



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 the 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.

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 aims to make the Severn the most vibrant and resilient river network, where an exceptional quality of life, prosperous local economies and an outstanding natural environment. This aim is driven by a programme of innovation to reduce flood risk, secure future water resources and improve and deliver shared natural assets.



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.

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) highlights 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

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.

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.



2023

June 2023:

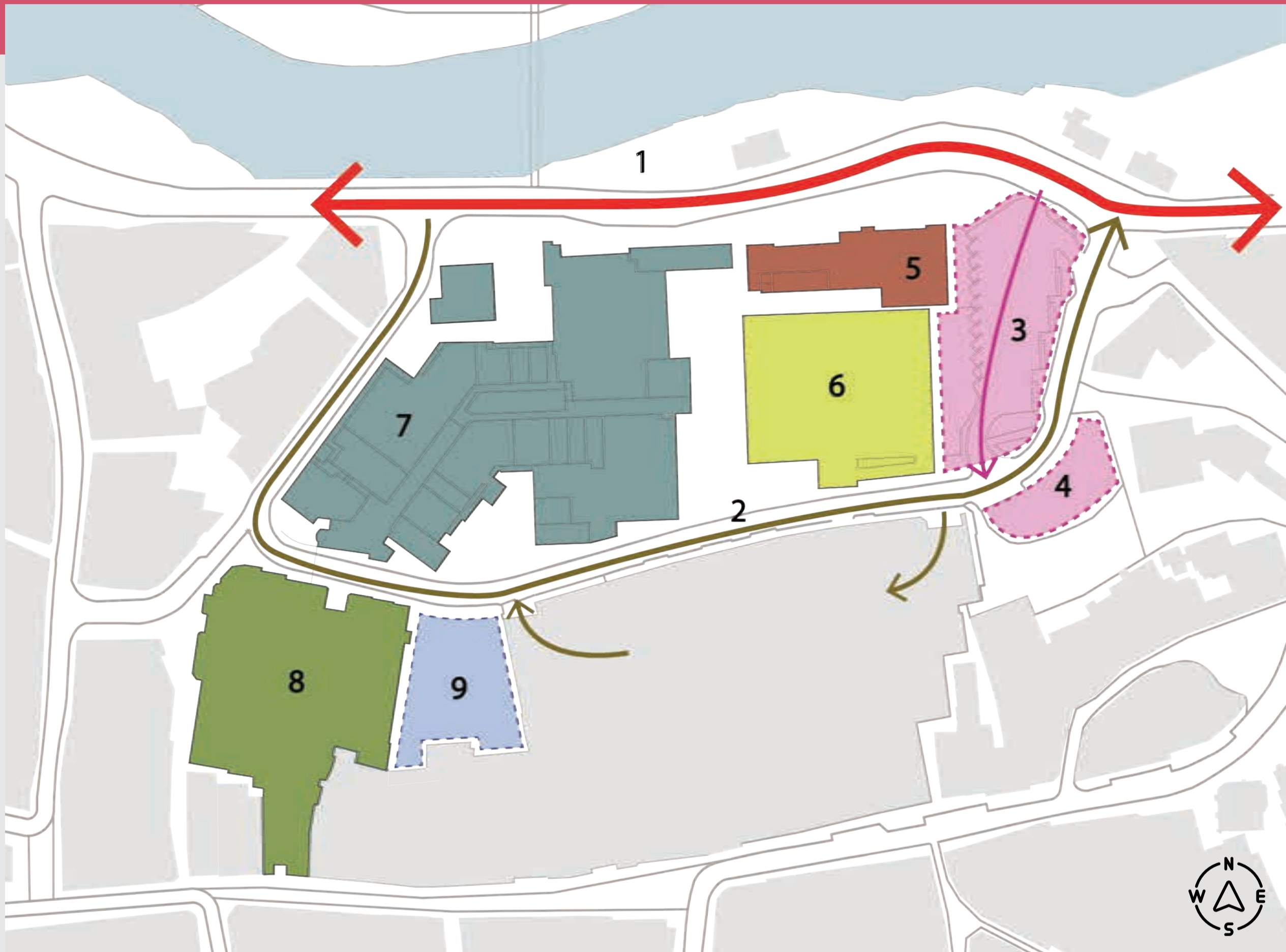
The full project team is assembled, with FaulknerBrowns Architects appointed to lead on design. Tasked with developing a high-quality outline masterplan for Smithfield Riverside, they work alongside landscape architects Spacehub.



