

Design and Engagement Strategy Update

Briefing to Shropshire Association of Local Councils (SALC)
Monday 30th October 2023

Introductions



Ian Thompson
Counter Context
Delivery of the consultation
and engagement strategy



Ben Sykes
FaulknerBrowns Architects
Development of Smithfield
Riverside masterplan

Contents

- Engagement strategy overview
- Upcoming Phase 1 public consultation content
- Upcoming Phase 1 public consultation activity plan

Engagement priorities

This is a once-in-a-lifetime opportunity to redefine Shrewsbury town centre, delivering benefits right across Shropshire..

Involving those who care about the county town's future will be crucial to the project's success.



And building on solid foundations!

Outline engagement roadmap

July – September 2023

Groundwork and initial stakeholder engagement

Reaching out to key stakeholders to make introductions and understand baseline views.

Starting to gather feedback on priorities to inform masterplan principles.

October – November 2023

First stage of public consultation

Introducing the Smithfield Riverside project, including vision, funding, timescales, and consultation process.

Seeking views on design principles, illustrative masterplan, as well as detailed design for Roushill Park. **(Application 1).**

January 2024

Second stage of public consultation

Showcasing and seeking feedback on the development of masterplan since the previous consultation, ahead of the submission of the outline/hybrid application **(Application 2),**

March 2024

Third stage of public consultation

Third phase of consultation outlining progress to date (on other areas of the scheme), and seeking feedback on Pride Hill redevelopment and gap site **(Application 3),**

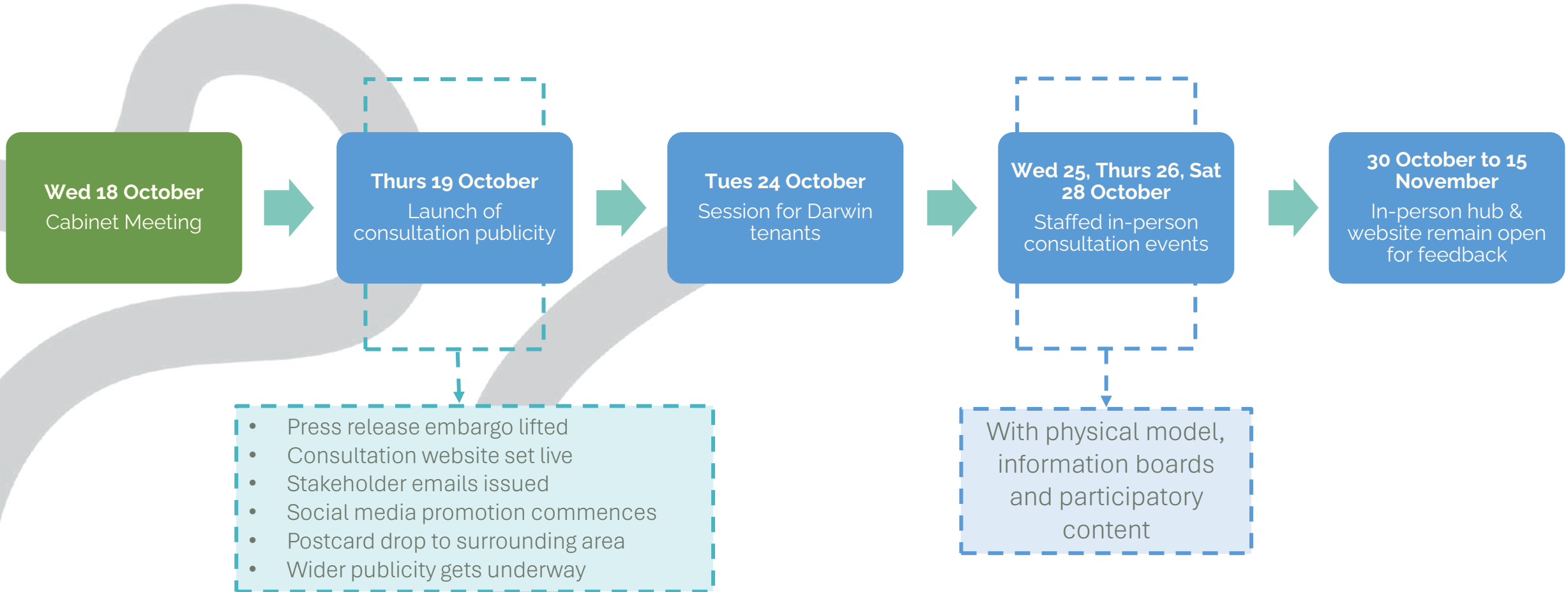
May/June 2024

Final stage of public consultation (TBC)

A likely final stage of consultation focused on Plot 3 **(Application 4 – reserved matters).** Also an opportunity to highlight how feedback has shaped the proposals to date and reiterate timescales.

First phase of consultation

The first phase of consultation will be open for feedback over a four-week period:
from Thursday 19 October to Wednesday 15 November



Consultation drop-in events



Phase 1 consultation objectives

The first phase of consultation will set the scene for future phases, allowing people to shape the developing masterplan at a crucial stage.



- Introducing the opportunity that Smithfield Riverside presents for **Shrewsbury and Shropshire** – including the opportunity to revitalise this part of the town centre and help to attract new visitors, residents and businesses into Shrewsbury.
- **Outlining and seeking feedback on the emerging proposals and vision** – including the illustrative masterplan and design for Roushill Park; allowing people to help shape these proposals.
- **Explaining the linkages** to other key projects and priorities – especially the emerging Movement and Public Realm Strategy.
- **Setting out the timescales** for future phases of consultation, giving people a clear sense of when and how they will be able to get involved.



WELCOME

Welcome to our first stage of consultation on Smithfield Riverside. We're excited to share our ambition for the future.

This transformative and far-reaching project aims to breathe new life into an area between The Darwin Centre, Roushill and the River Severn, at the heart of Shrewsbury town centre.

By creating a modern and sustainable new destination to work, live and relax, Smithfield Riverside will drive economic growth, bringing visitors, jobs and investment to Shrewsbury and Shropshire.

We're building on the inspiring vision for the Riverside area that has taken shape through consultation with the local community so far. With a project team now on board and new funding secured, we've gone back to explore what is possible and how we can best realise the area's potential.

This is the first of four stages of consultation that will allow you to understand and help shape our plans as they develop. At this stage, we are sharing information about the possible layout of plots, uses, routes and connections we envisage as part of our emerging masterplan, as well as plans for a brand-new park.

At future stages, you'll be able to see more on the design of the new buildings and spaces as they evolve.





We want the people of Shropshire to help shape these exciting plans for the future. When you've finished reading, we'd **LOVE TO HEAR WHAT YOU THINK!**

THE FUTURE OF SHREWSBURY TOWN CENTRE

Smithfield Riverside is just one part of the overall shared vision for the future of Shrewsbury Town Centre.

This shared vision was developed as part of the **Big Town Plan** (2018), which brought together Shropshire Council, Shrewsbury Town Council and Shrewsbury BID to set out a series of clear goals for the future of Shrewsbury town centre.

These goals were further developed into the **Shrewsbury Masterplan Vision** (2021), which identified key priorities for development across six different character areas within the town centre. The Masterplan Vision recognises the special identity and heritage of Shrewsbury and how change should be managed in a way that is sensitive to this character.

With these 'big picture' plans already in place, both Shropshire Council and the Shrewsbury Big Town Plan Partnership are now bringing forward a series of more specific plans and initiatives.



Smithfield Riverside Masterplan

The core focus of this public consultation, the emerging Smithfield Riverside Masterplan is an ambitious plan for the regeneration of the area of the town centre incorporating the Riverside and Pride Hill shopping centres.



Shrewsbury Design Code

Led by the Shrewsbury Big Town Plan Partnership, the Design Code will ensure future developments are delivered to the highest standards and remain sensitive to the town's outstanding heritage and character.



Other town centre improvements

Utilising funding from the Levelling Up Fund Round 2 (LUF2) bid award, Shropshire Council is proposing several active travel and public realm improvements.

River Severn Partnership

Shropshire Council is joint chair of the River Severn Partnership, which places water at the heart of future economic growth. The partnership looks to help people, businesses and the environment along the River Severn by reducing flood risk, securing future water resources and improving and delivering shared natural assets.

Movement Strategy

Led by the Shrewsbury Big Town Plan Partnership, the emerging Movement and Public Realm Strategy seeks to improve movement and connectivity in and around the town centre.



SMITHFIELD RIVERSIDE: WHAT'S HAPPENED SO FAR?

2010

The Darwin, Pride Hill and Riverside Shopping Centres are bought out of receivership by UK Commercial Property Trust. Proposals for redevelopment were produced but didn't move forward.

January - March 2021:

Building on the priorities established in the Big Town Plan (2018), the Shrewsbury Masterplan Vision (2021) highlighted the Riverside as one of six character areas with a unique identity that would contribute to the regeneration of the town centre.

The Masterplan Vision – produced by Glenn Howells Architects – was developed with feedback from stakeholder engagement workshops.



2021

2018

The three Shrewsbury shopping centres are bought by Shropshire Council, helping pave the way for future redevelopment of the riverside to facilitate the economic growth and regeneration of the town centre.

October – November 2021:

A more detailed plan, called the Smithfield Riverside Strategic Development Framework, is produced by LDA Design. In the public consultation, a range of comments and suggestions were raised in feedback, with 'green spaces and the river', 'easy access and movement' and 'good design' ranked as the most important issues.



2021

October - November 2021:

A more detailed plan, called the Smithfield Riverside Strategic Development Framework, is produced by LDA Design. In the public consultation, a range of comments and suggestions were raised in feedback, with 'green spaces and the river', 'easy access and movement' and 'good design' ranked as the most important issues.



2022

November 2022:

Regeneration specialists RivingtonHark are appointed by Shropshire Council to help lead the regeneration of Smithfield and Riverside areas, marking a key step forward in the project becoming a reality.

January 2023:

A successful bid for Levelling Up funding sees £18.7 million awarded to two projects helping to transform Shrewsbury town centre, one of which is Smithfield Riverside. This means practical work can now start on the redevelopment of the area, including demolition, site remediation and enabling works.

July 2023:

Plans for partial demolition of Riverside Shopping Centre, submitted in May, are approved by Shropshire Council's Northern Planning Committee. The demolition proposals allow essential ground investigation works to be carried out, to inform and shape future stages of development.

2023

June 2023:

The full project team is assembled, with FaulknerBrowns Architects appointed to lead on design. Tasked with developing a high-quality outline masterplan for Smithfield Riverside, they work alongside landscape architects Spacehub.

