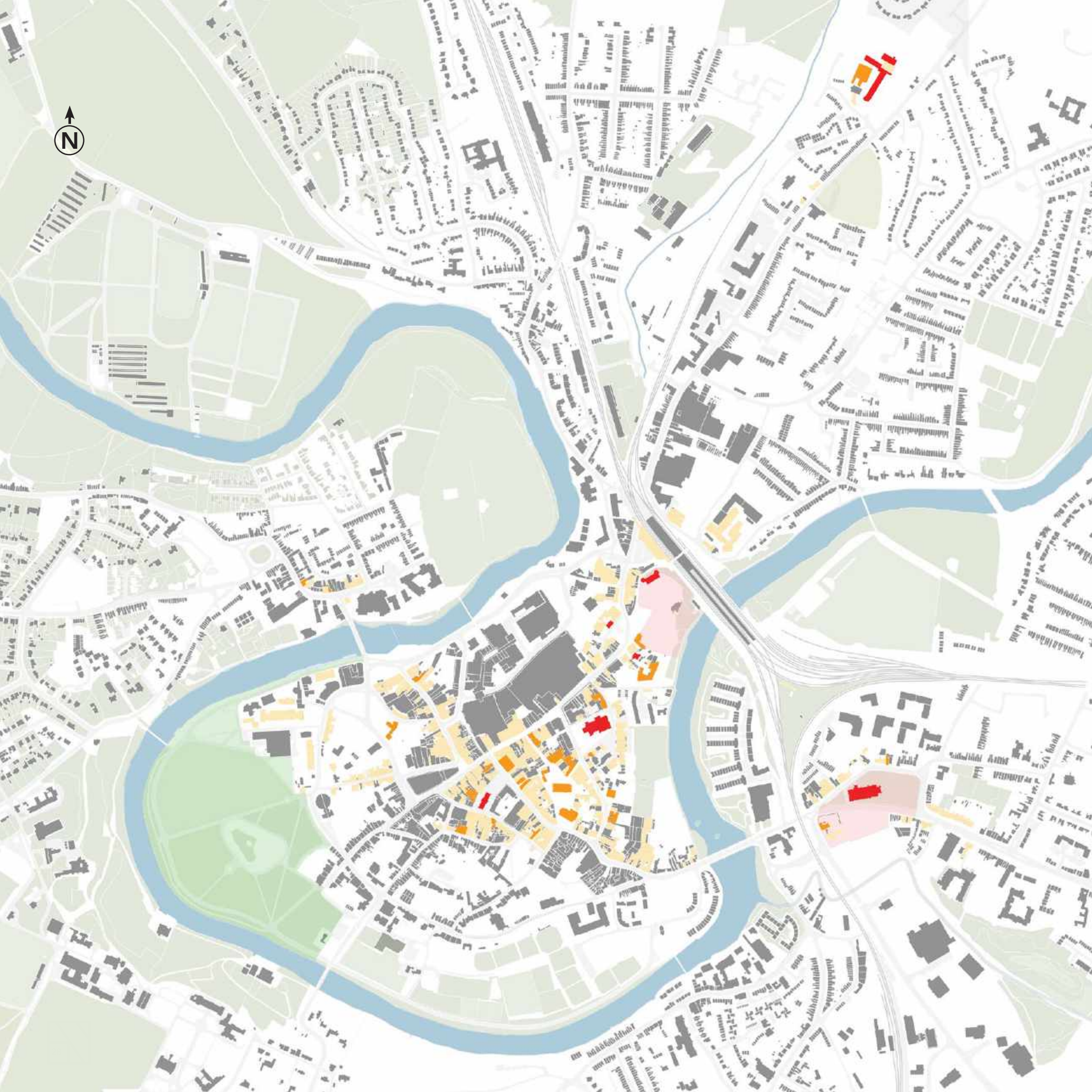
Whilst the masterplanning outputs must remain flexible and adaptable at this early point in the evolution of the various sites, continued viability must be at the heart of each proposition. This must also be balanced against the Shrewsbury Big Town Plan objectives which include providing a longer-term

vision for the town centre, which initially may have some viability challenges to overcome and the investable masterplan must seek to provide a solution to these challenges.

The Masterplan Vision must also be resilient and adaptable for future proofing, as technology and human behaviour develops over time, the 'visions' must be versatile for the ever-shifting future and test of time.

Section 6 of this document gives an overview of the indicative Gross Development Values which could be generated based on the initial masterplan vision space quantum. For more detailed information on the commercial aspects of this Masterplan Vision, please contact Shrewsbury Big Town Plan Partnership.









Specialist input from:

Donald Insall Associates
Chartered Architects and Historic Building Consultants

The masterplan has the opportunity to strengthen Shrewsbury's unique sense of place, creating new places which reflect the ambition for the future, while enhancing and investing in historic places of the past.

HERITAGE & CONSERVATION

Key

-  Grade I listed buildings
-  Grade II* listed buildings
-  Grade II listed buildings
-  Scheduled Monument

Consideration of historic places, views, streetscapes and buildings have had a profound impact on the evolution of the masterplan.

The masterplan was developed from a baseline understanding of Shrewsbury's historic status, and how the different study areas 'worked together' to create the town's special sense of place. The overall intention was to strengthen this sense of place, creating new places which reflect Shrewsbury's ambition for the future, while enhancing and investing in historic places which already hold meaning in the town's development.

Field studies, assessing individual buildings, places and streetscapes were undertaken to produce plans which recorded listed buildings, and assessed the townscape value of assets within each area. These studies informed the development of the Masterplan Vision, allowing the design team to understand where buildings – such as those which are statutorily listed – required sensitive repair and potentially alteration, which contributed to the townscape even if not of individual listable value, and others which were of neutral value or had negative impact on the quality of the townscape and were ripe for redevelopment.

Each study area was assessed with consideration of the Shrewsbury Conservation Area Historic Area Assessment document; historic assets were

identified, and a mini-HAA study produced in the appendix for each study area.

There are a range of historic places within the town, for example the Market Place, which have clear meaning and importance in the development and life of Shrewsbury. It is vital that these places continue in this role, with sensitive treatment of historic buildings, and with high quality new design which responds creatively, assertively, yet sympathetically to what exists already. It is vital to enhance these spaces through investment and retain their civic value within the masterplan.

New buildings have been proposed following study of historic forms of construction to create forms which reflect traditional building techniques yet speak of their time. The intention is that new buildings should be particular to Shrewsbury, without simply copying past historic styles.

Views through and into the town have also been strongly considered, with important views recognised and protected, and new vistas opened-up by development assessed to ensure that they have positive impact.

For more detailed information on the Heritage Appraisal undertaken, please contact Shrewsbury Big Town Plan Partnership.



15,850
EXTRA BUS SEATS
PER WEEK



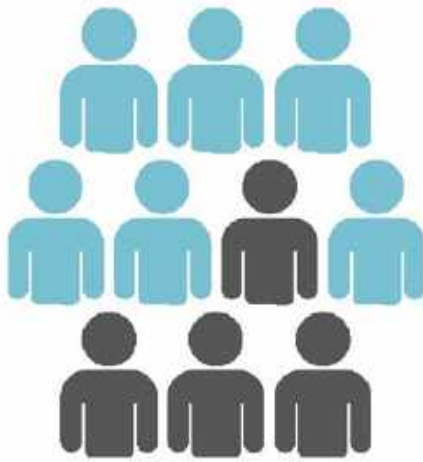
30%
BUS/P&R QUICKER
JOURNEY
COMPARED TO CAR



31,000
MORE
JOURNEYS INTO
SHREWSBURY
TOWN CENTRE



7,560
NEW JOBS AND
INCREASED
EMPLOYMENT



4,430
MORE PEOPLE
LIVING IN
SHREWSBURY



25%
INCREASE IN TRAINS
TO AND FROM
SHREWSBURY



95%
OF ALL
SHREWSBURY
RESIDENTS
WITHIN 20
MINUTE CYCLE



TARGET:
NO SERIOUS
PEDESTRIAN/
CYCLE
COLLISIONS
WITH VEHICLES



ENCOURAGE
ELECTRIC VEHICLES
AND TRANSFORM
AIR QUALITY



1,070
SPACES RELOCATED
OUT OF THE
RIVER LOOP



DECREASE CAR
JOURNEYS
CROSSING
THROUGH
TOWN



20MPH
SPEED LIMIT
ZONE IN TOWN
CENTRE

Specialist input from:



Movement in Shrewsbury needs to be transformed, with a step change in how people travel to and through the town, with attractive alternatives to driving being available for everyone.

MOVEMENT VISION

The Movement Vision in Shrewsbury is for all residents, visitors and workers who need to travel, can do so by affordable, inclusive modes whilst adopting sustainable behaviours – making Shrewsbury one of the most inclusive and accessible towns in the UK.

It recognises that the continued reliance on the private vehicle means that the overall vision for the town will not be realised, potentially exacerbating congestion and air quality issues, and so sets a brave but realistic approach to overcome this.

Movement will be transformed to rival other historic towns across the UK and Europe, reactivating the relationship with the river, creating new places and squares that are connected by well-designed, accessible and active streets for all users.

The Movement Vision will be realised through implementing a series of measures focusing on different modes of transport, to reduce private car traffic through the town centre whilst allowing essential movement, including vehicles, servicing and disabled users. This then creates the opportunity to reallocate space in the town centre,

allowing road space and car parks to be reallocated for development, public spaces and priority for other modes of transport.

The key measures which have been identified in the Movement Vision are:

- Implement measures to reduce traffic driving through the town centre by creating low traffic zones.
- Increase Park & Ride bus frequency and allow cross town movements by bus.
- Move main car parking out of the river loop.
- Relocate bus station.
- Create bus and cycle corridors with priority over private traffic.
- Deliver a second pedestrian / cycle access to Shrewsbury Rail Station
- Become a 20mph town

This report and overarching Movement Vision is consistent with the measures proposed in the COVID Recovery Plan, and measures being delivered by Shropshire Council.

For more detailed information on the Movement Vision and strategies contained within this report, please contact Shrewsbury Big Town Plan Partnership.



The Armoury
with
Fashion

THE

WALKER'S

THE

Menu board with text and images of food items.

Shrewsbury plays different roles for its urban and surrounding rural communities; it is a place for people to live and work, it is the main place for people to come and shop, and an opportunity to travel by rail to main cities of Birmingham, London and Manchester.

Shrewsbury provides jobs, shops and leisure facilities for its immediate and rural population, including many in mid Wales, therefore, movement and travel behaviour in town is varied and often with different purposes and frequencies. It is imperative that movement in Shrewsbury continues to recognise the different roles that the town provides, in order to maximise accessibility and activity.

The public transport network in Shrewsbury consists of rural bus services, Park & Ride and urban bus services. Despite three Park & Ride hubs, data provided by Shropshire Council indicates that patronage has steadily declined since 2007, however a recent trial demonstrated that an increase in services could result in an increase in both users and revenue generation. This has led to a commitment by Shropshire Council to continue to invest in public transport infrastructure, particularly in Park & Ride.

Shrewsbury town centre can be accessed within a 15-20 minute cycle ride for approximately 90 per cent of its residents, although cycle parking provided within the town centre is typically uncovered and limited in number.

The pedestrian environment in the town centre is influenced by the historical street network, which can be narrowed and constrained particularly by adjacent roads and the requirement for bridges to cross the River Severn. The bridge from Frankwell car park into the town centre is narrow with stepped access which constrains movement from the west, however, the main gap in the pedestrian network is from the east, with only the English Bridge available. The COVID Recovery Plan has already implemented measures in the town centre, and have generally been received positively by traders and visitors.

The A5 and the A49 form nearly three quarters of a ring road, enabling radial journeys to be completed around Shrewsbury and connects the Midlands to Wales. Funding has been secured to deliver the North West Relief Road to complete this radial road network, with the potential to unlock residential sites to the north-west of the town and reduce the need for through town journeys.

There are currently 2,500 public car parking spaces within the town centre and river perimeter, including on-street parking, with journey time to these car parks notably quicker from the edge of town than travelling by bus. Coupled with the pricing structure driving and parking private vehicles into the river loop remains an attractive and good value option.





The scale of additional movement generated by the masterplan proposals is significant and will require sustainable solutions and not overwhelm existing travel patterns. A series of planned, phased and deliverable measures have been identified to transition to facilitate this additional demand and respond to the climate change emergency.

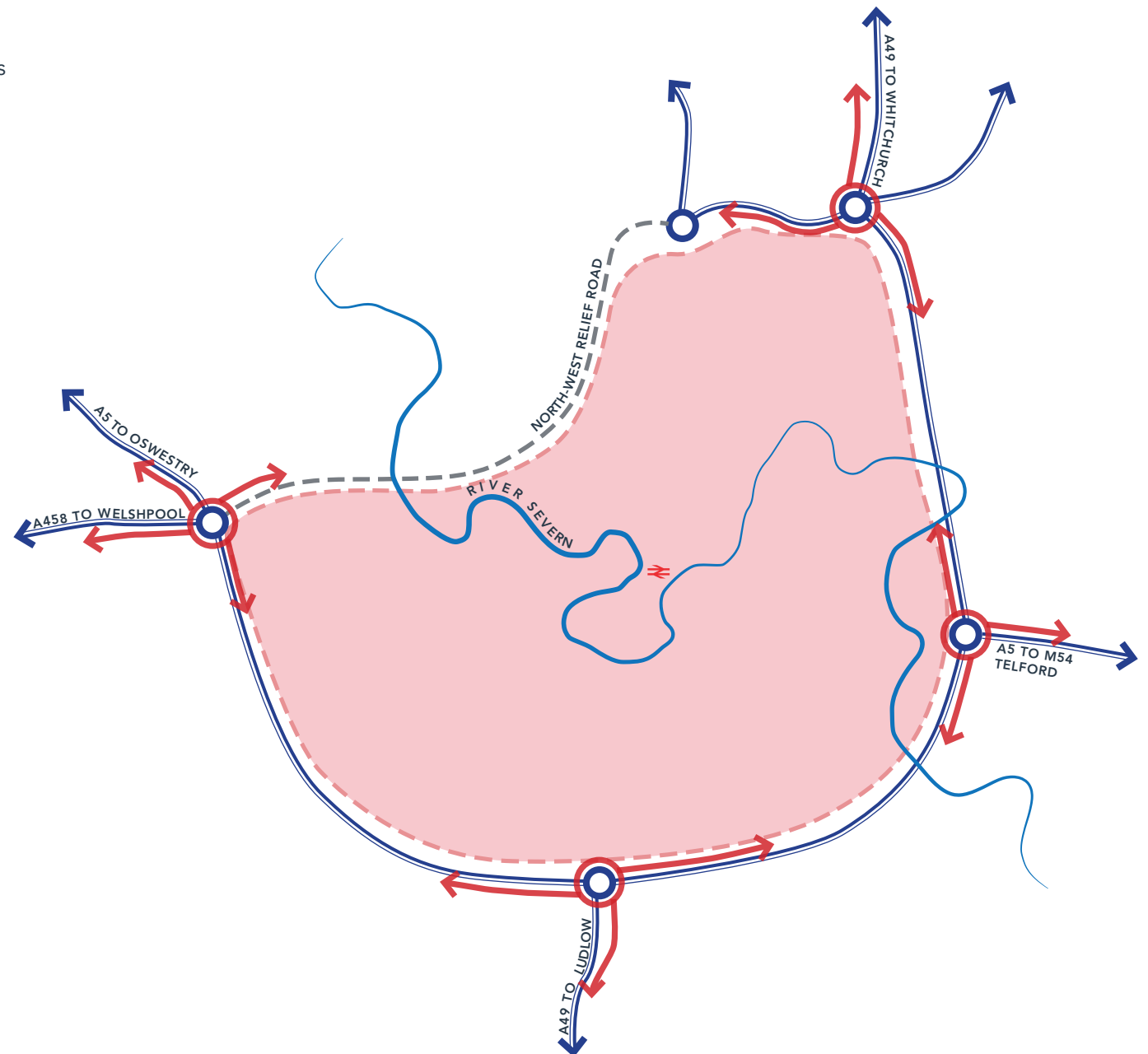
REGIONAL TRAFFIC MANAGEMENT

Shrewsbury is bound by the A5 and A49 on three quarters, and this provides a primary route for strategic traffic to/ from Birmingham and Telford to mid Wales and Whitchurch/ North West. Signage on the strategic road network aligns with this principle.

This recognises the difference between strategic traffic and local journeys, which have Shrewsbury as their destination. The NWRR will complete the north-west segment of this radial route.

Key

-  Local traffic only
-  Strategic traffic
-  NWRR (proposed)
-  Through traffic around ring road



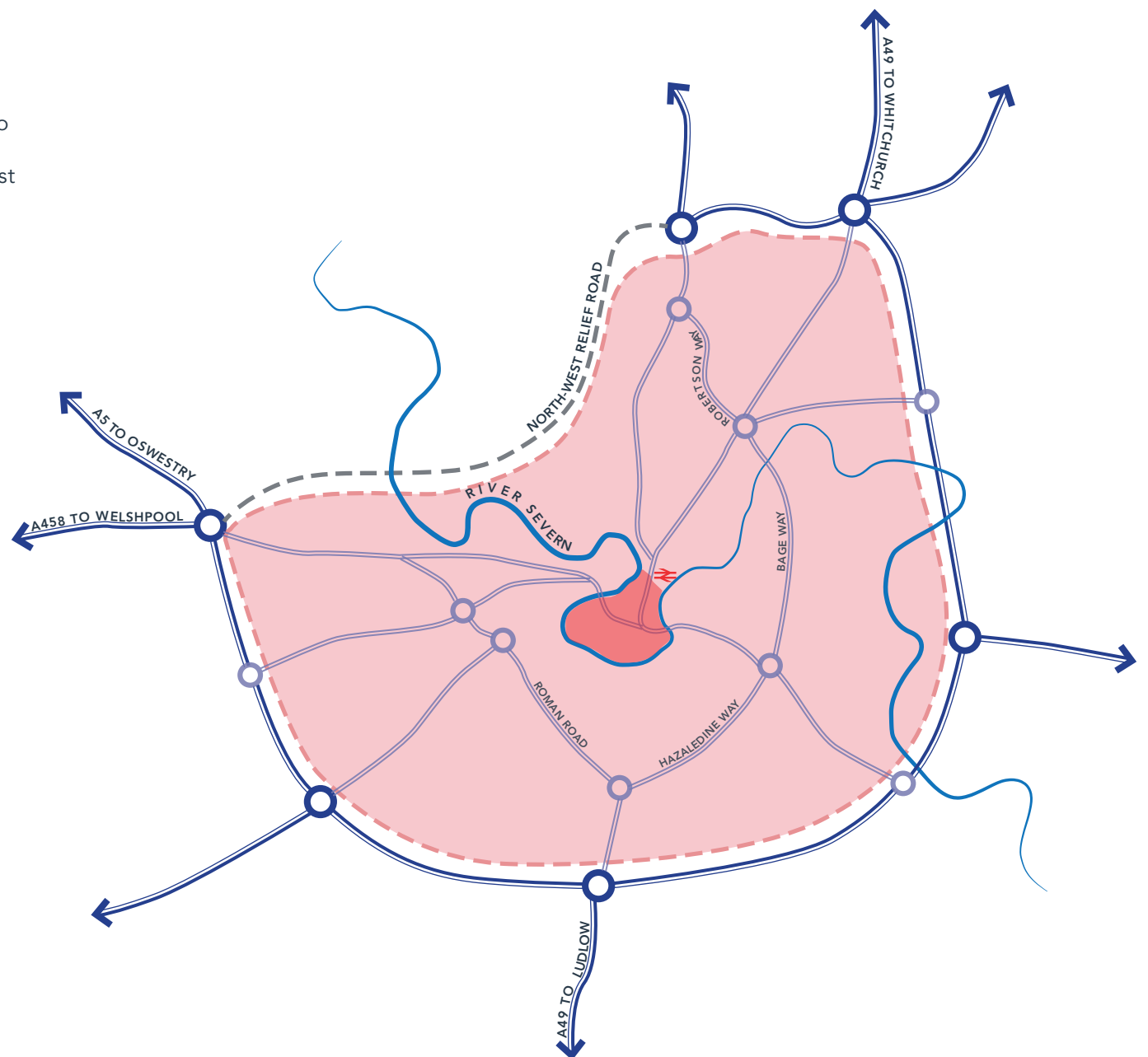
TOWN CENTRE TRAFFIC MANAGEMENT

Enabling people to access Shrewsbury is key to maintaining the long term vitality of the town centre, and this is in part influenced by the environment and experience of everyone using the town centre.

Therefore, to support the regional traffic management principles, encourage activity in the town centre and travel by sustainable modes of transport wherever possible and practicable. Measures will be implemented in the town centre to reduce non-essential car journeys. This will enable car drivers to make journeys that they need to, whilst discouraging journeys that pass through the town centre and don't stop. It also enables servicing and deliveries to continue to serve the shops and facilities across the town.

Key

-  Local traffic only
-  Strategic traffic
-  NWRR (proposed)
-  Through traffic around ring road
-  Low traffic zones
-  Principal Routes







PEDESTRIAN AND CYCLE NETWORKS

There is a comprehensive network of pedestrian and cycle routes across Shrewsbury, some on-road and others along the River including the National Cycle Network. The existing river crossings to access the town centre will be complimented by new bridges across the River Severn to improve accessibility and connectivity.

Additional off-road cycle routes have been identified, along green and blue corridors in to the town centre. These routes should be supplemented by additional cycle parking in the town centre. Including e-bike charging points, maintenance facilities and cycle hubs. The reduced volume of through traffic in the town centre will enhance the pedestrian and cycle environment, both in terms of air quality, available space and reduced severance.

Key

-  Strategic traffic
-  NWRR (proposed)
-  Principal Routes
-  Cycle routes improvements



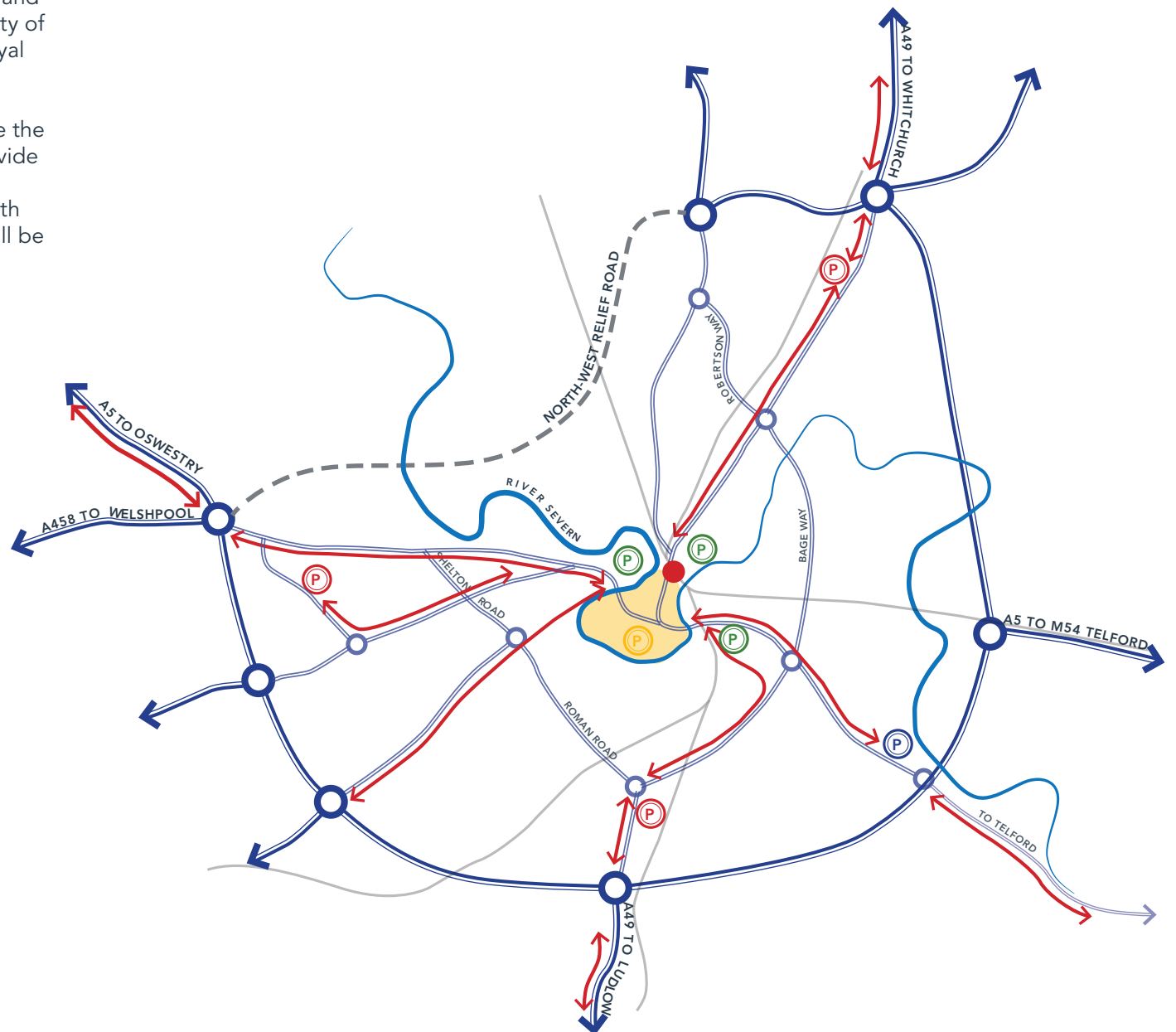
PARKING, BUS AND RAIL STRATEGY

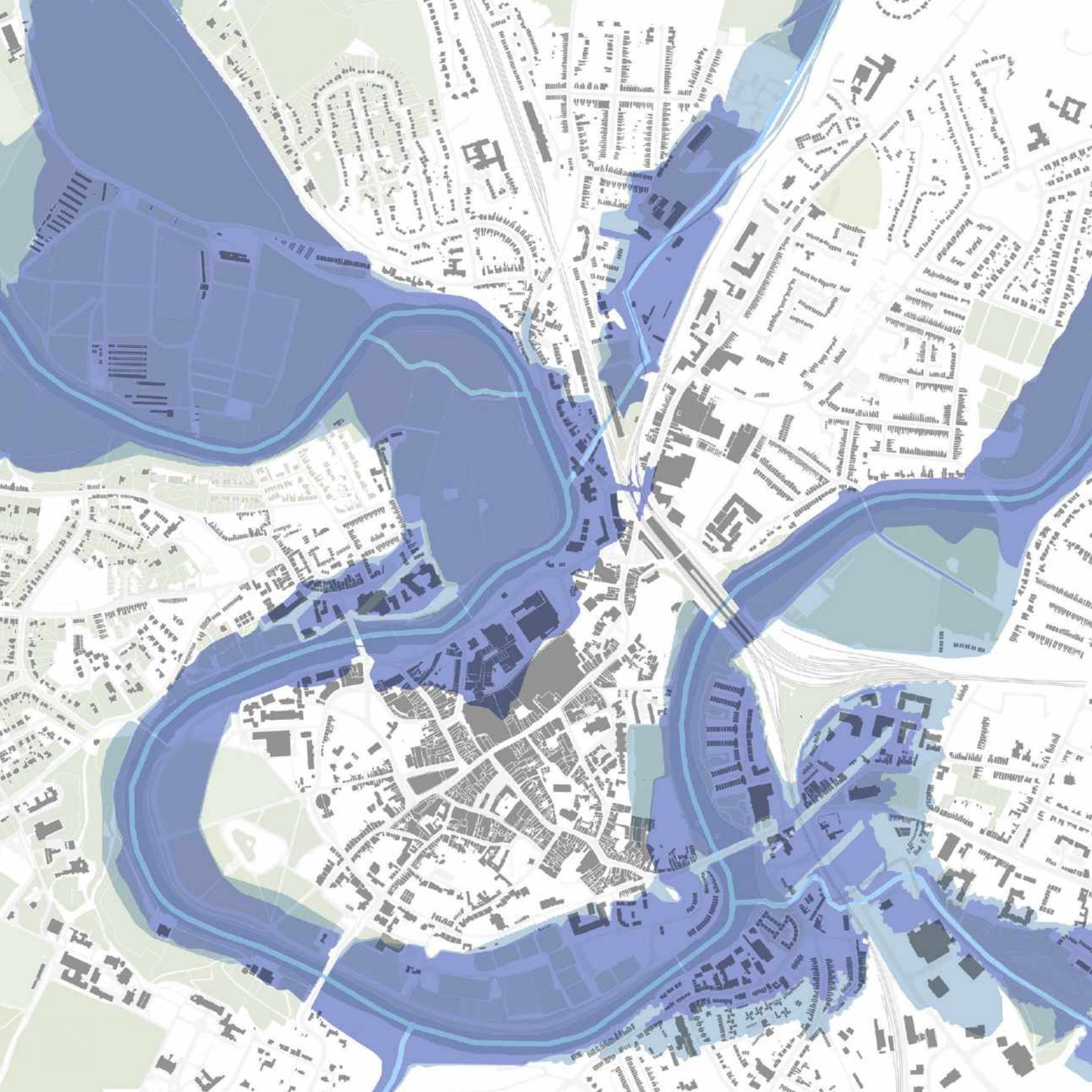
This plan outlines the high level, mass transit strategy for Shrewsbury. Rural bus services will call in to the Park & Ride sites (Zone 3 parking) and interchange with frequent, high quality bus routes in to the town centre. The Park & Ride bus services will also operate on routes and timetables to improve connectivity and interchange in the town, improving the accessibility of Abbey Foregate, railway station, Meole Brace, Royal Shrewsbury Hospital and Flaxmill.

