

# THE BERWICK ESTATE

Vision Document  
October 2020

**Historically development has been at the Berwick Estate since medieval times with the original Manor House and Deer Park. Since 1672 a Chapel and Almshouses have also been in existence.**

The main house was built during 1731 for Thomas Powys who had a keen interest in the designs of gardens and parklands by a London seedsman named Stephen Switzer, famous for Blenheim Estate, Cirencester Park, Castle Howard and other examples of excellent garden layouts. During 1732/33 Switzer visited Berwick Estate and provided paid advice and support to Powys for the design of Berwick's Kitchen Garden and Parkland that continues to exist today.

The importance of nature and landscape on well-being was well considered by Powys as it is with the present day Garden Community movement. The Living with Beauty agenda describes how reimagining Masterplanning with biodiversity betterment, access to natural landscapes and green spaces inherent in good place making is a key feature to this vision.

The custodians of Berwick Estate see the betterment to Shrewsbury's well-being through the promotion of its Whole Estate Plan by integrating the benefits of the Historic Parkland with high quality and affordable development and providing this vision as part of the solution to 21st Century Plan-making problems.

It is with pleasure the Berwick Estate Trust presents their vision.

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# Introduction

**Berwick Estate is essential to the success of Planning for life in Shrewsbury during and beyond the 21st Century.**

**The Whole Estate Plan provides a framework for this to happen. This document captures the vision of the Estate for the proposal of a first phase of development to be allocated in the Shropshire Local Plan Review. It is to be read in conjunction with the submitted written planning policy and scoping representation.**

Berwick Estate is essential to the success of Planning for life in Shrewsbury during and beyond the 21st Century.

The Whole Estate Plan provides a framework for this to happen. This document captures the vision of the Estate for the proposal of a first phase of development to be allocated in the Shropshire Local Plan Review. It is to be read in conjunction with the submitted written planning policy and scoping representation.

This Vision document provides access and insight to a new healthy, thriving and balanced community that adopts 21st Century Garden Village principles that respects the uniqueness of the landscape and well-being heritage of the Berwick Estate and the historic character and nature of Shrewsbury.

In an era of Building Better, Building Beautiful, taking the lead from pioneers such as Stephen Switzer, garden and parkland designer at Cirencester Park, Blenheim Palace, Castle Howard and held huge influence here, at Berwick, in bringing nature into planned environments. Our proposals aim for long-term investment that exceed the values that matter to people – community, history, beauty and landscape – are safeguarded.

A 21st Century Garden Neighbourhood is a holistically planned new community which enhances the natural environment and offers high-quality affordable housing and easy access to work in beautiful, healthy and sociable communities.

This document provides a Vision for a phased new mixed-used sustainable neighbourhood supported by the Berwick Estate Whole Estate Plan. Phase One is promoted to be delivered during this plan period, opening up the opportunity for a framework to support the success of the Shrewsbury Town Plan, to help exceed its well-being targets, facilitate the North West Relief Road and deliver high quality investment and public access to the outstanding Parkland and natural environment Shrewsbury has to offer.



The background is a stylized illustration of a rural landscape. It features rolling hills in various shades of green and blue. In the foreground, there are several houses of different sizes and shapes, some with multiple windows. There are also trees, some with bare branches and some with green foliage. A large sun with concentric circles is in the top right corner. A flock of birds is flying in the sky on the left side. The overall style is flat and graphic.

# 1 The Berwick Estate

The Site Location

The Estate

The Buildings

The West Midlands Showground

# The Site Location

**The Berwick Estate is located to the north of the River Severn that runs through Shrewsbury. The site is located within the wider ownership of The Berwick Estate.**

## Historic Park & Garden

The area of parkland shown below is a Registered Historic Park & Garden.

Berwick Park is included on the Register at Grade II for the following principal reasons:

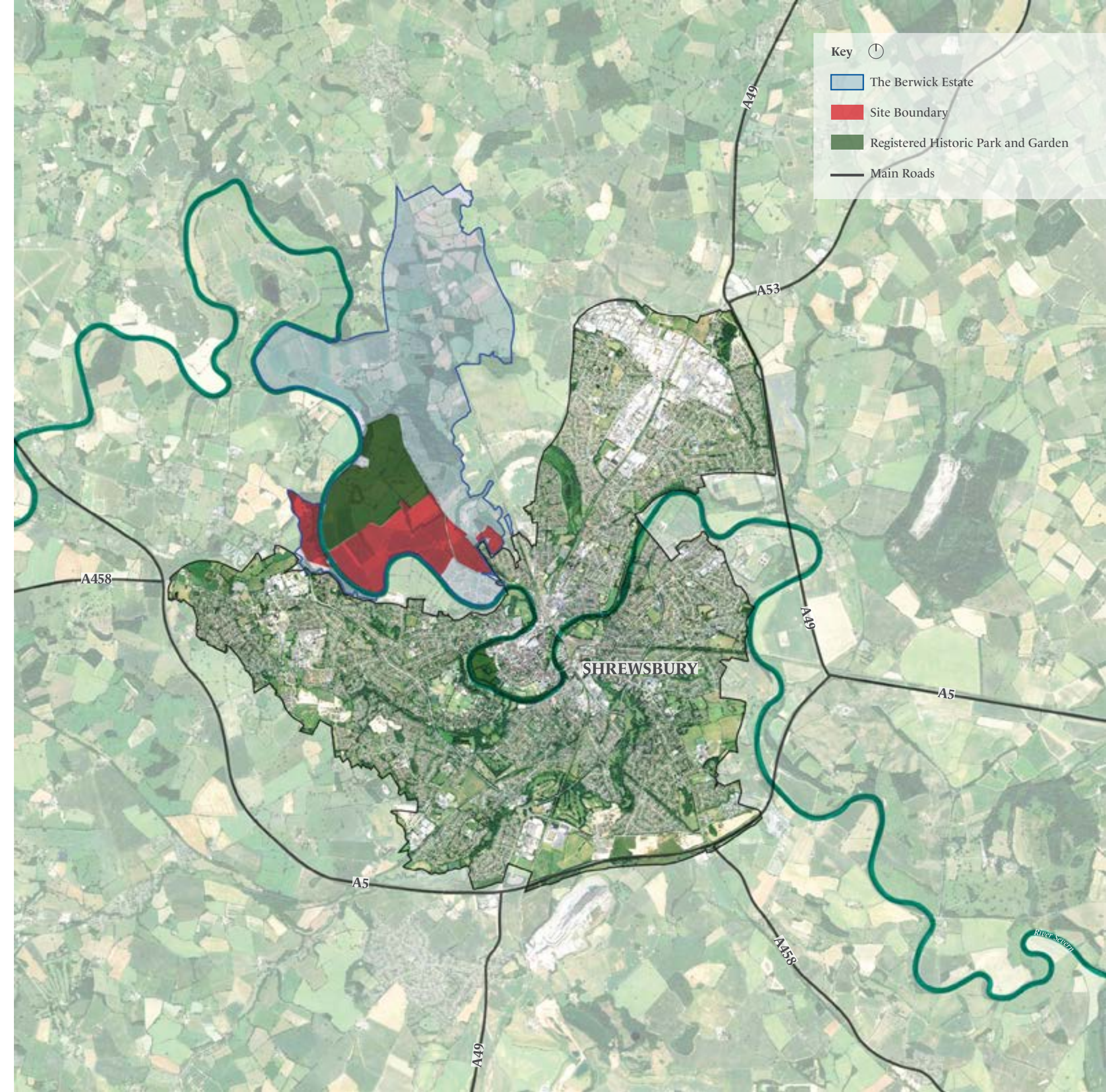
- It is a representative example of a C18 park, improved in the late C19, which has survived well.
- Although now overlain, there is clear documentary evidence of the presence of an early-C18 formal garden, possibly associated with Stephen Switzer, which substantially increases the park's historic interest.
- The Italianate Garden of c 1878 survives well and this alongside other later C19 improvements to the park enhances the interest of the whole.
- Most phases of development are contemporary with existing buildings, many of which are listed and as such there is good group value.

## Agriculture

The majority of the estate land (approximately 1500 Acres) is given over to farming.

There are three main agricultural Tenancies:-

- The largest is Home Farm, which extends to approximately 1000 acres for predominantly Dairy, including the 3rd oldest Jersey Herd in the country.
- Great Berwick Farm, which is a beef and arable farm producing specialist organic longhorn beef.
- Cross Green Farm – a sheep and arable unit.



# The Estate

**The Berwick Estate is a traditional mixed estate situated right on the outskirts of Shropshire’s county town, Shrewsbury.**

The Berwick Estate consists of approx. 2000 acres of land split into mainly two ownerships. The centre of the Estate is a large mansion House, Berwick House.

The estate is predominantly agricultural, with an active let dairy and arable unit.

It has 38 houses and cottages, mainly let to private rental. There are several areas of woodland and the estate has an active shoot covering most of the land.

The estate also offers fishing on the River Severn and Alkmund Park Pool.

- 1 Berwick House
- 2 The Stable Block
- 3 Berwick Chapel
- 4 The Walled Garden
- 5 The Almshouses
- 6 Gravel Hill Buildings



# The Buildings

## 1 Berwick House

The centre of the Estate is a large mansion House, Berwick House. Listed grade 2\*, the building dates back to 1731, and was altered and enlarged in 1878.

## 2 The Stable Block

Adjoining Berwick House is an extremely attractive historic Stable Block, dating back to 1878, and Listed grade 2 for its group value.