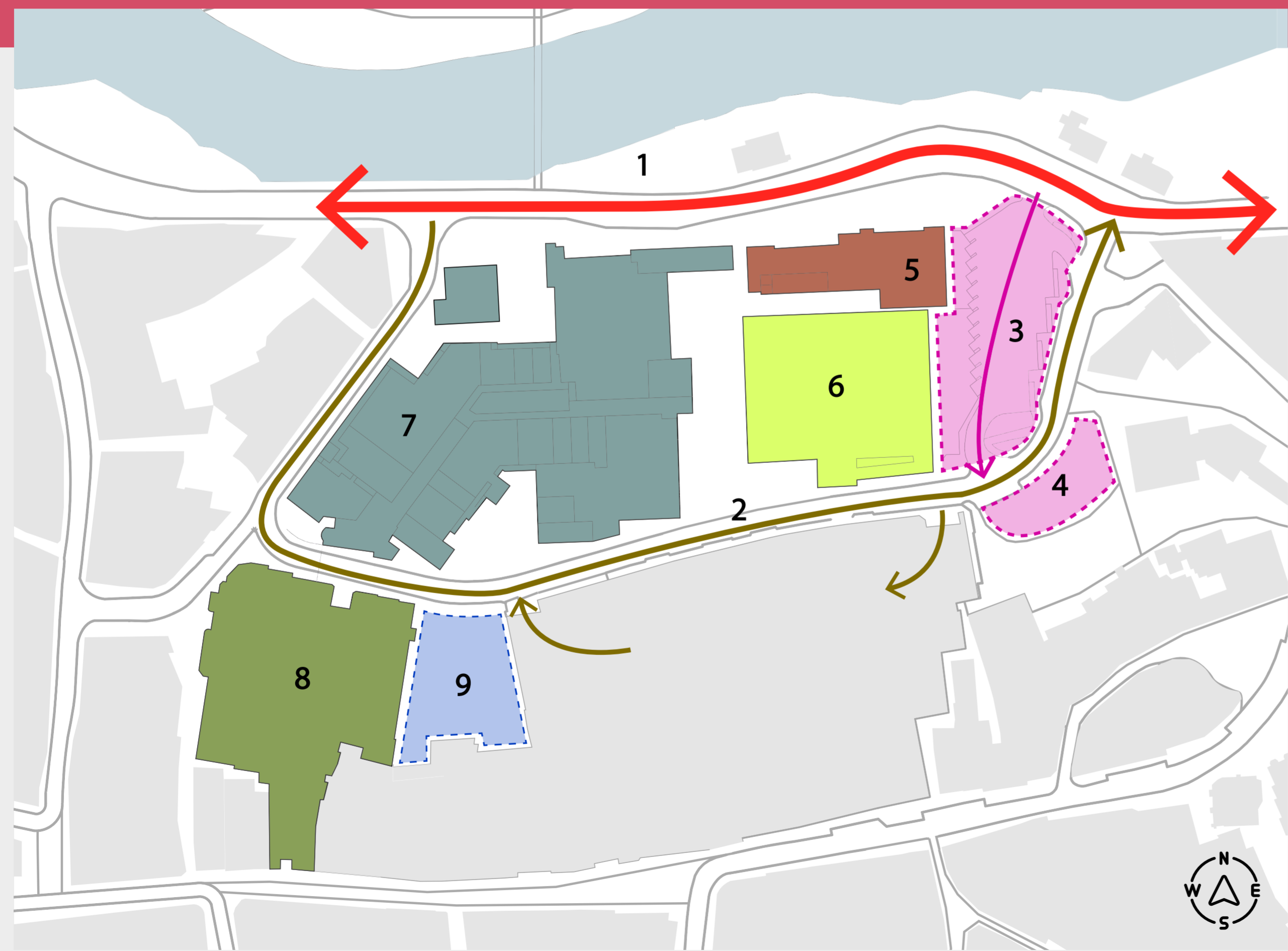


2023

EXPLORING THE SITE

Today, the Smithfield Riverside site contains a number of vacant buildings to the west and existing uses and businesses to the east.

This board outlines important operational, flooding and movement opportunities and constraints the masterplan must work with and which inform our phased approach to project delivery.



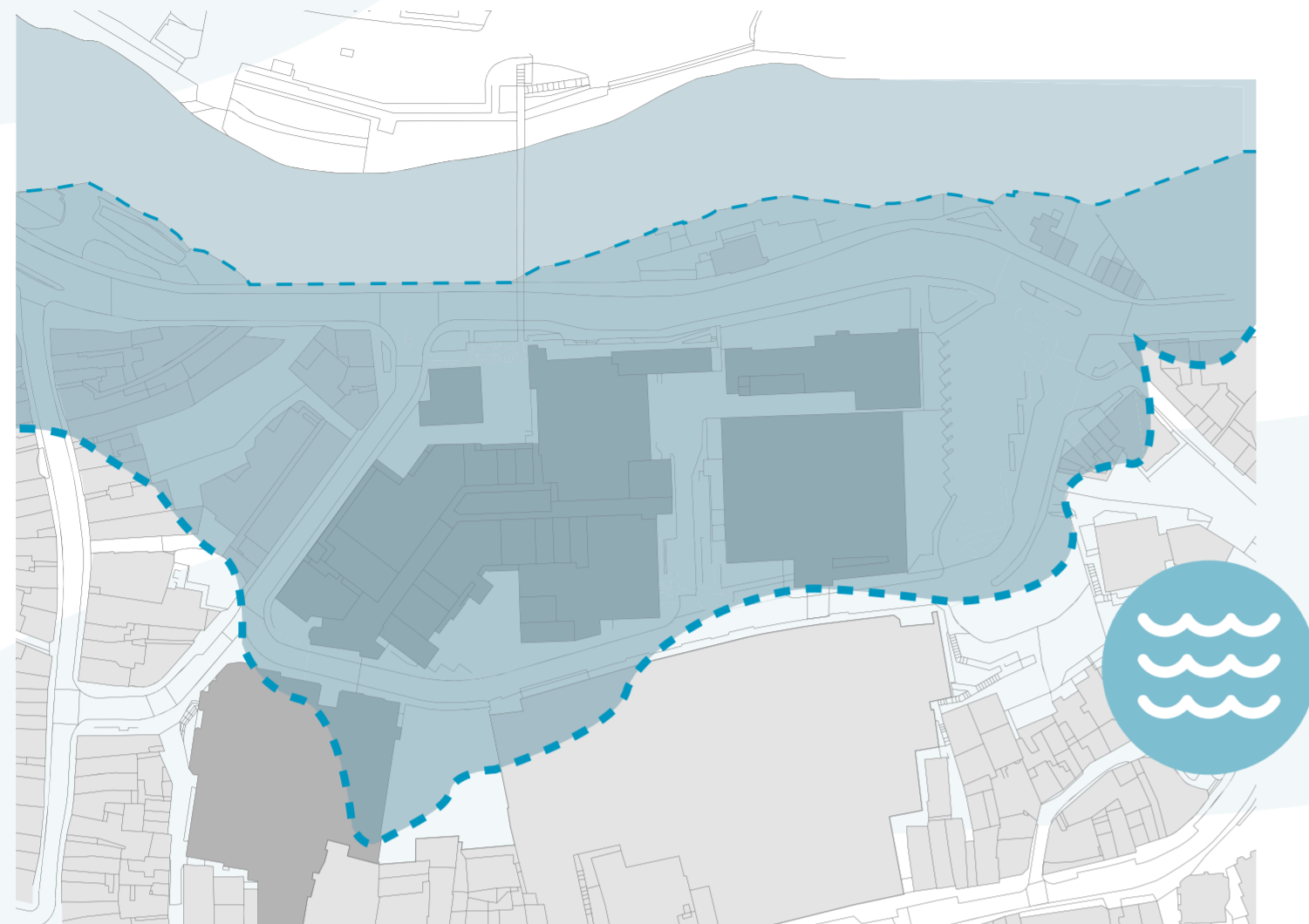
Site Uses:

This diagram illustrates existing site uses and sites which are currently vacant.

The emerging masterplan being developed focusses on redevelopment of the western area of the site whilst understanding how the whole area will continue to operate. While the emerging masterplan considers how the area to the east of the site (Plots 3 - 6) could be developed, this will not form part of the planned first phase of development or the accompanying planning application.

- | | |
|--------------------|-------------------------------|
| 1. Smithfield Road | 6. Raven Meadow Car Park |
| 2. Raven Meadows | 7. Riverside Shopping Centre |
| 3. Bus Station | 8. Pride Hill Shopping Centre |
| 4. Bus Layover | 9. Gap Site |
| 5. Premier Inn | |

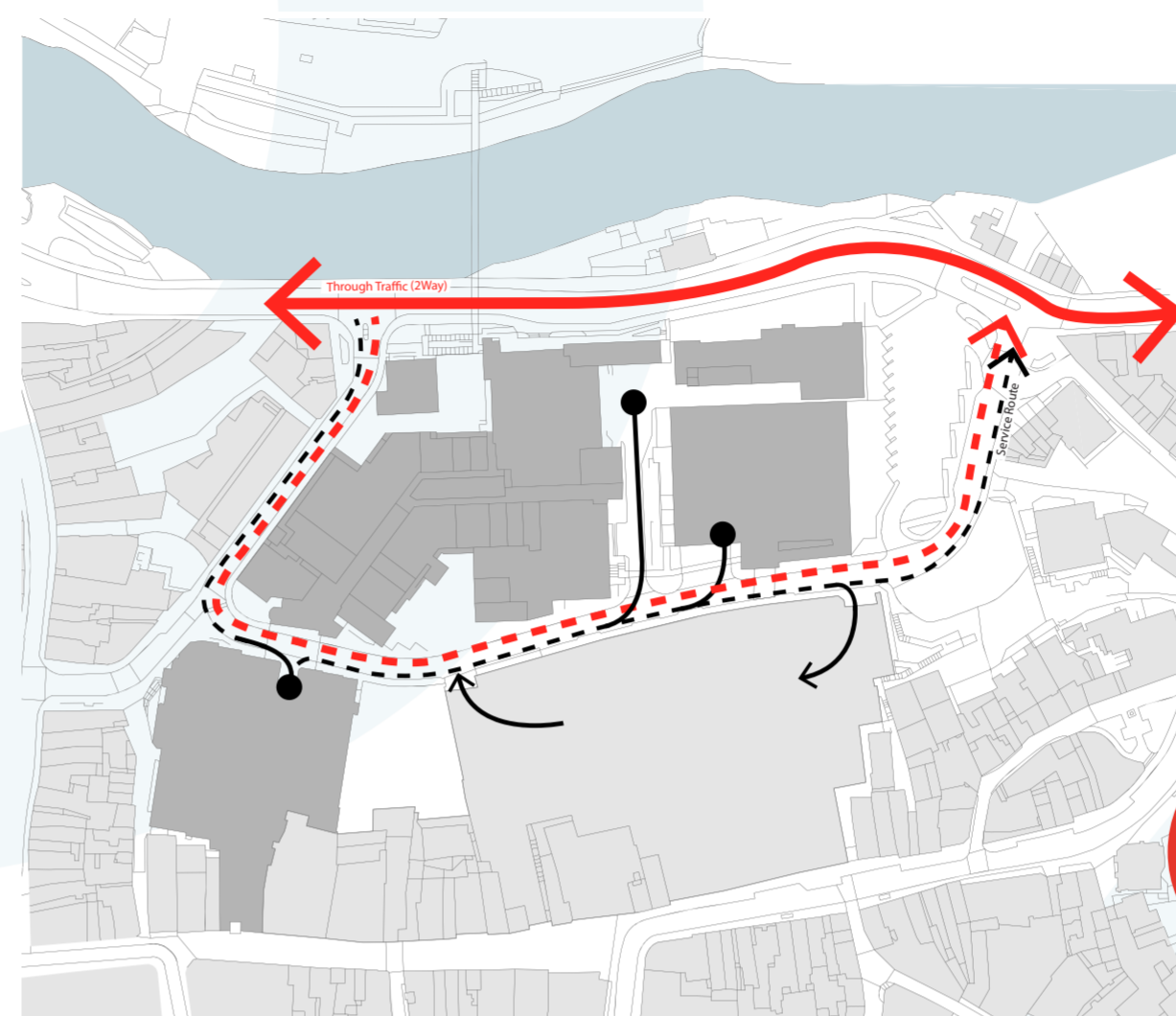




Flooding:

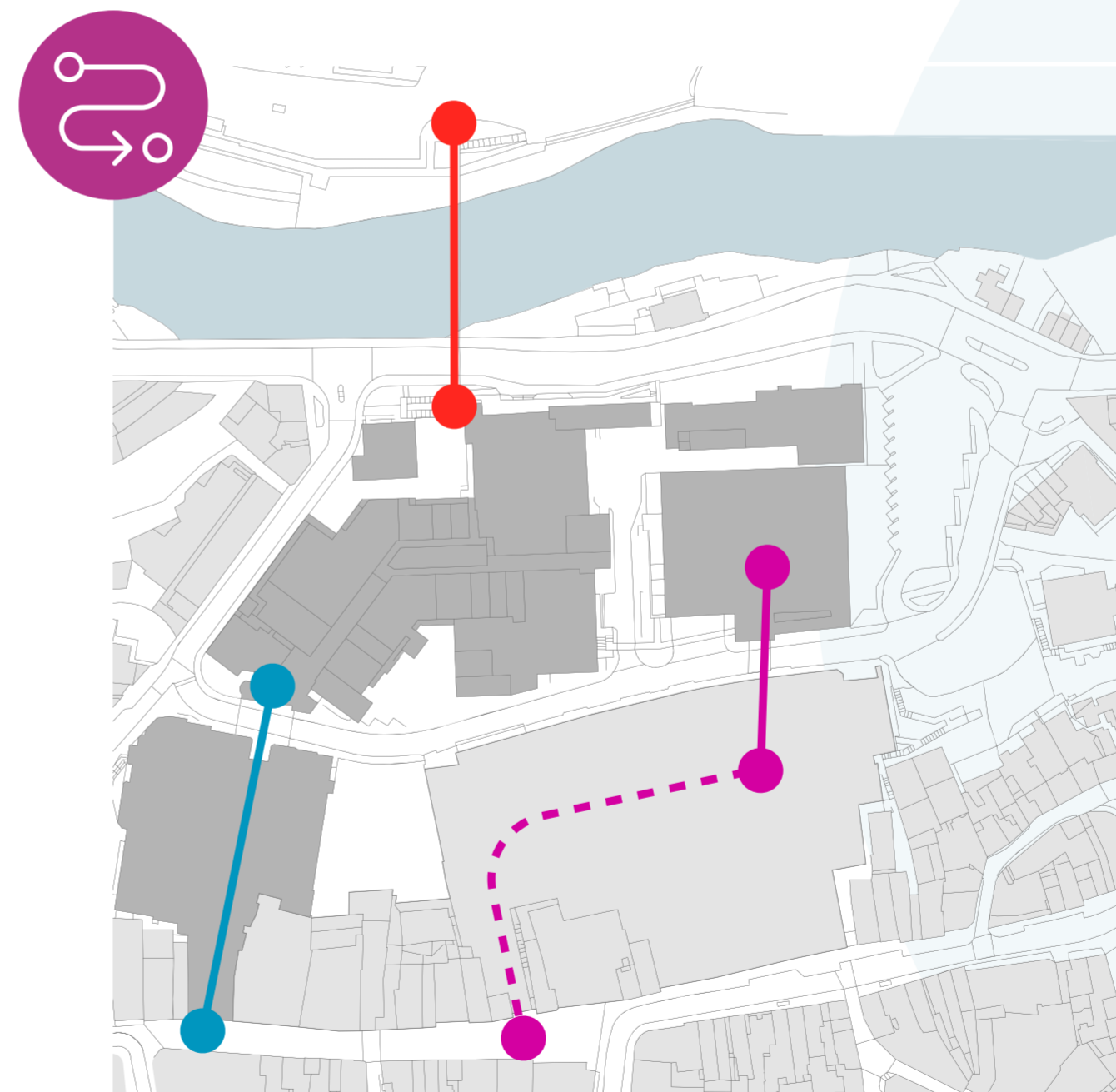
The emerging masterplan offers an opportunity to regenerate the area in a resilient way, making space for water and integrating flood risk management solutions within the development plans and public realm.

The masterplan will focus on working with water rather than against it: both by locating buildings in a way that accepts the existing flooding patterns, but also by introducing features - such as the new Roushill Park - to help manage surface water.



Service and access:

A key constraint is maintaining or improving current service and access arrangements which are represented in this diagram.



Connections:

An unusual feature of the site are the connections that are formed well above ground level, such as the link across the river to Frankwell, the access route to The Darwin Centre and the link up to Pride Hill. The emerging masterplan will look to strengthen these pedestrian connections within and across town.

SITE HISTORY

The site has played a varied and important role in the life and economy of Shrewsbury over the centuries.

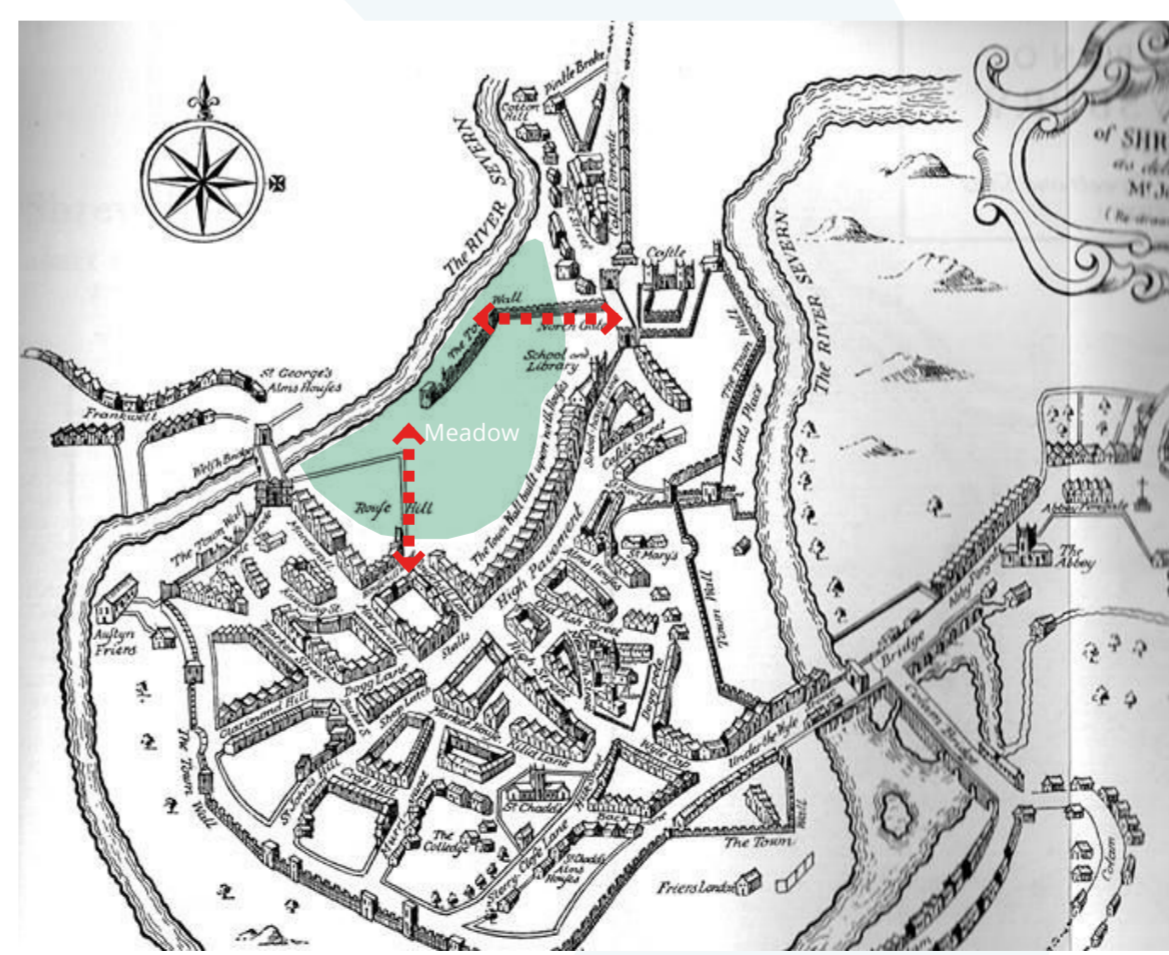
Each phase of development has seen radical change and brought a new form of development, which means that there are no historic buildings or historic streets that could help develop a new site layout.

However, the history all around the site and the history of the site itself will inform the masterplan and its relationship to the town centre.

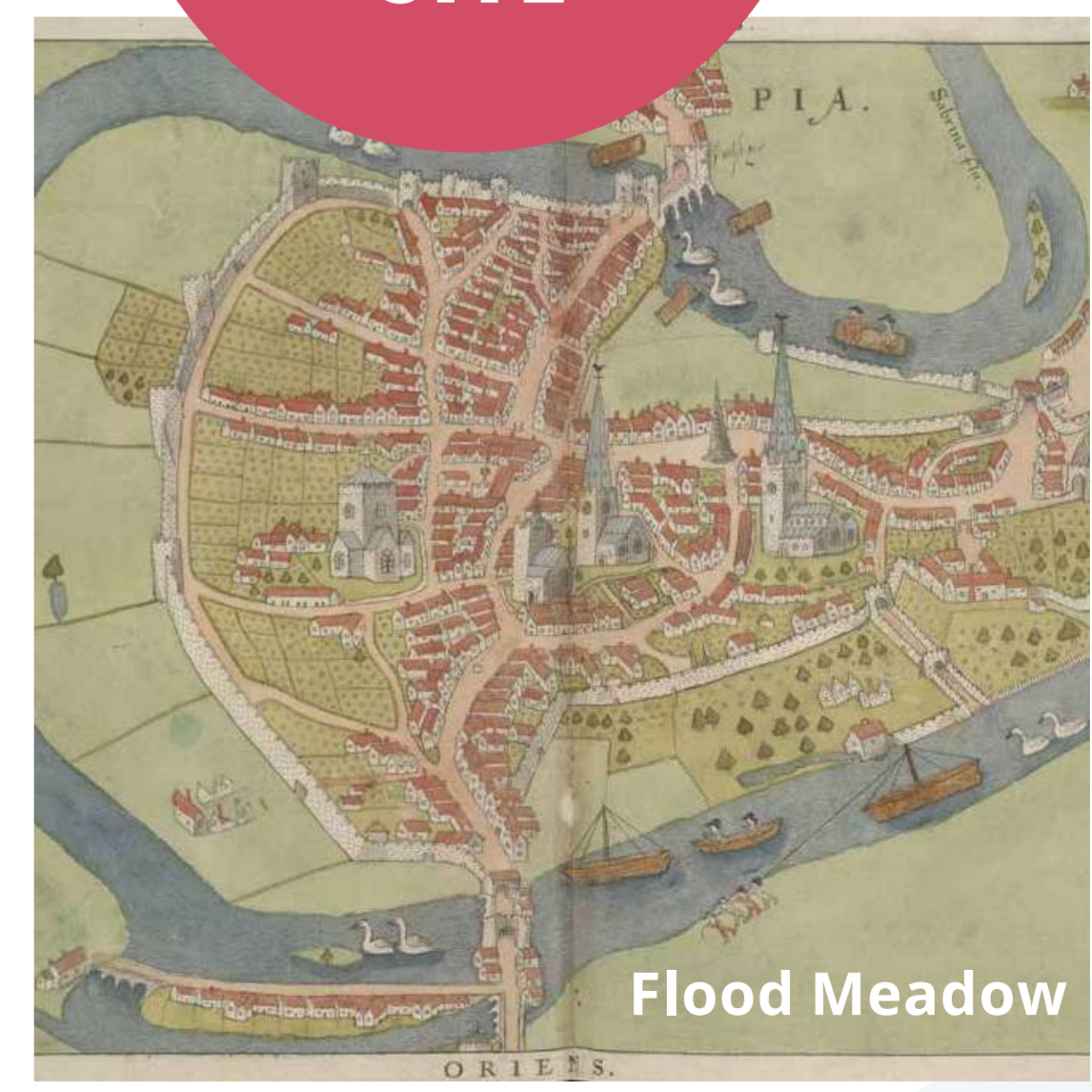
The medieval site:

Smithfield was a water meadow for many centuries. The site was used for livestock and cultivation. It was partly enclosed by an outer defensive wall. Later the defensive wall was completed to the east.

The alignment of Roushill and St Mary's place is evident on historic maps. Small traces of this era of development are visible from the Raven Meadows car park, from within Pret on Pride Hill and in the walls of St Mary's Place.