Parking at Zone 2 (around the town centre outside the River Loop) and Zone 1 (in the town centre to provide premium parking) will be available as part of a structured, parking strategy with pricing and length of stay adjusted accordingly. On-street parking will be primarily for disabled users.

Key

-  Train station
-  Zone 1 parking
-  Zone 2 parking
-  Zone 3 parking
-  Proposed/future commitment
-  Primary bus route
-  Railway








The flooding in early 2020 happened towards the end of the masterplan development and has further highlighted the realities of this natural threat and the need for a sustainable, flood resilient design.

FLOODING

Key

-  Flood Zone 3 - High Probability
Land having a 1 in 100 or greater annual probability of river flooding
-  Flood Zone 2 - Medium Probability
Land having between a 1 in 100 and 1 in 1,000 annual probability of river flooding.
-  Study area

The River Severn has always played a central role in the development of the town, and it remains the greatest natural asset, however, it also brings the damaging threat of flooding, as the recent severe floods of early 2020 have reminded us.

Historically, a major flood has caused significant damage on average every ten years, but there has been a recent and dramatic increase in the number and severity of floods in Shrewsbury, which is likely a result of the climate emergency.

As well as climate change, flood risk in the future will also be affected by:

- New development that can generate more and faster runoff from rainfall that enters our rivers.
- An increased number of properties that will be built on floodplains.
- Population growth as more people live and work in areas at risk.
- Ageing assets, like flood embankments and underground culverts that are more likely to fail as they age.

There is, and will be, a need to invest in measures that work alongside traditional flood defences to help manage future flood risk. This includes property resilience, natural flood defences to help management and temporary barriers. Increased understanding of flood risk under a changing climate and maintaining policy and implementation by the Environment Agency, local authorities and developers to manage future flood damages and create resilient places is vital.

The Masterplan Vision takes these constraints into consideration, with the re-greening of Shrewsbury, a key attenuation strategy. However, going forward further extensive work is required to position the town at the forefront of sustainable flood resilient design, with continued discussions with the River Severn Partnership now that funding has been allocated, which is a significant step forward in providing tangible flood mitigation measures.



Despite these uncertain times, it is important for the public and private sectors to work hand-in-hand to understand the challenges and opportunities for their unique circumstances.

COVID-19 RESPONSE

The world is currently experiencing an unprecedented global emergency. The COVID-19 pandemic has made profound changes to our way of life, our behaviour and our society. With many businesses closed, some permanently, and staff furloughed, there are obviously high levels of concern about financial matters, which are affecting the markets. The length of the restrictions to be placed upon society is an unknown factor, with potential 'exit strategies' being modelled every day. It is likely that the longer the restrictions on movement and social distancing remain in place, the more profound the longer-term impacts will be. But not all of these will be negative.

In a world that is increasingly fast-paced and digital, the human touch is becoming a luxury and services that provoke nostalgia across age groups are valued. The COVID-19 pandemic has seen an accelerated shift in consumer shopping habits with shoppers increasingly seeking experiences, rather than transactions through supporting their local shops and increasing their knowledge on sustainability.

In terms of the impact on commercial real estate, those measures can be divided into changes to our working practices and adjustments to our workplaces. We are likely to see continued remote working or a partial return to the workplace incorporating modified schedules or shift working. There will be a general desire to avoid crowded public transport, so in the short term commuting by car, motorbike or bicycle is likely to increase. Some will avoid their previous commute by working from suburban or branch offices outside town centres or utilising local flexible/serviced office providers.

Office occupation densities will be reduced, at least temporarily – initially managed by seating policy and behaviour rather than more expensive desk reconfiguration. Video calls will continue to replace many meetings and most business travel. Going forwards consideration should be given to the delivery of smart buildings that can effectively harness data and technology to monitor, manage and minimise the risks for individuals, this will help create a competitive advantage over other buildings

competing for the same occupiers. It is likely that we will see an explosion of innovation in these areas over the coming months.

Despite these uncertain times, it is important for the public and private sectors to work hand-in-hand to understand the challenges and opportunities for their unique circumstances. For local authorities, there is a huge opportunity to harness development appetite, local grassroots initiatives and institutional capital to drive urban renewal and make town centres more resilient, accessible and engaging in the future.

The Masterplan Vision and associated consultant reports were developed before COVID-19 reached pandemic status. Some responses to the changes, in particular the Movement Vision, as a result of the pandemic have been referenced within this document where possible.



MASTERPLAN VISION





MASTERPLAN VISION

This Masterplan Vision is the next step in taking forward the ambition, principles and framework set out in the Shrewsbury Big Town Plan 2018. It imagines a better connected and exciting place to live, work, learn and visit, which builds on the unique historic urban fabric and character of the town.

It is based on a series of key principles which are not intended to be overly prescriptive, but allow for the masterplan to be flexible, adapting to the ever changing needs of the people of Shrewsbury and market demands, which is critical in ensuring that individual projects and developments are investable, viable and deliverable.

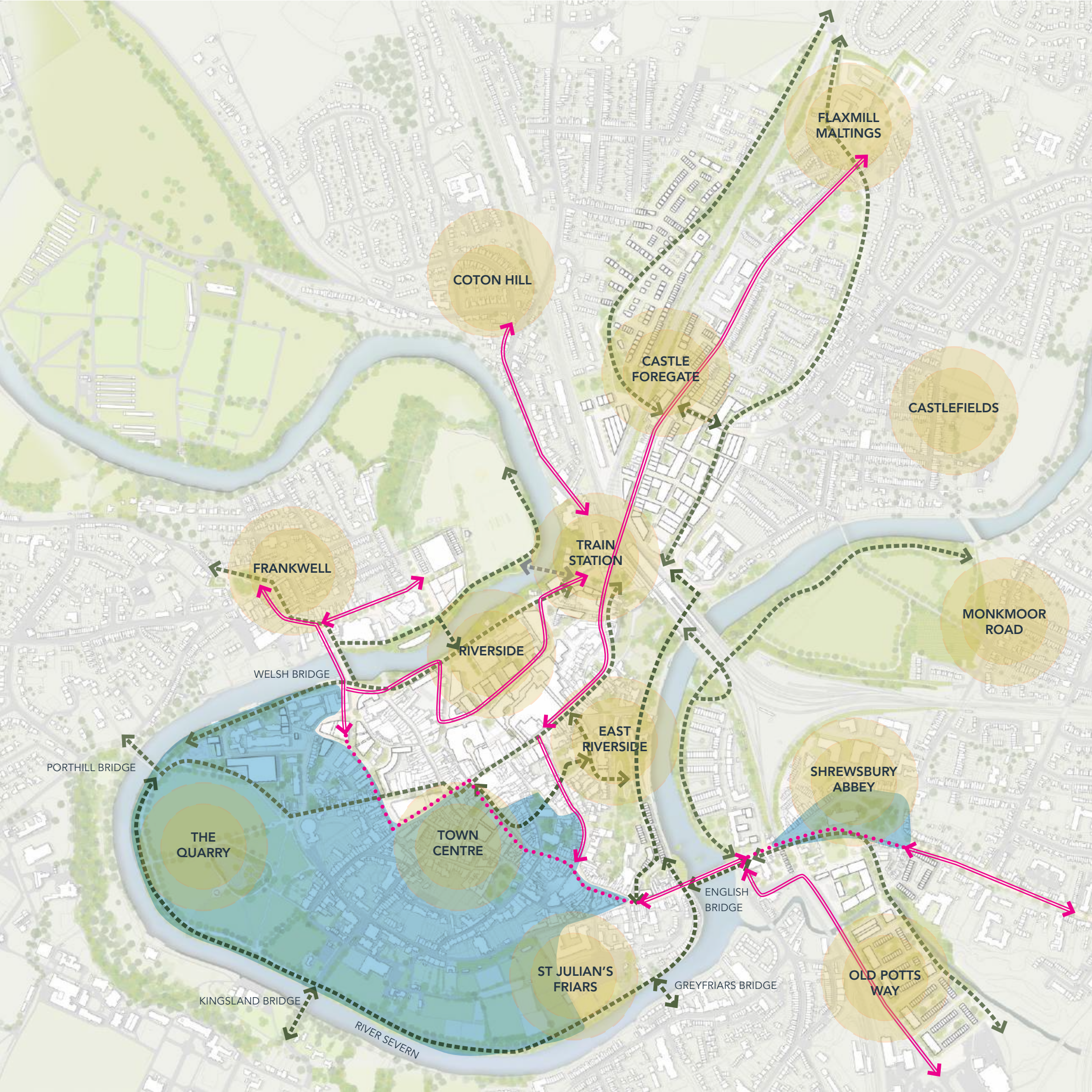
This vision is underpinned by a forward thinking Movement Vision for the town centre and its surroundings, identifying key measures to create healthier, friendlier streets and spaces which prioritise pedestrians and cyclists.



BIG MOVES 2020

The Big Moves 2020 are the advancement of the 2018 Shrewsbury Big Town Plan framework, four supplementary ideas that can be applied across the six character areas, to realise at a comprehensive level the overall Masterplan Vision:

1. Connecting Communities
2. Celebrating Heritage
3. Quality & Characterful Public Spaces
4. Creating Opportunities & Growth



FLAXMILL
MALTINGS

COTON HILL

CASTLE
FOREGATE

CASTLEFIELDS

FRANKWELL

TRAIN
STATION

MONKMOOR
ROAD

RIVERSIDE

WELSH BRIDGE

EAST
RIVERSIDE

SHREWSBURY
ABBAY

PORTHILL BRIDGE

THE
QUARRY

TOWN
CENTRE

ENGLISH
BRIDGE

OLD POTTS
WAY

ST JULIAN'S
FRIARS

GREYFRIARS BRIDGE

KINGSLAND BRIDGE

RIVER SEVERN


BIG MOVE #1

CONNECTING COMMUNITIES

Key

 Local Communities

 Enhanced Connections

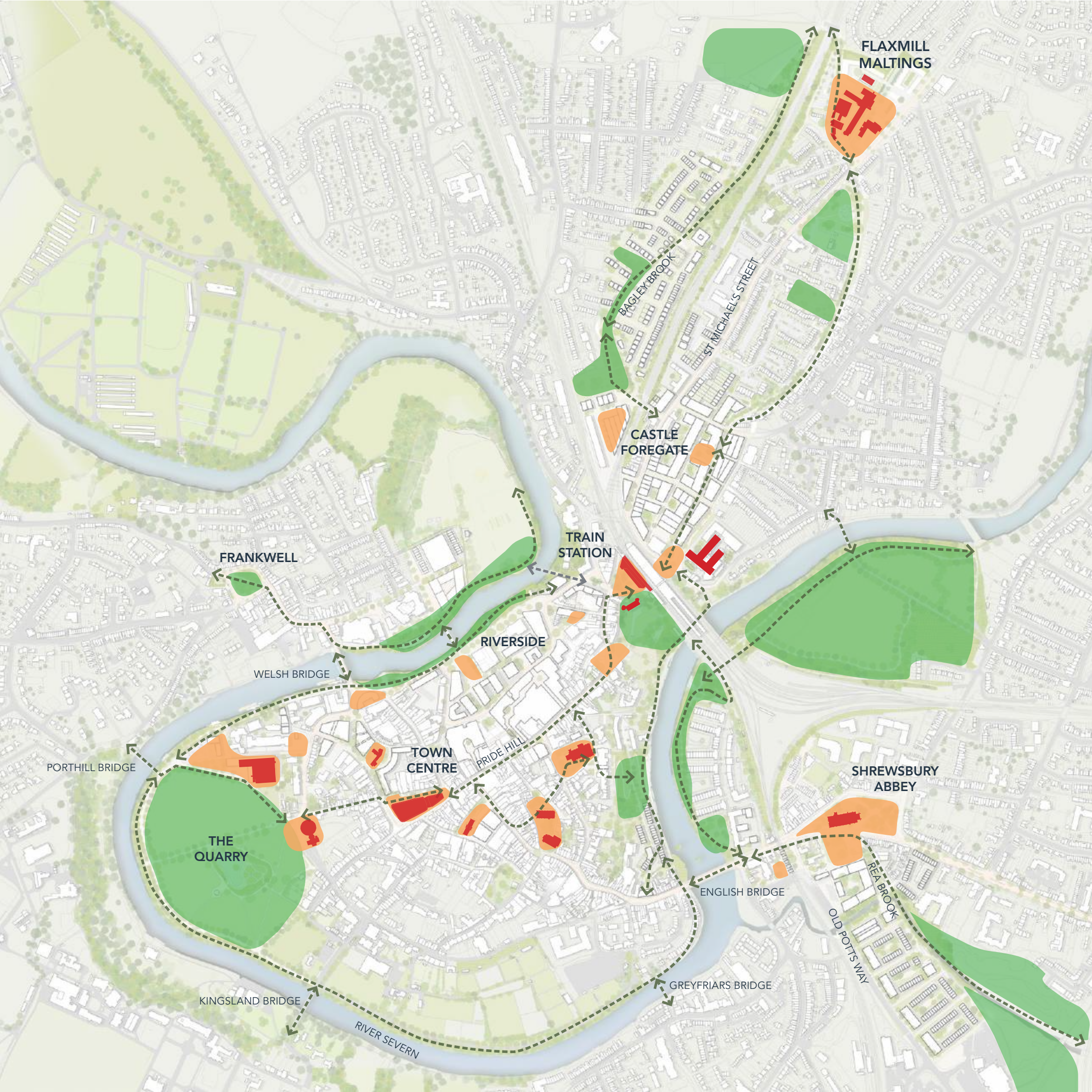
 Vehicle movements
(Restricted)

 Low Traffic Zone

Connecting new and existing communities or neighbourhoods via quality streets and green / blue corridors for both pedestrians and cyclists.

Key Design Principles:

- 1. Enhance active travel routes, connect green and blue corridors of Shrewsbury**
- 2. Ensure the green and blue corridors are safe and well maintained for the public**
- 3. Enrich the liveliness and vibrancy that Shrewsbury has to offer**



FLAXMILL
MALTINGS

BAGLEY BROOK

ST MICHAEL'S STREET

CASTLE
FOREGATE

TRAIN
STATION

FRANKWELL

RIVERSIDE

WELSH BRIDGE

PORTHILL BRIDGE

THE
QUARRY

TOWN
CENTRE

PRIDE HILL

SHREWSBURY
ABBEY

REA BROOK

OLD POTTS WAY

ENGLISH BRIDGE

GREYFRIARS BRIDGE

KINGSLAND BRIDGE

RIVER SEVERN

BIG MOVE #2

QUALITY & CHARACTERFUL PUBLIC SPACES

Key

 Green Space

 Public Square

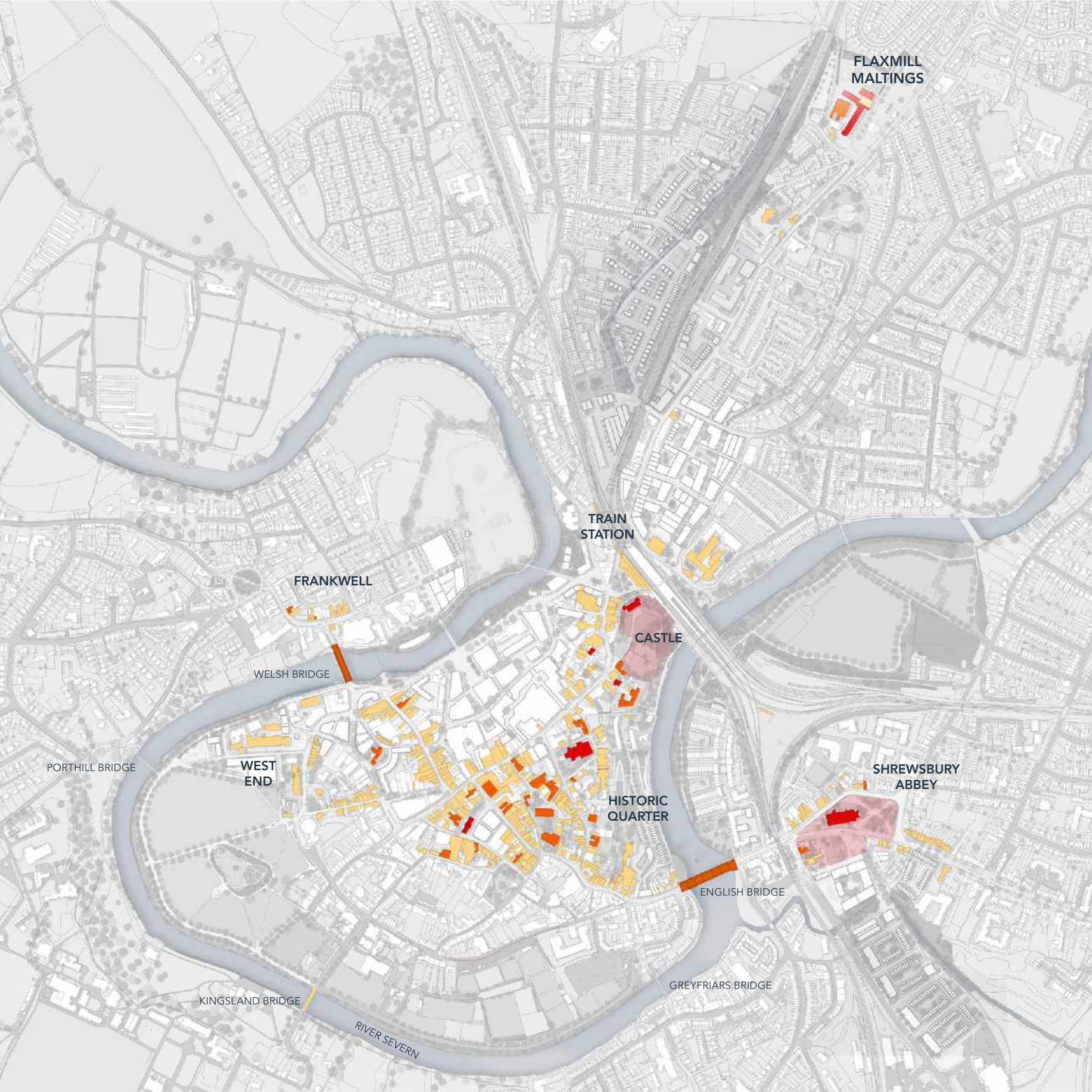
 Landmarks

 Connectivity

Revitalising the river and existing spaces, whilst adding new characterful spaces to improve legibility around local landmarks.

Key Design Principles:

1. Re-establish and improve existing key public squares
2. Ensure connectivity and linkages are well established for new public spaces
3. Enhance connectivity between existing green spaces and improve the townscape quality of Shrewsbury



**FLAXMILL
MALTINGS**

**TRAIN
STATION**

FRANKWELL

CASTLE

WELSH BRIDGE

PORTHILL BRIDGE

**WEST
END**

**SHREWSBURY
ABBAY**

**HISTORIC
QUARTER**

ENGLISH BRIDGE

KINGSLAND BRIDGE

GREYFRIARS BRIDGE

RIVER SEVERN

BIG MOVE #3

CELEBRATING HERITAGE

Key

 Grade I listed

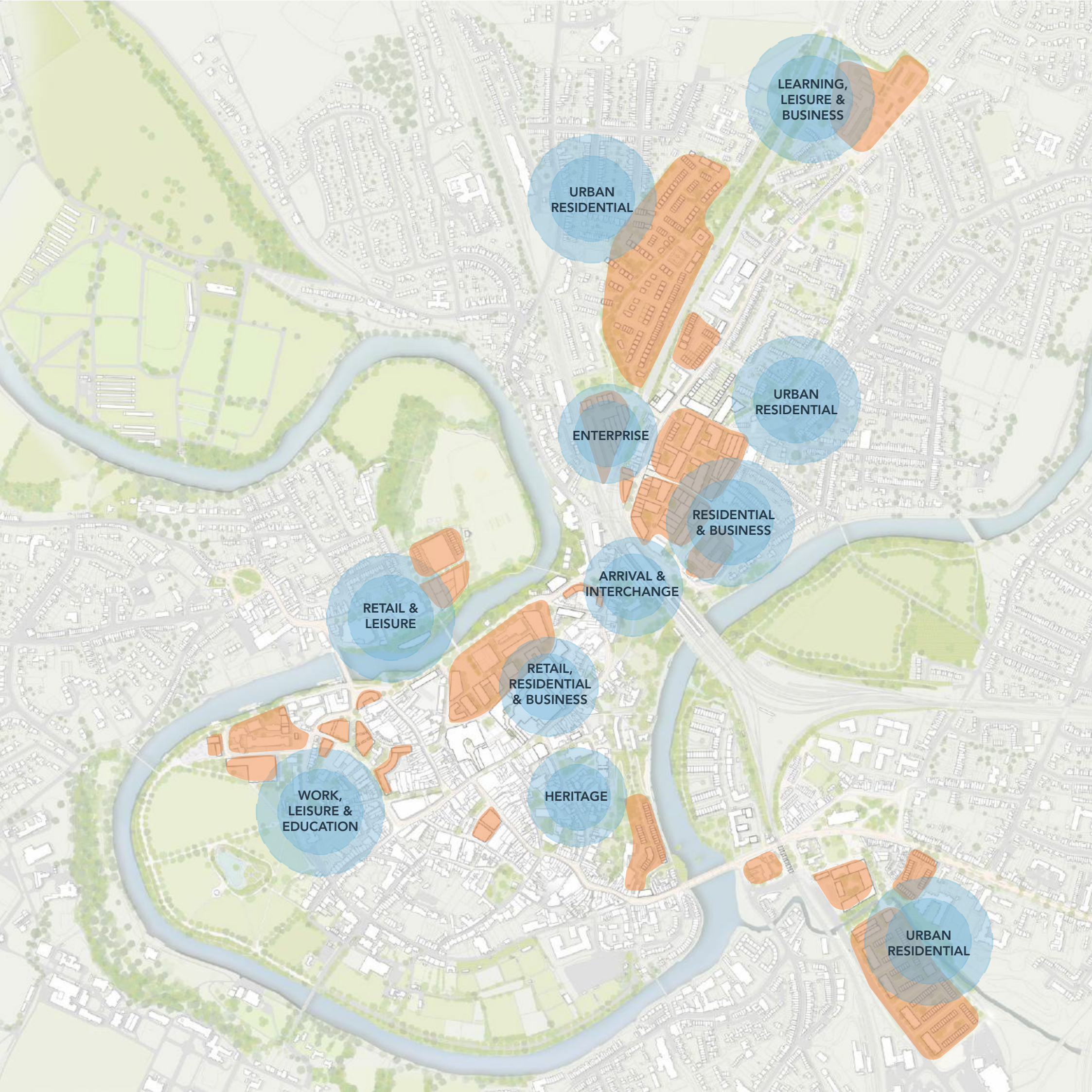
 Grade II* listed

 Grade II listed

Enhancing the setting, creating new vistas of the town's unique heritage assets and embracing local character.