## 3 Berwick Chapel

The estate has its own Chapel, originally built in 1670. It is rare for a country estate to have its own dedicated Chapel, and it is therefore of significant historic importance, which is reflected in its grade 2\* listing.

It has a small graveyard, where some previous Tenants and Estate workers are buried.

## 4 The Walled Garden

To the south of the house is the walled garden and associated buildings, which are of great historic interest as part of the immediate surroundings of the House.

## 5 The Almshouses

The Almshouses date back to 1672, and stand in the parkland immediately surrounding the house, close to Berwick Chapel. They are similarly rare - recognised by their Grade 2\* Listing.

Whilst a self-owned Charity, the Almshouses are nevertheless a very important and historic part of the estate, and provide 14 one-bedroom apartments.

## 6 Gravel Hill Buildings

Closest to Shrewsbury lie Gravel Hill Farm buildings, which no longer form an active agricultural unit. The centrepiece of the range of buildings is the late 17th century house, which is Listed grade 2.

There is an attractive courtyard of traditional buildings with a limited number of more modern agricultural buildings adjoining it.

## 7 Alkmund Park Buildings

Again this is a farm that is no longer a core agricultural unit. At the rear of the 3-storey farmhouse is an impressive courtyard of two storey traditional buildings

## 8 Other Estate Properties

Overall, the Estate has 38 houses and cottages, which are mainly privately-rented. The estate has an active policy of improving its housing stock, with particular emphasis on energy efficiency. Most cottages are now in good condition, but a few still need investment.



Picture Key

1	5	4
1		3
2		7

# The West Midlands Showground

## The Showground site is currently let to the Shropshire & West Midlands Agricultural Society.

The Society was created in the late nineteenth century when its principal objective was the organisation of the Annual Agricultural Show. The Society has come a long way since those early days and today continues to oversee the maintenance and use of the County Showground for the purpose of staging not only the County Show, one of the oldest shows in the country, but many other entertainment, cultural and fundraising events.

All profit from these events is used to ensure the continued good maintenance of roads, grounds, fences and buildings on the 58 acre showground. The Charitable Society expects to be able to make donations to the supported schemes such as the National Young Farmer's organisation, Royal Agricultural Benevolent Institution, and to individuals who find themselves in financial or other difficulties or who need retraining, financial support and temporary help.

Since its formation in 1875, the Shropshire and West Midlands Agricultural Society has played a leading role in the development of agriculture and the rural economy in Shropshire and the West Midlands for over a century.

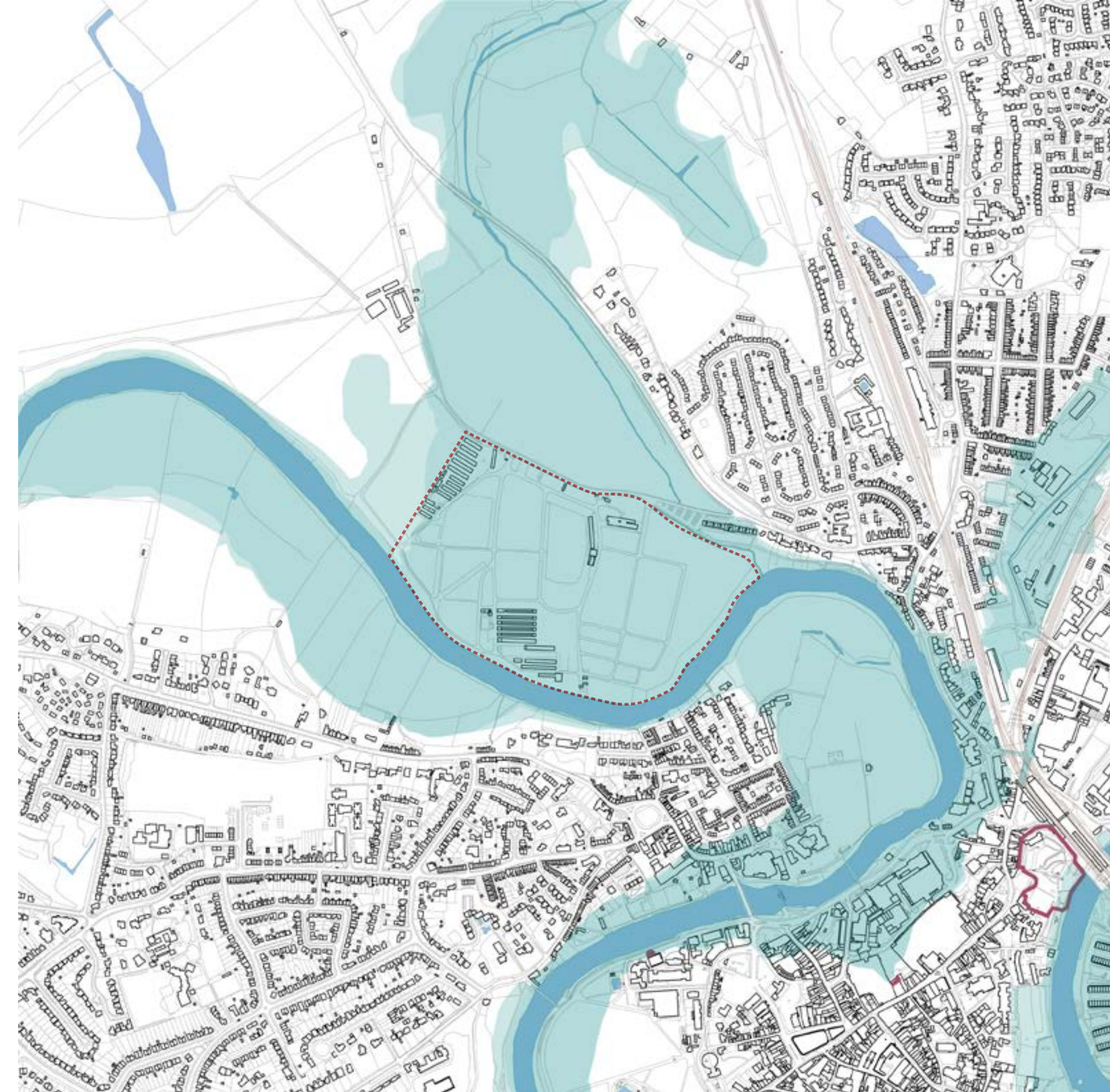
Today their work includes providing support for local rural charities, staging major annual musical events such as the Folk Festival, The Vintage Show, Bonfire and Firework Spectacular and their very own County Show.

The main issue affecting the Showground is its current poor vehicular access from Berwick Road. This creates difficulties for the larger commercial and agricultural vehicles accessing the site on event days.

The majority of visitors' cars also need to negotiate Shrewsbury Town Centre to gain access to the Showground, which can create congestion on show days and during other events.

Whilst the Showground does have a pedestrian link to the town centre, the footpath route from the site is not direct, and involves a series of steps. The Show does provide a river boat shuttle, but its capacity is somewhat limited.

The other main issue affecting the Showground is flood risk. Much of this is outside of the Estate's control, but there may be an opportunity to invest in a new drainage ditch, to help solve flooding on the existing access route during the winter.







## 2 Context Analysis

Shrewsbury Context

Topography and Flood Risk

Access and Connectivity

Heritage and Ecology

# Shrewsbury Context

**Shrewsbury is the county town of Shropshire and has a number of unique attributes.**

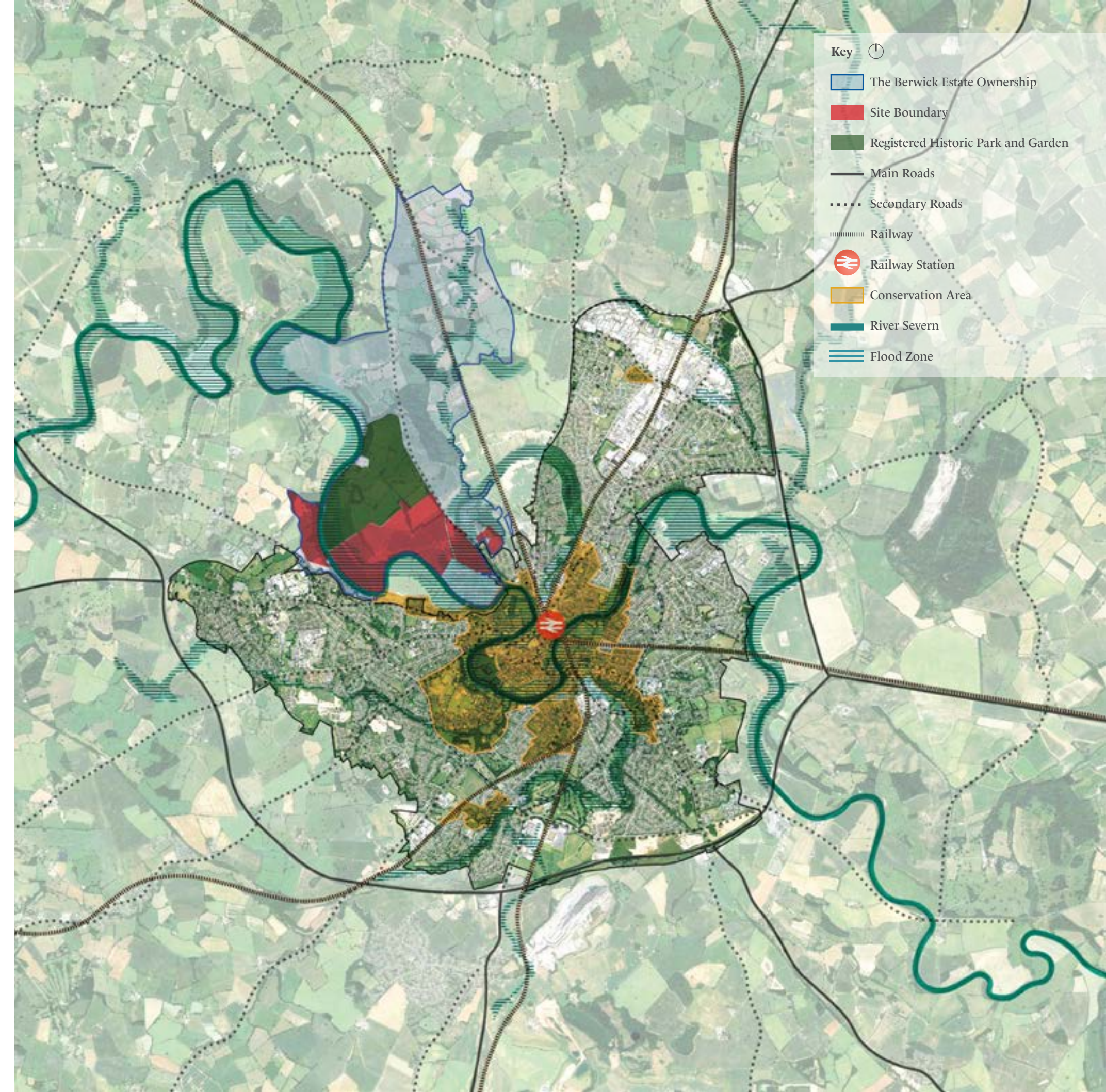
The character of Shrewsbury is distinctive and attractive. The centre of the county town of Shropshire is well maintained and retains much of the special historic character that has evolved over the centuries. This organic development with minimal recent modern intervention is relatively unique and reinforces the specialness of the town.