THE MEDIEVAL SITE



INDUSTRY & MARKET

Industry and market:

In the nineteenth century the level of the site was raised behind the Civil War defences. Utilities, foundry and other industrial uses developed. Smithfield cattle market was established. Little of this era – including the street patterns and alignment – are visible in the current buildings and streets.



1960s



1960s

60s Vision

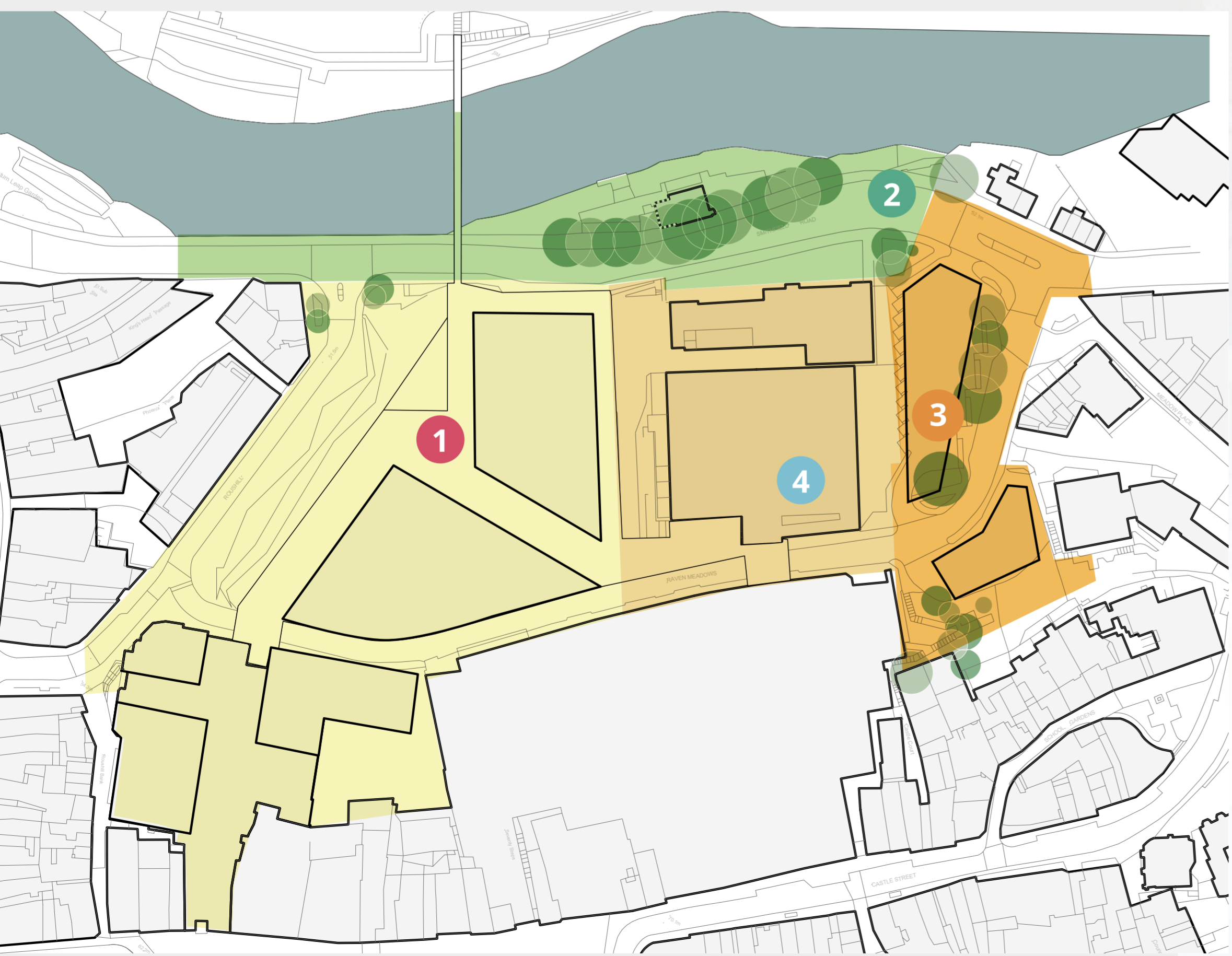
The 1960's to today:

In the 1960's a very large and interconnected development was planned, as shown in the image below. Some but not all of this plan was built and continue to inform the layout and buildings of the site today. The masterplan provided offices and shops for an expanding town.



OUR MASTERPLAN VISION

On this board we illustrate some of our initial ideas about how the area could be developed in terms of what uses would go where and how we can ensure the development will connect with the wider town centre.



Phasing Strategy: 4 urban projects

The masterplan has four clear zones, each with its own challenges and opportunities, as shown on the diagram to the left.

- 1 The key opportunity for this zone is to improve the link from the town centre to the riverside area through the creation of a new park at Roushill, which will be the first part of the first phase of development to be delivered. Alongside the park, we also intend to replace the currently derelict buildings in this zone with new offices, homes, restaurants and a cinema.
- 2 We envisage that the masterplan will look to deliver staged improvements to Smithfield Road so that we are able to keep in step with wider initiatives from the Big Town Plan. This would include improving the landscape to the north and south of the road and enhancing pedestrian links.

3 Earlier masterplans, including the Big Town Plan and the Strategic development Framework, suggested that new buildings could be delivered on the site of the Bus Station. While this is still possible, the masterplan will also consider alternative options for the site if the present situation changes and improved arrangements for services can be agreed with the bus companies.

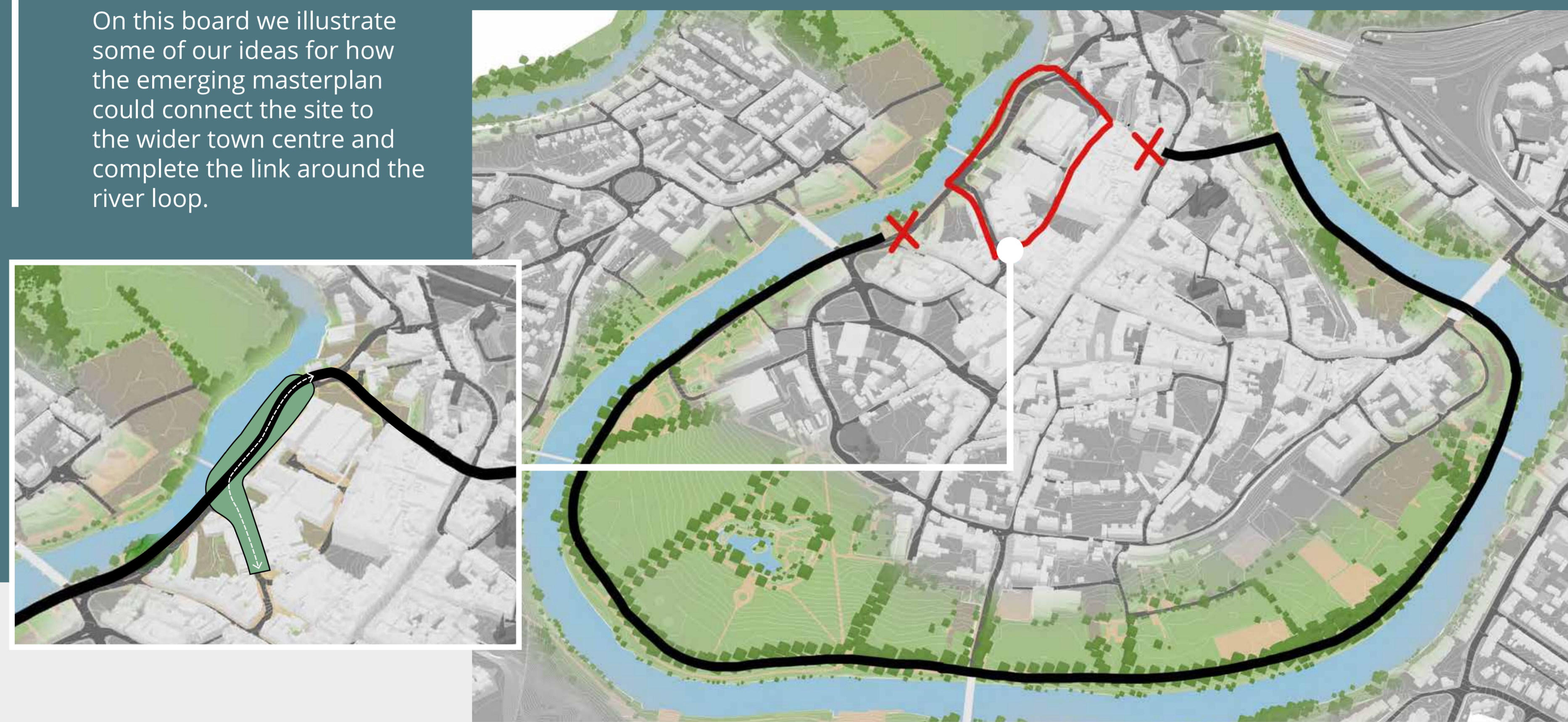
4 A key priority for the masterplan will be to ensure that the operational needs of The Darwin Centre and Premier Inn are safeguarded. The emphasis will not only be on protecting servicing, but also on ensuring the critical footfall from the Ravens Meadows car park and the bus station is retained. The masterplan will also explore options to refurbish the car park to bring it up to modern standards. Finally, a new road linking Ravens Meadows to Smithfield Road is proposed, which would provide an alternative route for buses and help to reduce traffic on Roushill.

Possible uses for Zone 1 of the emerging Smithfield Riverside masterplan



CONNECTING SMITHFIELD RIVERSIDE

On this board we illustrate some of our ideas for how the emerging masterplan could connect the site to the wider town centre and complete the link around the river loop.



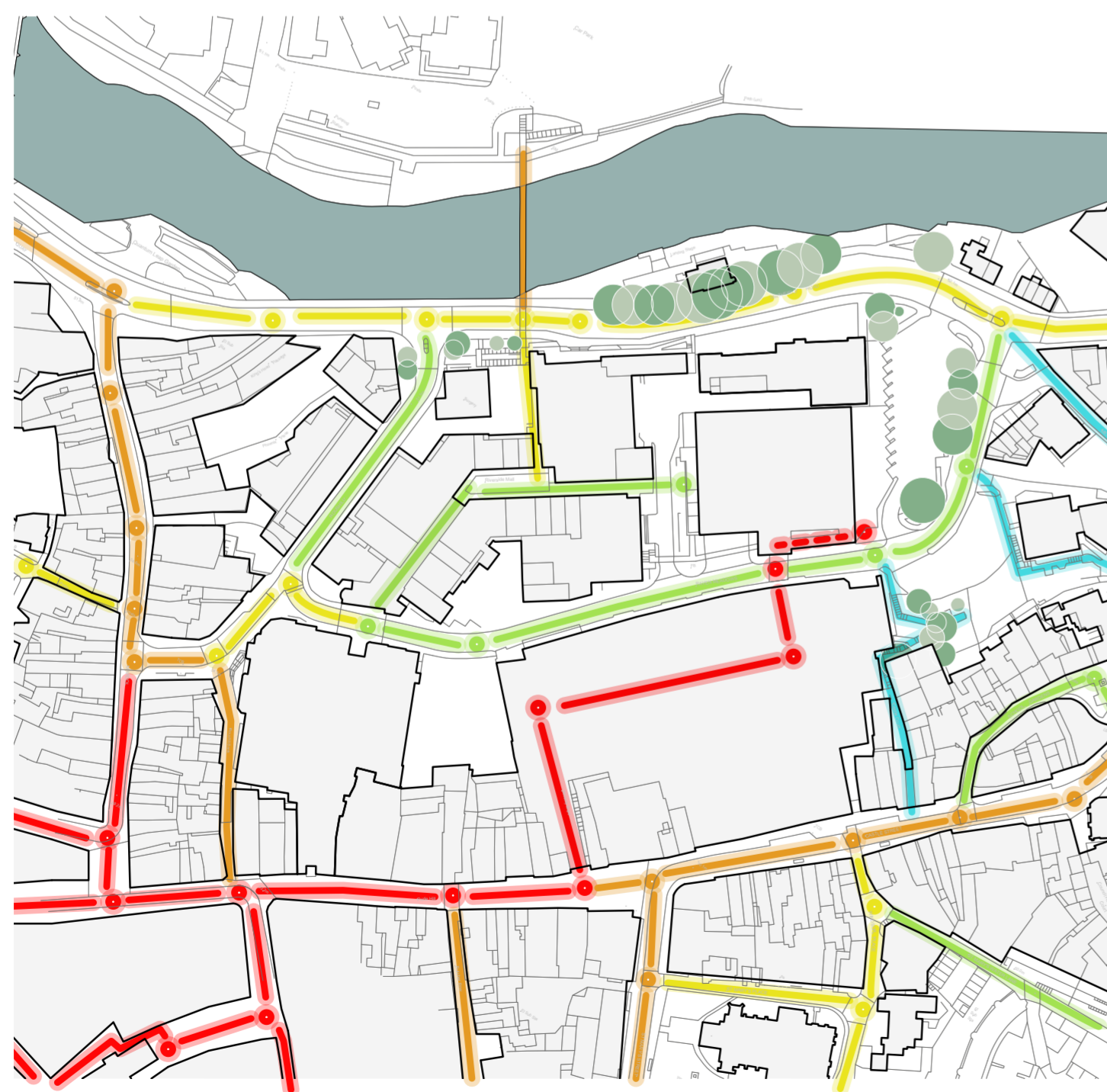
River Loop and Town Centre links:

Currently, the site is a break (or gap) in the town’s pleasant network of streets and pedestrian walks. We will look to address this issue by putting connectivity at the heart of the masterplan.