Key Design Principles:

1. Celebrate the heritage of Shrewsbury and its historic buildings
2. Ensure buildings with historic value are protected whether listed or not
3. Maintain high quality townscape and vernacular character



**LEARNING,
LEISURE &
BUSINESS**

**URBAN
RESIDENTIAL**

**URBAN
RESIDENTIAL**

ENTERPRISE

**RESIDENTIAL
& BUSINESS**

**ARRIVAL &
INTERCHANGE**

**RETAIL &
LEISURE**

**RETAIL,
RESIDENTIAL
& BUSINESS**

**WORK,
LEISURE &
EDUCATION**

HERITAGE

**URBAN
RESIDENTIAL**

BIG MOVE #4

CREATING OPPORTUNITIES & GROWTH

Key

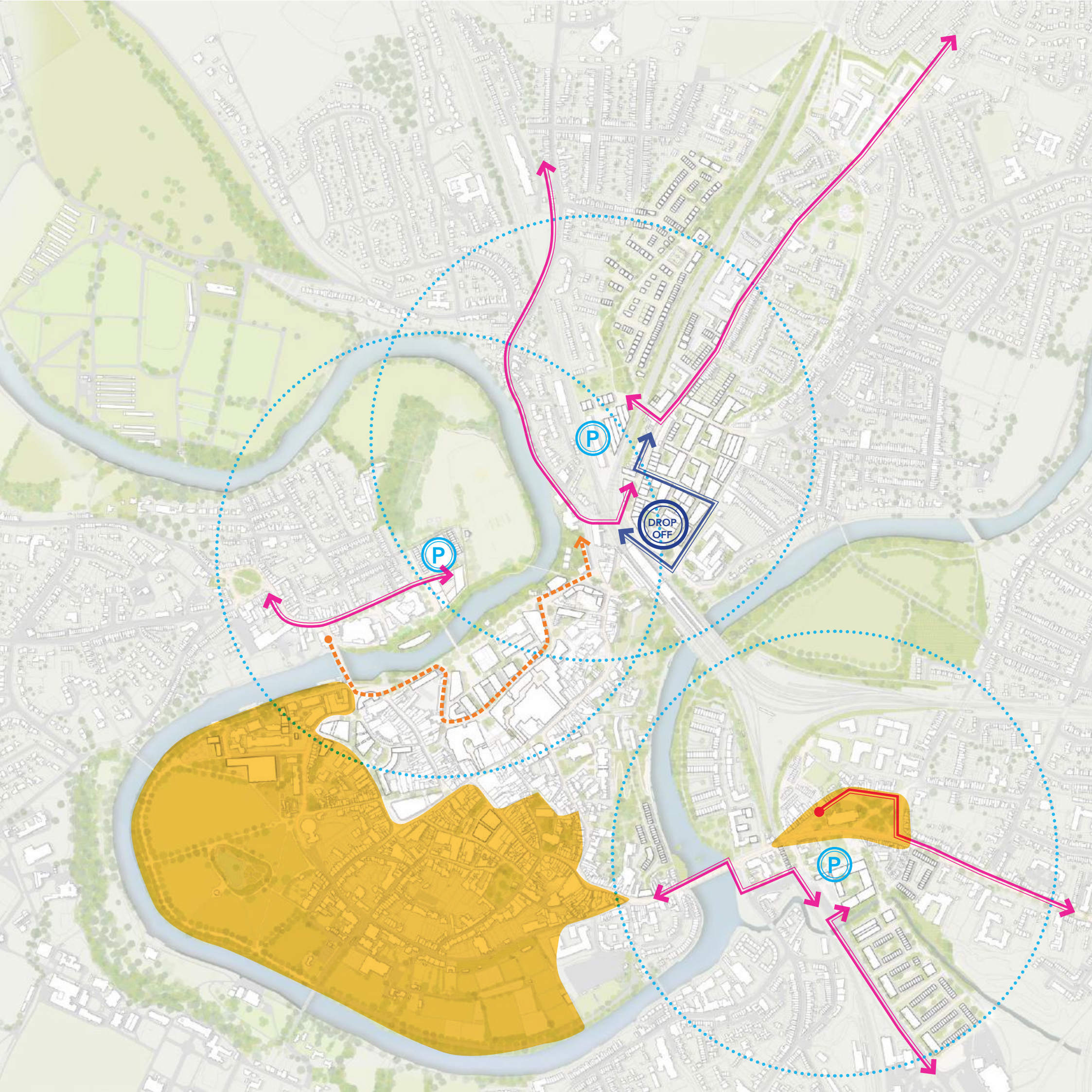
 Uses & Character

 Key Development Sites

Creating viable and sustainable development opportunities, bringing further mix, life and vitality into the town centre.

Key Design Principles:

1. Ensure balanced growth is being carried out throughout the six study areas
2. An appropriate and complimentary mix of uses
3. Ensure proposed developments are commercially viable, suitably flexible and adaptable



P

P







DROP OFF

P

MOVEMENT VISION

REDUCING TRAFFIC IN TOWN

Key

-  Drop-off movement
-  Private vehicle movement
-  Freight vehicle movement
-  Parking hub
-  400m walking radius
-  Low Traffic Zone

REDUCE TRAFFIC DRIVING THROUGH THE TOWN CENTRE

A core principle of the town centre movement strategy is to reduce through-traffic, as it helps to take traffic out of the core of the town centre and enable the present road space to be reallocated to pedestrians and cyclists, new development or public space. Data from the Shrewsbury Town traffic model reveals that a significant amount of traffic that enters the town does not stop, therefore adding very little to the town centre economy but contributes to pollution and takes up valuable space in the public realm.

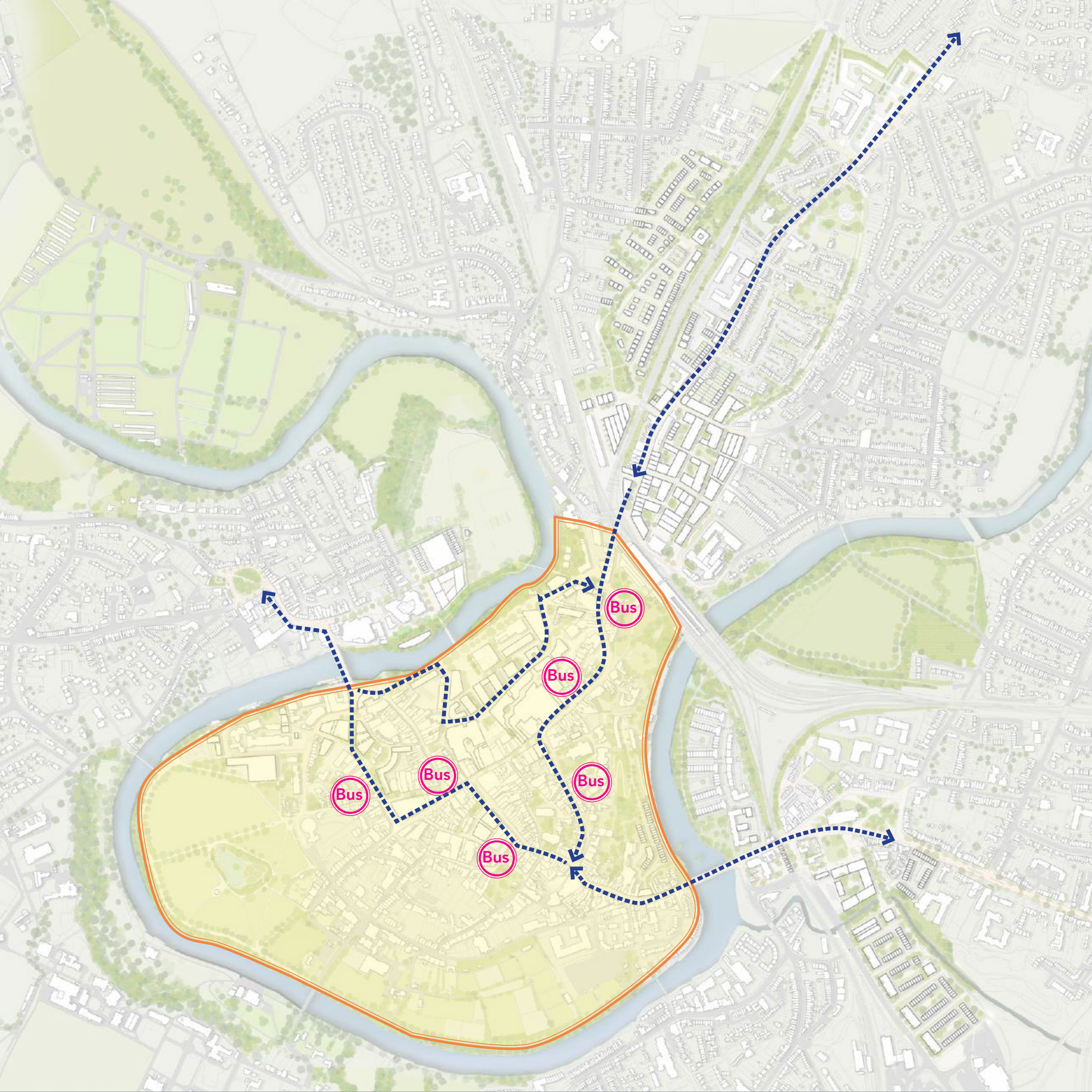
Measures will be implemented to introduce Low Traffic Zones to reduce the number of vehicles travelling through the historic parts of the town and improve air quality, complementing the proposed North West Relief Road.

Creating a 20mph limit across the town centre helps to change the feel and environment for all non-car users of the town centre, combined with limiting volume of traffic driving through the town centre gives public transport a more competitive journey time against private car journeys.

MOVE PARKING TO THE EDGE OF THE RIVER LOOP

Large numbers of private vehicle trips into Shrewsbury are to car parks despite the walkability of the town centre, these journeys will be reduced by locating most of the car park on the edge of the river loop, apart from prioritised provision for groups of greatest need, including disabled parking. There may be a requirement for some premium parking in the town centre, managed through the overall parking pricing strategy for Shrewsbury.

It is important that car parks are designed to a high standard for safety, security and to complement the local architecture with flexibility built in so they can be reused should demand for car parking materially change in the future.



Bus

Bus

Bus

Bus

Bus


Bus


MOVEMENT VISION

PARK & RIDE BUSES

Key

 Public transport route into town

 P&R Bus interchange

 20 Mph speed limit zone

IMPROVE P&R BUS SERVICES

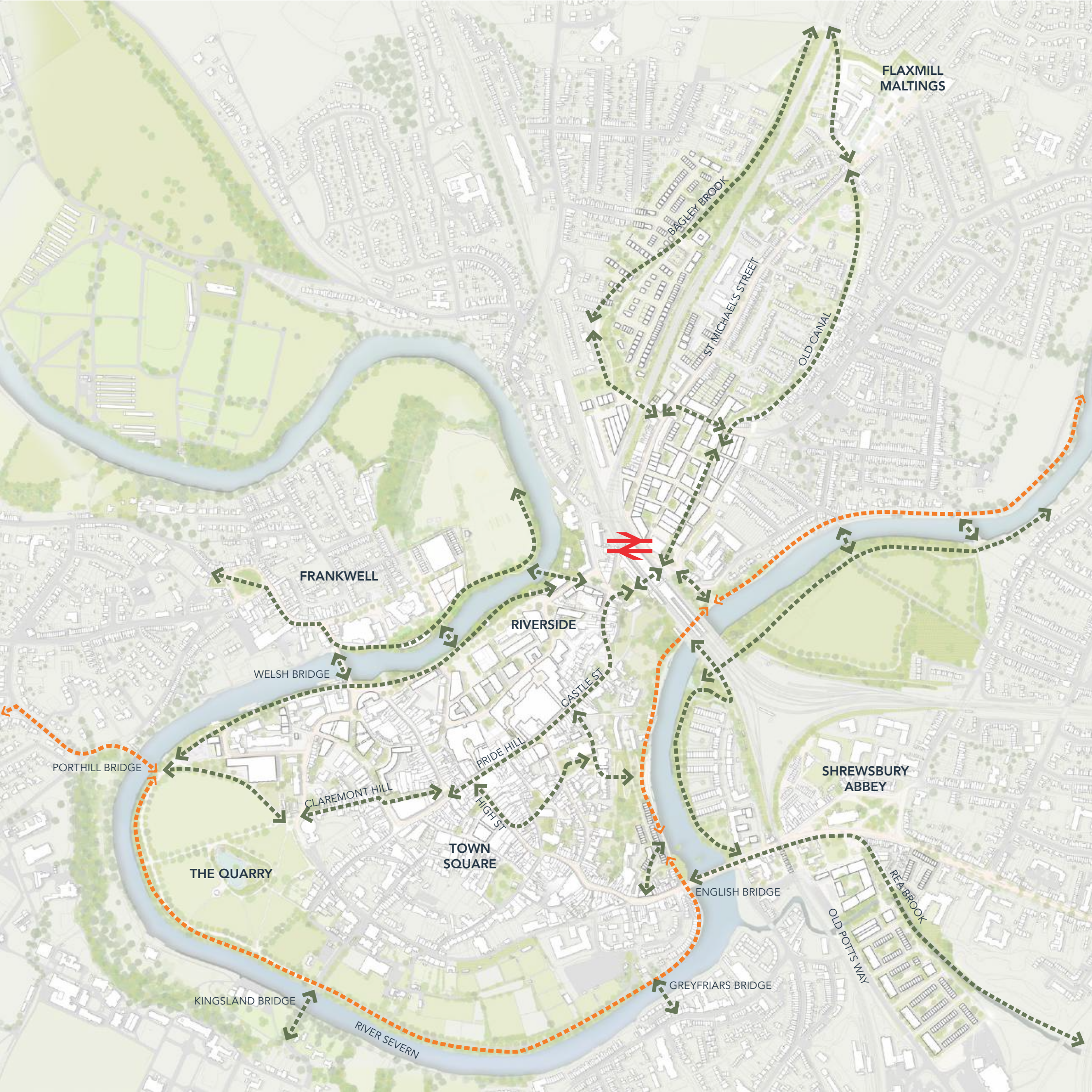
Improvements to the Park & Ride services are key to facilitating movement in to and through Shrewsbury by non-car modes. Strategically, Park & Rides services need to better facilitate cross-town travel and be located to capture as many journeys into Shrewsbury as possible. This will require increased frequency, improvements in local connectivity, Park & Ride hubs linked to cycle and pedestrian routes, as well as intercepting car trips from rural areas. The interchange proposals recently approved by Shropshire Council will improve the cross-town movements across Shrewsbury.

Improvements to bus services will also require the relocation of road space, or providing additional bus lanes to improve journey time reliability.

The Park & Ride site at Bowbrook and Harlescott should be relocated to better capture nearby destinations (i.e. the hospital), with a possible new Park & Ride site near Shrewsbury Business Park as demand for Park & Ride increases, capturing journeys from the A5 (east).

RELOCATE BUS STATION

Relocating the bus station will create the opportunity to redevelop the site for greater economic return and avoid the required extensive repairs to the existing structure. Changes in the operation of the bus services in the town centre, through the cross-Shrewsbury routes and interchange points across the town centre reduce the need for layover. It is planned that rural bus services will terminate at their nearest Park & Ride hub, enabling passengers to interchange with the more regular services to access town. To be effective, cost and time penalties will be kept to a minimum.



FLAXMILL
MALTINGS

BAGLEY BROOK

ST MICHAEL'S STREET

OLD CANAL

FRANKWELL

RIVERSIDE

WELSH BRIDGE

CASTLE ST

PORTHILL BRIDGE

PRIDE HILL

SHREWSBURY
ABBEY

CLAREMONT HILL

HIGH ST

THE QUARRY

TOWN
SQUARE

ENGLISH BRIDGE

REA BROOK

KINGSLAND BRIDGE

RIVER SEVERN

GREYFRIARS BRIDGE

OLD POTTS WAY

MOVEMENT VISION

ACTIVE TRAVEL

Key

 Active travel

 National Cycle Route

CREATE BUS & CYCLE PRIORITY CORRIDORS

Provide public transport priority and safe cycle routes along core corridors into and out of Shrewsbury town centre helps to provide journey time benefits for public transport, improve reliability and increase the attractiveness of cycling into town.

This would be phased, particularly given the possible challenges of delivering this quickly to the north of the town. Measures were implemented across the town centre in response to COVID-19 with positive feedback from users and retailers in the town centre.

DELIVER PEDESTRIAN & CYCLE ACCESS FROM THE EAST TO SHREWSBURY RAIL STATION

Improving access to the rail station helps to manage increased rail demand going forward, reducing strain and overcrowding at the current access, but also facilitates wider movement opportunities between east and north – Shirehall/Abbey Foregate to Flaxmill/Northern Quarter by active travel modes.

ACTIVATING THE RIVER SEVERN FRONTAGE

Improving the crossing at Frankwell to provide level access across to the Riverside, in doing so, creating a new welcoming gateway to Shrewsbury Town Centre from the west. The extension of active travel routes along the banks to complete the river loop green/blue corridor whilst improving the connection to the River Severn, particularly at Riverside where it will be at the heart of the new development.

Taking advantage of opportunities to use the river more for movement in and around town, specifically for deliveries and leisure uses.



CHARACTER AREAS





NORTHERN CORRIDOR

STATION QUARTER

FRANKWELL & RIVERSIDE

WEST END

HISTORIC QUARTER

ABBEY FOREGATE

The six character areas which constitute the Masterplan Vision each have their own natural and historical assets, identity and socio-economic requirements in order to contribute to the regeneration of the town centre as a whole.

CHARACTER AREAS

In order to concentrate on the distinct characters, assets and requirements of different parts of Shrewsbury during the development of the masterplan, six areas were loosely defined, covering Frankwell & Riverside, Station Quarter, the Northern Corridor leading to Flaxmill Maltings, the West End including The Quarry, the Shrewsbury Abbey leading towards Abbey Foregate and Old Potts Way, and lastly the Historic Quarter from the English Bridge to Shrewsbury Castle. Naturally, these areas overlap each other and are intrinsically linked, so are often discussed together within the report.

To be developed in conjunction with the progressing Shrewsbury Riverside Development Area, Frankwell & Riverside incorporates both sides of the River Severn as it passes Frankwell and Smithfield Road, a key development opportunity within 'The Big Connection' regeneration corridor.

The Station Quarter, the main gateway into the town centre, focuses on the arrival experience at the train station and its surrounding area leading up to Castle Gates, and across to the riverside. This includes the

Royal Mail site, Dana Prison, Station Square and Meadow Place.

The Northern Corridor concentrates on the connection of Flaxmill Maltings back to the town centre, including the envisaged landscape enhancement and improvements to the pedestrian and cycle link that follows the former route of the canal.

The character area incorporating the West End, examines connecting the town centre to the riverside at Victoria Quay and improving links to The Quarry park, an area which would benefit significantly in the reduction of vehicular dominance.

Abbey Foregate, including English Bridge and Old Potts Way, whilst not identified as part of 'The Big Connection' regeneration opportunity, provides a key gateway to the town centre from the east. It offers an huge opportunity to improve the setting around Shrewsbury Abbey, intensify development and provide a connection to the train station via the eastern riverbank.

The Historic Quarter includes Wyle Cop, St Mary's Street, Pride Hill, Castle Street, High Street and The Square, where it is envisaged that moderate change will occur in sympathy to the historic architectural quality. A thriving independent retail quarter, the study concentrates on the reduction in vehicular traffic to improve on the setting to the heritage assets.

The proposals within these character areas are intended to be conceptual and aspirational rather than overly prescriptive. They offer flexible footprints for development opportunities which can be for a variety of uses, all of which build on the key design principle contained within the Big Moves.

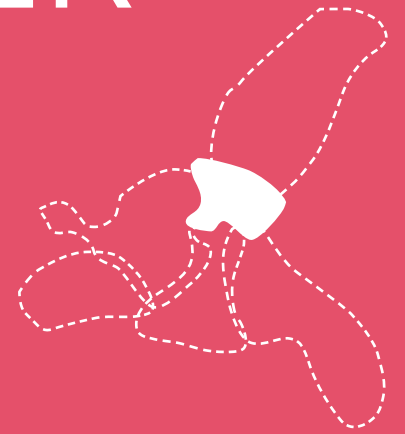


Key

-  Mixed-use
-  Office
-  Residential

CHARACTER AREAS

STATION QUARTER



The proposal for the Station Quarter will see the transformation of the arrival gateway to Shrewsbury, from the north and via the train, through the creation of quality public squares both north and south of the station. This will provide permeability and connectivity despite the dominant railway viaduct and will positively contribute to the setting of the historic buildings; including Shrewsbury Train Station, Shrewsbury Castle, Dana Prison and the Buttermarket.

New public spaces provide mixed use development opportunities to the north, with the Buttermarket regeneration as a focal point, connecting back to the Northern Corridor and, to the south, public realm improvements afford wayfinding legibility to the Riverside and Frankwell area.



2

4

5

1

3

BUTTER MARKET

STATION SQUARE

NORTHERN PLAZA

THE DANA

GRANADA CINEMA (BINGO HALL)

MEADOW PLACE

DARWIN SQUARE



STATION QUARTER

CONTEXT & BACKGROUND

Shrewsbury Train Station is at the centre of the Station Quarter area and forms the gateway into the town from the north. The area includes the Short Stay Car Parks, Meadow Place, Castle Street, Dana Prison and the Buttermarket.

Despite high quality historic buildings, the area is dominated by the railway infrastructure, particularly the viaducts that sever the north from the town centre. This is further exacerbated by the congested nature of the surrounding streets, dominated by vehicular movement which contributes to poor-quality public realm. The proximity to the Riverside, approximately 150 metres, is almost undetectable from Station Square and the urban realm along Castle Foregate offers little, to no pedestrian or cycle friendly amenity.

To the north, there is limited access to the train station via Howard Street, with a sole pedestrian footbridge which provides discriminative admittance due to stepped access at one end due to the complex topography of the area. Adjacent to the Buttermarket and Shrewsbury Prison, along Castle Foregate, is a generous surface carpark and two industrial sites, including Royal Mail and Morris Lubricants, which are impenetrable and hinder connectivity northwards from the station.

THE VISION

The Station Quarter will become part of a high-quality gateway experience from the northern approaches and help transform visitors' initial perception of the town. The key to unlocking the development potential of this area will be to improve the environment around the station and its accessibility.

Aspirations to achieve this include:

1. A new station square to the south with the removal of parking and the relocation of taxis, improving arrival experience, legibility and the setting of the Castle.
2. Improved, well-connected areas of public realm, particularly activation under the railway bridges, along Castle Gates and Meadow Place which will provide a stepping stone to the Riverside and Frankwell developments.
3. Development opportunity around Meadow Place and the listed theatre (bingo hall).

4. A new public plaza and entrance to the station from the north which will be a game-changer in terms of providing a catalyst for a new residential and workspace development adjacent to the Buttermarket site.
5. Unlocking further opportunities towards the north with a new green boulevard connecting to the Northern Corridor and beyond.

POTENTIAL DEVELOPMENT VALUE

This proposal provides some flexibility in how it comes forward, however is primarily an office development with associated ground floor retail, sitting alongside a 300 space car park and up to 209 new residential units. Based on the development quantum identified, we would anticipate a Gross Development Value (GDV) of up to £110m, market depending.

For further information regarding potential development sites, please contact the Shrewsbury Big Town Plan Partnership.