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.

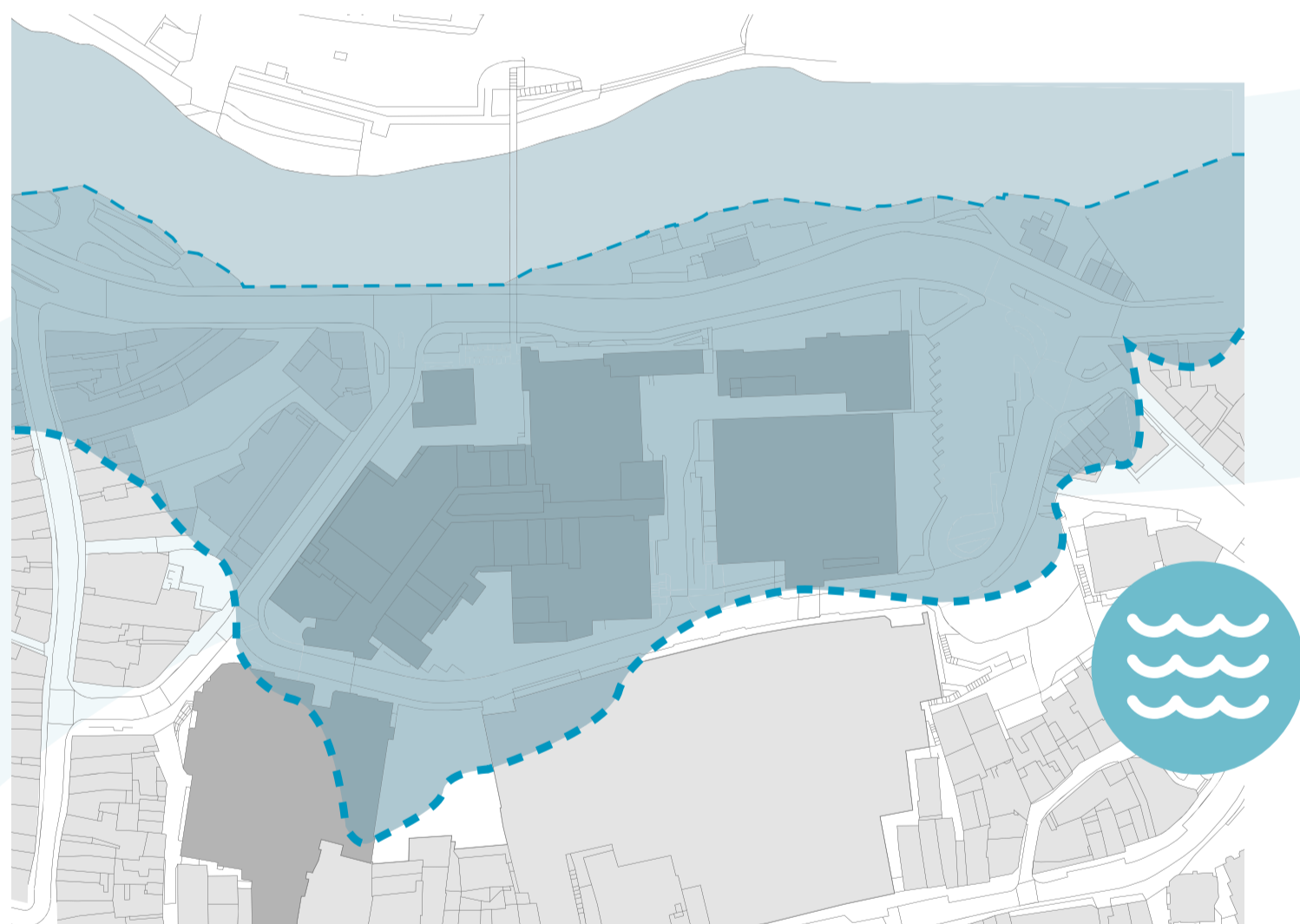


Site Uses:

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

The emerging masterplan being developed focuses 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.