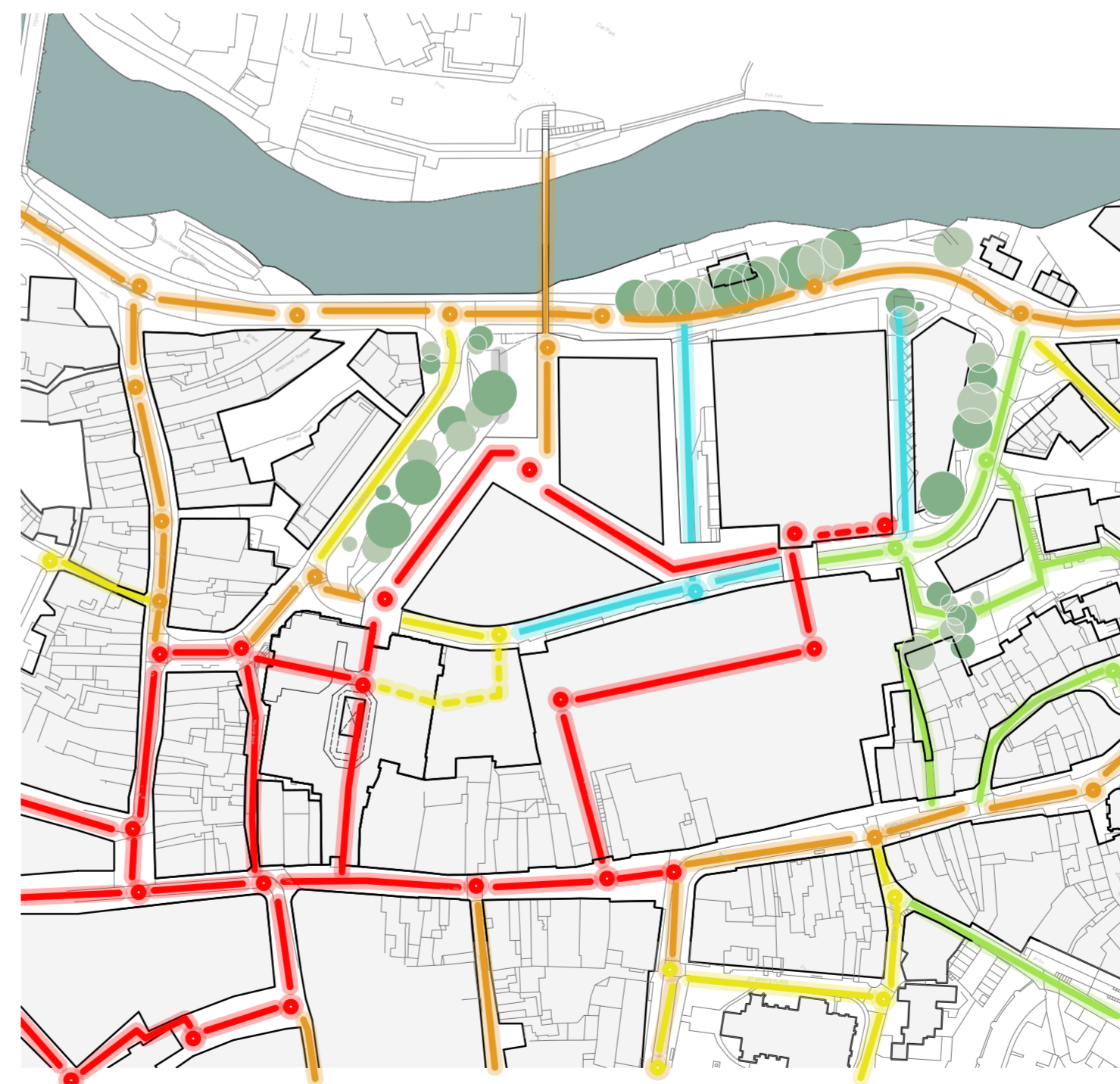
As part of this wider objective, we plan to complete the pedestrian linkage around the town centre peninsula formed by the sweep of the river Severn.

The emerging masterplan will also look to deliver landscape enhancements along the new link. For example, improvements could be made to the northern and southern sides of Smithfield Road. There is also an opportunity for the green river edge to be folded into the site to create strong green links from the river to Pride Hill.

Existing Movement



Proposed Movement



- Bustling
- Busy
- Convivial
- Quiet
- Link Only

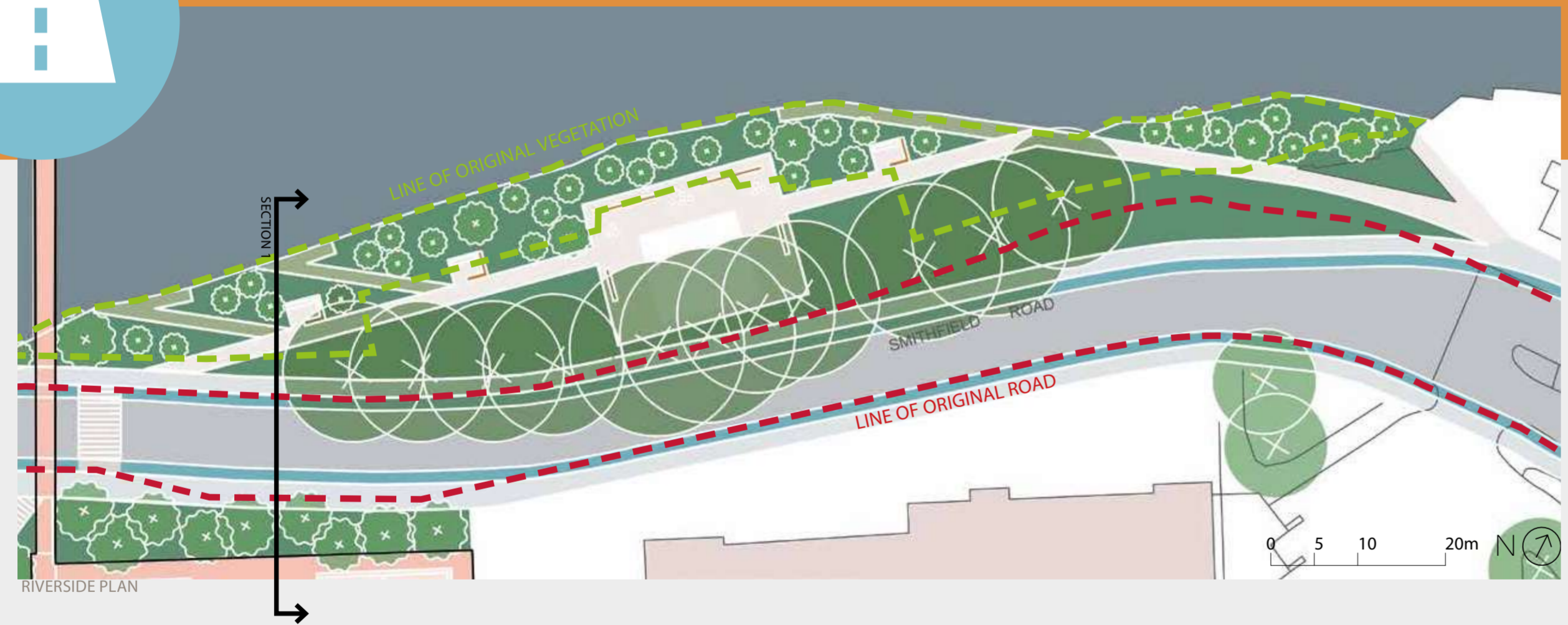
The emerging movement strategy seeks to reimagine and activate the centre of Shrewsbury by promoting more active routes through and across the town centre.

KEY CONNECTIVITY OPPORTUNITIES

Following on from the previous board, this board will explore further opportunities to improve connections across the site.

Infrastructure Heart:

An opportunity in this part of the masterplan is to connect the existing Frankwell bridge to The Darwin Centre and Pride Hill via a series of courtyards and routes.

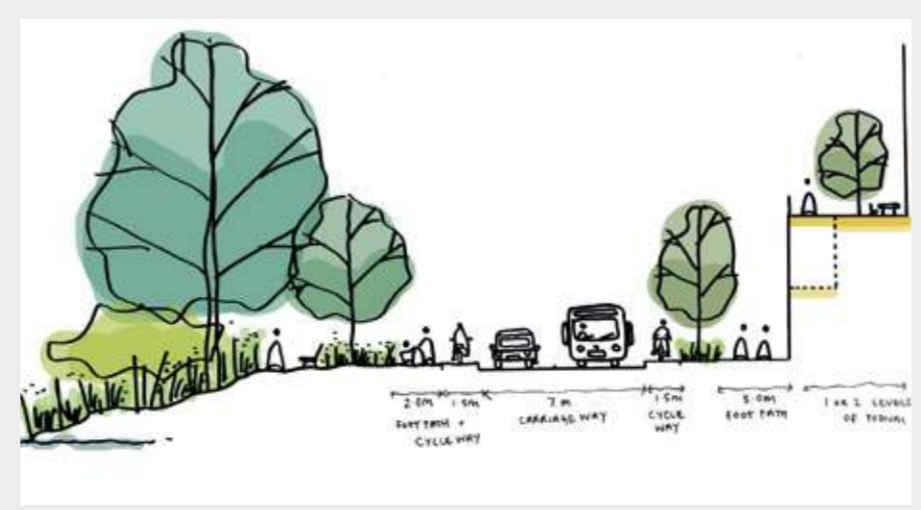


Smithfield Road:

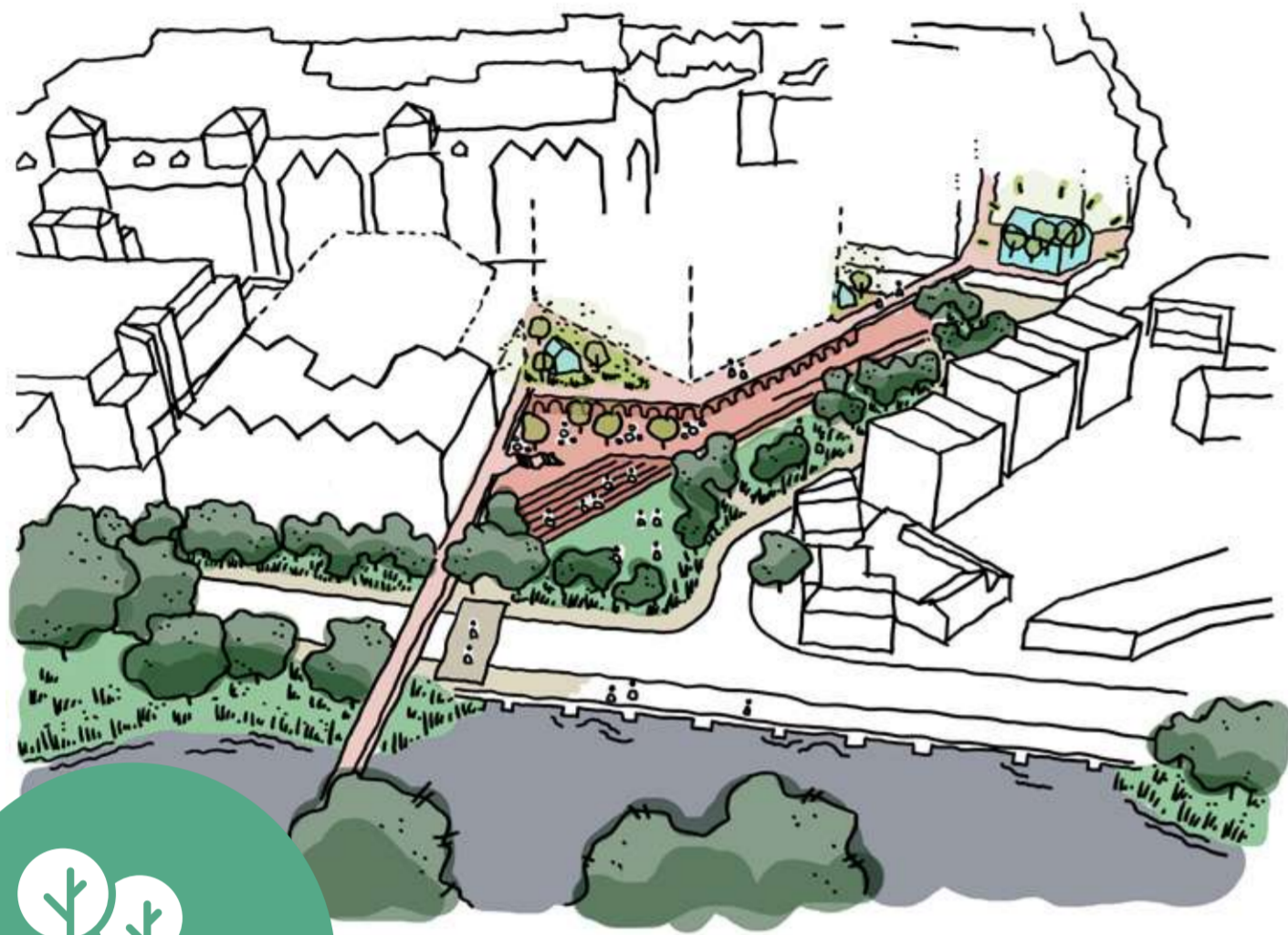
The masterplan suggests landscape enhancements to the north and South of Smithfield Road to strengthen the external environment. These illustrations show how that landscape could terrace to the water. Over time and in step with wider Big Town Plan initiatives, the masterplan will consider how to calm Smithfield Road and make it more accessible for pedestrians and cyclists.



Existing Smithfield Road Public Realm



Proposed Smithfield Road Public Realm



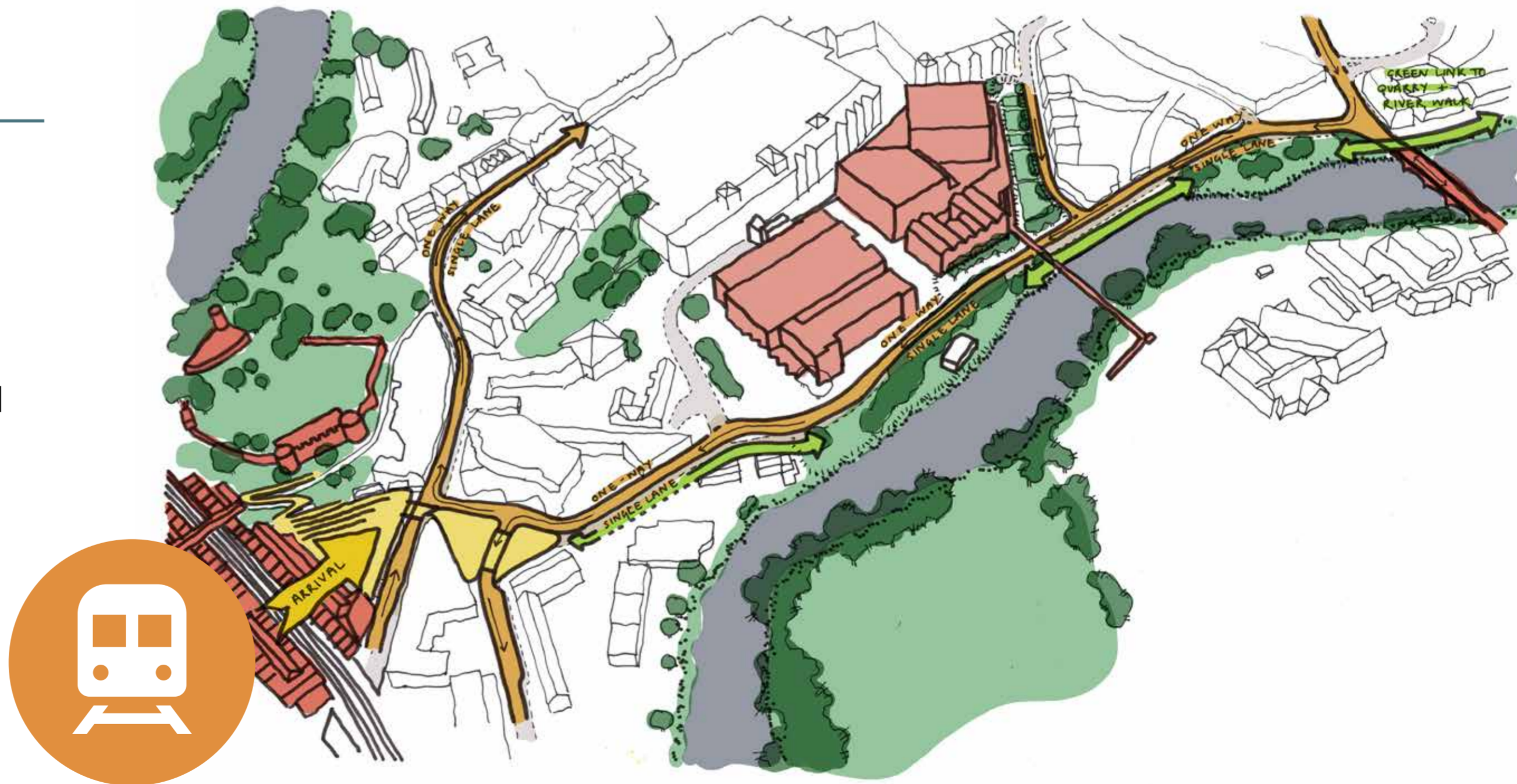
Connection to Pride Hill:

A new landscaped park at Roushill is proposed to provide a green link from the riverside right to the heart of the town. It will become a gateway and create a strong sense of place from which all else grows. The park will be the first part of the scheme to be constructed and will form part of the first planning application. Our ideas for the park are illustrated on other boards.

A Gateway from the Station:

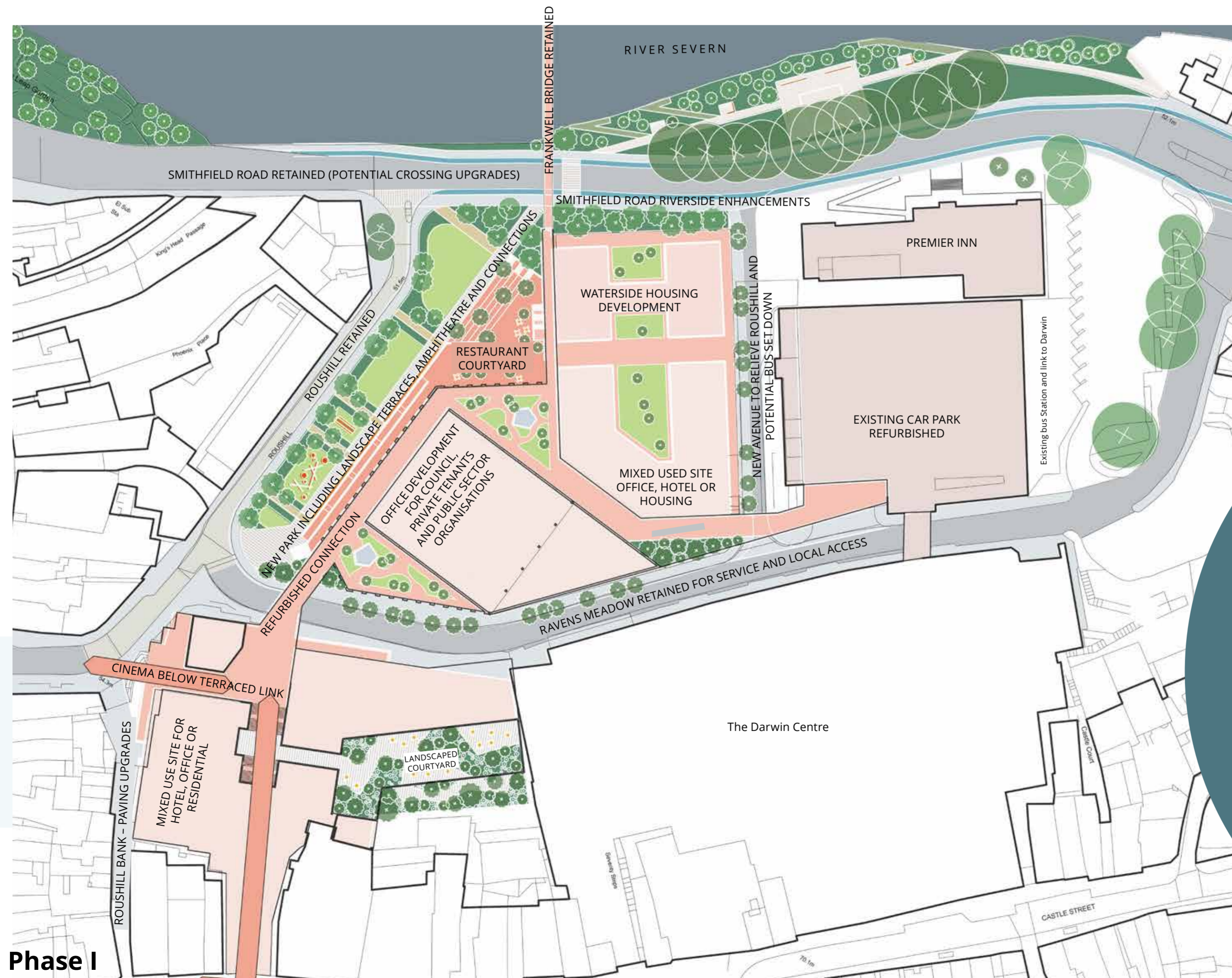
The masterplan considers the journey from the station to the site. Though unpleasant at the moment, the planned landscape enhancements and improved connections with the station forecourt mean that Smithfield Riverside could become a gateway to the town centre.

Utilising funding from the Levelling Up Fund Round 2 (LUF2) bid award, Shropshire Council is proposing several active travel and public realm improvements in the area.