Key

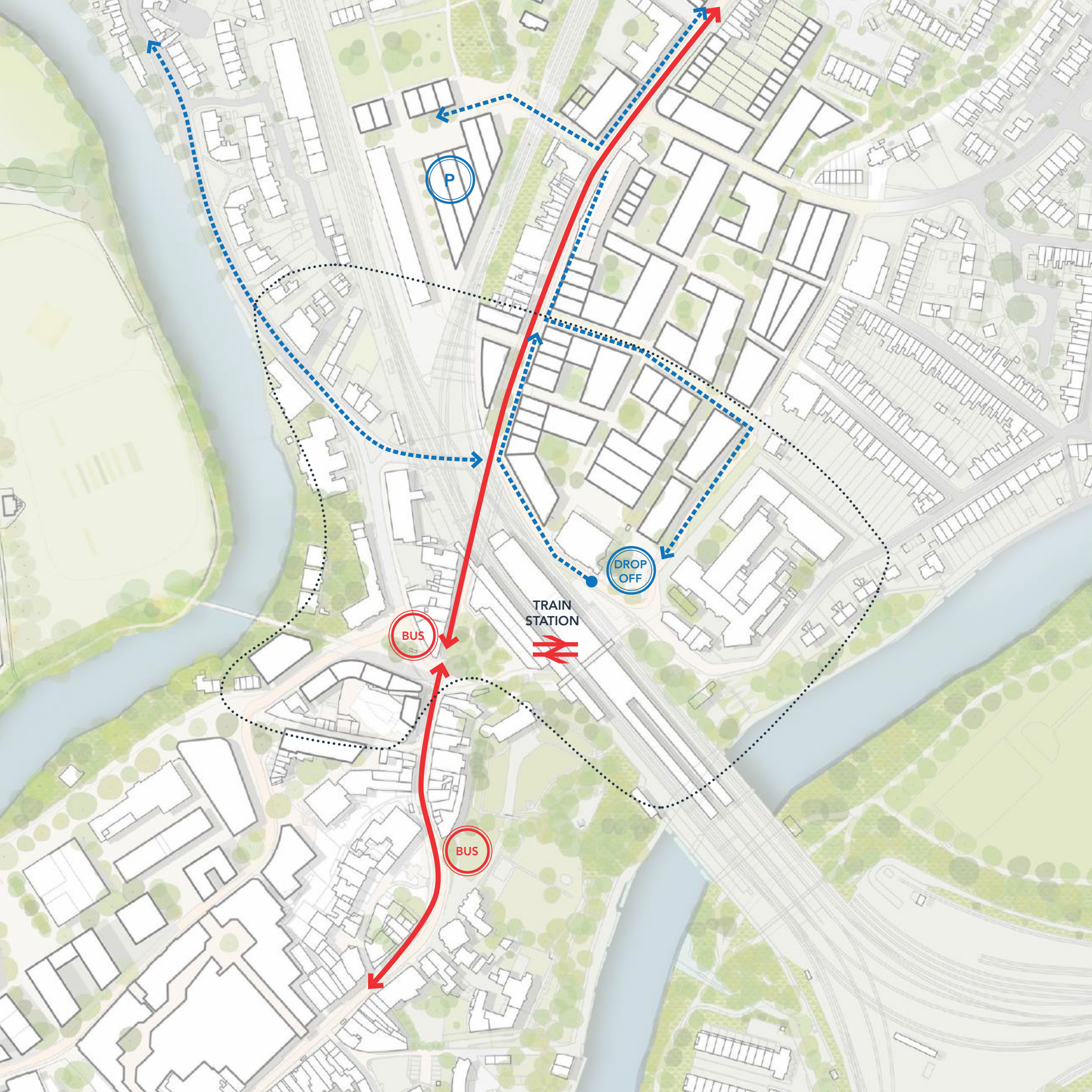
 Landmarks

 Public Realm

 Key Route



▲ Shrewsbury Library by Castle Gates



BUS

BUS

DROP OFF

P

TRAIN STATION



STATION QUARTER

MOVEMENT & ACCESS

Visitors to Shrewsbury arriving from the north of the town, as well as those arriving at Shrewsbury rail station will enter through a gateway of high-quality public realm surrounding the station, with a pleasant environment for pedestrians and cyclists connecting to the historic quarter and Frankwell and Riverside. Those needing to arrive by car from the north will have the options of using the relocated Harlescott Park & Ride using a priority route directly into the town centre, or parking in the northern corridor itself, and then walking two or three minutes along the enhanced public realm past the station on Castle Foregate.

The square to the north of the station will cater for movement of pedestrians and cyclists arriving to the station from the north and making the rail station itself an integral part of the movement network. Pick up and drop off will primarily occur in this area, with the new northern entrance to the station opening access by bus via the interchange, and car passengers accessing the station without entering the town centre, as well as giving an impression of arrival into the town centre by a north-facing gateway.

The enhanced public realm along Castle Foregate will create a pedestrian friendly route, leading into the improved public space to the south of the rail station, and onwards via clear and attractive routes into the town made possible through reducing vehicle trips in to and through this part of Shrewsbury.








▲ Station Square Improvements. Sheffield Train Station (left), Liverpool Lime St (right)



▲ Station Square Improvements: Initial Sketch

Key

-  P&R Bus Movement
-  Car Movement
-  Parking Hub
-  Drop off
-  P&R Bus interchange

STATION QUARTER

STATION SQUARE

Shrewsbury station approach will be one of the highest quality urban spaces in the region due to the dramatic topography which sets the Tudor Gothic style station building below the red sandstone remains of Shrewsbury Castle. With the reduction in vehicle presence to a minimum, the space will be re-imagined to provide a memorable and welcoming civic square.

Soft landscaping, balanced against open paved space, will connect the space to the network of re-greening happening across Shrewsbury, particularly along the Riverside, whilst providing the adaptability required to accommodate large numbers of people. New visible ground floor uses for the station building, within the arches to the south of the square and on the other side of Castle Gates will further develop the character of the space as busy and diverse.



▲ Existing Station Square







STATION QUARTER

SMITHFIELD ROAD & MEADOW PLACE

Buildings fronting the station approach will employ the highest quality of architectural design, craftsmanship and material.

The existing streetscape consists of townhouses from the late modern period with retail at ground floor. The Grade II listed Granada Cinema located on Castle Gates is currently being used as a neglected bingo hall. The building deserves to be restored to its former glory, with a more suitable occupant to secure its vibrant future.

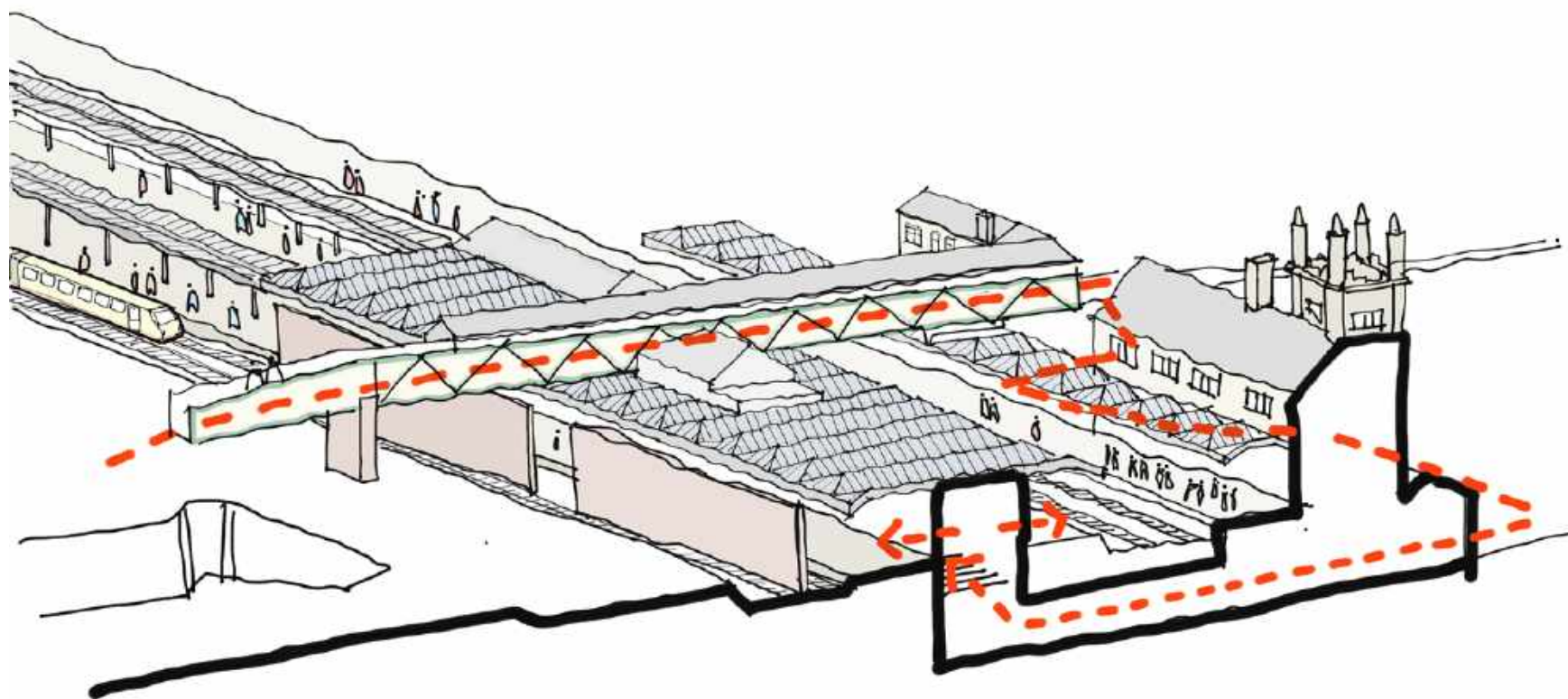
Alongside Castlegates, independent food and beverage shops, such as the Shrewsbury Coffee House and Dough & Oil, are very popular destinations due to their proximity to the High Street and train station. This type of food and beverage tenure will be encouraged via ground floor design to further activate the public realm.

Opportunities along Meadow Place to infill gaps and repair the urban grain could provide modern townhouses and offices to complement the local vernacular and increase the vitality in the area. A new semi-private square for the occupants will contribute to the complex of hidden spaces, famous to the historic townscape of Shrewsbury.

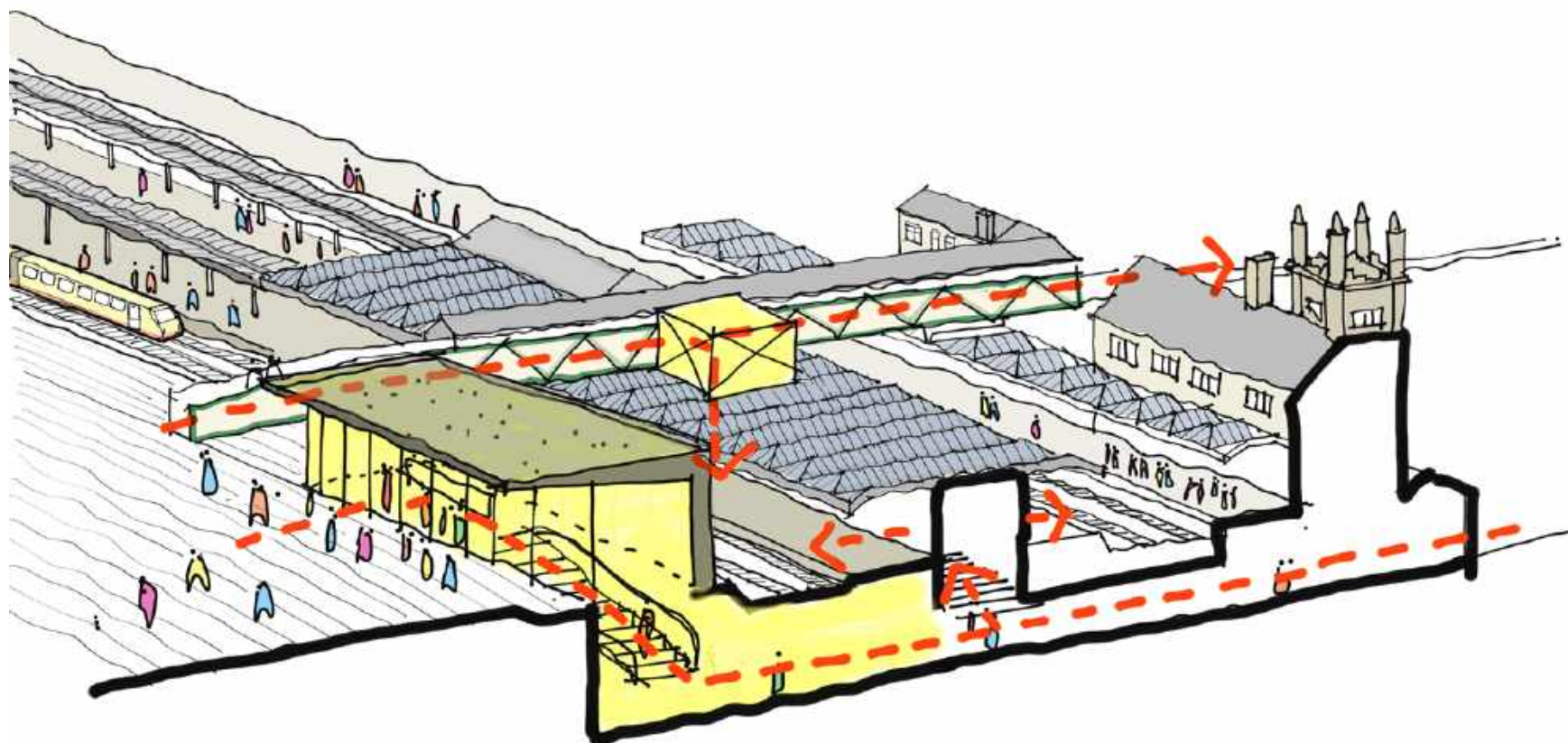


▲ Lively station square, Bonn Square, Oxford

EXISTING



IMPROVED



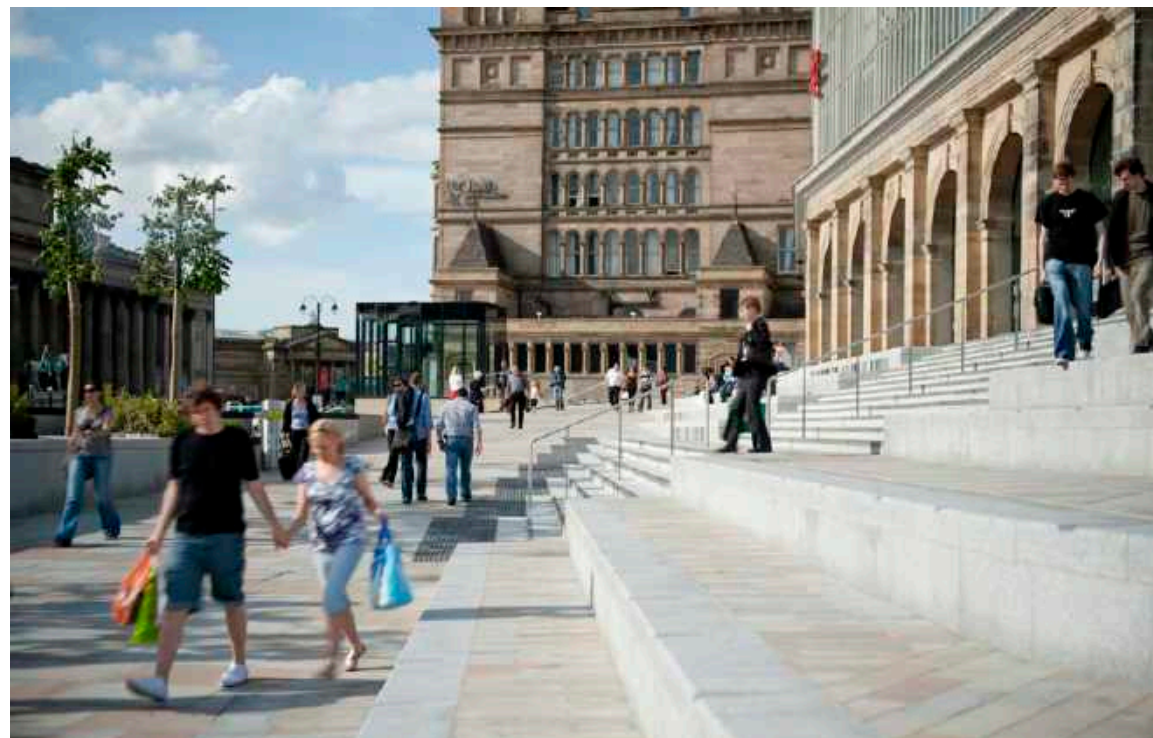
STATION QUARTER

THE TRAIN STATION

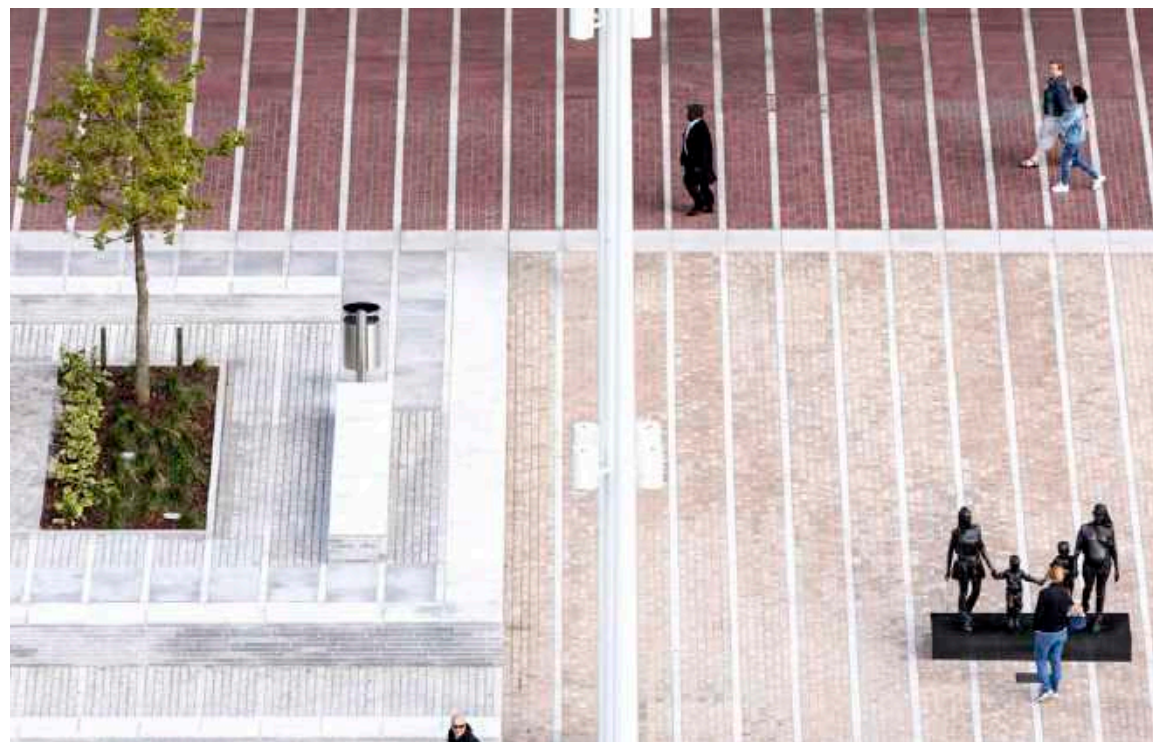
At the heart of this character area is Shrewsbury Train Station, the redevelopment of Station Square and the introduction of the Northern Plaza will see a dramatic improvement to the environment surrounding the station. These dual civic spaces, north and south, will create the opportunity for it the station to become an integral part of the town as an extension to the public realm, with visitors, commuters and residents able to easily walk through the station from either direction.

In the short-term, improved access via lifts down to platforms could be provided from the existing footbridge.

A beautifully crafted contemporary pavilion building to the north, will serve as the northern entrance, providing full accessibility to the ticket office level and all platforms whilst adding another layer to Shrewsbury's rich tapestry of architectural heritage. It will transform the station into an inclusive and resilient transport hub able to support the town's future requirements.



▲ Public realm improvement, Liverpool Lime Street Station



▲ High quality Public realm, Centenary Square, Birmingham

STATION QUARTER



▲ Enhanced station square, Liverpool Lime Street

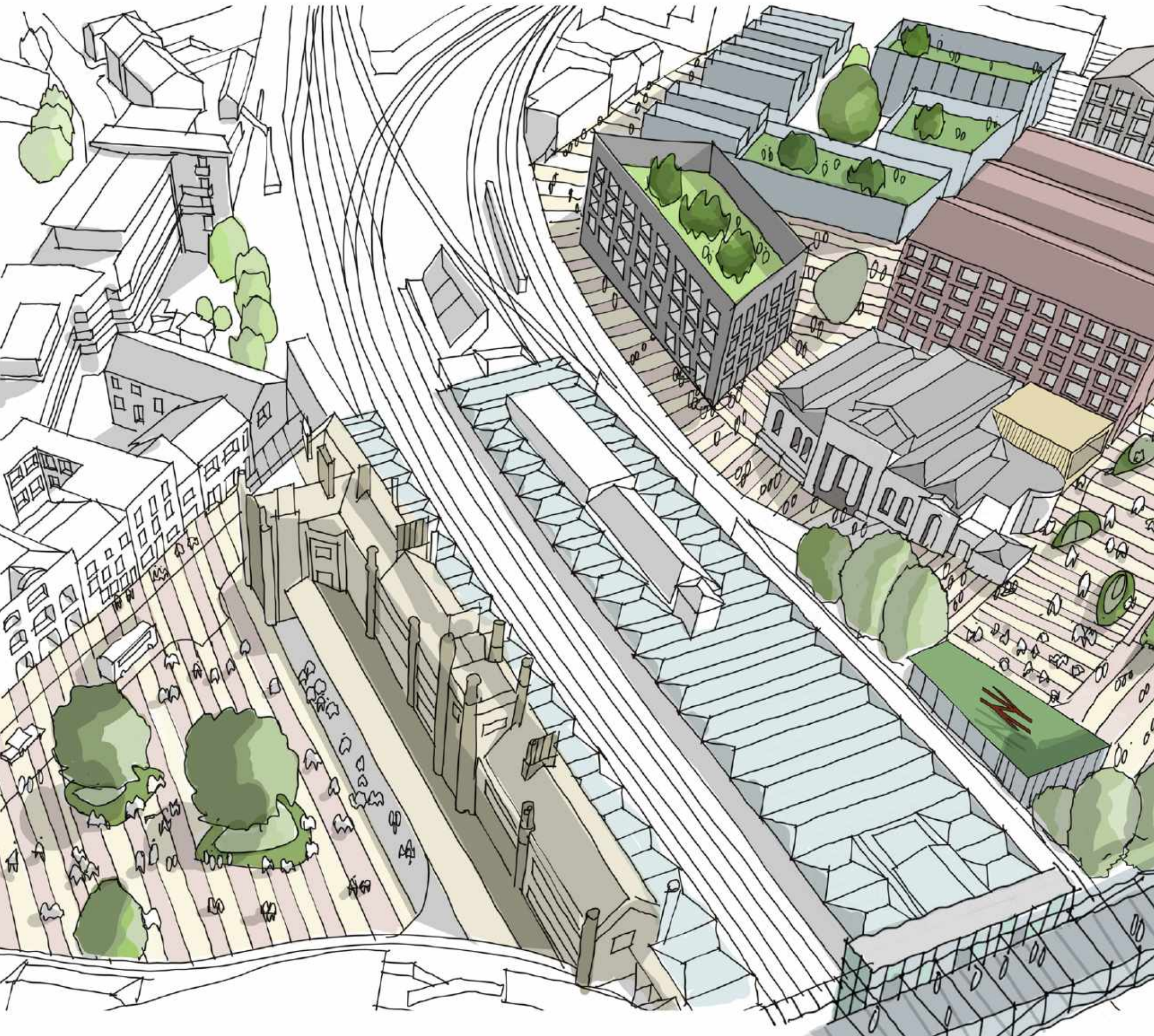
NORTHERN PLAZA

A secondary public space will clearly define the new north entrance to the station, whilst providing crucial space to support the improved movement strategy around the station, without impacting active travel connections between the town centre and the Northern Corridor.

The new plaza will lift the setting around The Buttermarket and Shrewsbury Prison, improving their merit as key visitor destinations and to the east provides views and access to the active travel routes of the river loop.









STATION QUARTER

CASTLE FOREGATE DEVELOPMENT

The Grade II listed former butter warehouse, The Buttermarket, will provide the focal point to the redevelopment to the north of the train station. Facing the new station entrance pavilion, this hidden asset will become the centrepiece to the new north plaza.

Redevelopment of the Royal Mail site will provide attractive urban living and working opportunity adjacent to the main transport interchange in Shrewsbury, whilst providing much needed animation along Castle Foregate.

Along with the Shrewsbury Prison, The Buttermarket, will form the gateway to the extended green route of the Northern Corridor that culminates at Flaxmill Maltings, connecting the north of Shrewsbury to the town centre.



▲ High quality shared street, Cambridge, Parkside



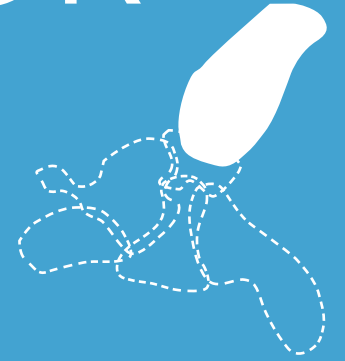
Key

- Mixed-use
- Office / Leisure
- Residential
- Parking Hub

An aerial photograph of a residential area in Shrewsbury, UK. A canal runs through the center, flanked by rows of houses. A railway line is visible on the right side. The image is used as a background for the left half of the page.

CHARACTER AREAS

NORTHERN CORRIDOR



The 'Big Connection', as established in the SBTP (2018), is the ambition to connect Flaxmill Maltings redevelopment and surrounding residential neighbourhoods back to Shrewsbury Station and the town centre beyond and is central to this area study.

The Old Canal Path will be extended through to the train station, and north to Flaxmill Maltings together providing two complete active travel routes either side of the railway from the north of Shrewsbury to the town centre. The borders of the Bagley Brook will be carefully developed into a residential neighbourhood providing passive security, improved lighting and access to the trail.

Brownfield and gap site opportunities along St Michael's Street will be developed to create value, homes and improve the arrival experience from the north. The proposals should include provision to complete the connection between Flaxmill Maltings and the station along the Old Canal Path.



FLAXMILL
MALTINGS

3

ST MICHAEL'S
PLAYGROUND

FREEMASONS
HALL

SAW MILL
LEISURE PARK

BEDDOW
PARK

4

2

PARKING
HUB SQUARE

5

CASTLE
FOREGATE

1

BEACALL'S LN
SQUARE

NORTHERN CORRIDOR


CONTEXT & BACKGROUND

Despite being outside of the Shrewsbury Town Centre Conservation Area, there are significant historic sites within the Northern Corridor character area, most importantly Flaxmill Maltings, which is one of the few remaining buildings from this period in town and is of national significance as the earliest multi-storey iron framed building in the world. The mill is currently undergoing restoration as a community event space and expected to be the catalyst for the area's wider regeneration.