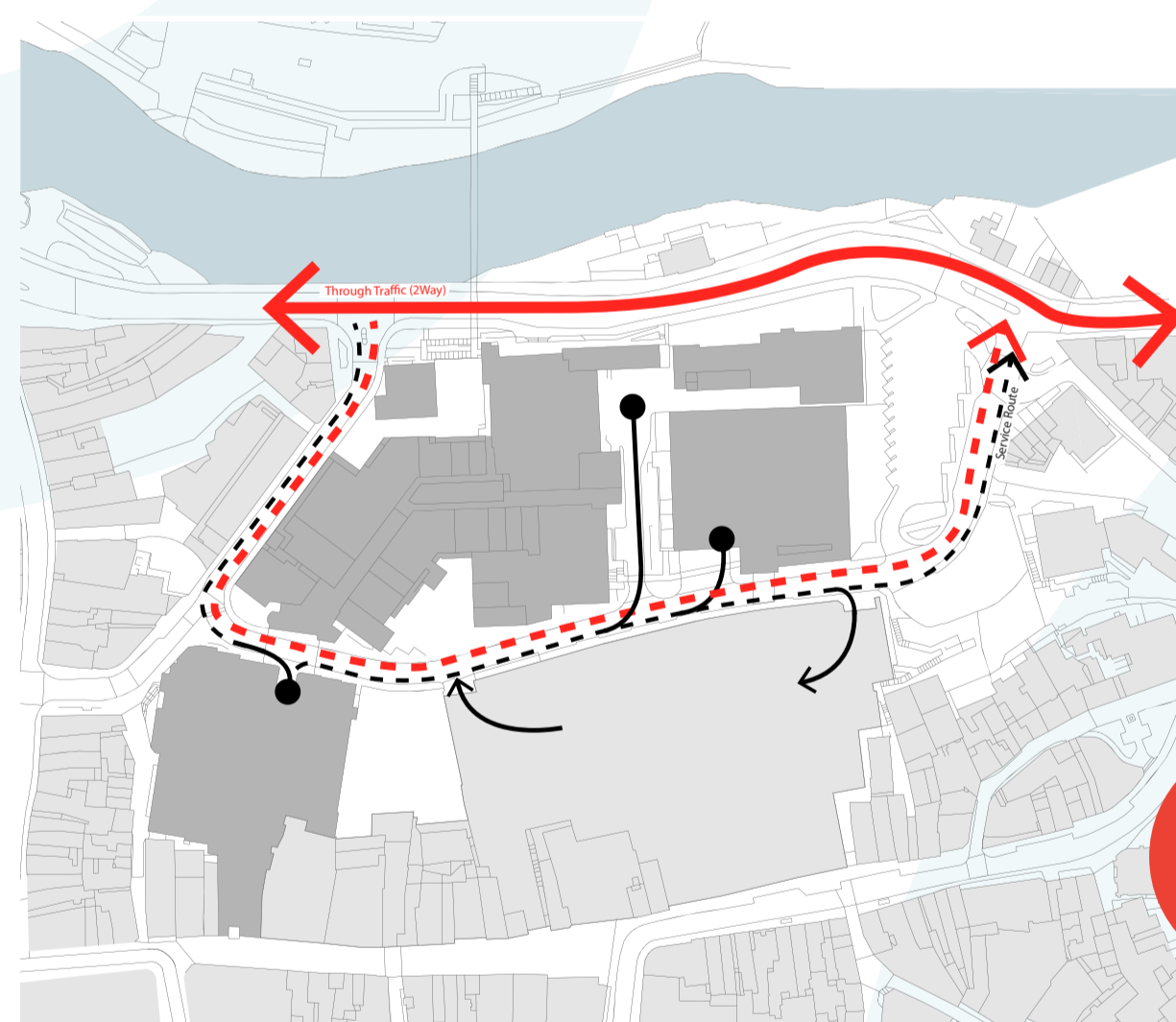
- | | |
|--------------------|-------------------------------|
| 1. Smithfield Road | 6. Raven Meadows Car Park |
| 2. Raven Meadows | 7. Riverside Shopping Centre |
| 3. Bus Station | 8. Pride Hill Shopping Centre |
| 4. Bus Layover | 9. Gap Site |
| 5. Premier Inn | |