EMERGING MASTERPLAN

On this board we summarise current progress towards a connected town quarter with a mix of uses. This complex site will be delivered in many phases starting with the park beside Roushill, shortly followed by a new base for Shropshire Council and partners, as well as a cinema and leisure replacement for the Pride Hill Shopping Centre.



This plan illustrates the first phase of development for which a series of planning applications will be made over the next year. The first application which includes the new park on Roushill will be made before Christmas.

The link between Pride Hill and the river is characterised by a significant level change. The emerging masterplan exploits this level change to create character, connectivity and work with the existing flood risk. A series of west facing terraces and a new park would create a new and different place in Shrewsbury.

Phase I



Artist's impression of Smithfield Riverside Phase 1

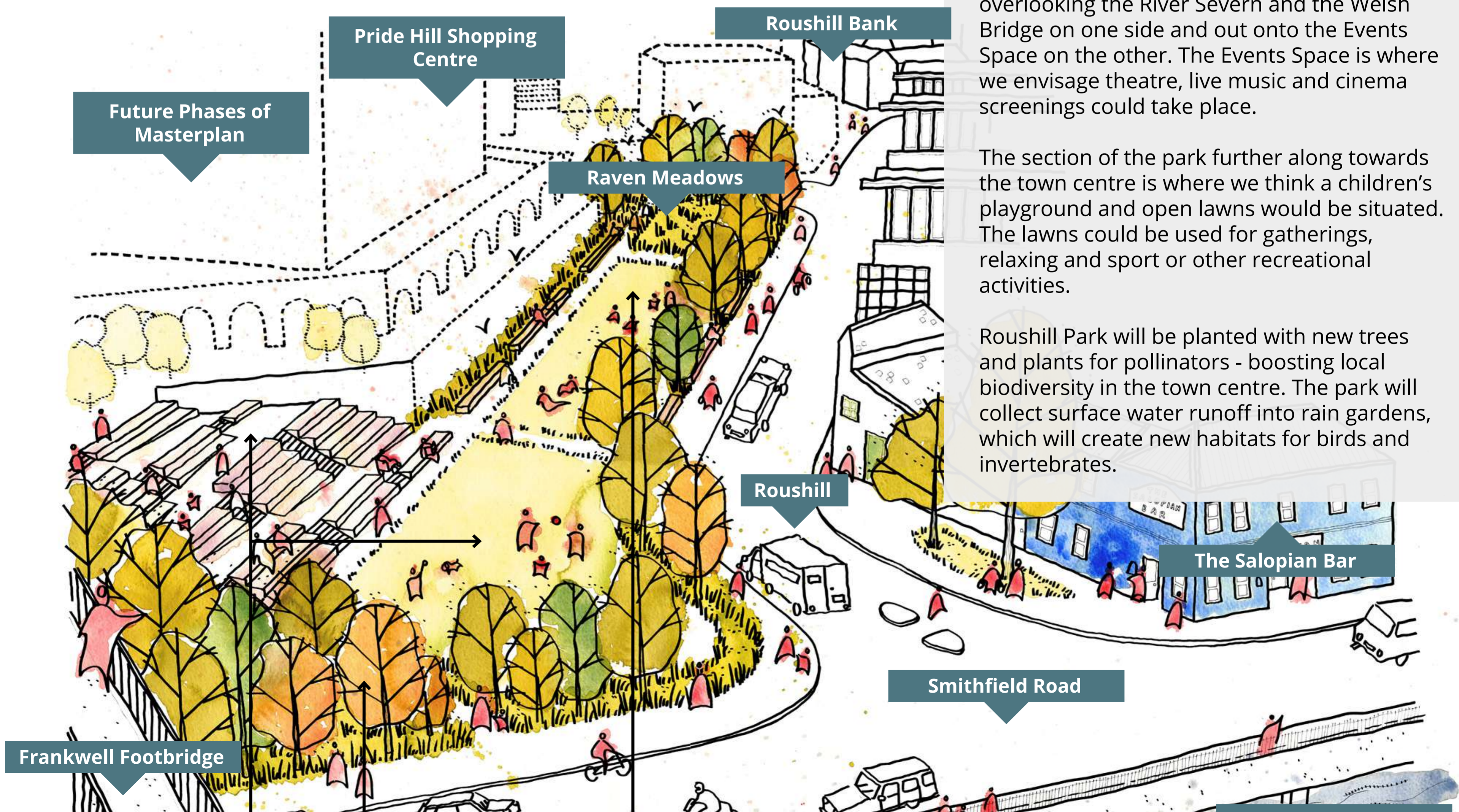
BRINGING A NEW PARK TO THE HEART OF TOWN

Roushill Park will be the beating heart of Smithfield Riverside, breathing new life into area through the provision of new green space, trees and planting, while helping to improve biodiversity in the town centre.

The park will include raised terraced seating overlooking the River Severn and the Welsh Bridge on one side and out onto the Events Space on the other. The Events Space is where we envisage theatre, live music and cinema screenings could take place.

The section of the park further along towards the town centre is where we think a children's playground and open lawns would be situated. The lawns could be used for gatherings, relaxing and sport or other recreational activities.

Roushill Park will be planted with new trees and plants for pollinators - boosting local biodiversity in the town centre. The park will collect surface water runoff into rain gardens, which will create new habitats for birds and invertebrates.



Frankwell Footbridge

Future Phases of Masterplan

Pride Hill Shopping Centre

Raven Meadows

Roushill Bank

Roushill

The Salopian Bar

Smithfield Road



Events Space and Terraced Seating



Rain Gardens and Tree Planting



Open Space



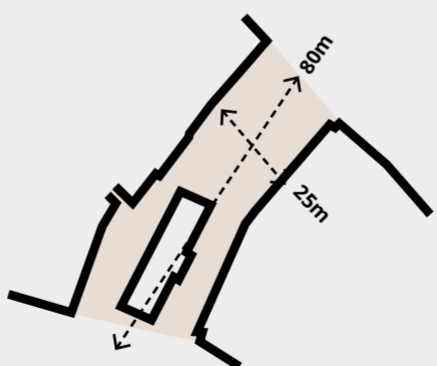
Play area

The diagrams to the right show how the scale of Roushill Park compares to other local open spaces that are of a similar shape and size, such as Shrewsbury Square and Shrewsbury Castle Gardens.

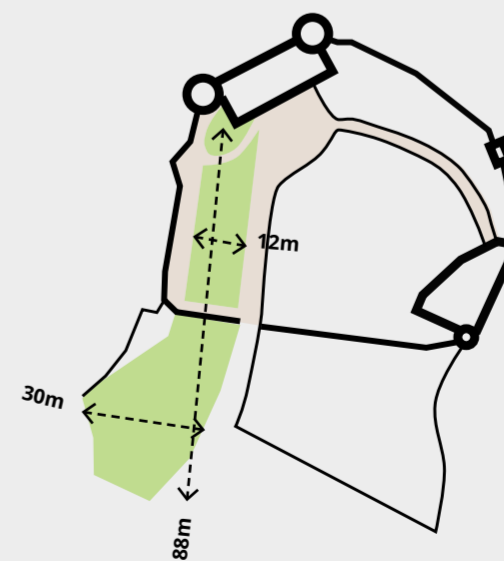
Roushill Park will measure 126m long and 14m wide.



Roushill Park



Shrewsbury Square



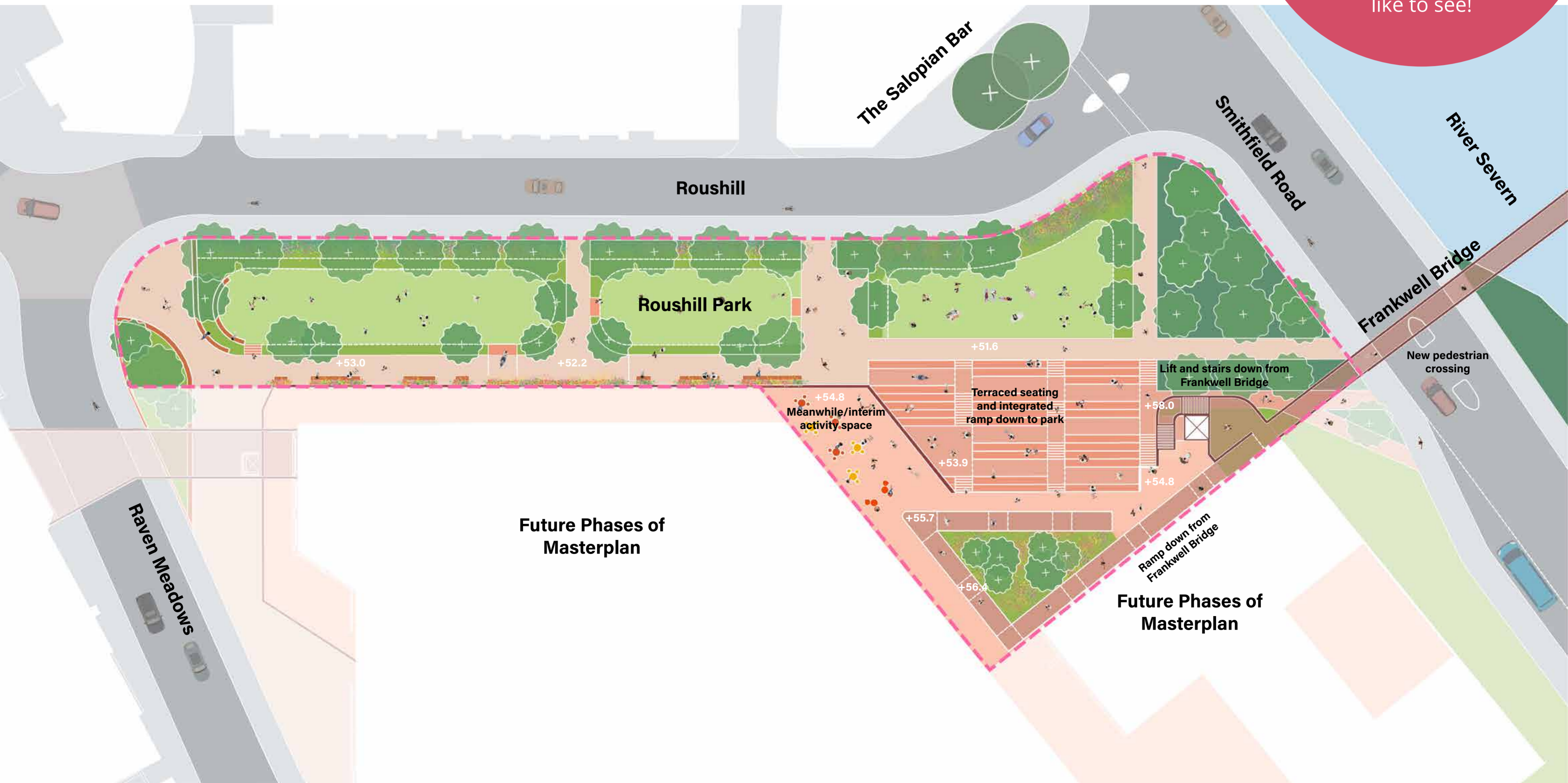
Shrewsbury Castle Gardens



ROUSHILL PARK

The images below provide examples of some of our early-stage ideas for Roushill Park, but we want to know what you think. The feedback we receive from this consultation will go on to help shape the design of the park as we look to finalise our plans and submit a planning application later this year.

Use our stickers and tags to help tell us how you would like to use the new Roushill Park and what you would like to see!