The 'Big Connection', as established in the SBTP (2018), is the ambition to connect Flaxmill Maltings redevelopment and surrounding residential neighbourhoods back to Shrewsbury Station and the town centre beyond and is central to this area study. The character area centres on the main arterial route from the north; St Michael's Street, and includes Castlefields and the Church of St. Michael to the east and Herongate, including Bagley Brook to the west.

As divisive to the Station Quarter, the railway line creates a barrier to movement within the Northern Corridor, with limited opportunity for crossing except at fixed locations. Likewise, the heavy traffic on St Michael's Street is both inefficient and off-putting to pedestrians and cyclists, whilst detracting from the areas of high-quality townscape along its edge. The townscape is further eroded by large, underutilised areas of industrial land, that historically benefited from their proximity to the railway station and the canal. Two green infrastructure routes along Bagley Brook and the Old Canal Path are also bisected by industrial sites, stopping them prematurely before the station gateway to the town centre.

Key

-  Landmarks
-  Public Realm
-  Key Route

THE VISION

The Northern Corridor will see the successful implementation of the SBTP (2018) 'Big Connection' concept linking Flaxmill Maltings to the town centre. The improvement of the existing green infrastructure will provide the catalyst to regenerate large areas of underutilised industrial land integrating the existing neighbourhoods of Castlefields and Herongate to the town centre.

Aspirations to achieve this include:

1. Creating new live + work communities connected to the station quarter and Buttermarket regeneration.
2. Reconnecting communities on both sides of the railway line to the green/blue loop.
3. Connecting Flaxmill Maltings to the town centre
4. A new residential community either side of the Bagley Brook with new communal parks and residents' facilities.
5. New parking hub.

POTENTIAL DEVELOPMENT VALUE

Expanding on the established residential-led character of the Northern Corridor, the proposals are for a primarily residential-led development, with potential to provide up to 770 new homes for Shrewsbury, with an estimated GDV of up to £230m, market depending. With further potential for a new 120,000sq ft office proposal, with links to transport interchange at Shrewsbury Station, with an estimated GDV of up to £23m.

For further information regarding potential development sites, please contact the Shrewsbury Big Town Plan Partnership.



▲ Aerial image of the Northern Corridor

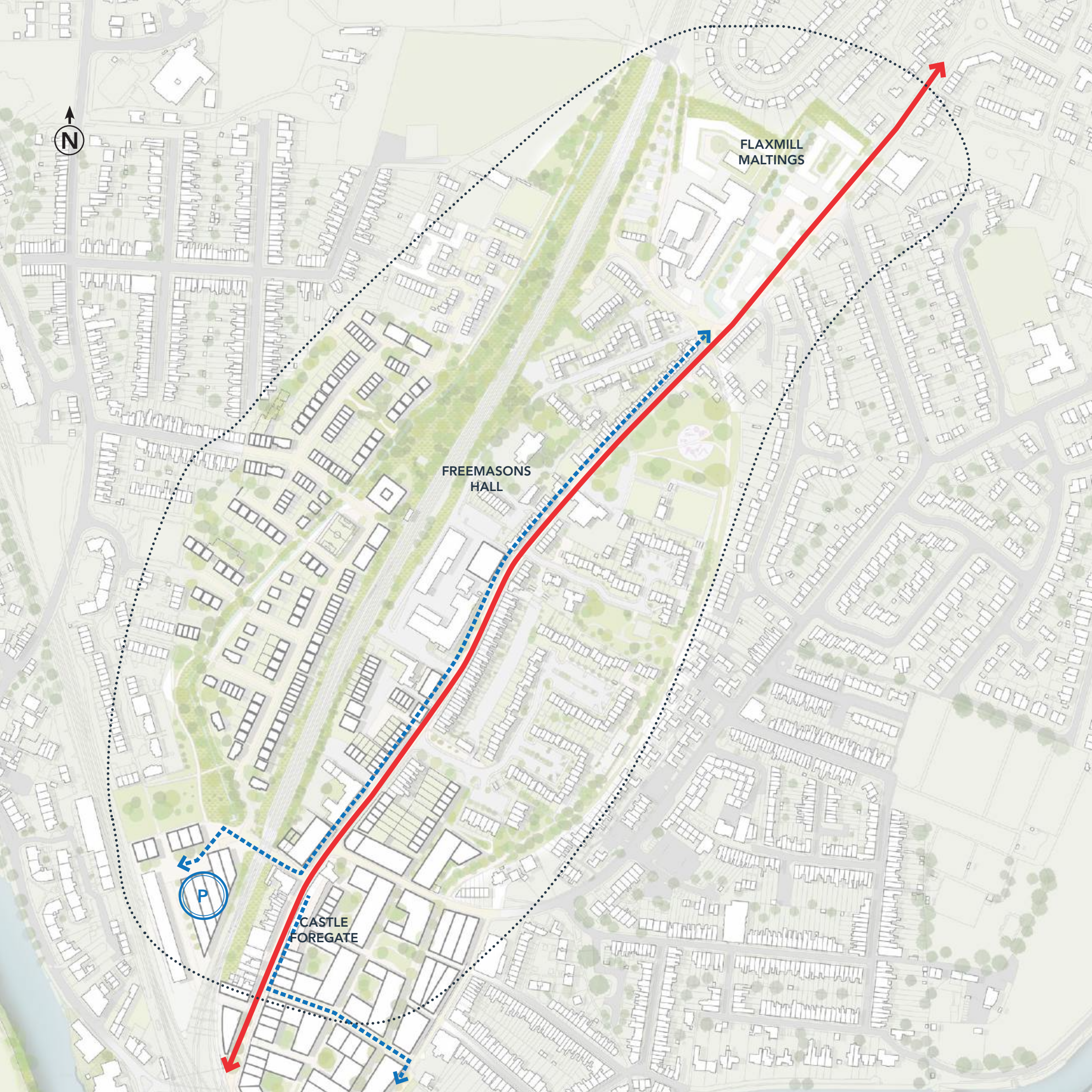


FLAXMILL
MALTINGS

FREEMASONS
HALL



CASTLE
FOREGATE



NORTHERN CORRIDOR

MOVEMENT & ACCESS

The main objective in the Northern Corridor is to enhance and extend active travel routes and public transport priority to make them an attractive alternative to private vehicle travel.






The borders of the Bagley Brook will be carefully developed into a residential neighbourhood providing passive security, improved lighting and access to the trail. The Old Canal Path will be extended through to the train station, and north to Flaxmill Maltings together providing two complete active travel routes either side of the railway from the north of Shrewsbury to the town centre.

Public transport priority north of the rail station will also be explored, using streets and development sites to disperse traffic, reduce severance, and improve public transport journey times into the town.

The active travel enhancements and public transport priority should result in a reduction of traffic along St Michael's Street providing the opportunity to upgrade the public realm to create a modern urban thoroughfare, footpaths will be widened to allow more space for soft landscaping, active travel facilities and furnishings, leading through the improved public spaces at the station, to complete the link.

Those needing to arrive by car from the north will have the options of using the relocated Harlecote Park & Ride using a priority route directly into the town centre, or parking at the new Multi Storey Car Park (MSCP), located at the southern end of the Bagley Brook trail, completing the journey along the enhanced public realm, past the station, on Castle Foregate.

Key

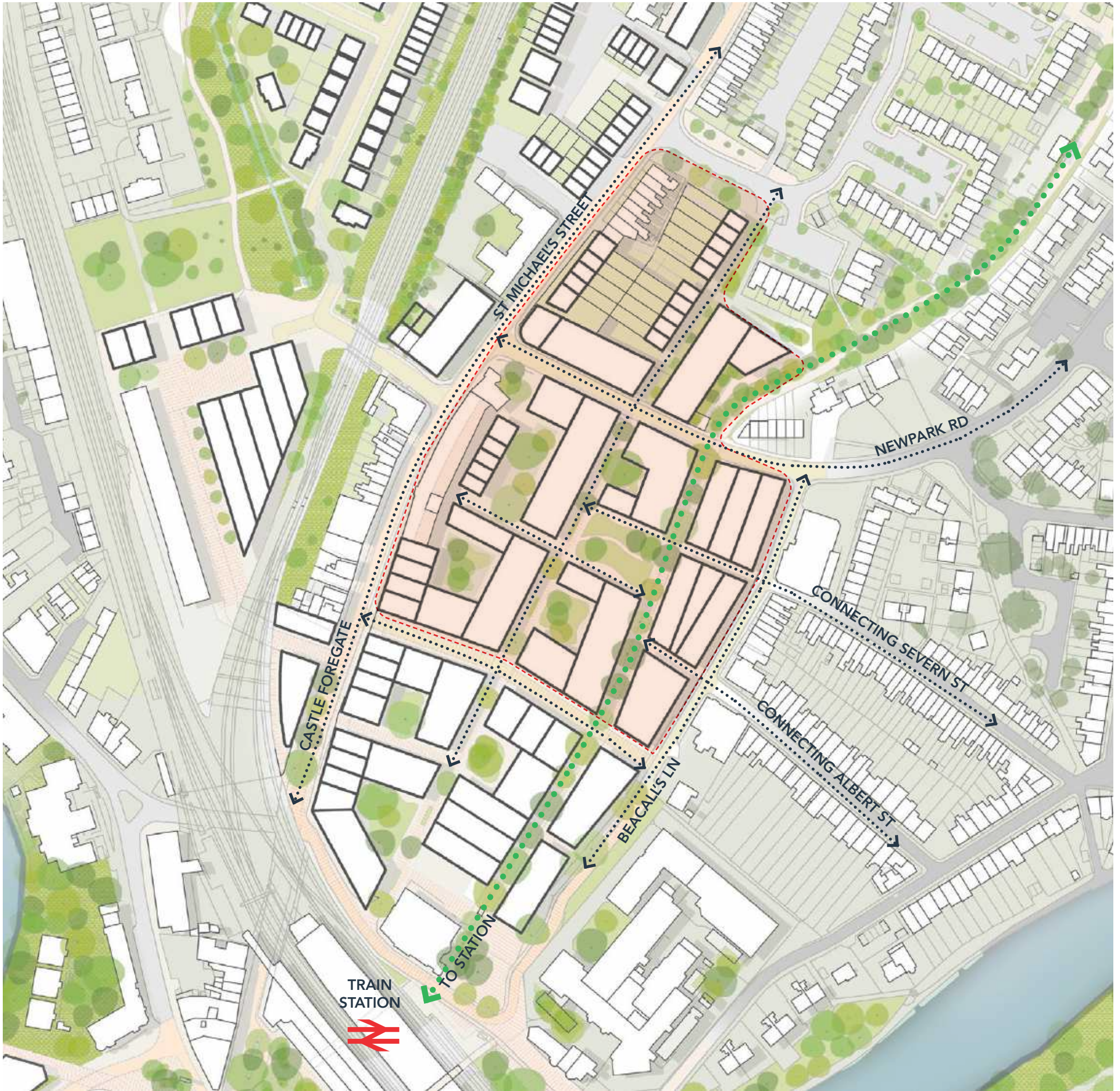
-  P&R Bus Movement
-  Car Movement
-  Parking Hub
-  Drop off
-  P&R Bus interchange



▲ Contemporary Parking Hub design, Netherlands



▲ Sustainable Multi-storey car park, Copenhagen



NORTHERN CORRIDOR

BEACALLS LANE DEVELOPMENT

The land to the west of BeCALLS Lane occupies a key location near the town centre and is ideally situated to complete the connection between Flaxmill Maltings and the station along the Old Canal Path. This future, aspirational development could incorporate some of the historic features of the site including the canal basin and provide the context for a vibrant, residential-led development bringing hundreds of new homes to the town centre.

Existing quality townscape lining St Michael's Street and some of the historic industrial buildings within the area could be renovated and woven into the development to enhance the character of the scheme. The historic street grain running east – west, through Castlefields, would be extended to connect with St Michael's Street and further create a sense of place.

Key

◀.....▶ Key Route

◀...▶ Active Travel - Old Canal Path

----- Development Area



▲ View of BeCALLS Lane & the adjoining Albert Street



▲ Quality design mixed-use neighbourhood, Bath



▲ Quality design mixed-use neighbourhood, Bath



BAGLEY BROOK GREEN/BLUE CORRIDOR

CONNECTION TO RESIDENTIAL DEVELOPMENT

FLAXMILL MALTINGS

ST MICHAEL'S PARK

BEDDOW CLOSE PARK

OLD CANAL PATH

CONNECTION TO STATION

NORTHERN CORRIDOR

OLD CANAL PATH

The Old Canal Path will benefit from an extension north and south; a pedestrian prioritised crossing at the junction of St Michael's Street and Marshall's Court completes the link to Flaxmill Maltings and the Bagley Brook active travel route. St Michael's playground will be enhanced to create a central and accessible family facility for play that address the path, to complement Flaxmill Maltings' aspirations for providing a community hub.

The length of the route will be made more appealing and accessible by managing vegetation, opening up views, widening the path and improving lighting. Perhaps the biggest difference will be made by connecting to adjoining routes and spaces, particularly the green space at Beddow Close, increasing access and passive surveillance. Future development south of Newpark Road will address the path as it continues to Howard Street, terminating at the new station plaza.

'We must ensure that Flaxmill Maltings is a key aspect of the vision connecting the Northern Corridor of Shrewsbury and town centre.'



▲ Cycle and pedestrian priority, Netherlands



▲ Cycle Friendly roundabout, Cambridge



▲ Bagley Brook, improved active travel green/blue corridor



▲ Existing view of Bagley Brook



▲ Green corridors, Lea Valley Bridge

NORTHERN CORRIDOR

BAGLEY BROOK

The Bagley Brook follows to some extent the old River Severn course. This course has been significantly altered by the urban developments in the area. Today, the watercourse starts near Ellesmere Road and connects to the Royal Mail Car Park before entering a long underground culvert. The Brook is currently unmaintained, abandoned and unsafe. It also falls within the flood risk zone which creates an issue for the surrounding neighbourhood.

The length of the watercourse is perfect for completing a green/blue active travel loop in the Northern Corridor. Revitalising the brook by creating a cycle/pedestrian path will not only regenerate this area but also makes it more appealing for future development opportunities. With enhanced natural safety measures and improved lighting, Bagley Brook active travel route will be transformed into a welcoming, safe place to walk and cycle, connecting the new community directly to Flaxmill Maltings in the north and the Shrewsbury town centre gateway to the south.

The Bagley Brook will be an enhanced green/blue route through the Northern Corridor with a rich natural habitat and unique, sustainable development opportunities for the town along its length.



▲ Accessible urban greenspace



▲ Community green space

NORTHERN CORRIDOR

SAW MILL DEVELOPMENT & VISION

The Saw Mill site presents an opportunity to create a new sustainable family housing development for Shrewsbury.

The layout has a clear hierarchy of streets and legible spaces that extend the historic grain of Herongate but also ensures that the natural assets of the site (trees, woodlands and Bagley Brook) are carefully incorporated into the design proposals and where possible, enhanced and delivered into the public realm for the enjoyment of all.

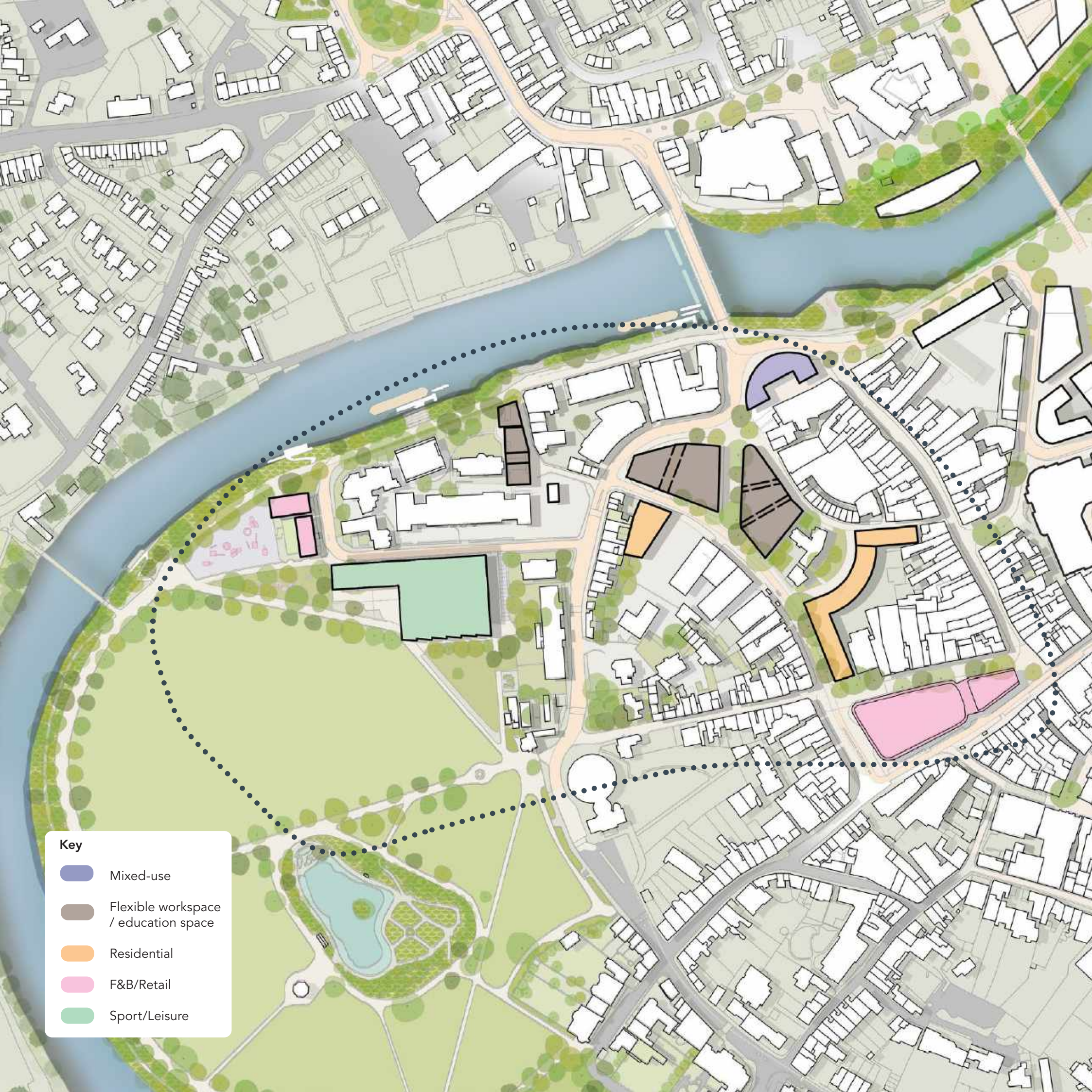
The design and treatment of the houses should relate to the local vernacular in a contemporary manner and is an ideal opportunity to use modular, off-site construction methods to demonstrate responsible development with a low carbon footprint. Vehicular parking will be carefully provided, utilising a variety of innovative solutions to ensure the resultant scheme is not dominated by parked cars.



▲ Sustainable neighbourhood. The Triangle, Swindon.







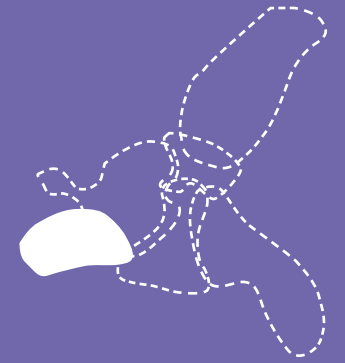
Key

- Mixed-use
- Flexible workspace / education space
- Residential
- F&B/Retail
- Sport/Leisure



CHARACTER AREAS

THE WEST END



The unique natural setting of the area will be nurtured to create a town centre destination for health and leisure based at The Quarry, with development opportunities on surface carparks offering flexible space for a new creative and learning hub around the existing collegiate community.

Victoria Quay, already a bustling destination for food, drink and river activities offers huge opportunity to further engage with the river and its edges.

The Market Hall has an important function and location, and re-imagining the layout of this to bring some of this activity to street level, along with surrounding public realm improvements will vastly uplift this key node of the town.

Further improved active travel routes, linking to the SBTP (2018) 'Big Connection' will ensure the developments are accessible to all, safeguarding the vitality, life and mix of the West End for future generations.



VICTORIA QUAY 3

HILLS LANE SQUARE

SHREWSBURY COLLEGES GROUP

2

CLAREMONT GARDEN

ROWLEY'S HOUSE SQUARE

4

CLAREMONT SQUARE

THE QUARRY

1

MARKET HALL

MARDOL HEAD SQUARE

ST CHAD'S SQUARE

ST CHAD'S CHURCH

PORTHILL BRIDGE

WELSH BRIDGE

THE WEST END

CONTEXT & BACKGROUND

There is a great deal of historic evidence related to the development of Shrewsbury, but a much lower density of statutorily listed buildings, with most of these along Claremont Hill and Mardol. The connection to the River and the open space of The Quarry are valuable green spaces that allow social/leisure activities. This is enhanced by the presence of the swimming pool and the playground situated within the park. The college is of mixed value in townscape terms but is an important stakeholder.

There are several underutilised sites, currently used as low-density surface car parking, and in general, the area suffers from less focused custodianship than the Historic Quarter.

There are plenty of opportunities to investigate in terms of new developments, placemaking and generating new public squares. There is a key connection that should be established from Mardol Head to St Chad's Church via Claremont Street and Claremont Hill. This proposal would extend the SBTP (2018) 'Big Connection' from Pride Hill to The Quarry.

THE VISION

The vision for the West End expands on the emerging theme of a thriving collegiate community. There is potential future growth for student accommodation and teaching space requirements to serve the Colleges Group and University Centre Shrewsbury, supporting the towns ambitions to attract and retain students and graduates.

Aspirations to achieve this include:

1. Reinstating the role of the Market Hall and the surrounding public realm as a hub of activity.
2. Creating a new innovation quarter to support learning and creative industries within the town, alongside town centre living.
3. Creating improved walks between existing green spaces and improved public spaces, down to the riverside at Victoria Quay.
4. Opportunity for a new health and wellness communal hub within The Quarry.

POTENTIAL DEVELOPMENT VALUE

The primary use likely to come forward on the development sites are educational/co-working type provision or leisure and well-being facilities, with a potential 123,000 sqft. Based on the development quantum identified we would anticipate a GDV value up to £32m, however this will depend upon actual quantum and market sentiment at the time.

For further information regarding potential development sites, please contact the Shrewsbury Big Town Plan Partnership.

Key

 Landmarks

 Public Realm

 Key Route



▲ Grade II* listed heritage asset, The Rowley's house



PORTHILL BRIDGE

THE QUARRY

SHREWSBURY COLLEGES GROUP

ST CHAD'S CHURCH

MARKET HALL

WELSH BRIDGE

BUS

BUS

THE WEST END








MOVEMENT & ACCESS

Movement in The West End remains consistent with the masterplan regime, allowing people to access it by walking, cycling and public transport, but with a focus and investment in public realm, placemaking and improving user experience. The first measure to achieve this is to implement a Low Traffic Zone.

The primary area of public realm enhancement is around Claremont Street, the markets and Mardol. These historic streets will continue to provide the opportunity for key movements, both those visiting the market or shops, but also for those passing through, travelling to The Quarry. Changes to the palette of materials used in the paving, reviewing the volume of on-street parking on these streets and considering how more space can be provided to pedestrians is key in this location, as it allows spill out from coffee shops, bars and restaurants which helps to create more activated street frontages. Loading, servicing, disabled parking and emergency access must be retained, the timing and nature of loading and servicing in this area could contribute further to positive place making.

Public transport vehicles will continue to operate in this area, enabling passengers to board and alight, particularly with the potential for new development on the river frontage in the south west of this area. This could include coach parking given the cultural and leisure activities available. The river frontage also benefits access via the National Cycle Route, which with improvements proposed along the length (particularly on the frontage in the Historic Quarter), continues to provide high quality active modes.

Key

-  Low Traffic Zone
-  Key public realm improvement
-  Improved frontage/public realm
-  P&R Bus Movement
-  Car Movement
-  Parking Hub
-  P&R Bus interchange



▲ Low Traffic Zone implemented, London



▲ Mardol Head improvements

THE WEST END

MARKET HALL

The award-winning market hall on Claremont Street is a firm favourite with residents and visitors alike, despite its location above street level and the lack of visual connections from the surrounding streetscape. The surrounding streets, although of architectural quality, will benefit from the vibrancy and the popularity that a more visible market would bestow.

Extension of the market to ground floor will increase the discernibility of this asset to passers-by whilst solving the high demand for stalls. The move towards pedestrian priority that will see the footpaths widen, provides freedom for stalls at street level to have external seating. Improvements to the public realm at Mardol Head will act as a strong signifier to the Market Hall's entrance.

A void between the two trading floors will unify the space, creating architectural delight. Earlier plans for a rooftop restaurant and garden will be revisited, as the desirability for outdoor hospitality space has increased dramatically over the past decade.



▲ Market in Copenhagen



▲ Mardol Head existing street view



▲ Ground level activation for the market

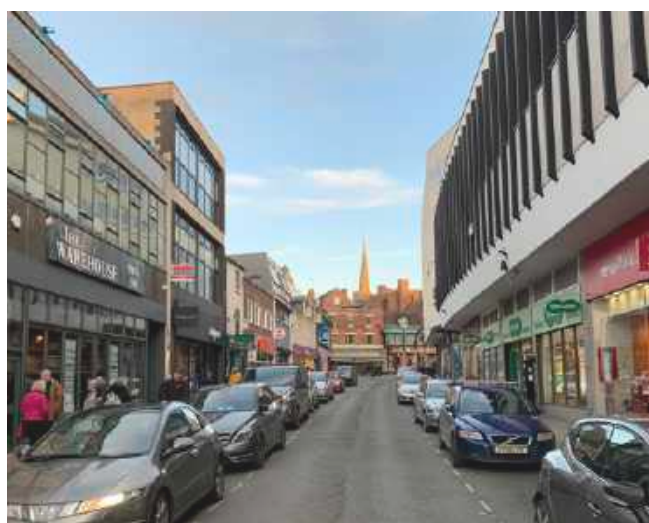
THE WEST END

CLAREMONT STREET

Reduction in the number of private cars using the town centre will bring profound benefits to the quality of public realm and the potential for local businesses to evolve in response. Once car parking on Claremont Street and Mardol is replaced with pedestrian friendly space, these streets present a great opportunity for shops, cafés and restaurants to spill out, creating a lively and convivial atmosphere.