Shrewsbury is attractive for a number of reasons including its landscape setting, historic character, rural hinterland, tourist offering and mix of uses. There are a number of important listed buildings in the town and its medieval street arrangement is well preserved. These important and desirable attributes should be protected and can be enhanced.

The wider town is well formed and has a similar reduction in density to the majority of its suburbs surrounding the town.

However this suburban character is not found where the Berwick Estate penetrates into the town. This distinctive rural element that is informed by the River Severn is something that could benefit the town.

There is limited public access from the town to the estate due to the character of the River Severn separating the town. There is an opportunity to improve the interface of the estate to the river and provide new crossings.



# Access and Connectivity

**Consideration needs to be given to the various forms of connectivity including highways, pedestrian routes and potential improvements to these.**

The Berwick Estate is bound to the east by the B5067 Berwick Road forming direct links to A528 Coton Hill to the south allowing access to Shrewsbury Town Centre and Shrewsbury Train Station. Following Berwick Road north it forms connections to a number of villages including, Leaton, Walford and Prescott.

As with any significant development, measures should be sought to improve the opportunity to travel via sustainable modes.

The existing footway network along the eastern side of Berwick Road provides connection to local services, facilities and public transport nod, but improvements could be made to provide street lighting and increased safe crossing points.

There are no designated cycling lanes existing directly within the vicinity of the site. However, the North West Relief Road (NWRR) provides a great opportunity to enhance connections to the existing National Cycle Route 81, which runs adjacent to the River Severn following B4380 Holyhead Road along the proposed development site.

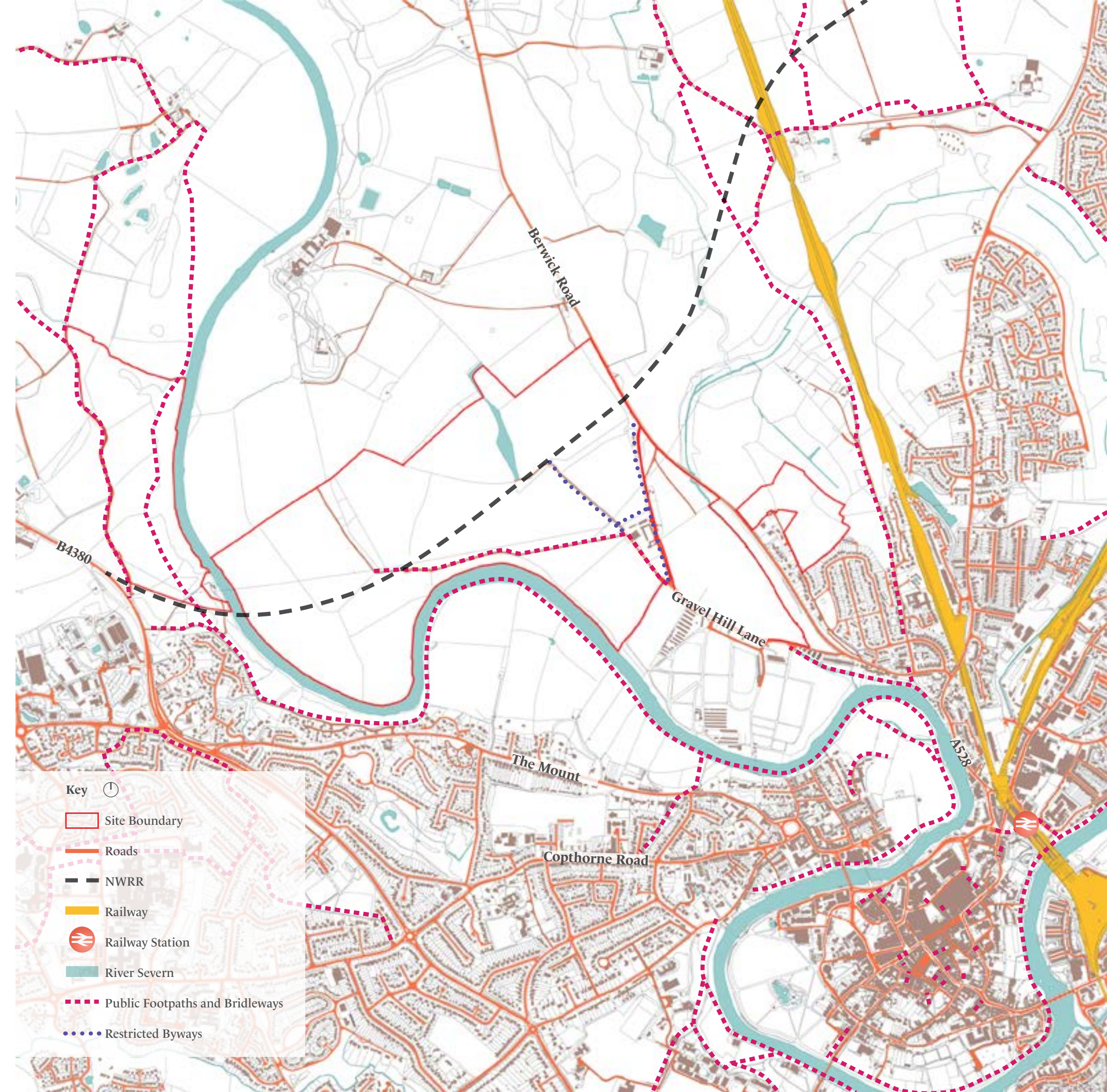
As part of the development works, internal footpaths and cycleways will provide a desired connection to and from the site to key destinations and will include appropriate improvements to encourage walking and cycling.

The site currently benefits from one local bus service, which offers connections to Shrewsbury Town Centre and Shrewsbury Train Station along the southern route. The adjacent bus route offers access to Oswestry and Baschurch.

There are opportunities to improve the accessibility from the proposed site in terms of encouraging sustainable travel, particularly in terms of a new or diverted bus service at increased frequency through the site providing links with Shrewsbury train station during peak periods.

The site lies to the south of the current vehicular access to the site and therefore new accesses will need to be generated, largely via Berwick Road, which, in turn, would utilise the proposed roundabout on the North West Relief Road for strategic access.

However, the North West Relief Road will also offer opportunity for direct access to the site in a number of locations, particularly to the land to the West of the River Severn.



# Topography and Flood Risk

**The site has varied topography: design proposals should be informed by the existing landscape features to ensure a natural and appropriate solution that is in harmony with the existing landscape features is adopted. This strategy also ensure that viability is improved and unnecessary costs are avoided within the development.**

## Topography

Lidar data for the site show the site ranging in levels from 50m AOD along to edge of the River Severn to approximately 85m AOD on the land to the west of the river and 65m AOD on the land to the east.

The site levels are generally at shallow gradients, except for steeply sloping areas in the vicinity of the River Severn and Willow Pool.

In particular, the land to the west of the River Severn rises up steeply from approx. 50m AOD at the river to 75m – 80m AOD, forming a plateau of development land adjacent to Shelton.