Flooding:

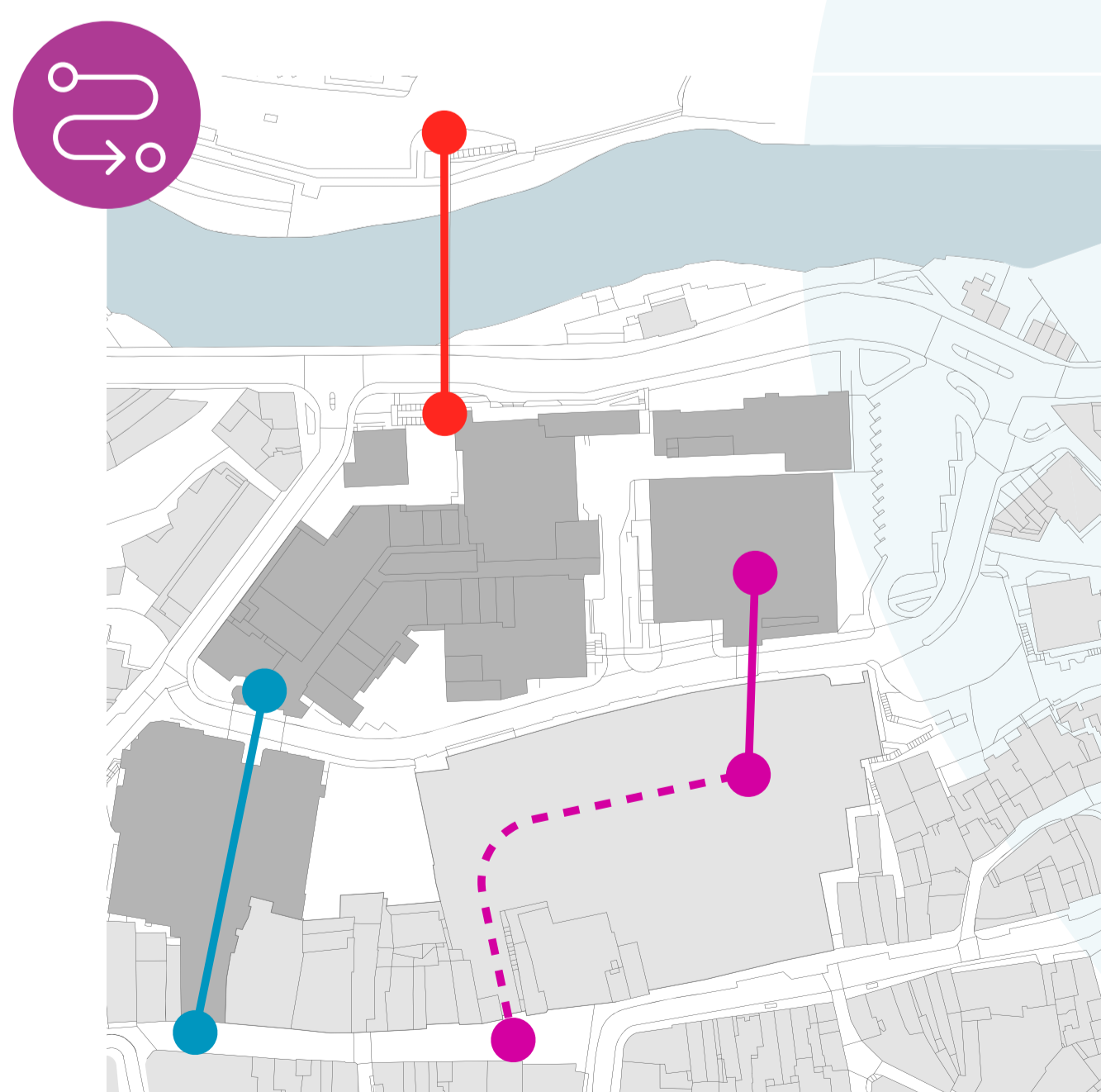
The emerging masterplan offers an opportunity to regenerate the area in a resilient way, making space for water and integrating flood risk management solutions within the development plans and public realm.