At the junction of Claremont and Barker Street, a new public space will address the crossing to Claremont Hill, an important active travel route from the retail core to The Quarry park. Development of the vacant site on the corner of Barker Street and Claremont Street will emphasise the importance of this junction and complete the view down from outside St. Chad's Church whilst improving the setting of the Grade II* listed Rowley's House.

This series of spaces is part of a strategic active travel route from Flaxmill Maltings, passing through the improvements around the station quarter, the town centre and out westwards to The Quarry park and beyond. Specifically, the connection between the park and the market should include planting, seating and playable streetscape to extend the family amenities through to the town centre.



▲ Claremont Street existing street view









INNOVATION QUARTER

Reinforcing the character areas recent development with an education focus, future proposals should target Shrewsbury's growth as a university and graduate town. Redevelopment of the surface car parks provides the opportunity for the expansion of existing institutions, such as Shrewsbury Colleges Group or University Centre Shrewsbury, or facilities required to attract and retain the student population.

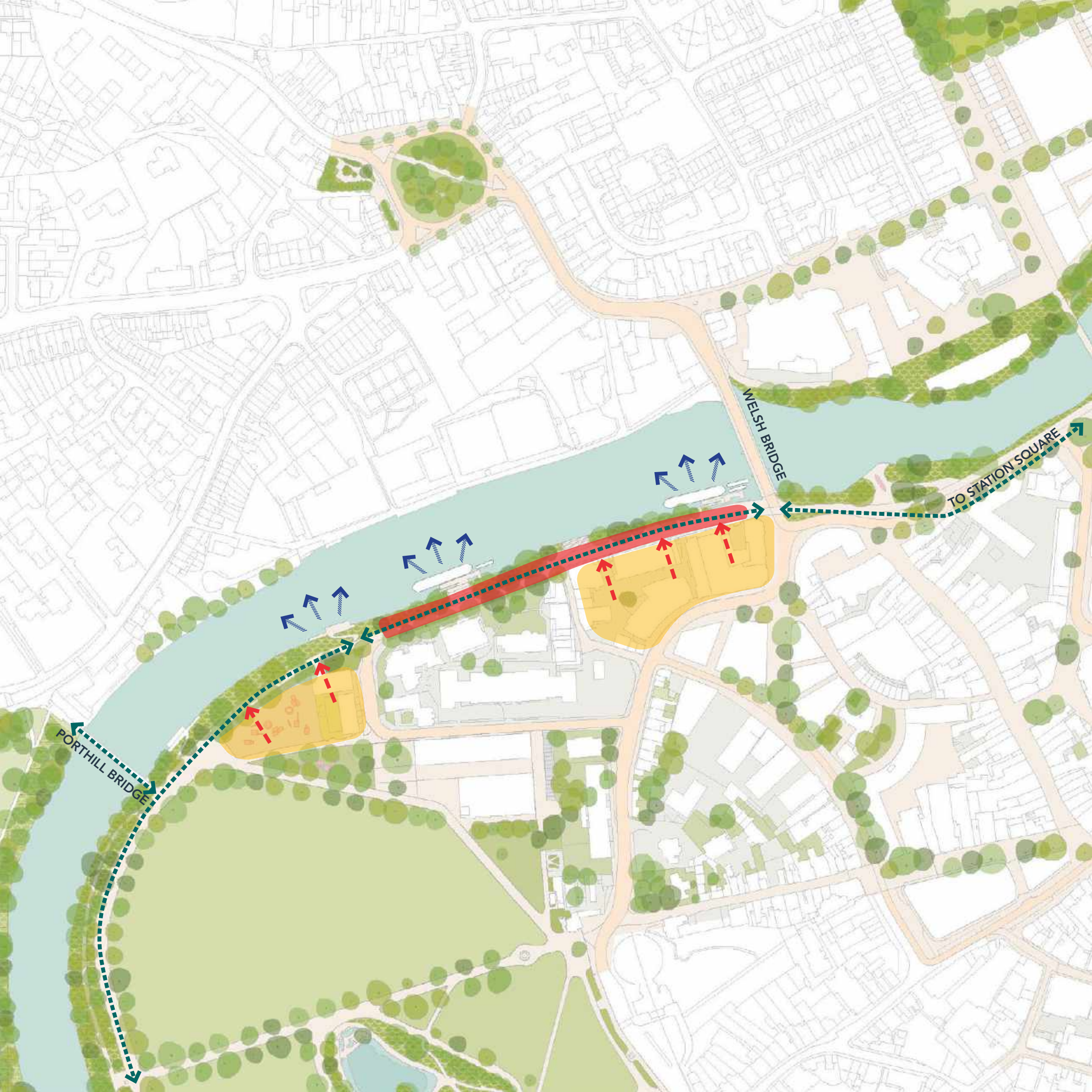
Any new developments will form the key marker for arrival from the west, over the Welsh Bridge. Due to their prominence, the architecture will be of the highest quality with materials that reflect the historic vernacular character.



▲ Existing approach from Welsh Bridge



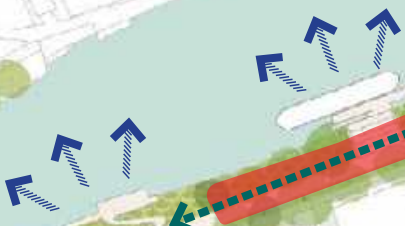
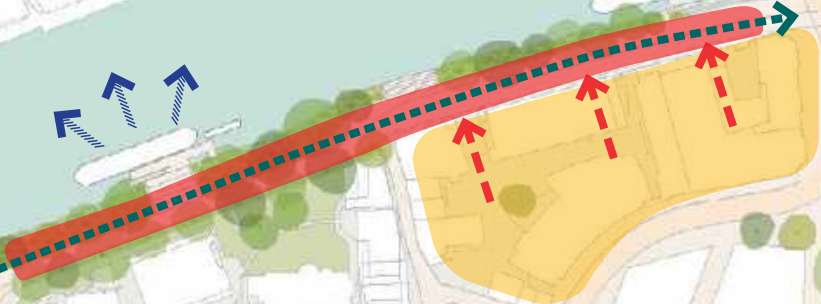
▲ High-quality design building fronting the gateway, Cambridge Parkside



PORTHILL BRIDGE

WELSH BRIDGE

TO STATION SQUARE



THE WEST END








▲ Activating the river with outdoor activity. The Granary, Kings Cross, London



▲ Making use of the river with boat activities

Key

-  Social/leisure activity use fronting the river
-  Key improvement
-  Active frontage
-  Key Route
-  Riverside intervention

VICTORIA QUAY

The character of this river frontage should change from a highway to take on the character of the existing riverside route around The Quarry. Vehicle traffic will continue to access Victoria Quay as part of an anticlockwise loop with Priory Road, in order to access neighbouring property, including Shrewsbury College.

However, the public realm here should be remodelled with an emphasis on a wide pedestrian and cycle friendly path, with informal surface materials, a lime avenue and green on both sides of the path. The

effect of this will be the completion of the green river loop; expansion of the park to the Welsh Bridge, linking with the 'natural' river bank pedestrian and cycle route past the proposed Riverside improvement, to the station.

Social and leisure activity along the river will also provide passive surveillance to enhance the safety of the active travel route. Water leisure activity such as pontoon and river taxis should be encouraged by the River Severn.

THE WEST END

THE QUARRY

The Quarry is Shrewsbury's beautiful, 29-acre parkland, encircled by the majestic loop of the River Severn. The Quarry has been Shrewsbury's most important site for recreation since the 16th Century. It still provides the perfect place to relax, enjoy walks, picnic, fish along the banks of the River Severn, or just enjoy the views. To secure this asset for future generations and create a town centre destination for leisure and health, The Quarry will be developed to provide not only first-class swimming and fitness facilities but accommodate complimentary health and well-being services for all the family.

The diversification of functions to include a spa, an improved food offering, and water-based leisure facilities will deliver health services and social prescribing to the residents of Shrewsbury whilst creating further income generation.

There is a major pedestrian (and car free cycle) route between the Porthill Suspension Bridge and the gate at St Chad's Church. This is of strategic importance because it connects substantial residential areas on the west side of town with the central active travel route to the station. Widening of the path, particularly between the pool entrance and the gate at St Chad's Church will support shared use by pedestrians and cyclists whilst maintaining its functionality during park events.



▲ Contemporary Leisure centre in green setting.
Edgbaston, Birmingham







Key

- Education
- Residential
- Residential with parking hub

CHARACTER AREAS

ABBEEY FOREGATE



The Abbey Foregate area of change comprises some of the most exciting opportunities in town; including Abbey Gardens and Refractory, Wildlife Trust Buildings, Old Potts Way Regeneration, English Bridge Workshop, Shrewsbury College and Gardens and linkages to Shrewsbury Station.

The Old Potts Way vision revitalises the segregated land currently being used for large supermarkets and car showrooms. The new developments will make exceptional interaction with the Rea Brook by activating the green/blue corridor connecting the Abbey and English Bridge Workshop. Restoring Abbey Foregate with tree-lined streets to its historic boulevard setting providing an welcoming eastern gateway into the town centre.

Furthermore, the proposal envisions to extend the green active travel route to platform three of the train station by reviving the Eastern Riverbank green route, increasing pedestrian accessibility to the station for hundreds of residents.



CONNECTION TO STATION



3

ENGLISH BRIDGE

ABBEY GARDEN

SHREWSBURY ABBEY

1

ABBEY GARDEN

2

UNITED REFORMED CHURCH

ENGLISH BRIDGE WORKSHOP SQUARE

WILD LIFE TRUST

REFRACTORY GARDEN

5



4

CONNECTION TO BAGE WAY

ABBHEY FOREGATE

CONTEXT & BACKGROUND

Shrewsbury Abbey is one of the most historically significant buildings in the town and forms the central focus of this area. It was once much larger and surrounded by landscape until the intervention of Thomas Telford in 1836, who diverted Abbey Foregate to the south of the Abbey. Its previous setting is now dominated by a large surface car park and an Asda superstore.

Two main arterial routes – Abbey Foregate and Old Potts Way – also enter the site from the east and south respectively. Neither do much to support a quality gateway experience to the town. Abbey Foregate was historically a beautiful tree-lined boulevard defined by well-designed buildings, but recent additions do not demonstrate the same quality or response to place.

The Rea Brook Nature Reserve is located to the south east of the site and forms an active travel route that passes through the site north west into the town centre. Unfortunately, the path suffers poor overhead surveillance due to being bordered by the back of the Asda superstore and the existing surface car park. The route continues past the Abbey along the eastern bank of the Severn but is not legible or easy to navigate and offers no connection to the station.

Key

-  Landmarks
-  Public Realm
-  Key Route

THE VISION

The setting of The Abbey will be restored to its former grandeur by reducing traffic along Abbey Foregate, creating a new public space on the site of the existing car park, which will respond better to the Scheduled Monument area associated with the historic form of the Abbey. The intention would be to 'activate' this area of the town more effectively and make it a more pleasant and peaceful place to be.

1. Enhancing the setting of the Abbey, Wildlife Trust and English Trust and English Bridge Workshop buildings.
2. Enhanced public realm and community uses through activating the viaduct
3. Improved setting of the Shrewsbury College, with ambitions for a new connectivity north towards the station.
4. Create a new housing site within a garden setting along Old Potts Way
5. An improved Rea Brook Walk framing a view of the Abbey

POTENTIAL DEVELOPMENT VALUE

The Abbey Foregate site provides for a significant proportion of the overall number of residential units identified throughout the masterplan, with the potential for up to 500 new homes of various tenure. To complement the residential development, a new car park of up to 320 new spaces has been included along with a 25,000sqft of retail/food & beverage at ground floor. Based on the development quantum identified we would anticipate a GDV up to £120m, depending on market sentiment at the time.

For further information regarding potential development sites, please contact the Shrewsbury Big Town Plan Partnership.



▲ Historic image of the Abbey, 19th century



BUS

ENGLISH BRIDGE

SHREWSBURY ABBEY

P

OLD POTTS WAY

TO SHREWSBURY COLLEGE

ABBEY FOREGATE

MOVEMENT & ACCESS

As a key gateway to the town from the east, and for Park & Ride services from the south, movement by public transport, cycling and walking takes precedence here, with vehicle restrictions between the Abbey, the abutments and the railway bridge. This will enable improvements to be made to the public realm, as well as reducing severance caused by existing traffic – improving the environment for pedestrians.







This forms part of the strategy to reduce the number of cars through Shrewsbury Town Centre and encourages travel by bus and by foot over The English Bridge with a five-minute walk into the historic core. Access to the car park (to the south of the Abbey) and existing premises north, will continue to be facilitated.

A new pedestrian connection from Abbey Foregate to Shrewsbury Station will open access to rail for more residents, with the new shorter route of around eight minutes' walk nearly halving the distance and time taken now. In turn, improving walkability from the station to Shrewsbury College. For drivers, logistics and emergency vehicles needing to access the area, routes for access by car will be clearly signed. Coach parking for the Abbey and the town will continue to be provided in this area

PARKING HUB

A new multi-storey parking hub will be accessed from Old Potts Way to capture vehicular traffic from visitors entering from the east and south. As with other character areas, the car park is located near to public transport interchanges to enable people to easily hop on to a bus to their destination.

Key

-  Low Traffic Zone
-  Improved frontage/public realm
-  P&R Bus Movement
-  Car Movement
-  Parking Hub
-  P&R Bus interchange



▲ Cycle & Pedestrian friendly neighbourhood



▲ Cycle & pedestrian friendly access.



ABBAY
GARDENS/
VILLAGE GREEN

WILDLIFE TRUST
WITHIN ABBEY
GARDENS

ABBAY
REFRACTORY
GARDENS &
IMPROVED ACCESS

ABBEY FOREGATE



▲ Using historic parks to create footfall, St Philip's Cathedral, Birmingham



▲ Dwell space for the public within garden

'The Shrewsbury Abbey should become the focal point of rich activities and public realm.'

SHREWSBURY ABBEY

Restoration of the grounds around Shrewsbury Abbey will create a series of pedestrian friendly green spaces as an appropriate setting for this historic monument, reflecting its status as one of the most influential abbeys in England and one of the most important buildings in the town. The Abbey and grounds are a major landmark on the approach to the town centre from the east, and in views back, over the English Bridge.

The proposals should provide valuable facilities for the adjacent communities, with a style in keeping with the historical setting. There are many successful examples of religious buildings being reinvigorated through immediate urban realm upgrades.

The reduction in traffic along Abbey Foregate presents a great opportunity to reverse the severance caused by the road. The new grounds should extend to encompass the Shropshire Wildlife Trust and Refectory Pulpit Garden to create a centre of culture within a beautiful landscaped setting. The approach along Abbey Foregate should be reinstated to the dignified tree-lined street of the past, with widened footways, tree planting and high quality street furnishings.



EASTBANK STATION PARK

ENGLISH BRIDGE

UNITED REFORMED CHURCH

WILD LIFE TRUST

SHREWSBURY ABBEY

REA BROOK GREEN LINK



ABBEY FOREGATE



▲ Activating underpass with leisure activities



▲ Linear active travel path, Brussels, Belgium

REA BROOK GREEN LINK

The Rea Brook active travel route will be transformed into a welcoming, safe place to walk and cycle by creating a new residential development of streets that address the path with high quality family homes that overlook it.

The path follows the route of the historical Shropshire & Montgomeryshire Railway. The site is home to the old terminus station building, encouraging a design response to interesting industrial age heritage, sitting beside the medieval Abbey. The Abbey, to the north, will form a magnificent focal point to the Rea Brook path and a high quality, public space opposite the Abbey will provide a lively local centre and attractive gateway to the east of the town centre.

To the south, the route continues out of the study area towards the Rea Valley Nature Reserve, connecting with the existing cycle path to Sutton and Mereside, linking with the large residential hinterland to the south and east of the town centre.

EASTBANK STATION PARK

The path will continue along the eastern bank of the River Severn and culminate with a new access point to Shrewsbury Station in the north west which will provide much-needed connectivity for residents in the east. Between the English Bridge and Castle Walk footbridge, the riverbank path will be re-imagined as a new public park, as continuous and impressive as the riverside route around The Quarry.

This new broad path will be shared by pedestrians and cyclists, bordered by planting with an emphasis on native species and biodiverse meadow. Particular attention will be paid to the approaches to the station viaduct, subject to vegetation clearance and regrading, so that the character of the riverside park sweeps through the arches with uninterrupted clear visibility.

Step free pedestrian and cycle access will be provided to the south of the station viaduct up to the platform level to create the link, across the river, to the station along platform three. This intervention will enhance accessibility to the station for many residents, reducing the reliance on private vehicle journeys from the east to the station.

ABBEY FOREGATE

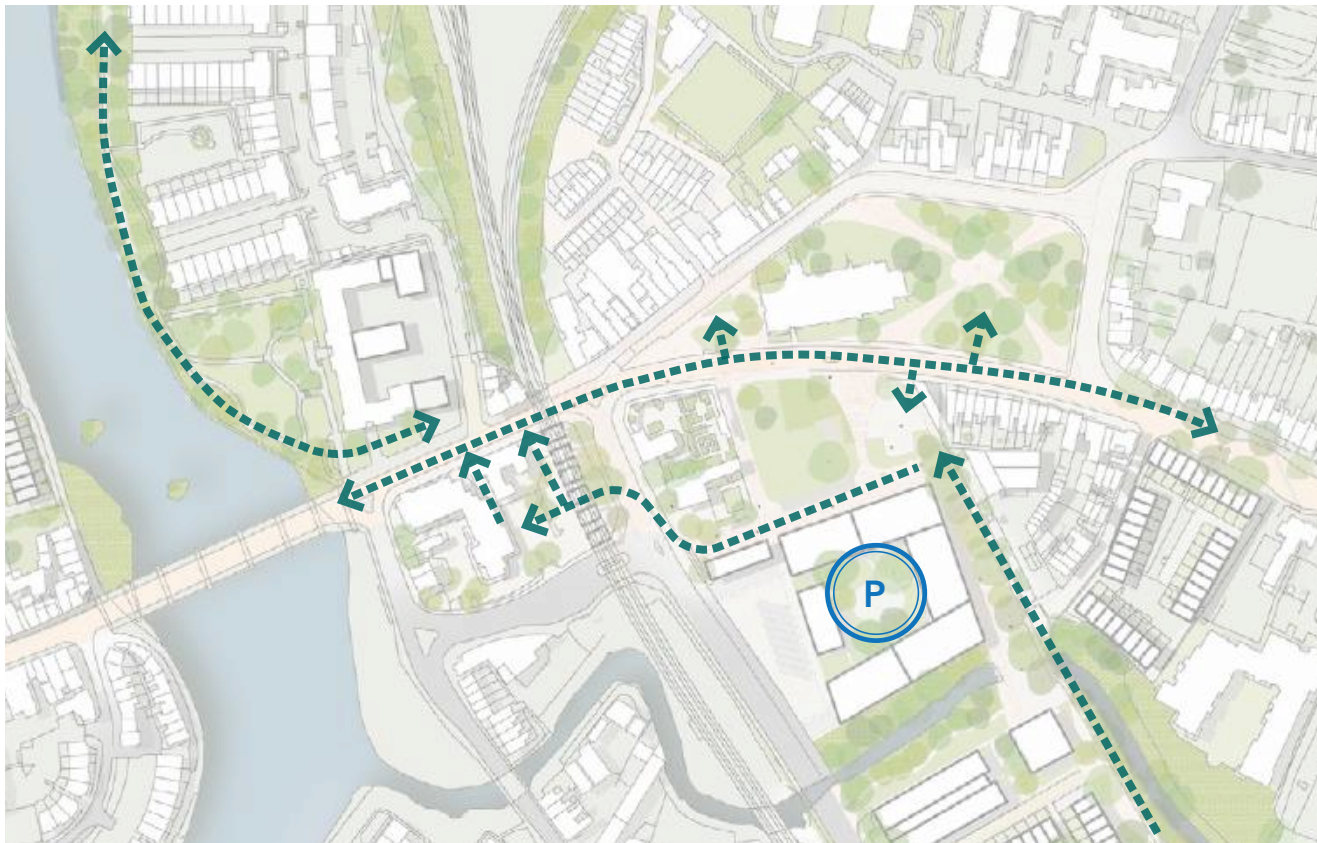
ACTIVATING THE VIADUCT

Revitalising the viaduct arches for independent retail and food businesses will stimulate the public realm in a new and inventive way for Shrewsbury, whilst allowing the public to walk through the openings in the railway infrastructure. This will create footfall that encourages people to browse and wander around the new Arts Square, animating the area outside the English Bridge Workshop with activity from the arches able to spill out into the new public space.

ENGLISH BRIDGE WORKSHOP

The English Bridge Workshop will become a lively Arts Quarter with artists' studios and cafés occupying space under the viaduct. Reduced traffic through the gyratory will facilitate a new route through the grounds of the English Bridge Workshop which will become a new Arts Square.

'The viaduct is the perfect opportunity to generate public realm, movement and liveliness.'



▲ Improved pedestrian movement









'Rea Brook is the ideal opportunity for activating the green link to the town centre. It will make a tremendous impact on revitalising the neighbourhood.'

OLD POTTS WAY VISION

Key to the vitality of the improved Rea Brook trail is the transformation of the adjacent site into a medium density residential neighbourhood, providing high quality new homes with fantastic, healthy walking and cycling routes into the town centre.

A diversification of housing types and tenure, including apartments will support a new mixed and balanced community, looking to make Shrewsbury town centre their home.



▲ Quality townhouses in a green setting





▲ Old Potts Way: Connectivity & Urban Grid

REPAIRING THE URBAN GRID

The recognisable grid of the historic streets within the town centre has long since disappeared along Old Potts Way, having been replaced with surface parking and retail sheds. Future development will create a more regular layout and street pattern, providing higher density living along Old Potts Way, with townhouses behind, providing surveillance across the Rea Brook.

Two distinctive square apartment blocks provide some interest and variation along the active travel route, whilst benefiting from longer views towards Shrewsbury Abbey within its improved green setting.

Future development to the north-east, should extend this reinstated urban grain through, beyond the study boundary, to Abbey Foregate. Density and connectivity to these edge of the town communities with the blue/green corridor of the Rea Brook at the core, will be increased.



Key

- Mixed-use
- Residential
- F&B/Retail

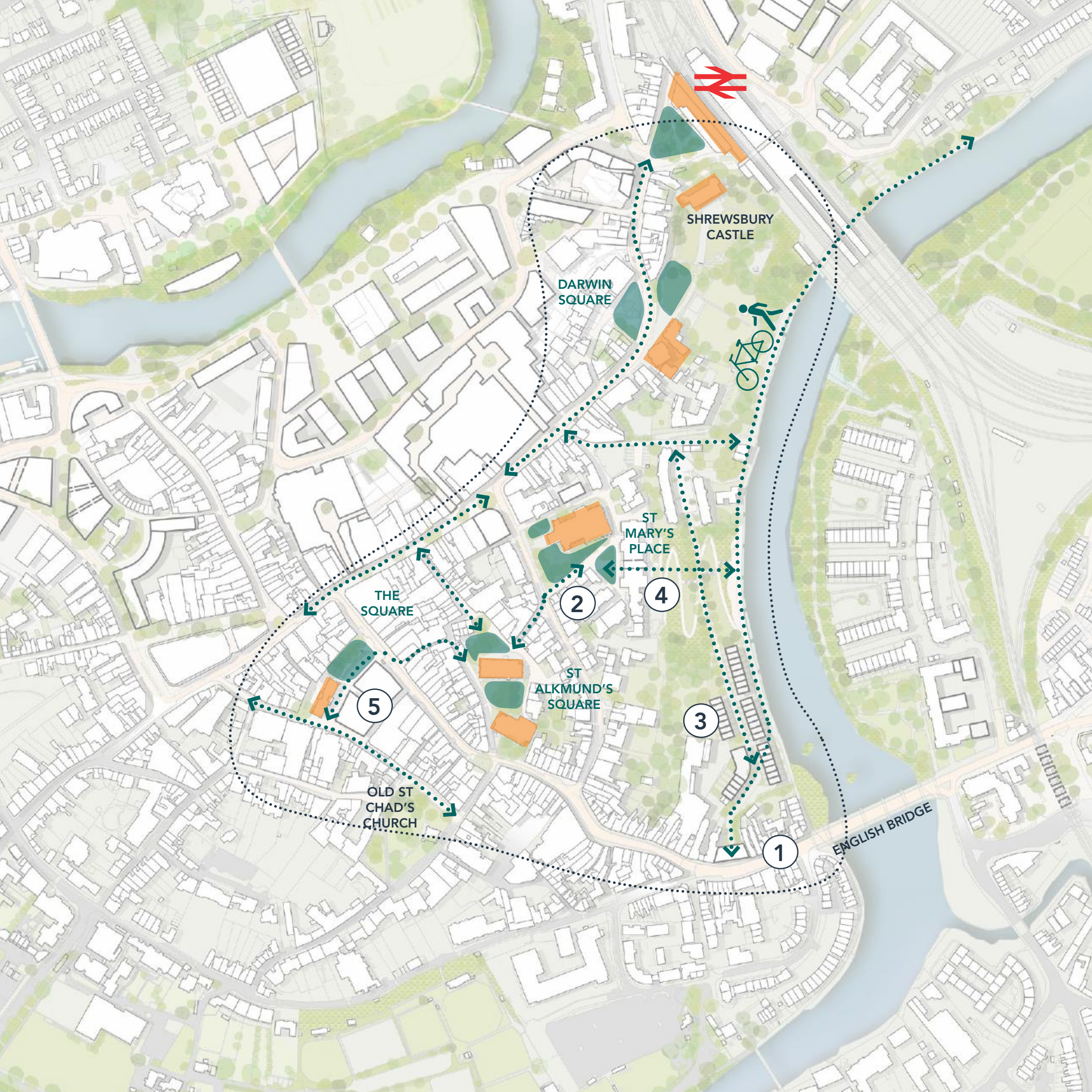
CHARACTER AREAS

HISTORIC QUARTER



The Historic Quarter of Shrewsbury has a particularly outstanding quality, as much of the medieval street patterns, complex topography and historic architecture is well preserved. The primary obligation, therefore, is to rebalance the movement hierarchy in the area in favour of the pedestrian by removing unnecessary through traffic.