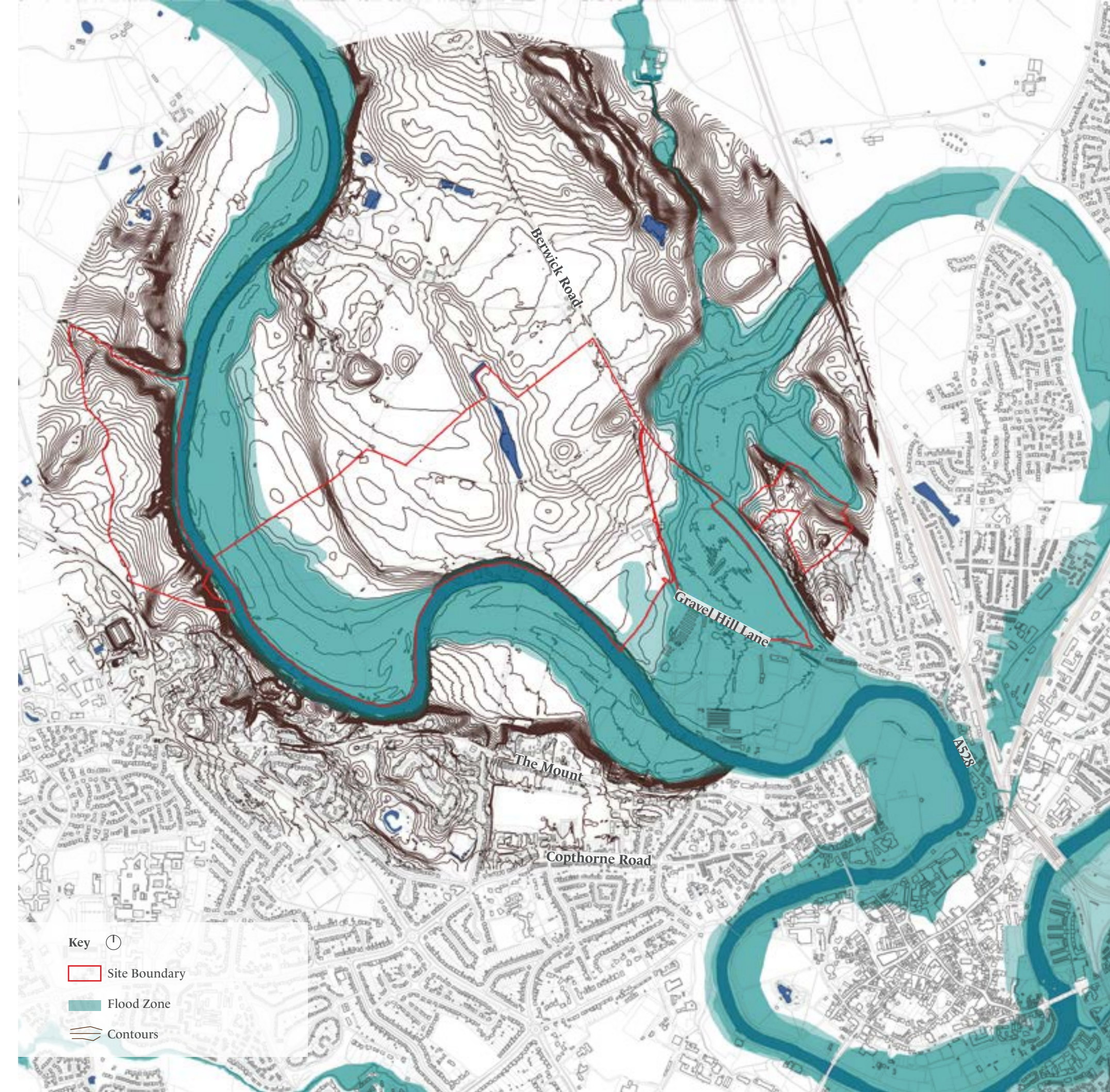
The localised valley around the Willow Pool falls from a level of 65m AOD to approximately 61m AOD at approx. 1:10 to 1:20. The eastern ridge of this valley forms the natural boundary consideration of the developable parcel to the north of the proposed North West Relief Road, where access to the land to the west of Willow Pool would only be possible from a new junction of the new road.

## Flooding

The Shropshire Level 1 Strategic Flood Risk Assessment (SFRA) was completed in October 2018. The information produced as part of the SFRA informs that any site areas lying within Flood Zone 2 or 3 would first need to pass the sequential and Exception tests to be considered for development.

The current available flood data indicates that Flood Zone 3 generally follows the 53m AOD contour and Flood Zone 2 follows the 54m AOD contour.

Therefore, proposals for consideration at this stage fall entirely within Flood Zone 1 with safe access and egress also assured above these levels.



# Heritage and Ecology

The site being considered has remained largely undeveloped, but contains certain, sensitive areas covered by particular historic and ecological importance (proximity to Conservation Area, Registered Parks and Garden, SSSI zones) which, when masterplanning, should be taken into account and development avoided on these areas if possible.

## Heritage

In the centre of the site lies Gravelhill Grade II Listed Building, and in the north of the site, (extending beyond the site boundary) lies Berwick Park, Grade II Registered Park and Gardens. Shrewsbury Conservation Area is also present in the south of the site.

Records also indicate 15 non-designated heritage assets within the site boundary including three areas where previous archaeological studies have taken place to assess the baseline archaeological conditions for the proposed North West Relief Road.

Whilst there are no known barriers to development from heritage/archaeology aspects, taking the prevailing archaeological/heritage climate into account within the masterplanning process will allow the establishment of appropriate buffer areas, consideration of building heights in sensitive areas, development layout and orientation treatment.

Appropriate surveys and consultations will be required as part of the planning process and any issues relating to archaeology and heritage are likely to be addressed and resolved through this process.

## Ecology

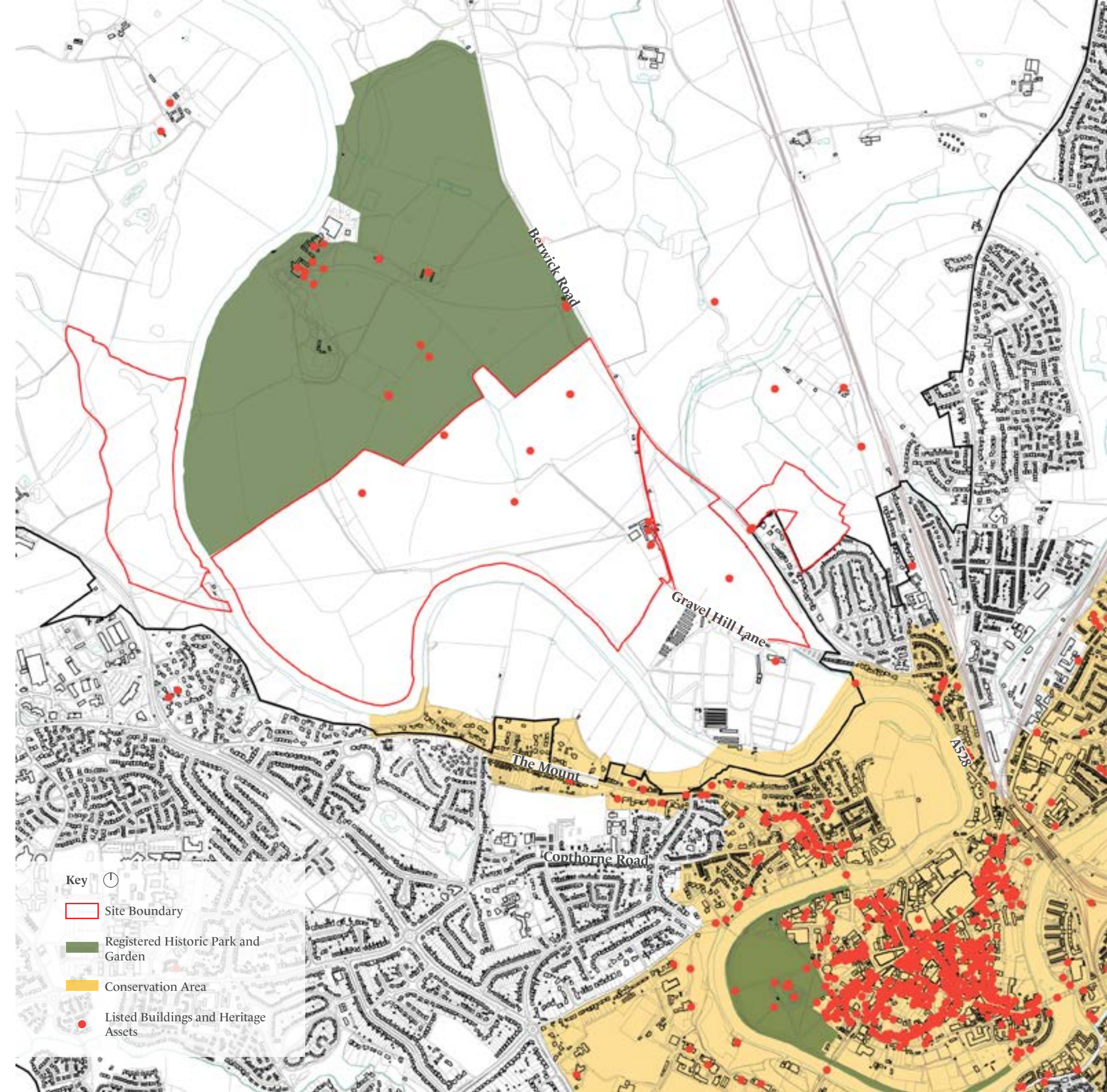
The site falls within a Site of Special Scientific Importance (SSSI) Impact Risk Zone (IRZ). The IRZ covers the interest features and sensitivities of European sites, which are underpinned by the SSSI designation. As a result, Natural England will be consulted by the planning authority on any planning application. Otherwise, there are no Statutory or Non-Statutory designated sites present within the Site.

However, the site exhibits the potential to host a variety of protected species and the presence of invasive species should not be ruled out where a number of priority habitats are present within the site, comprising:

- Purple Moor Grass and Rush Pasture in the east of the site
- Good quality semi-improved grassland in the east of the site
- Lowland Ferns in the east of the site
- Woodpasture and Parkland BAP Priority Habitat in the north/north west of the site
- Deciduous Woodland in the east, south and south west along the River Severn

Whilst there is no known barrier to development from ecology at this desk top stage, appropriate ecological assessments would be required as early as possible to identify ecological features, potential for protected species on site and the potential for impact on sites of importance (for example the LWS's) as a result of the proposed development.