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.

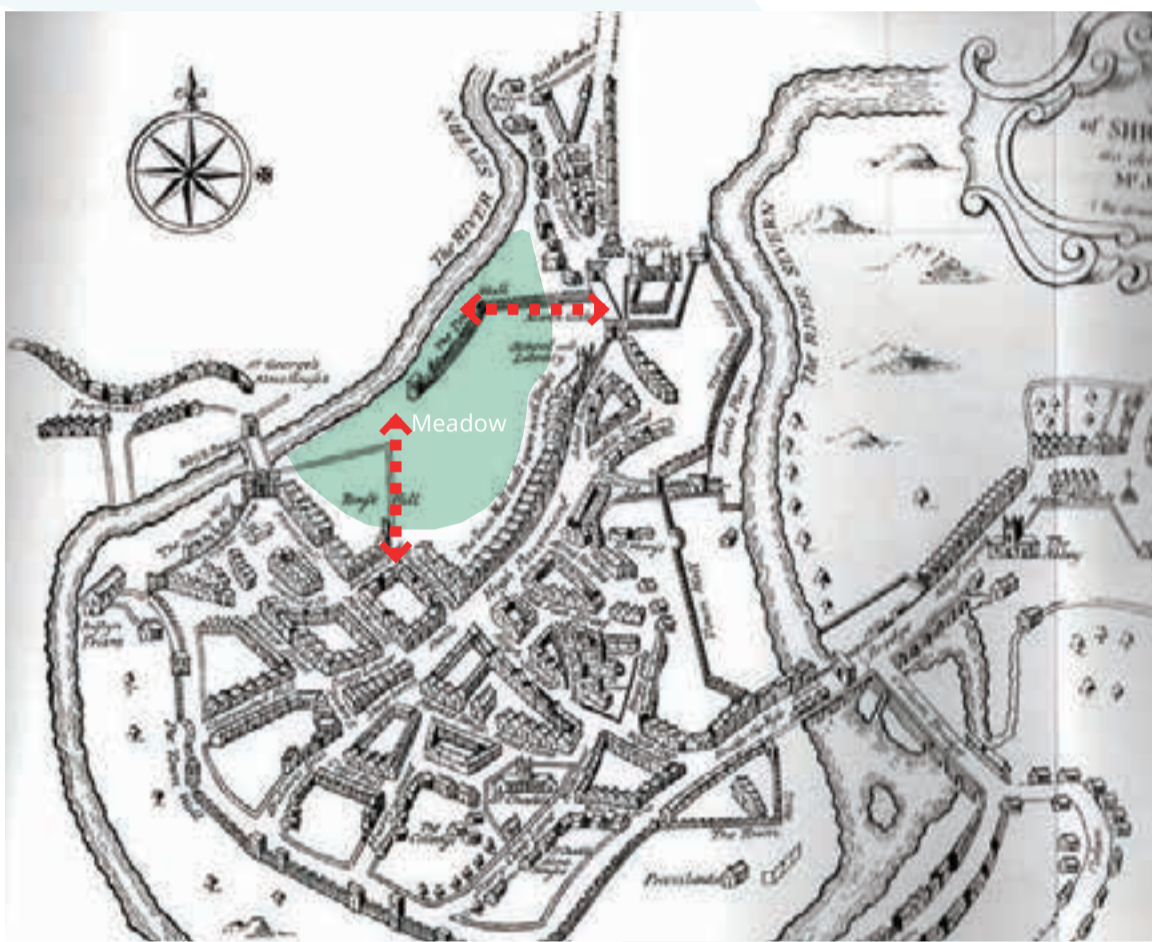
However, the history all around the site and the history of the site itself will inform the masterplan and its relationship to the town centre.