This will achieve two ambitions; to improve connectivity and richness of the historic grain with enhanced public realm, particularly around the setting of the churches and squares whilst creating development opportunities on infill sites (typically surface car parks) to repair any erosion to the medieval townscape.



SHREWSBURY CASTLE

DARWIN SQUARE



ST MARY'S PLACE

2

4

THE SQUARE

5

ST ALKMUND'S SQUARE

3

OLD ST CHAD'S CHURCH

1

ENGLISH BRIDGE

HISTORIC QUARTER

CONTEXT & BACKGROUND

This part of the town is of particularly outstanding quality, as much of the medieval street patterns, complex topography and historic architecture is preserved. Despite the heavy vehicular traffic, a thriving independent high-street and framed views revealed through the cranking streetscape, combine to produce a high-quality pedestrian experience. A collage of listed buildings, scheduled ancient monuments, historic public spaces and non-designated buildings create an attractive backdrop to desirable town centre living. The area adjacent to Pride Hill is commercial, and of a lesser quality, although with high value as an active and vibrant high street, itself an important characteristic of a market town.

There is a lack of connectivity to the river due to the area's steep topography, a product of the town's development within the Town Walls which also contributes to areas of limited or difficult accessibility.

A single surface carpark overlooked from the English Bridge detracts from the river setting and the picturesque townscape above but offers an attractive opportunity to provide level access to the river with a residential-led proposal.

THE VISION

The rich existing context and thriving independent high street require careful custodianship, with light-touch interventions that augment the character and enjoyment for the pedestrian experience.

Aspirations to achieve this include:

1. Improved pedestrian experience from English Bridge arrival through to centre of town along existing and new routes
2. Considered interventions within the historic street patterns, filling in gap sites, improving the setting of St Mary's Church
3. New riverside living opportunity on the Wyle Cop car park, providing an alternative route to the historic centre via riverside walks
4. Revitalising the Parade Shopping Centre and creating new footfall with riverbank terraced gardens
5. Opportunity to re-purpose and improve Princess House in the Town Square.

POTENTIAL DEVELOPMENT VALUE

With the development quantum identified, 77,000sqft of commercial with 62 riverside units, we would anticipate a GDV value up to £30m, this will depend upon actual quantum and market sentiment at the time. For further information regarding potential development sites, please contact the Shrewsbury Big Town Plan Partnership.

IMPROVING STREETScape

Princess Street, Milk Street, College Hill and Swan Hill are part of a network of narrow medieval streets in the southern part of the town centre, lined with historic buildings. This is the basis of a very high-quality streetscape. Reduction in vehicle traffic will give scope for flush surfaces and more traditional surfacing materials. There are few, if any, places where planting and street furniture would be appropriate.

Most of the adjoining buildings are residential or small offices. However, in Milk Street and parts of Princess Street the many active frontage uses will benefit from enhanced quality public realm and spill out opportunities.

Key

-  Landmarks
-  Public Realm
-  Key Route



▲ View of the St Alkmunds Church



BUS

SHREWSBURY
CASTLE

BUS

ST MARY'S
CHURCH

BUS

THE
SQUARE

ST
ALKMUND'S
CHURCH

OLD ST
CHAD'S
CHURCH

BUS

BUS

BUS

ENGLISH
BRIDGE



HISTORIC QUARTER







MOVEMENT & ACCESS

The movement hierarchy in the historic quarter will focus on the pedestrian, enabling them to get where they want to quickly, or to enjoy a meander through the historic streets. Removing unnecessary through traffic will help to achieve this change, combined with reducing on street parking (but retaining disabled parking and EV charging points), making it easier for pedestrians to cross the roads and enabling essential servicing. The enhanced public realm will be less cluttered by parked or moving vehicles and therefore feel safer and more welcoming, with opportunity for spill out space for the thriving independent high street.

The opportunities to optimise the river towpath northwards from the English Bridge along the National Cycle Route (with the potential to connect through to the Parade) will also provide a safe and attractive walking and cycle route showcasing the unique environment and setting of Shrewsbury.

On street wayfinding information will direct people towards key locations in the town centre, attaching the historic quarter in transport terms to the public transport interchanges, car parking hubs and rail station. Public transport will run through the historic quarter, offering town-wide connections or links to the new bus station where connection to the full range of bus services is possible.

Key

-  Low Traffic Zone
-  Improved frontage/public realm
-  P&R Bus Movement
-  Car Movement
-  Parking Hub
-  P&R Bus interchange



▲ Lively Butcher Row near the Bear Steps area, Shrewsbury



▲ Pedestrianised town centre of Edinburgh

'St Mary's Place should be packed with people dining outside enjoying the sunshine and fresh air. This would massively amplify the liveliness of the square.'



HISTORIC QUARTER



▲ Art work installation, Leicester Cathedral



▲ Enhancing public realm, Leicester Cathedral



▲ Existing street view of St Mary's Place

CHURCH OF ST MARY THE VIRGIN

The spire of St Mary's is one of the tallest in England and the most significant landmark in Shrewsbury's skyline, however, the setting at street level detracts from the importance of this historic asset.

Two surface carparks, off St Mary's Place and Windsor Place, will become site-sensitive contemporary residential or commercial developments, with active ground floor uses. Their addition will complete the church ground's edge, giving further prominence to St Mary's. Likewise, the low-quality buildings at the junction of St Mary's Street, Pride Hill and Castle Street will benefit from a refurbished façade, improving their contribution to the setting.

With the reduction in traffic and parked vehicles, St Mary's Place, surrounding the church on three sides, can be transformed into a pedestrian friendly streetscape with improvements such as flush kerbs and traditional surface materials. The low stone wall and beech hedge that separate the church yard to the public realm should be redesigned in places to allow the two spaces to merge and create a new landscaped destination in the heart of the Historic Quarter, encouraging use for programmed activity to revitalise the area. The new landscape will extend to the front of The Parade Shopping Centre, improving the approach and providing valuable external amenity for the independent business tenants.

◀ Tables and chairs spilling out by St Mary's Place

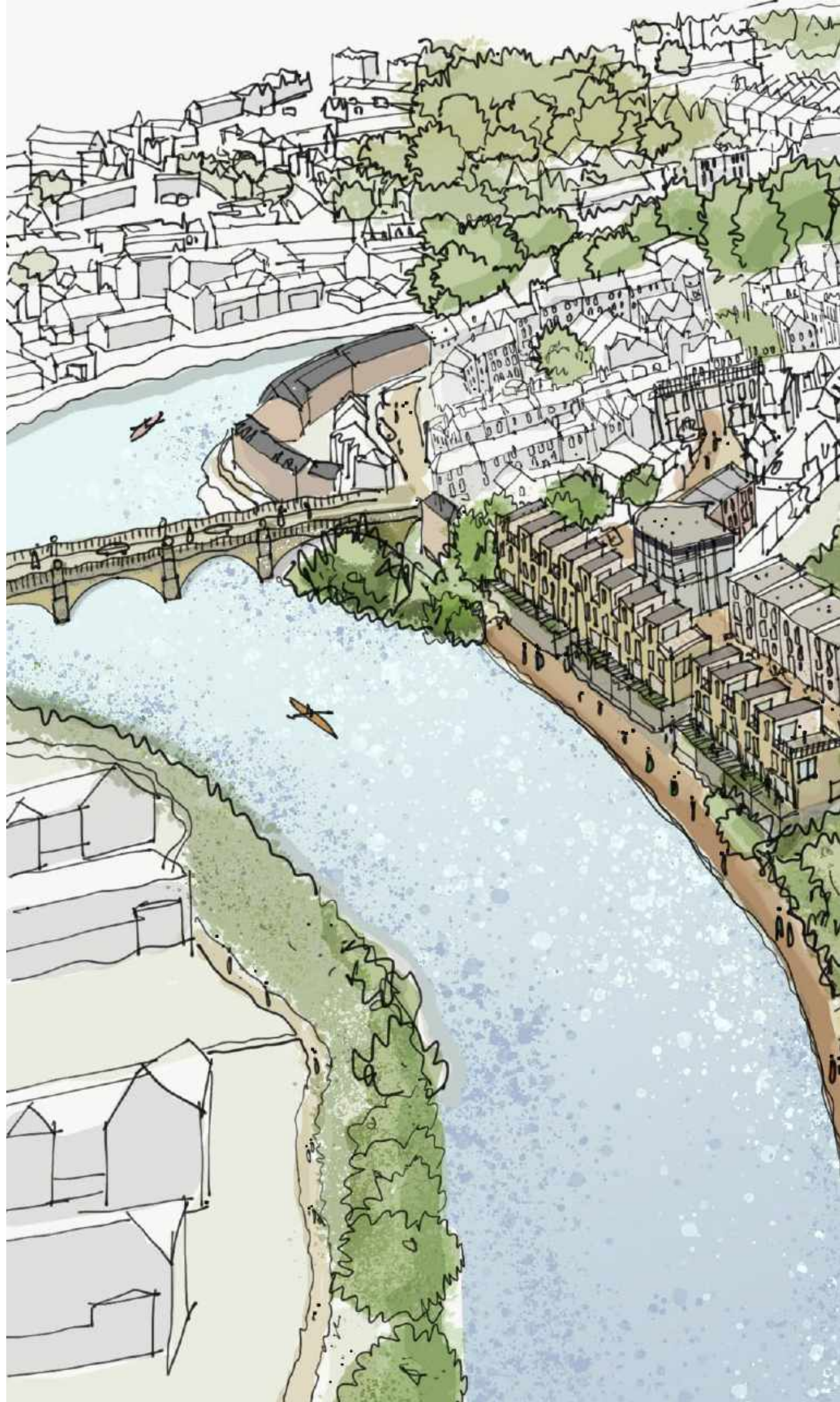
HISTORIC QUARTER

WESTBANK TERRACE GARDENS

The Westbank Terrace Garden offers the future potential for a public connection between the Parade Shopping Centre to the national cycle route at the river's edge and north/south active travel connection between St Mary's Water Lane and Wyle Cop, whilst contributing to the blue/green corridor of the river loop. The character of the expansive green space lends itself to a combination of terracing for urban agriculture and biodiverse riverside greenery to be enjoyed by the residents of the local housing and visitors alike.

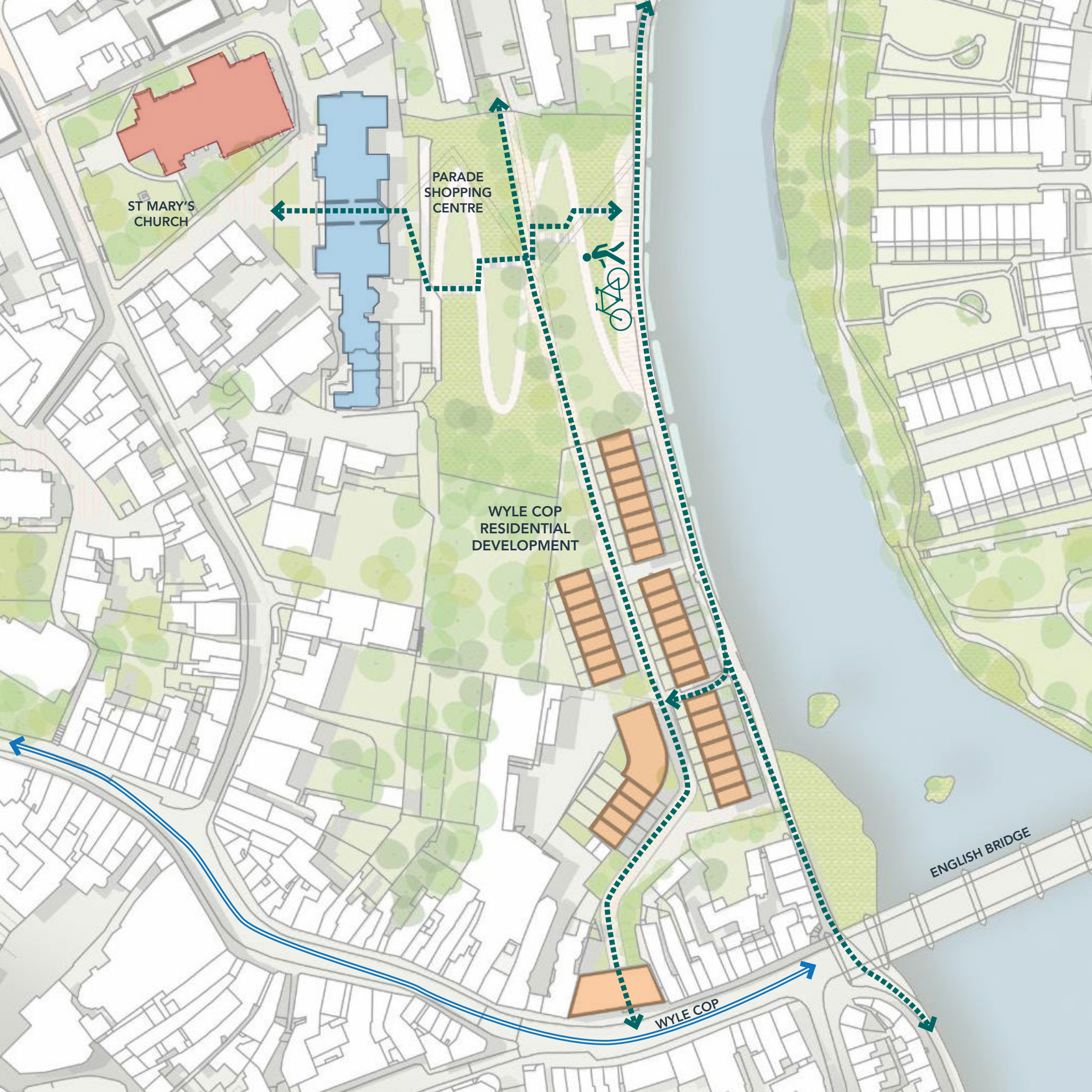
PARADE SHOPPING CENTRE

The Parade Shopping Centre is a hidden Shrewsbury gem, home to an independent shopping centre and residential apartments. Reducing the carparks to the front and rear of the Grade II Listed building will provide external amenity space, including a terrace with views over the River Severn and across to Shrewsbury Abbey.



▲ Connection to the river with new path, Port Loop, Birmingham





ST MARY'S
CHURCH

PARADE
SHOPPING
CENTRE

WYLE COP
RESIDENTIAL
DEVELOPMENT

ENGLISH BRIDGE

WYLE COP

HISTORIC QUARTER



▲ Quality townhouses by riverside, Royal Wharf, London



▲ Elegant town houses, Port Loop, Birmingham

'The vision for Wyle Cope riverbank development will strike the perfect balance between healthy living and being close to the town centre. Complemented by the scenic River Severn and greenery.'

WYLE COP RIVERSIDE DEVELOPMENT

The Wyle Cop surface car park will be transformed into a modern riverside living development which will create a direct and level active travel connection between the historic quarter and the green river loop. The development will consist of high-quality townhouses, with private amenity via roof terraces and balconies, benefiting from views across the river, also completing the picturesque riverbank scene as viewed from the English Bridge.

The site is subject to heavy flooding and necessary assessments and measures should be carried out prior to development, in order to provide a resilient and sustainable design.

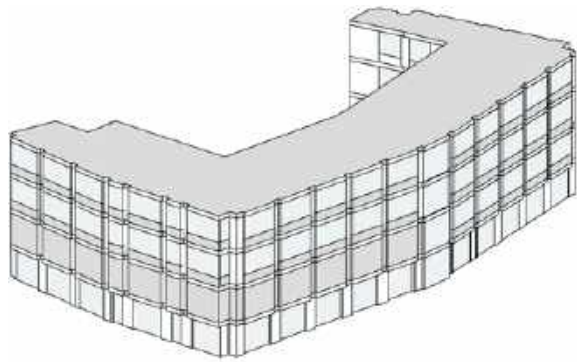
HISTORIC QUARTER



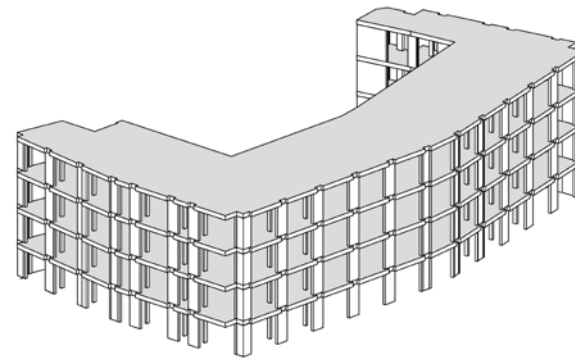
▲ Existing Image of Princess House



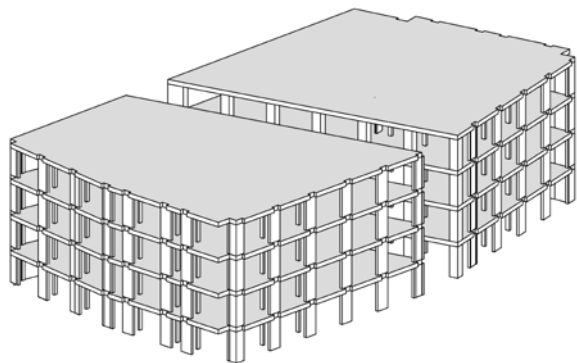
▲ Princess House recycled and re-purposed, initial sketch



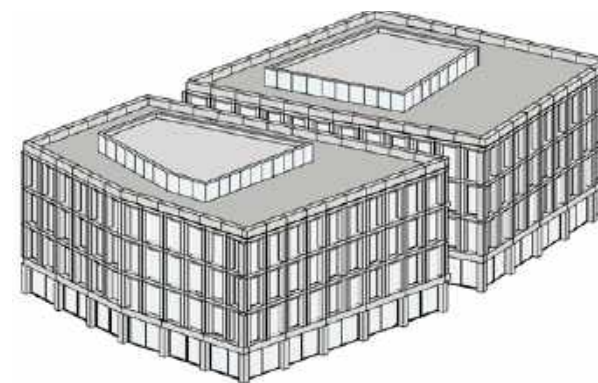
1. Existing Princess House



2. Building stripped back to structural frame



3. Create new arrival and atrium space



4. Recycled design, reinstating the historic passageway

HISTORIC QUARTER



▲ Historic drawing of Town hall,, 1790



▲ Historic map of Town Square, early 1910.



▲ Glazed link between existing & new, One Bayshill Road, Cheltenham

PRINCESS HOUSE REDEVELOPMENT

Princess House occupies a prime site within the historic fabric of Shrewsbury, with elevations that contribute to the townscape of the High Street, Princess Street and the town's main public space, The Square. Designed in the 1970s, the current architecture detracts from the neighbouring quality, particularly the setting of the Grade I listed Old Market Hall. Whilst the heavy and closed articulation of the carpark along the façade does little to contribute to the activation of the public space.

Full advantage of the desirable location and building plot size, rare within the character area, will be taken via a radical refurbishment of the existing structure to create modern Grade A office accommodation, with retail activation at ground floor. A new façade treatment will repair the quality of the adjacent streetscape, providing vitality to The Square. The

form will be carved with contemporary interpretations of the passages and 'shuts' of Shrewsbury, to both refine the grain of the site as per the historical context and provide the future occupants tall views to the setting.

The artificial attachment to the House of Fraser building will be upgraded to a high quality glazed link, preserving the internal façade to provide natural light and passive ventilation to the building. The intervention will be a modern take on the beautiful top-light internal streets characteristic of arcade shopping centres, extending the public realm and opportunity for active frontages.



HISTORIC QUARTER

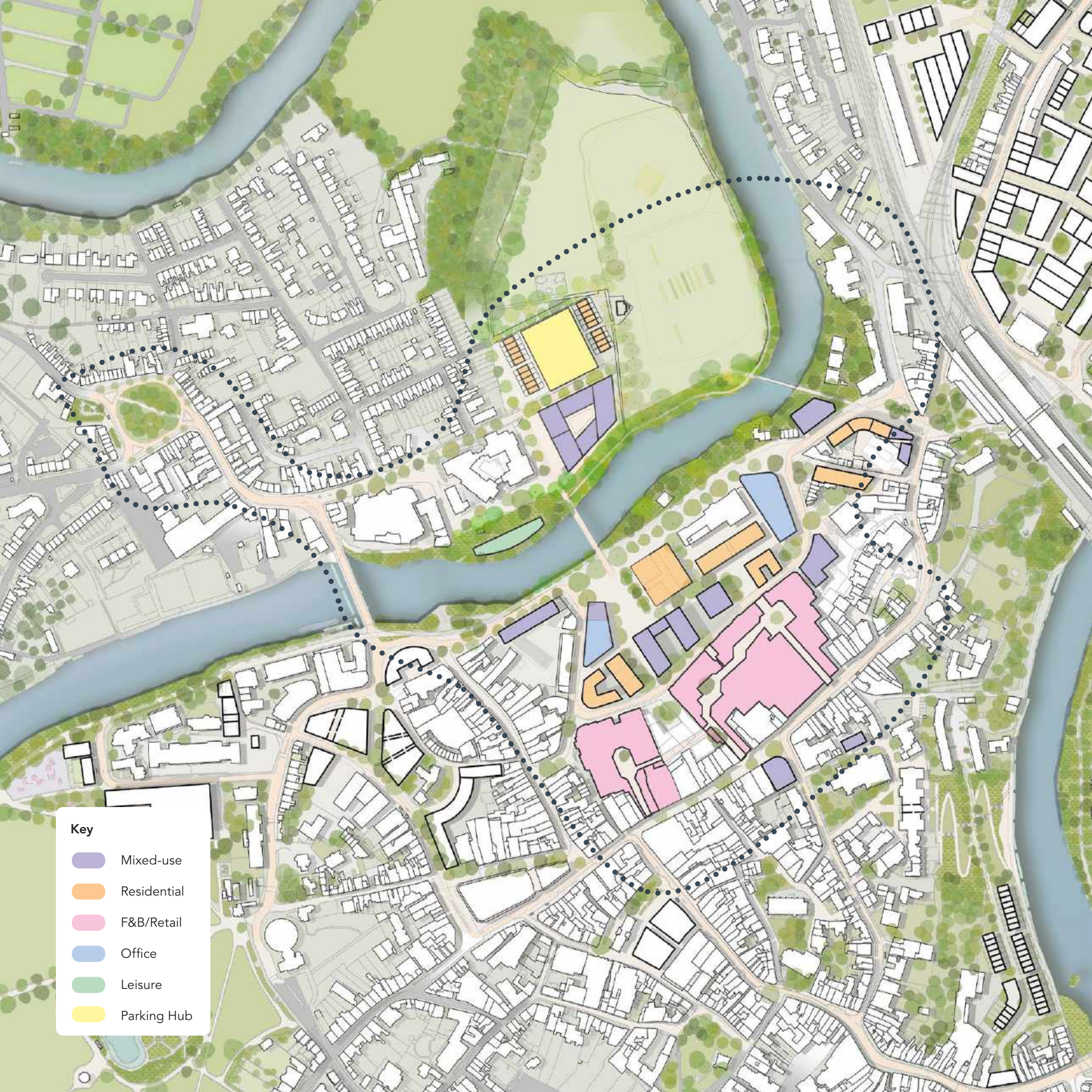
SHREWSBURY TOWN SQUARE

Shrewsbury Square has the fundamental ingredients for an exceptionally high-quality public square. The medieval street pattern is largely intact, giving informality, intensity and connectivity to the space, with an excellent architectural focus in the Old Market Hall. Most of the surrounding buildings (in various ages and styles) are high quality, offering a great variety of commercial interest with potential for active frontages and spill out, with the restricted access for vehicles.

The public realm design should focus on de-cluttering the square to make a multi-functional space with discreet utilities to support events and maintenance.



▲ Existing Town Square



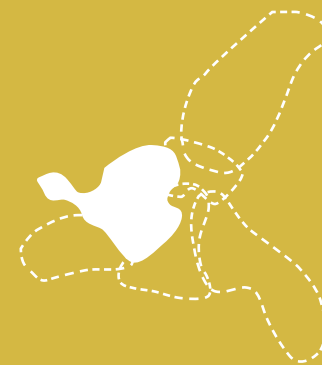
Key

- Mixed-use
- Residential
- F&B/Retail
- Office
- Leisure
- Parking Hub



CHARACTER AREAS

FRANKWELL & RIVERSIDE



The Frankwell & Riverside character area is key to unlock some of the significant improvements in Shrewsbury, whilst overcoming the challenging topographical and flooding issues in the area.

The vision identifies solutions to improve the pivotal connection to the train station, Northern Corridor and Frankwell area. The proposed developments and enhanced public realms, both sides of the river, will become the catalyst for local commercial growth and centre the enjoyment of the river at the centre of the masterplan.



FRANKWELL GARDENS

5

FRANKWELL

4

THEATRE SEVERN

2

RIVERSIDE

STATION SQUARE

WELSH BRIDGE

1

3

PRIDE HILL CENTRE



FRANKWELL & RIVERSIDE

CONTEXT & BACKGROUND

The Frankwell and Riverside areas, incorporating both sides of the River Severn as it passes Frankwell and Smithfield Road, are key development opportunities within the 'Big Connection' regeneration strategy. However, there are several constraints that need to be addressed in order to transform the area into a thriving, people-focused place.