Opportunities exist to enhance existing habitats and create new more diverse habitats and provide wildlife corridors as part of the developments scheme.





### 3 The Vision

Berwick Vision  
Garden City Principles  
Garden Village Principles for Berwick

# Berwick Vision

**The site at Berwick provides an excellent opportunity for a new sustainable community that is well connected and relates to the immediate site character and wider context of Shrewsbury.**

The initial design concept is in line with good design principles to minimise car use and encourage healthy living. A new 'green lung' will provide connectivity throughout the development running south to the historic town and up to the reimagined Berwick House and Country Park to the north. This new green route will be provided aligning with a new pedestrian footbridge crossing over the River Severn to the south encouraging people to make use of the newly accessible to the parkland setting and encouraging people to enjoy the outdoor recreation on offer.

This link will ensure greener forms of travel are easier for people living here and encourage healthier living behaviours for those already using the Shrewsbury Town Centre. Mixed used development will connect to this new link. The architectural character of the new buildings will be informed by the wider masterplan and the distinctiveness of Shrewsbury.

Good design comes from listening and obtaining a range of knowledge to inform and adapt the overall vision. To achieve the new vision, we propose a detailed level of community engagement at all levels including the local authority, community groups and individuals.

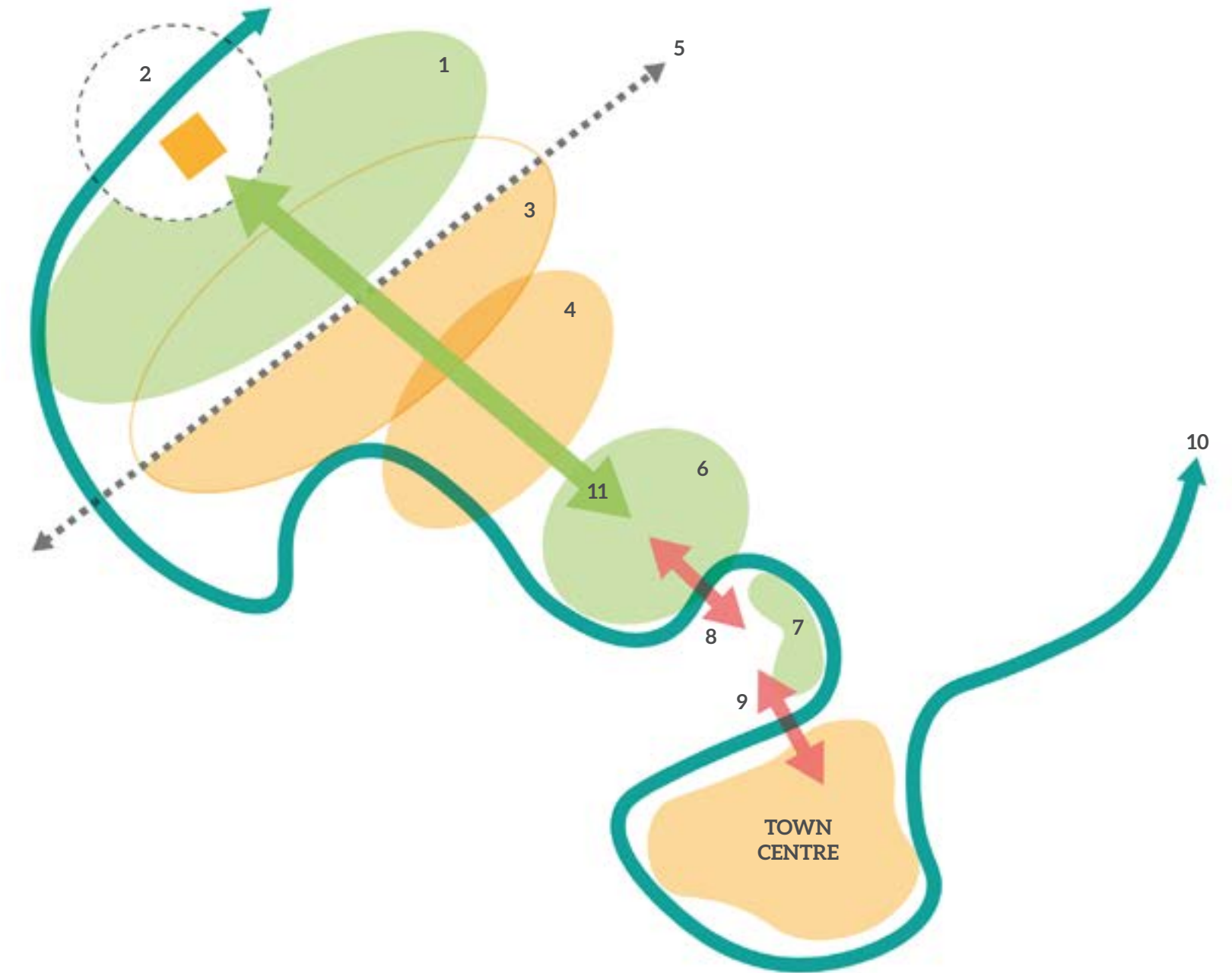
The new vision will adopt best practice place making principles and be high quality with a coherent and integrated design approach. It will be a careful, considered and responsive approach to design will respect local assets and embed the new community in the locality.

The new community will feel safe, where people can walk around their neighbourhood easily, and will have local facilities nearby such as shops, schools and community assets. The design will create a unique urban realm which can be enjoyed by all who live there as well as by the existing community of Shrewsbury. We propose an estate-wide design

code is prepared as part of our future Whole Estate Plan to ensure quality and distinctiveness is maintained within the development.

This exciting proposal will build on the Historic Parkland setting influenced by designs from Stephen Switzer and capture the essence of the revitalised Garden Village movement.

The settlement pattern to the north of Shrewsbury is dispersed and characterised, by villages and small towns. The extent of the area available at Berwick Estate is significant, and not all of the land can or should be utilised for development, certainly in terms of landscape and flood risk management. The development concept creates new distinctive neighbourhoods that are consistent with the latest sustainability best practice.

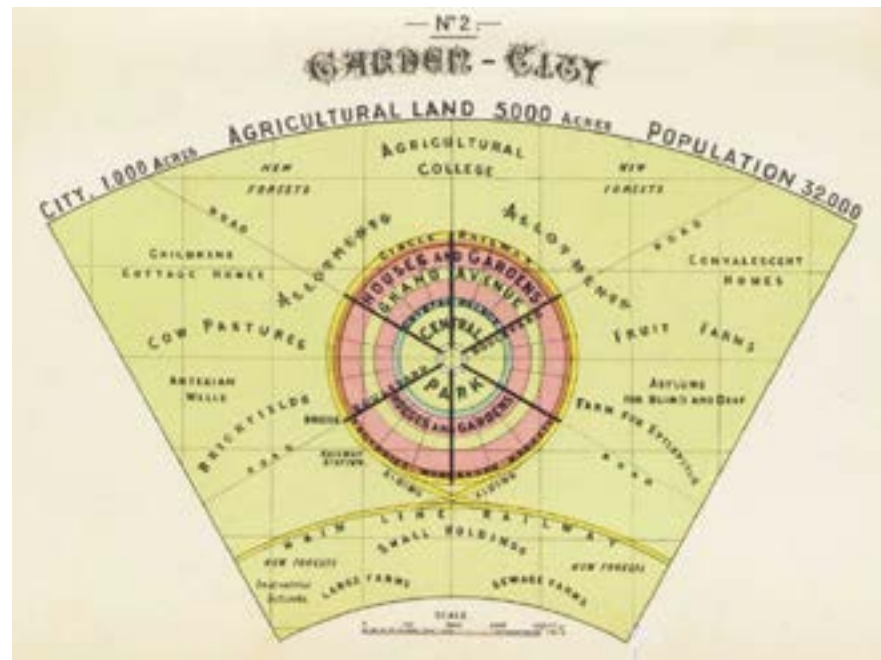


- 1. Country Park with enhanced public access
- 2. End of axis focus - enhanced facilities - rural business hub/refurbishment of listed buildings/facilities for events. Rearrangement of farm
- 3. New well connected housing development accessed from new E/W link road and bridge. Coordinated with heritage and archaeological assets
- 4. New housing
- 5. Link Road - realigned with defined country park edge
- 6. Enhanced showground facilities with public access
- 7. Recreation ground
- 8. New pedestrian footbridge to the recreation ground
- 9. Existing footbridge
- 10. River Severn
- 11. N/S link access as 'green lung' connecting entire development

# Garden City Principles

The TCPA's Garden City Principles 'are a distillation of the key elements that have made the Garden City model of development so successful, articulated for a 21st century context. Taken together, the principles form an indivisible and interlocking framework for the delivery of high-quality places.'

A Garden City is a holistically planned new settlement which enhances the natural environment and offers high-quality affordable housing and locally accessible work in beautiful, healthy and sociable communities.'



The following principles and explanations are from 'The Art of Building a Garden City: Designing New Communities for the 21st Century'.

The Garden City Principles include:

## 1 Land value capture for the benefit of the community.

New garden cities should demonstrate how land values are captured for the benefit of the community.

## 2 Strong vision, leadership and community engagement.

New garden cities should demonstrate a commitment to meaningful and ongoing community participation in the development process.

## 3 Community ownership of land and long-term stewardship of assets.

New garden cities should demonstrate how assets will be managed for the benefit of the community in perpetuity.