Future Phases of Masterplan

Future Phases of Masterplan

LEISURE



Children's play



Fitness



Relaxing



Socialising



Games / Sports

EVENTS



Theatre performance



Summer screenings



Live music



Markets



Community gatherings

EDUCATION



Learning about nature



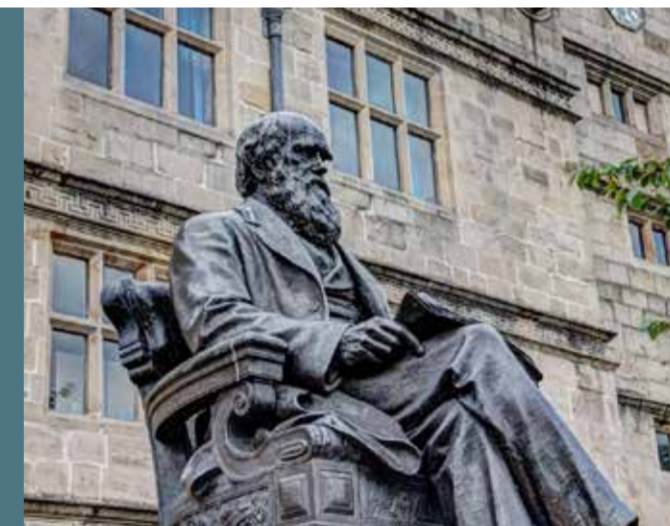
Learning about climate resilience



Trying new hobbies



Learning about the area's history



Learning about Darwin's Legacy

COMMUNITY



Volunteering



Growing



Skill Sharing



Opportunities for young people



Safe outdoor spaces for women and girls

ENGAGEMENT TIMELINE

WHAT'S COMING UP?

There will be more opportunities to view and comment on our plans for Smithfield Riverside as they take shape. We hope you'll join us on the journey and get involved!

You can fill in a questionnaire here, or have your say online at **www.smithfieldriverside.com**

You'll find all the information presented here on our consultation website, as well as information about other ways to get involved, including signing up for updates.



For more information, just ask a member of the team at one of our drop-in events or here at the Shropshire Local Hub.

October – November 2023

Our first stage of consultation for Smithfield Riverside. We're introducing our vision for the project – including funding, timescales and the consultation process – and seeking your views on design principles and the emerging masterplan. We're also presenting a detailed design of our vision for Roushill Park.



2023



2024

January 2024

We'll be showcasing the changes we've made to the masterplan based on feedback we receive at this consultation. We'll also be providing an update on other parts of the regeneration scheme.

March 2024

We'll begin our third round of public consultation. At this stage, we'll be showcasing our progress on Smithfield Riverside and other areas of the regeneration scheme, as well as asking for your views on our plans for the redevelopment of Pride Hill Shopping Centre.

May - June 2024

Our final round of public consultation will begin next May. That's when we'll be presenting more detailed plans for Smithfield Riverside, incorporating all the feedback we received from previous consultations. We'll also be providing updated timescales for the completion of the project at this stage.

Consultation publicity

Awareness and interest are key to an inclusive and accessible consultation process, especially for a project of this scale.



We will use a range of publicity methods designed to reach local residents and businesses in Shrewsbury town centre, as well as a wider audience in surrounding areas of Shropshire, encouraging more people to get involved.

- **Press release and media interviews** to secure prominent media coverage in Shrewsbury and across Shropshire.
- **Social media promotion** via Shropshire Council channels – including paid support, if needed, to aid geographic reach.
- **Postcard/flyer** distributed to properties in the surrounding area as well as made available in key locations.
- **Direct emails** issued to key stakeholder organisations and e-bulletins via Council and partner-organisations.
- **Wider publicity** via:
 - The seven Variable Message Signs (dynamic LED highway signs) on Shrewsbury's key entry and exit roads.
 - Consultation information hosted in the network of libraries across Shropshire.
 - The town centre totem signs.





HELP US BRING SMITHFIELD RIVERSIDE TO LIFE!



For more information, visit www.smithfieldriverside.com

We want to hear your views on our plans for Smithfield Riverside.

Smithfield Riverside is an ambitious, multi-stage project to breathe new life into the area of Shrewsbury between The Darwin Centre, Roushill and the River Severn.

Our aim is to create a modern, sustainable destination through a lively mix of residential, leisure, and office uses, as well as creating a brand new riverside park.

The first phase of public consultation on our plans for the area is now open, and we want to hear from you!

You can also come down to one of our drop-in events to meet the project team, see our 3D model of the plans, and ask questions or leave feedback at one of our drop-in events.

You'll find us at the Shropshire Local Hub (on the upper level of The Darwin Centre in Shrewsbury Town Centre), between:

Wednesday 25 October	2pm - 7pm
Thursday 26 October	11am - 4pm
Saturday 28 October	10.30am - 3.30pm

From 30 October, the information will be available to view in the Shropshire Local Hub until **15 November 2023**.

You can drop by to look around any time **Monday to Friday, 9:30am - 5:00pm**.

GET IN TOUCH

Freephone: 0808 175 69 44

Freepost: SMITHFIELD RIVERSIDE

Email: info@smithfieldriverside.com






Help us bring Smithfield Riverside to **LIFE!**



Scan here for more info



Smithfield Riverside is an ambitious, multi-stage project to breathe new life into the area of Shrewsbury between The Darwin Centre, Roushill and the River Severn.

The first phase of public consultation on our plans for the area is now open, and we want to hear from you!

Visit us online at: www.smithfieldriverside.com.

Or in person at the Shropshire Local Hub from **25 October 2023**



SHREWSBURY TOWN CENTRE IS CHANGING.

HELP US SHAPE THE FUTURE!

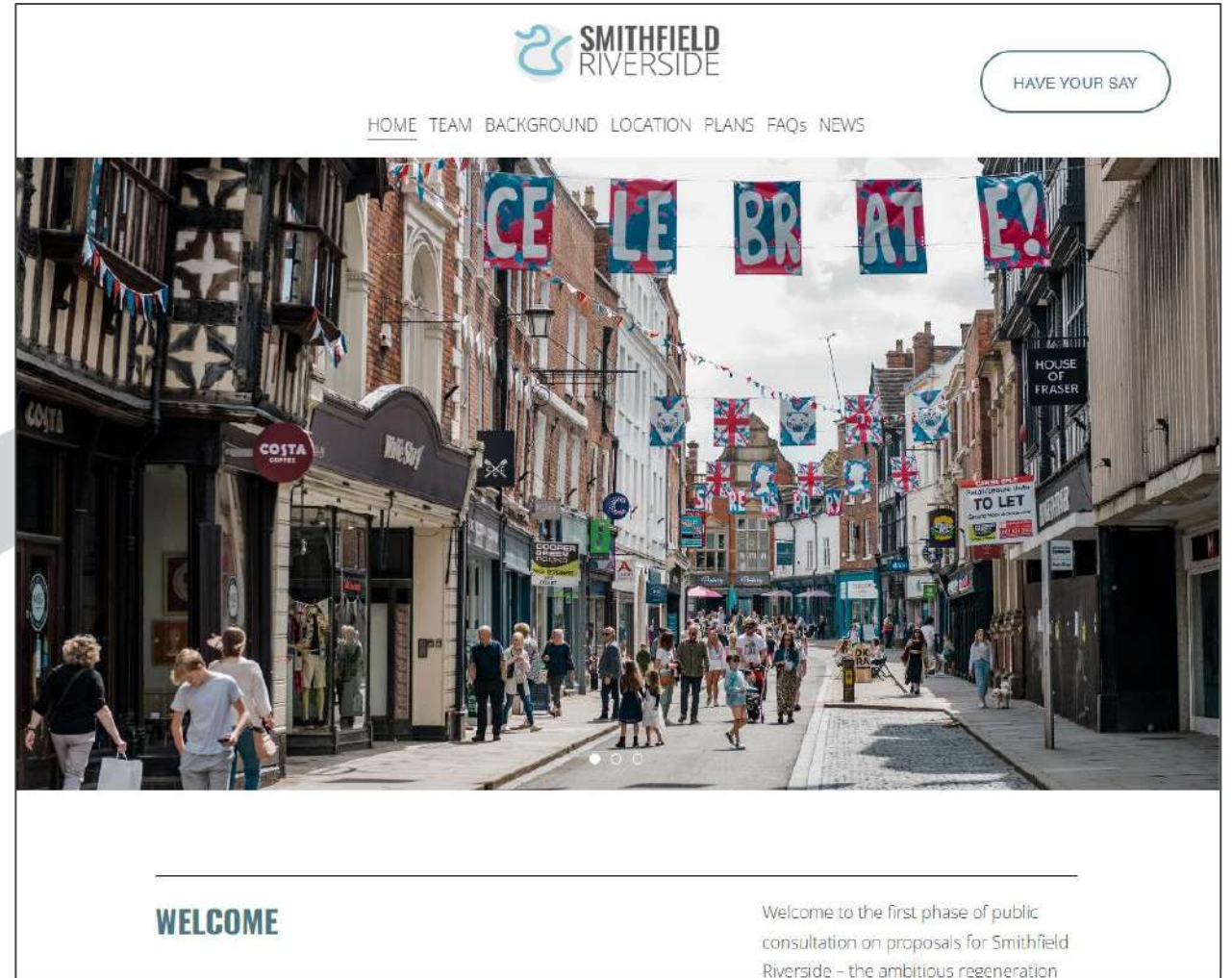
SMITHFIELDRIVERSIDE.COM




Consultation website

An accessible pathway to all information about the project.

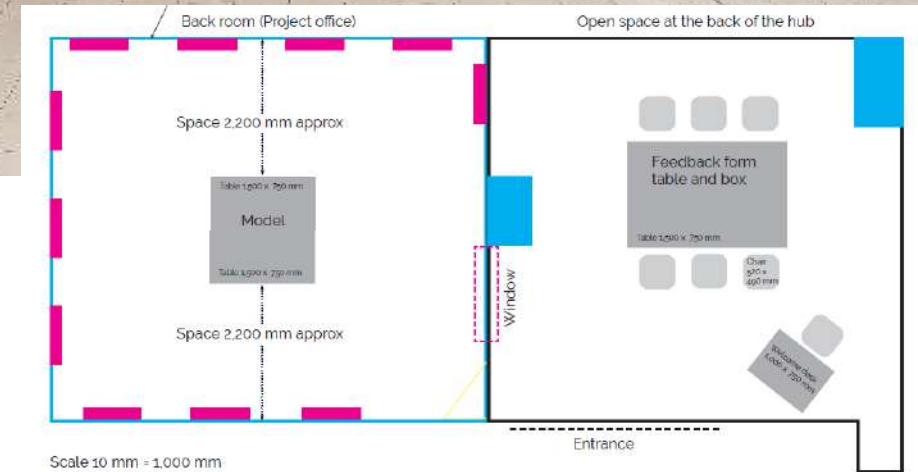
- Simple page structure signposting information about different aspects of the project – including the consultation process.
- Information about consultation timescales, the physical consultation hub, timings of events etc.
- Event display materials and online feedback form accessible through the site at each stage.
- Content regularly updated as the scheme develops, with provision to sign up for updates at any time.



In-person engagement events

Making use of the Shropshire Local Hub within the Darwin Centre to provide a welcoming and accessible physical hub for the project at each stage of consultation.

- A space to host stakeholder meetings and public drop-in events (with project team present at agreed times).
- Open to visitors as an information repository even when not manned by staff for events.
- Providing an accessible pathway to the project for those less able to navigate information online.



Children and young person engagement

Making sure we actively seek the views of children and young people to help design a bright future for their town centre

- A park design competition for primary school aged children, with prizes for individual winners and their schools.
- Conversations ongoing with Shrewsbury College and University of Chester about student-specific engagement sessions.



We need you!

Shropshire Council
@ShropCouncil

Get involved and share your views on the future of Shrewsbury!

Newest proposals for the regeneration of Smithfield Riverside include a new park and leisure development.

Read more about the plans, and have your say before 15 Nov at orlo.uk/Fcdi6

10:13 AM · Oct 19, 2023 · 5,543 Views

- All the information can be found on the consultation website: www.smithfieldriverside.com, with details of how to get involved under Have Your Say.
- Shropshire Council have publicised the consultation via social media.
- Please share with your residents, businesses and wider network to encourage a wide-ranging response to the consultation.