The area is poorly connected to the town centre due to its topography and the barrier created by the relatively low architectural quality of The Darwin and Pride Hill Centres.

The existing footbridge that links Frankwell to the Riverside is inaccessible due to its height above the road. Furthermore, separation of pedestrian and vehicular traffic prevents development of a normalised public realm, particularly along the river, with footfall maximised at active street fronts.

Flooding is of huge importance in how any new development will be designed, used and managed. The high flood level will potentially rise significantly here in the future due to the effects of climate change.

Key

 Landmarks

 Public Realm

 Key Route

THE VISION

Frankwell and The Riverside will become an exciting, vibrant 21st Century addition to Shrewsbury where leisure, living and work come together in a place that is well connected to the town centre, train station and The Quarry. The River Severn is the main attraction and should become the centrepiece of the masterplan. This area presents an opportunity to make significant public spaces that address the river in a positive way, for the first time in the history of Shrewsbury.

Diverting the vehicular traffic via Roushill and Raven Meadows, will transform Smithfield Road and public space will extend to the waterside to create a new natural, biodiverse, riverfront park. In doing so, this will complete the green and blue corridors of the river loop. A generous and fully accessible new pedestrian bridge will connect Frankwell's improved transport interchange facilities with the riverside development; a welcoming gateway to the west of the town centre.

Aspirations to achieve this include:

1. Vibrant new living, leisure and work destination with a riverside setting, which is connected to the historic town centre, Station Square and The Quarry.
2. Riverside Park and new public spaces which put the river at the heart of the masterplan.
3. Re-routing of traffic from Smithfield Road to enable safer, quality pedestrian and cycle routes along a riverside green park.
4. Regenerating north riverbank car park site to sensitive high-quality mixed-used developments.
5. Improve Frankwell roundabout green setting.

POTENTIAL DEVELOPMENT VALUE

This site is the most comprehensive mixed-use opportunity with the potential of over 450,000 sqft of flexible development complemented by up to 260 residential units and 450 car parking spaces. Although bringing forward this site will potentially require some significant enabling works which will require funding, based on the development quantum identified we would anticipate a GDV value up to £150m, market depending. With the Council having controlling land interest of the site it is likely this site will come forward in partnership with a private sector partner.

For further information regarding potential development sites, please contact the Shrewsbury Big Town Plan Partnership.

FRANKWELL & RIVERSIDE



▲ Quality streets with pedestrian priority, Brighton







▲ High quality greenery integrated roundabout, Poynton, Cheshire

MOVEMENT & ACCESS

Visitors coming into Shrewsbury town centre from the west will arrive at the Frankwell and Riverside area, with provision for journeys by all modes of transport clearly legible and integrated as part of a high-quality public realm. Those who need to travel in by car will be directed to the Frankwell multi-storey car park, with a new pedestrian and cycle bridge over the River Severn allowing for easy access into the town centre, with the railway station only five minutes' walk away. Reducing traffic over The Welsh Bridge will promote Shrewsbury as a modern and sustainable town of the future whilst creating opportunities for new development and improvement to public realm.

Key

-  P&R Bus Movement
-  Car Movement
-  Parking Hub
-  P&R Bus interchange

Those arriving by Park & Ride or local buses will benefit from public transport priority along their route, providing more competitive and reliable journey times across The Welsh Bridge, for arrival at Raven Meadows. The bus station will be smaller and relocated, in an appropriate location that provides interchange facilities with the rail station and other transport services, access to core retail and employment in the town centre, with space to provide the practical operational requirements. Roads will be reapportioned to enhanced public realm which will improve the enjoyment and walkability of the town.

Provision for logistics and servicing will be managed through allocation of kerb space and implementation of technology to limit times and locations as needed to effectively provide for servicing and parking by disabled visitors.

Pedestrians and cyclists will flow freely around the area, with the improved public realm providing an attractive place to meet or spend time in and clear and well-designed routes to travel through to link with the wider town centre. Along the redesigned Smithfield Road the removal of all vehicular traffic will create a great public space for everyone wishing to enjoy the Riverside environment.

FRANKWELL GARDEN

The green space at the centre of Frankwell is surrounded by high quality and distinctly characteristic streetscape. Furthermore, it is home to many and varied businesses, making an appealing point of arrival on the approach to the town centre on two of the main arterial roads. The central space will take on the character of a village green to serve as a focus for the community.

The existing trees can be retained, with crowns raised to improve visibility to the space. The low-level planting should be cleared out and the enlarged grass areas sculpted to make an appealing lawn. Carriageway widths will be substantially reduced to make a more pedestrian friendly environment (without reducing vehicular capacity) to encourage people to access the green space in the middle, transforming it from a 'roundabout' to a place that people occupy.

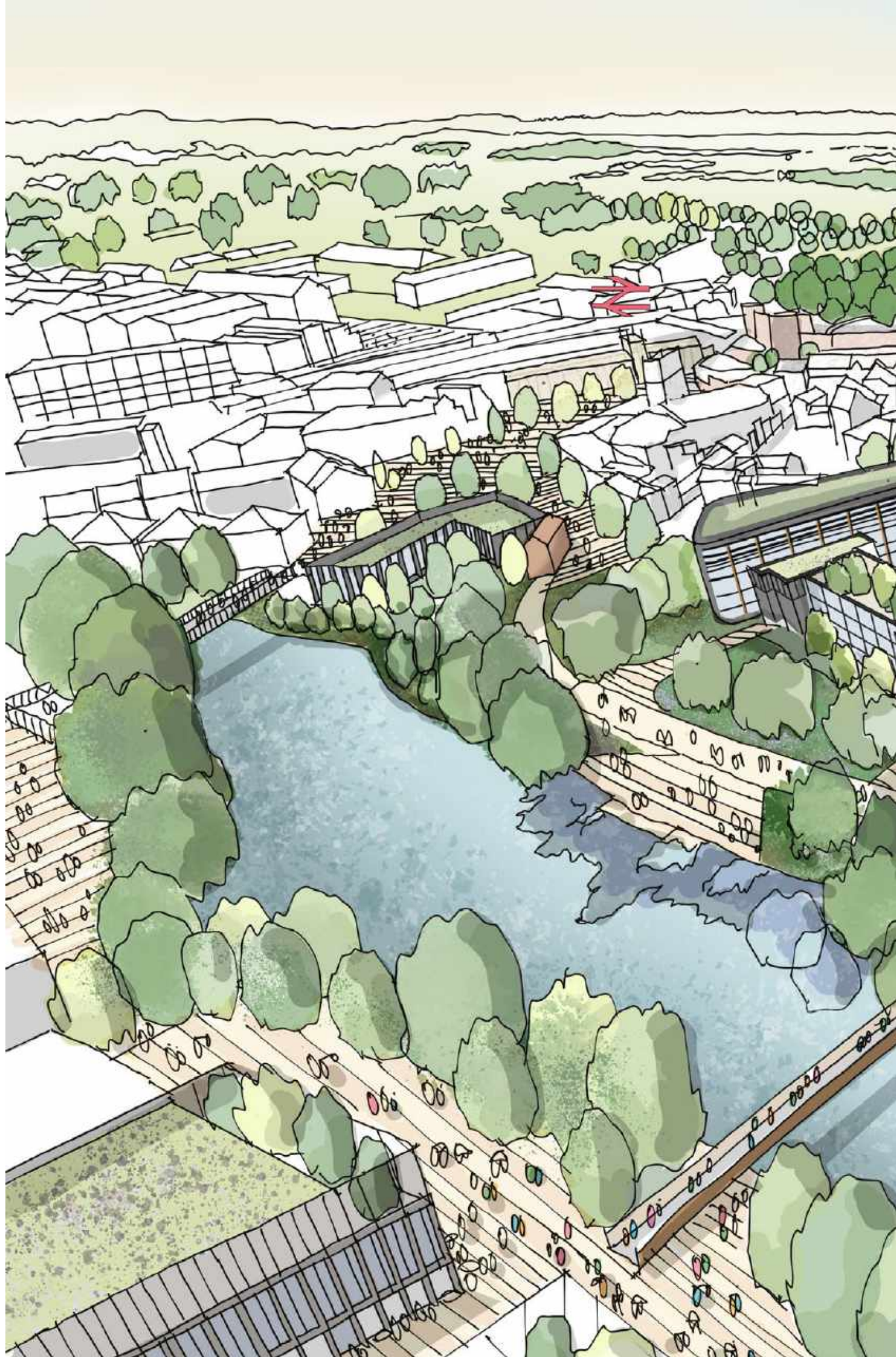
FRANKWELL & RIVERSIDE

CONNECTING BOTH SIDES OF THE RIVER

Key to the successful integration of the new Frankwell development into the town centre is to improve connectivity with the station and Riverside.

The visionary proposals seek to link these areas through the intervention of a new footbridge to the east, forming a new gateway connecting to the station.

In addition to this, a new low-level accessible footbridge across the river on the existing Frankwell Bridge location which will land in the new Riverside Square.



▲ Bridge Link with inclusive access for all users







FRANKWELL & RIVERSIDE

RIVERSIDE REGENERATION

The Riverside area around the multi-storey car park, bus station and the existing Riverside Shopping Centre will be redefined as a vibrant mixed use development which will be well-connected from both the station and the historic core of the town.

The Darwin and Pride Hill Centres will be revitalised with more legible streets, increased access to natural light, the introduction of new uses including leisure, food and drink plus a new pedestrian link from Pride Hill down to the Riverside integrated within the building as a 24-hour accessible winter garden. The north façade of the shopping centres will be refreshed providing the opportunity for more daylight and access to river views. The ground floor servicing areas will be reconfigured to enable activation of the Raven Meadows streetscape.

The creation of a natural, riverside park setting with improved access to Frankwell, opens the opportunity for further mixed-use development, underpinned by residential, but supported by the existing themes of culture, education, performance and leisure.



▲ Active riverside developments and green spaces



COMMERCIAL VIABILITY & DELIVERY





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COMMERCIAL VIABILITY & DELIVERY

This Masterplan Vision is bold and ambitious, but ultimately flexible and adaptable to allow each site to be shaped and developed as they come forward to meet the needs of the people that live, work and visit Shrewsbury.

There are several competing priorities which will need to be balanced at any one time to enable delivery to be successful: Deliverability, Viability and Investability.

This section provides a summary of potential development values which could be realised through the delivery of the ideas within each masterplan character area, along with an overview of the associated challenges, routes to delivery and other considerations which will need to be taken into account at the next stages of design and implementation.

COMMERCIAL VIABILITY & DELIVERY

BALANCING GROWTH

The below table identifies a significant quantum of potential development coming forward through implementation of the Masterplan Vision. Each masterplan area provides a mixture of uses to avoid reliance on any specific sector, this will provide a more reliable and robust base to build on.

It is important to note that the above quantum and type of development is largely indicative at this stage, however does provide a reasonable mix of alternative uses that should come forward on each site. The reason for adopting this methodology is that delivery will come forward in stages over several years; at this point in time developing a flexible delivery model is will be key to its future success.

The reason that the quantum of development has such mixed tenure is to create the opportunity whereby less viable development types can be potentially cross subsidised. For example it is likely that bringing forward grade A office development in the town centre, based on current rental tones would not be viable (i.e. the cost of construction would be

greater than the value associated with the completed building) therefore in packaging more viable uses alongside the offices could support a cross subsidy funding model.

Ultimately if the market is left to bring forward delivery without support, they will only bring forward commercially viable developments at a point in time that suits there strategic and commercial objectives. To enable comprehensive regeneration and re-purposing the private and public sector will need work in partnership with shared objectives to ensure that places are created that respond the long term needs of Shrewsbury rather than disjointed development that fails to realise the full potential within the town centre.

Town centres, like Shrewsbury will flourish if they continue to provide a coherent solution for the needs population they serve, fundamentally this will require places that provide leisure experiences, work-based opportunity and place where people of all ages can live. The masterplans proposed in Shrewsbury

provide a flexible mix of all those components.

What will be key to successful delivery is how well the spaces work between the new and refurbished buildings, the creation of high quality well maintained public realm will not only enhance the environment but ensure that commercial uses are more desirable to future occupiers, every building has a front door and the entrance environment is critical if the masterplan is to attract new and retain existing occupiers in the town centre. High quality public realm will need to be well managed and feel safe, this can be achieved and potentially funded through the delivery of comprehensive regeneration, however the structural delivery arrangements are fundamental in achieving this outcome. Well considered and structured public realm will require investment, therefore the mix of uses is important in creating additional value that can be distributed across each masterplan area and used to fund the upfront capital required to construct public realm.

CHARACTER AREA	RETAIL (SQ FT)	FOOD & BEVERAGE (SQ FT)	FLEXIBLE OFFICES (SQ FT)	LEISURE (SQ FT)	CAR PARKING (NO. SPACES)	RESIDENTIAL (UNITS)	EDUCATIONAL (SQ FT)
FRANKWELL & RIVERSIDE	52,000	52,000	322,000	20,000	450	260	N/A
STATION QUARTER	25,900	24,000	205,000	N/A	300	262	N/A
NORTHERN CORRIDOR	12,000	8,000	45,000	N/A	150	770	N/A
WEST END	4,000	12,000	60,000	75,000	N/A	50	67,000
ABBEY FOREGATE	15,000	10,000	N/A	N/A	320	500	N/A
HISTORIC QUARTER	10,000	5,000	62,000	N/A	N/A	62	N/A
TOTAL	118,900	111,000	694,000	95,000	1,220	1,904	67,000



Wombourne Windows

86

Julian's Centre

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COMMERCIAL VIABILITY & DELIVERY

CREATING A PLACE FOR ENTERPRISE

Whilst the overall Gross Development Value (GDV) isn't an indication of viability or profitability it is still an important output of development to consider at this early stage. For each site a range of values has been calculated, a lower range reflecting current market value assumptions and a higher range which reflects the potential for place making value to be achieved.

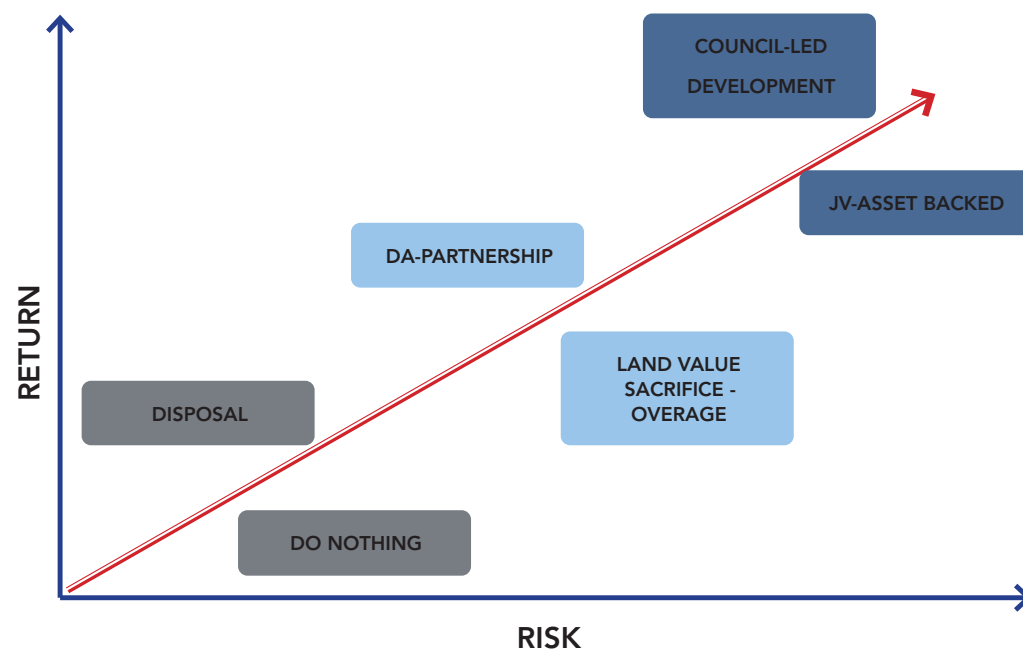
Place making value can be potentially achieved through a combination early investment in high quality enabling infrastructure, local amenities and public spaces. Placemaking can lead to higher land values and higher rents/sale values achieved through a common and shared range of objectives.

Delivering additional value through place making will not be possible on all of the sites across the Town Centre and also will not manifest in higher values across all uses. One of the key principles of place making is taking a longer term and patient view with regard to development returns, however arguably this is the role that the public sector should be adopting when attempting to redevelop its town centres. Placemaking may also require the Council to become more interventionist when bringing forward the sites, this could also include the potential to relocate the Council offices from Shire Hall to Riverside, for example.

ROUTES TO DELIVERY

The Council and town centre partners need to consider at this early stage what they want their role to be. At one level the Council provide a planning function and can seek to influence how the town centre evolves purely through planning controls., this approach will only have limited success. Successful town centres are influenced and delivered using a combination of public and private sector working effectively together.

The below diagram provide a high-level summary of the risk and reward tension associated with alternative delivery model. The Council will consider an range of alternative delivery models in supporting and enabling each masterplan area to come forward.





NEXT STEPS





NEXT STEPS

This Masterplan Vision has identified a range of exciting ideas and opportunities which show how our town could evolve over the next 20 years. Some of these are already in motion as a result of the SBTP 2018, and this Masterplan Vision will further compliment and contribute to these activities, helping to bring together a collective and unified vision for how people can live, work and travel around Shrewsbury.

COVID-19 has tested the strength and resilience of our society, and emergency measures which were implemented, such as the low traffic zones, have reminded us of the importance of our public realm and connectivity between our local communities. The Movement Vision is equally aspirational as the Masterplan Vision and is a crucial re-think of how people can better travel to and around the town. The key measures proposed will not only create healthier, friendlier streets and spaces which prioritise pedestrians and cyclists, but will help raise investor confidence and unlock further development sites.

This is an opportune time for Shrewsbury, and to move this Masterplan Vision forward we have mapped out key activities and strategic projects which should take place over the next five years, and will be important catalysts for further opportunities for both the public and private sector over the next 20 years. The intention is for these to be continually reviewed, and these are achievable timescales which include feasibility testing, procurement and delivery. Along with industry best practice, the SBTP Partnership will be a key sponsor to all workstreams, supported by specialist advisors in commercial, masterplanning/urban design, placemaking/public realm and movement aspects.

Several immediate and resultant activities have been identified, which we've called 'Spotlight' Projects. We see these as the highest priority, some of which are underway, and are focused on responding to the current COVID-19 pandemic through improved public realm, initiating the first measures of the Movement Vision and to raise the profile of key development sites to attract further investment interest in particular for Council-owned assets.

Spotlight Projects:

1. Development of Riverside and Frankwell Areas: Market engagement, delivery and implementation of the Strategic Development Framework (SDF December 2020);
2. Re-purposing of the Council-owned Pride Hill centre: New Town Centre base for the Council moving out of Shirehall, exploring potential sites in the town centre, including Pride Hill and Riverside Development;
3. Design and construction of the new Quarry leisure destination facility, as part of the West End (presented to cabinet Dec 2020);
4. COVID recovery priorities: Implement public realm improvements identified during pandemic response.

Other key activities and strategic development projects over the next five years focus on continued investment and enhancement of the public realm, further implementation of measures from the Movement Vision along and feasibility studies for key strategic sites. Together these aim to attract

further investor interest and unlock adjacent sites for development.

2021

- Agreeing an Integrated Movement Action Plan to deliver a programme of infrastructure/transport projects and continuing to develop and implement priority 'spotlight' projects which should include:
 - Rail station improvements/interchange and New Parkway Station to further relieve traffic in the town centre;
 - Increased Park & Ride bus frequency;
 - Identify Interchange locations to support Park & Ride, Bus and Active Travel;
 - Measures to reduce unnecessary traffic in the town and include consideration of Low Traffic Neighbourhoods;
 - Implementing further government-funded Active Travel measures in response to COVID-19, to improve cycling and walking routes within town.
- Developing a comprehensive Public Realm Action Plan which identifies key projects and timescales for implementation. These are intrinsically linked to the infrastructure/transport projects and initiatives. Delivery of several 'spotlight' public realm projects which deliver immediate benefits to the pedestrian environment, many of which are subject to emergency measures already. These include enhancements to:
 - Station Square and Castle Street;
 - Victoria Quay and Avenue;
 - Claremont Street, Bellstone and Barker Street.

Strategic development projects include:

- Delivery and Procurement Strategy for wider Riverside development area (supporting the re-purposing of the Pride Hill centre and including demolition programme);
- Produce development prospectus for Northern Corridor and links to Flaxmill Maltings;
- Procure the delivery of the new leisure destination at the Quarry, complementing the sports and leisure facilities proposed at Sundorne Sports Village.

2022-2024

- Delivery of further measures outlined in the Movement Action Plan
- Targeting completion of several key public realm projects:
 - Station Square, including railway viaducts;
 - St Michael's Street/Canal to Flaxmill Maltings (heritage route);
 - Riverside Park (initial works as part of medium/long term Riverside Development).

Strategic development projects include:

- Flaxmill Maltings - later phase(s) wider masterplan proposals to provide residential uses and further commercial space;
- Riverside Development – Planning applications for first phase(s);
- Pride Hill & Darwin Shopping Centres initial phases of redevelopment;
- The West End: Detailed design proposals and planning applications for key sites, including the car parks and Rowley's House and Mansion restoration and development;
- Station Quarter: Station improvements (and Parkway) with stakeholder partners develop

business case/design proposals for improvements to station and environs, including wider regeneration on the Royal Mail Site and adjacent sites;

- Princess House: Detailed Design Proposals and delivery strategy.

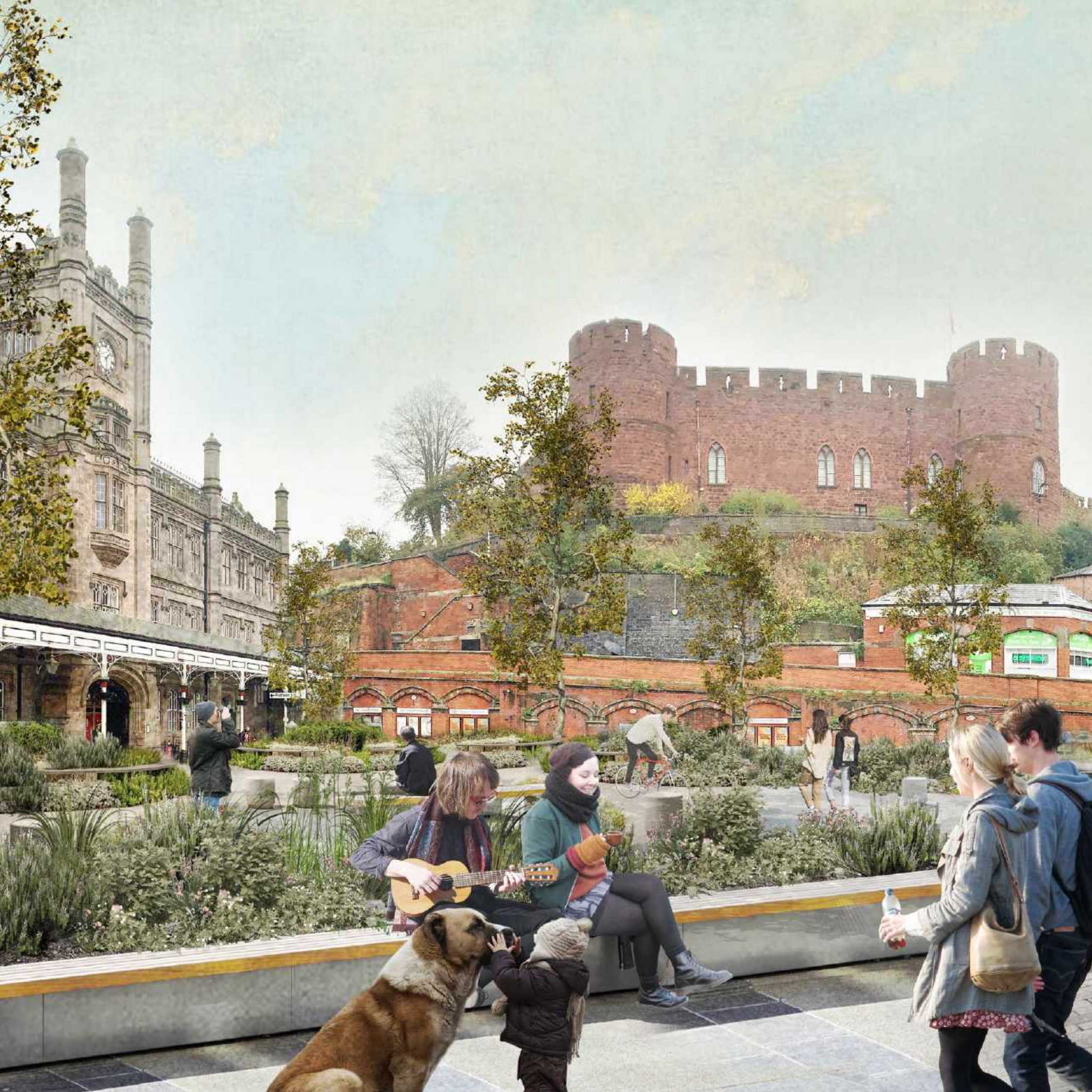
2024-2025

Targeting completion of several key public realm projects:

- Station Quarter: Northern Plaza
- Northern Corridor improvements: Old Canal Path/Bagley Brook

Strategic development projects include:

- Flaxmill Maltings: Commencing delivery of later phases;
- Northern Corridor Sites: Saw Mill Site masterplan proposals include planning application(s) and strategy for delivery;
- Market Hall redevelopment: Developing a series of phased improvements to the existing building including temporary relocation of businesses where required.



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