## 4 Mixed-tenure homes and housing types that are genuinely affordable.

As a benchmark, at least 30% of homes in a new garden city should be for social rent. Other forms of 'sub-market housing', such as shared equity and low-cost or discounted ownership, should apply to at least another 30% with clear mechanisms to ensure that this arrangement is made available in perpetuity.

## 5 A wide range of local jobs in the Garden City within easy commuting distance of homes.

New garden cities must provide a full range of employment opportunities, with the aim of no less than one job per new household.

## 6 Beautifully and imaginatively designed homes with gardens, combining the best of town and country to create healthy communities, and including opportunities to grow food.

Ultimately new garden cities must be beautiful places that lift the spirits of those who live there.

## 7 Development that enhances the natural environment, providing a comprehensive green infrastructure network and net biodiversity gains, and that uses zero-carbon and energy-positive technology to ensure climate resilience.

New garden cities must provide, as a minimum (and including private gardens), 50% of their total area as green space, of which at least half should be public and consist of a network of multifunctional, well-managed, high quality green spaces linked to the wider countryside.

New garden cities must be 'energy positive': by maximising opportunities for energy efficiency and renewable-energy generation, they should aim to produce more energy than they consume.

## 8 Strong cultural, recreational and shopping facilities in walkable, vibrant, sociable neighbourhoods.

New garden cities must provide a broad range of facilities - including space for social interaction, formal and informal cultural activities, sport and leisure - within walking distance of homes.

## 9 Integrated and accessible transport systems, with walking, cycling and public transport designed to be the most attractive forms of local transport.

The garden city's design must enable at least 50% of trips originating there to be made by non-car means, with a goal to increase this over time to at least 60%, and must use the best practice in street and transport design as a minimum standard.





# Garden Village Principles for Berwick

The Garden Village Principles for The Berwick Estate include:

## 1 Land value capture for the benefit of the community.

There are some interesting and attractive features within the site and in the surrounding landscape, recognised through the number of designations and assets. Our vision has focused on retaining the landscape character of the site and limiting the potential visual impact of development, whilst creating a sustainable new community with walkable neighbourhoods, which sits well within its surrounding landscape, is not intrusive, and does not detract from the existing qualities of the local countryside.

## 2 Strong vision, leadership and community engagement.

The trust is a generational custodian of land that preserves at its core the historic Berwick House and Parkland. Under its current guise the aspirations of the Trust is to open up public access to the Parkland by increasing the management, offering recreational benefits and enhancements to the historic setting of Shrewsbury. The approach to this proposal allows for the landscape to guide the development area and equally important the movement framework. This provides the opportunity to create a unique framework with key links for pedestrian and cyclists being away from vehicles and connected to the natural environment, engaging the community in the natural heritage.

## 3 Community ownership of land and long-term stewardship of assets.

Berwick Estate recognise the importance of being a custodian of land and elements of the proposals will be informed by good management of public open spaces, leisure and recreation to the benefit of the community.

Additional Parkland will be created and through community initiatives community-led recreation will be encouraged with support from the Estate, such as carefully designed park-run routes and cycle-ways. Incidental allotment style planting may be a feature of the landscaping strategy, taking inspiration from the kitchen garden influenced by Switzer's advice during his visits.

## 4 Mixed-tenure homes and housing types that are genuinely affordable.

A variety of housing initiatives will be explored by the Estate, including new starter homes, shared ownership and Estate managed properties making affordable high quality design and low cost living an aspiration.

This is ultimately unique given the single land ownership and legacy of land ownership at Berwick Estate. The management of housing on offer is unlike any other opportunity surrounding Shrewsbury.

## 5 A wide range of local jobs in the Garden Village within easy commuting distance of homes.

This new Garden Village will begin to provide access to a full range of employment opportunities across the Estate and delivered through the Whole Estate Plan.

## 6 Beautifully and imaginatively designed homes with gardens, combining the best of town and country to create healthy communities, and including opportunities to grow food.

Ultimately new garden villages must be beautiful places that lift the spirits of those who live there. The aspiration to design food into landscape features enables people to think about the habitat they live within but to connect meaningfully with the natural landscape.

## 7 Development that enhances the natural environment, providing a comprehensive green infrastructure network and net biodiversity gains, and that uses zero-carbon and energy-positive technology to ensure climate resilience.

New garden villages must provide, as a minimum (and including private gardens), 50% of their total area as green space, of which at least half should be public and consist of a network of multifunctional, well-managed, high quality green spaces linked to the wider countryside.

New garden villages must be 'energy positive': by maximising opportunities for energy efficiency and renewable-energy generation, they should aim to produce more energy than they consume.

Berwick Estate will do its part minimising its carbon footprint and to allow for low cost energy to be provided to the people that live here.

## 8 Strong cultural, recreational and shopping facilities in walkable, vibrant, sociable neighbourhoods.

New garden villages must provide a broad range of facilities - including space for social interaction, formal and informal cultural activities, sport and leisure - within walking distance of homes.

## 9 Integrated and accessible transport systems, with walking, cycling and public transport designed to be the most attractive forms of local transport.

The garden village's design must enable at least 50% of trips originating there to be made by non-car means, with a goal to increase this over time to at least 60%, and must use the best practice in street and transport design as a minimum standard. Furthermore, connectivity to Shrewsbury Town Centre will be important to ensure this opens up the opportunity to connect the masterplan ambitions to behaviours in the future.



The Transect by Duany Plater-Zyberk & Co

The transect shows a series of zones that transition from rural farmhouses to the dense urban core. An important aspect of transect planning is that it incorporates a variety of uses into a single neighbourhood and minimise the need for long distance travel as it allows for local facilities and amenities. It is a positive tool that the masterplanning process will utilise to ensure that every neighbourhood has sufficient local facilities while keeping the density appropriate for the location.

A stylized illustration of a cityscape in shades of green and teal. In the top left, a large sun with concentric circles is partially obscured by leaves. The middle ground shows various buildings and trees with different textures. In the top right, a flock of birds is flying. The overall style is flat and graphic.

## 4 The Strategy and Design

Masterplan Design Principles

Proposed Estate Framework

Improved Connectivity

Enhanced Country Park

Phasing

Initial Phases of the New Masterplan

Alternative North West Relief Road

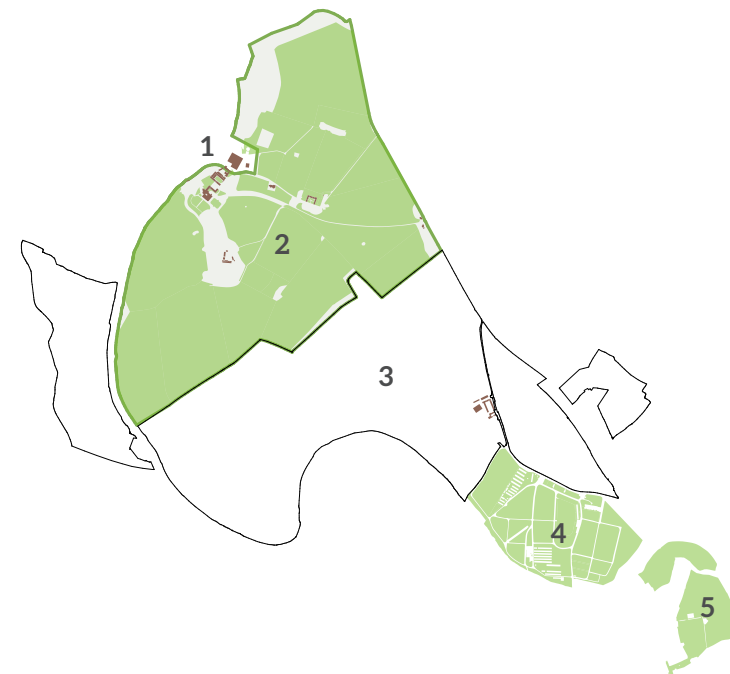
# Masterplan Design Principles

## 1. The Berwick Estate

The quality of the Berwick Estate and special heritage assets are fundamental to the overall masterplan. Respect and enhancement of the elements will drive the attractiveness of the development and ensure the overall masterplan is unique. Berwick House and the other immediately associated buildings act as a key focus at the end of the green axis that runs from the town. The associated alms houses and chapel will also act as a part of this wider landscape feature.

The use and integration of these buildings is integral to the vitality of design and viability and will be assessed as the project develops. Other listed buildings will be brought into use based on commercial needs (employment, hotels, leisure, etc).

Within the wider estate, the archaeologically important sites will be considered within the masterplan and addressed and respected sensitively when planning applications are forthcoming.



1. The Berwick Estate buildings 2. Registered Park 3. Site Boundary  
4. The West Midlands Showground 5. Recreation Ground

## 2. The Green Lung

The Garden Community structure adopts a strategy to deliver a series of walkable neighbourhoods with a central 'Green Lung' at its core. This central core would provide all the day-to-day services and facilities required to support the new community and be the vibrant heart of the Garden Community. This would be complimented by a series of pathways throughout the masterplan connecting to the Parkland and the Town Centre. These may include smaller 'local' spaces and anchored by a community facility and simply a village green or square acting as a focal point for the new neighbourhood.

The walkable neighbourhood approach aims to ensure that all residents are within comfortable walking distance of shops and services encouraging healthy lifestyle choices and discouraging the use of private vehicles.

The 'Green Lung' will run through the site connecting the enhanced country park through the new development, the show ground and green spaces of the town to the south.

A new footbridge is suggested, linking the showground with the Town Centre to enhance this connection. This revitalised 'green lung' feature retains and enhances the unique green connection that currently exists in the landscape and draws people into it offering health and well-being benefits that are essential to the success of the new communities.

Through appropriate development the 'Green Lung' provides an active safe and healthy place that can be regularly utilised by the Garden Community and inhabitants of the wider town.



1. River Severn 2. Registered Park part of the green 'lung' linking into the centre of town  
3. Site Boundary

# Masterplan Design Principles

## 3. The NWRR and Berwick Road

The North West Relief Road has been committed by Shropshire Council. The location of the NWRR is yet to be fixed via a planning application and consequently its location and the associated land required for delivery is not yet fully understood.

Berwick Estate is supportive of the principle of a NWRR and recognises the strategic importance of this to Shrewsbury Town.

The North West Relief Road is new single carriageway road which connects to the existing roads with new roundabout connections at Holyhead Road and Berwick Road Roundabout. This is designed to redistribute through traffic away from the town centre, while providing additional capacity on local roads in order to facilitate future local plan allocations, in traffic terms.

To the east of the proposed new roundabout NWRR, Oxon link road will provide connections to the A5 and Clayton Way.

An added benefit of this new relief road is that of reducing emissions within the AQMA No.3 Area, Shrewsbury Town Centre.

In terms of the existing Estate access can already be taken from the Berwick Road and further improvements, such as the provision of Berwick Roundabout, will provide direct access onto the NWRR and allowing strategic access, aiding further development to the site.

At present, the NWRR does not provide any dedicated vehicular access into the proposed development land but does benefit from pedestrian and cycle linkages from both north and south.

Improved access to and from the Estate will be provided north and south of the new roundabout, ensuring the new roundabout can be delivered separately, and ensures the land will be safeguarded, or enabled as a consequence of the first phase of land at Berwick Estate. Alternative access points could well be considered as the proposals are taken forward.



1. NWRR 2. Berwick Road 3. Site Boundary

## 4. Development in the Right Place

Building Better Building Beautiful Commission issued Living with Beauty during January 2020 and stated:

*“Our built environment and our natural environment belong together. Both should be protected and enhanced for the long-term benefit of the communities that depend on them. Settlements should be renewed, regenerated and cared for... New developments should be regenerative, enhancing their environment and adding to the health, sustainability and biodiversity of their context.”*

The enhancement of the Registered Parkland and Garden setting of the north of Shrewsbury will be through the phased delivery of the Whole Estate Plan, beginning with 350 dwellings across land parcel B. The masterplan will respond to the landscape appropriately once all the technical constraints are considered.

The impact on the environment will be addressed. Serviced housing parcels will come forward in a phased approach, along with new infrastructure and landscaping.



1. Development parcels 2. Site Boundary

# Proposed Estate Framework

**An over-arching Estate Framework Plan will outline the vision, proposed quantum of development and process for delivery of the new masterplan.**

Based upon the design strategy within this vision the following attributes are associated to the development:

- 1100 new houses. This is based on an average density of 36 dwellings per hectare and the amount of residential land being developed at 60 and 70%.
- A range of housing types and tenures including self build plots.
- A new school will serve the community as well as the surrounding areas.
- A local centre provides amenities for the local community in highly accessible locations including doctors surgeries, convenience stores, post offices, food and beverage places, nurseries, etc.
- Employment land as part of the redeveloped rural buildings.
- Landscaping and improved links for improved healthy living.
- Country park access and enhancement.
- New pedestrian footbridge.
- The new North West Relief Road.

The Estate Framework will be prepared and agreed with key stakeholders. This will include:

- Planning process
- Site constraints (topography, etc)
- Key design attributes and design code
- Viability
- Phasing
- Access points
- Key enabling works
- Enhancing ecology and increasing biodiversity
- Retaining trees and environmental features
- Flexibility and a masterplan that can adapt over time
- Adherence to national design standards and previous reports (e.g. Shrewsbury Big Town Plan 2018)



- Key** ①
- Site Boundary
  - NWRR
  - Proposed Development Parcels
  - Proposed Pedestrian Routes
  - Access into Site from Berwick Rd
  - Heritage Assets
  - 1 The Berwick Estate
  - 2 The West Midlands Showground
  - 3 Proposed Green 'Lung'
  - 4 New Footbridge

# Improved Connectivity

The masterplan will be well connected to the immediate landscape and wider town with a number of new vehicular and pedestrian connections.

The introduction of the North West Relief Road will improve vehicular movements within Northern Shrewsbury and to the Showground, and will provide good access for development at Berwick. It will provide opportunities for the owners of the Berwick Estate, The Agricultural Society, and Shropshire Council. Funding for the road is approved, and Shropshire Council has an ambitious programme to build and open the road by 2023.

Berwick Road will be provided with new access points into the site.

Pedestrian and cycle routes will be introduced and enhanced to provide attractive and alternative methods of movement around the estate and to the town and beyond.

Walking will be encourage over driving with traffic calming measures on the site and parking restrictions.

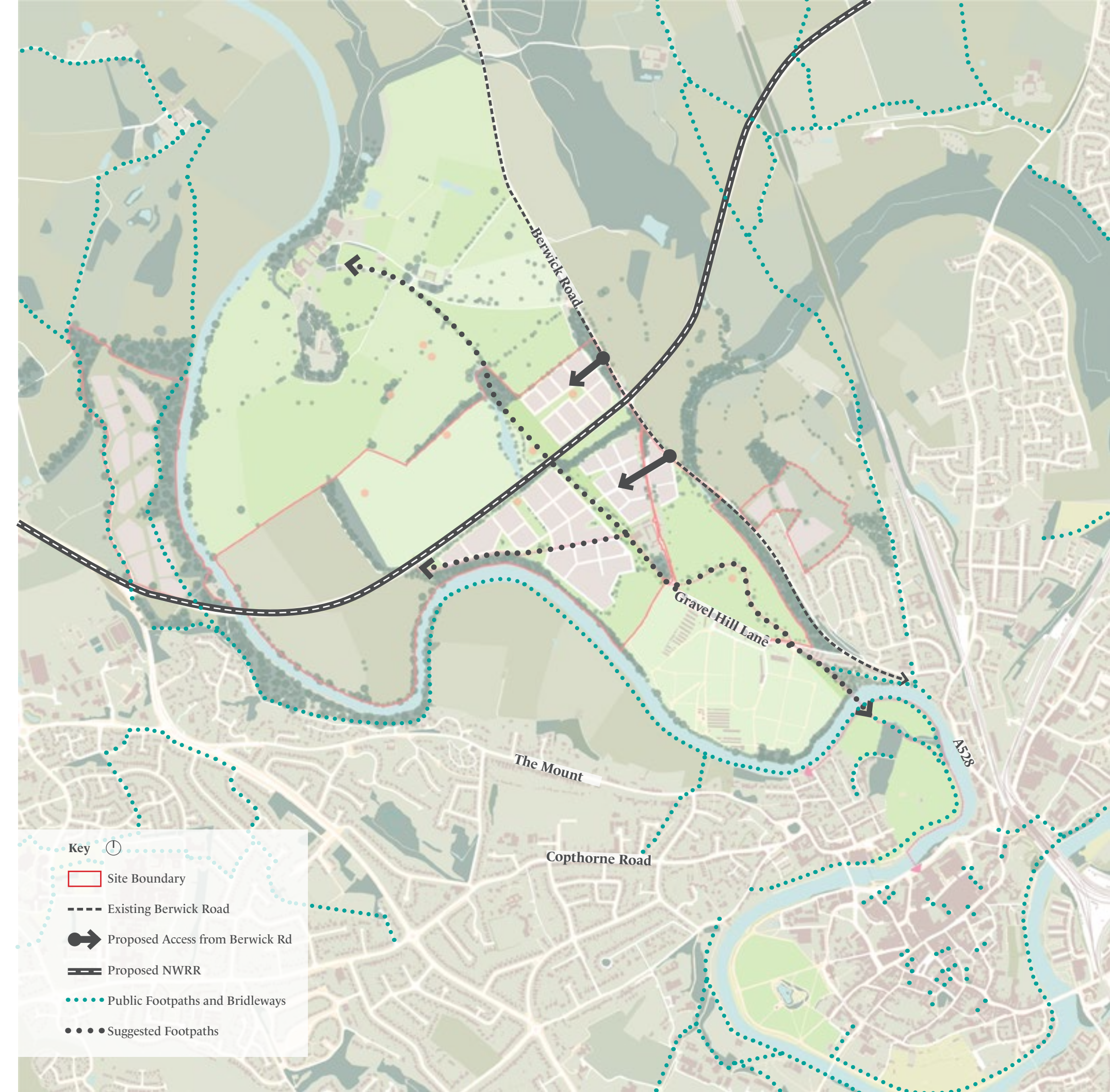
The proximity of the country park to the new development and town centre will create a dynamic mix of closely connected uses that is in line with the requirements for sustainable development. The balance of an accessible country park and a historic town centre as part of a wider masterplan is unique.

## Opportunities created by the NWRR

The Estate believes the North West Relief Road will provide the following opportunities:

- To provide funding opportunities to enable the Estate owners to achieve their long-term aims for the estate and its key Historic Assets, as broadly set out above.

- For the Estate to work with Shropshire Council to enhance their vision for improving the centre of Shrewsbury, via the Shrewsbury Big Town Plan. Much-improved sustainable travel links can be created between the NWRR and the town centre.
- As a major tourist destination in its own right, improving the attractiveness of the West Mids Showground as a venue for major public events, resolving its vehicular access constraints, and significantly improving its connectivity with the town centre.
- To provide development land adjoining the NWRR, particularly close to the proposed roundabout on Berwick Road. The NWRR provides justification for new housing development in this quadrant of the town, which was previously constrained by inadequate access to the wider strategic highway network.
- There will be opportunities to create new sustainable transport connections between the NWRR and the centre of Shrewsbury, to reduce reliance on private transport, by providing the 'missing spoke' of the Shrewsbury Park & Ride services, which will then completely encircle the town.
- New sustainable transport links from these sites to the town centre can also be created, along with linked facilities (presented by the Old Riverbed and adjoining land) for providing new public open space and new and improved public footpaths.



# Enhanced Country Park

**The Country Park will become a focus for the masterplan with improved facilities and the reuse of this important existing heritage asset.**

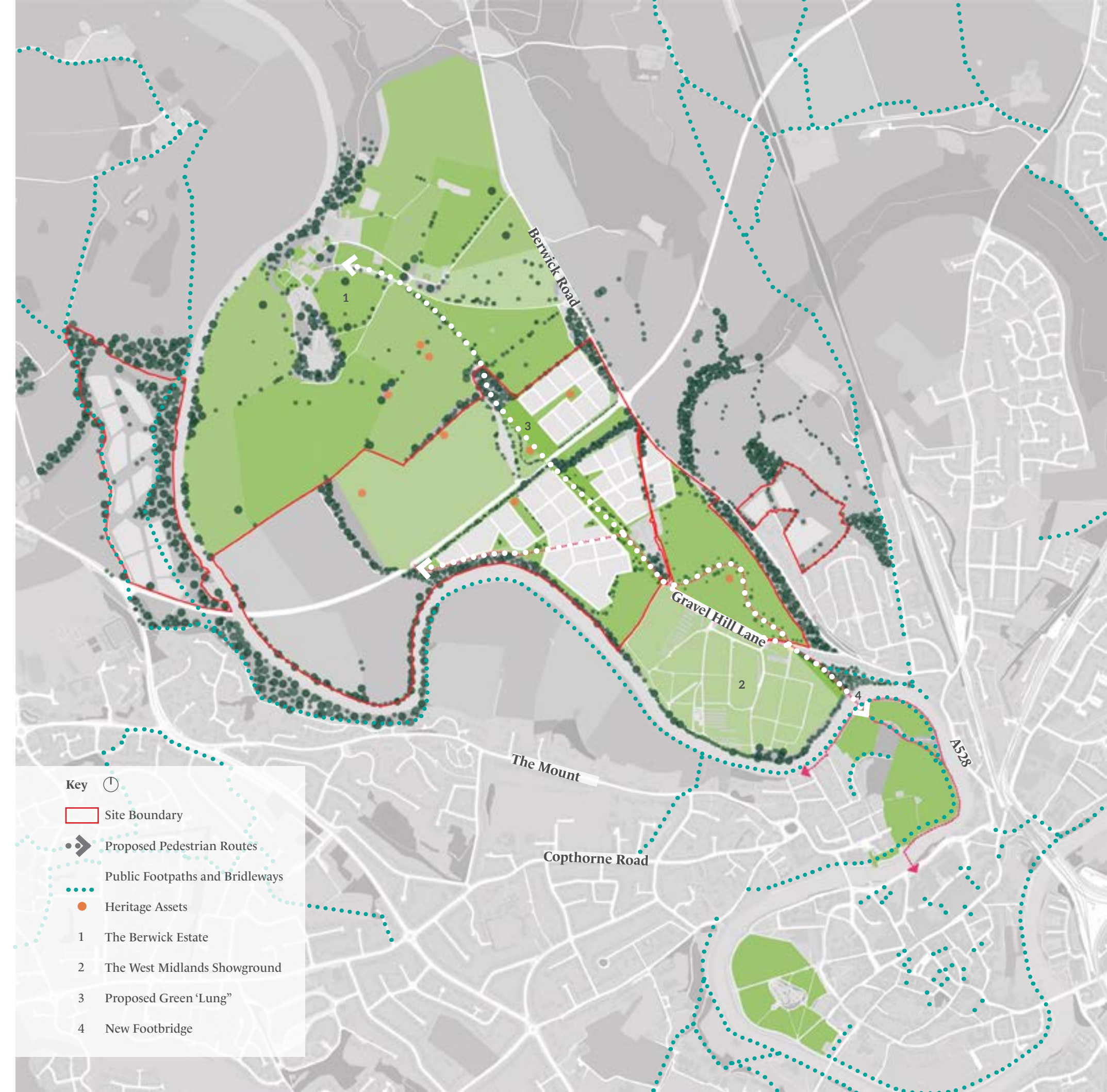
By opening up the park and encouraging a range of country based activities at the site, the wider masterplan will benefit and a distinctive and attractive development will be achieved.

Recreation and outdoor uses are crucial to wellbeing and creating successful places for people to live. Having a country park as a part of a wider masterplan is a fabulous asset that will be positive in many ways from health, sustainability, attractiveness and viability.









The wide range of listed buildings will be a key attraction in the country park. If the buildings are for public use or retained as private residences they will benefit from the enhanced activity from the park.

A detailed estate plan that balances commercial factors, heritage and long term stakeholder aspirations will be prepared in detail.

Consideration will be given to how the country park and new public open spaces as part of the wider masterplan can be connected to other green spaces in Shrewsbury.



**Key**

-  Site Boundary
-  Public Footpaths and Bridleways
-  Proposed Pedestrian Routes
-  Heritage Assets
-  1 The Berwick Estate
-  2 The West Midlands Showground
-  3 Proposed Green 'Lung'
-  4 New Footbridge

# Phasing

The masterplan will be delivered in phases over a number of years. New homes will be provided at the same time as improved connectivity, landscape and other community and recreational uses.

- Phase 1**  
Parcel A – 5 to 10 years
- Phase 2**  
Parcel B - 10 to 15 years
- Phase 3**  
Parcel C - safe guarded / next plan period
- Phase 4**  
Parcel D - safe guarded / next plan period
- Phase 5**  
Parcel E – safe guarded / next plan period





# Initial Phases of the New Masterplan

The initial phases of the masterplan must reflect the quality and vision of the Whole Estate Plan and act as a gateway to the whole scheme.

Allocation and the subsequent development of the initial two phases, land parcels A and B (as shown on the drawing on page 47), will allow the facilitation of the Berwick Roundabout supporting the delivery of the North West Relief Road. It will also enable the initial phase of rejuvenation of the historic assets and access to the Parkland to begin.

Beyond the allocation of the first two phases, the wider Masterplanning opportunities can begin to come to fruition with the advancement of the landscape, park and recreation elements of the Whole Estate Plan.

The total amount of development in Phase 1 is as follows:

## Parcel A

- Net developable area - 5.5ha
- 200 houses

## Parcel B

- Net developable area- 4.5ha
- 150 houses



# Alternative North West Relief Road

**An alternative road bridge alignment with alternative design parameters could provide additional benefits to the estate and town.**

The North Western Relief Road will provide improved connectivity of Shrewsbury and minimise vehicular congestion in the town. Currently the road has been designed to run through the existing Berwick Estate with no access (only with a new roundabout when it crosses Berwick Road). The location of the road has been established by a number of factors including topography, relationship to the country park, cost and other technical aspects.

The position of the road and minimal access ensure traffic can pass through the site efficiently however the road does provide opportunity for improved access to the Berwick Estate for development.

The current road position and design could be adapted with improved urban design and place making drivers to produce a more attractive solution for the wider masterplan as well as opening up well connected additional development sites for additional housing that sit well within the masterplan strategy and Berwick Estate. This can be achieved by moving the road north and redesigning the appearance more as a 'tree line boulevard' that prides with vehicular access to the site. The new boulevard would achieve the technical requirements of the currently proposed NWRR but would also act as an attractive edge to the enhanced country park. The new boulevard would be coordinated with the existing heritage assets, environmental factors and topography.

The repositioning of the new road will provide additional 400 dwellings as well as improved access to the north western area of the central masterplan.

This additional land is well located and connected for the town.



- Key**
- ①
  - Site Boundary
  - NWRR Realigned
  - Proposed Development Parcels
  - Proposed Pedestrian Routes
  - Access into Site from Berwick Rd
  - Heritage Assets
  - 1 The Berwick Estate
  - 2 The West Midlands Showground
  - 3 Proposed Green 'Lung'
  - 4 New Footbridge
  - 5 Potential Parcel Unlocked Due to Realignment of NWRR



# The Way Forward

**Berwick Estate welcomes the opportunity to share their vision for the allocation of their land for the much needed delivery of new green infrastructure, community recreation space, a mix of leisure, well-being and play areas and the initial delivery of up to 350 well designed, affordable homes for all.**

This vision document serves to promote, along with the written policy representation and technical appendices, the allocation of a first combined phase of 350 dwellings at Berwick Estate and to safeguard the route way for the NWRR.

The land promoted for inclusion in this local plan is the first stage implementing the Berwick Whole Estate Plan that has ambitions to provide improved connectivity with Shrewsbury Town centre. Berwick Estate is the most sustainable location for people to travel by foot, bicycle or public transport and without requiring a private motor vehicle to all the services that Shrewsbury Town centre has to offer.

The ‘Green Lung’ is the backbone to healthy living and opening up the wider estate, enhancing the already outstanding historic parkland setting and improving the rural management to encompass the Severn edge, makes this an exceptional place to spend time, enjoy healthy living and to call home.

To be able to facilitate the NWRR and contribute to the delivery of the Berwick Road roundabout whilst attracting new and existing communities to share in and enjoy the beauty of the historic parkland and improved Severn edge for pleasure, can only be achieved at the Berwick Estate.

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