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

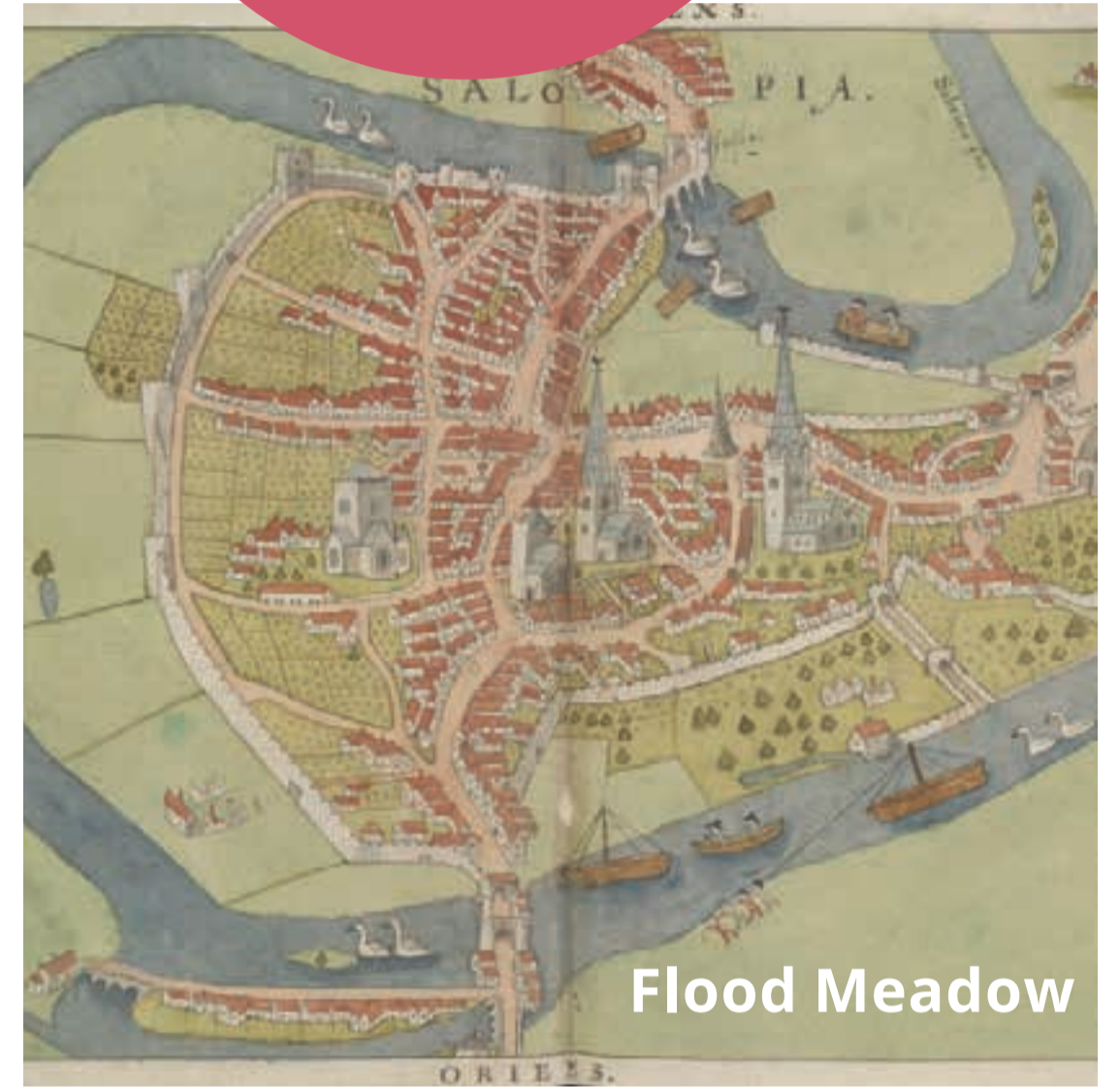
The medieval site:

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 Raven Meadows, 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, a 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

The 1960s to today:

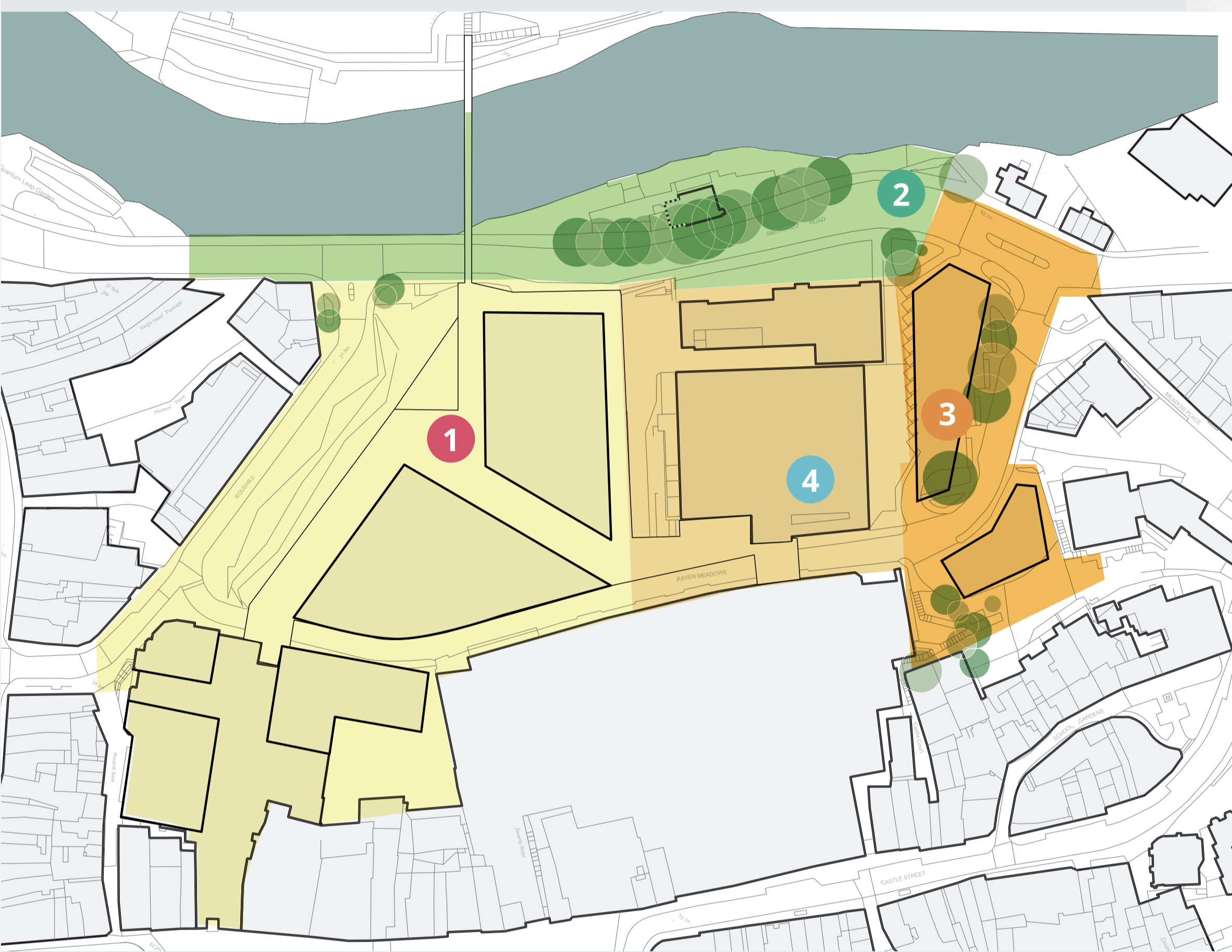
In the 1960s a very large and interconnected development was planned, as shown in the image below. Some but not all of this plan was built and continues to inform the layout and buildings of the site today. The masterplan provided offices and shops for an expanding town.



60s Vision
1960s

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. The masterplan will also consider alternative options for the site if the improved arrangements for services can be agreed with the bus companies.

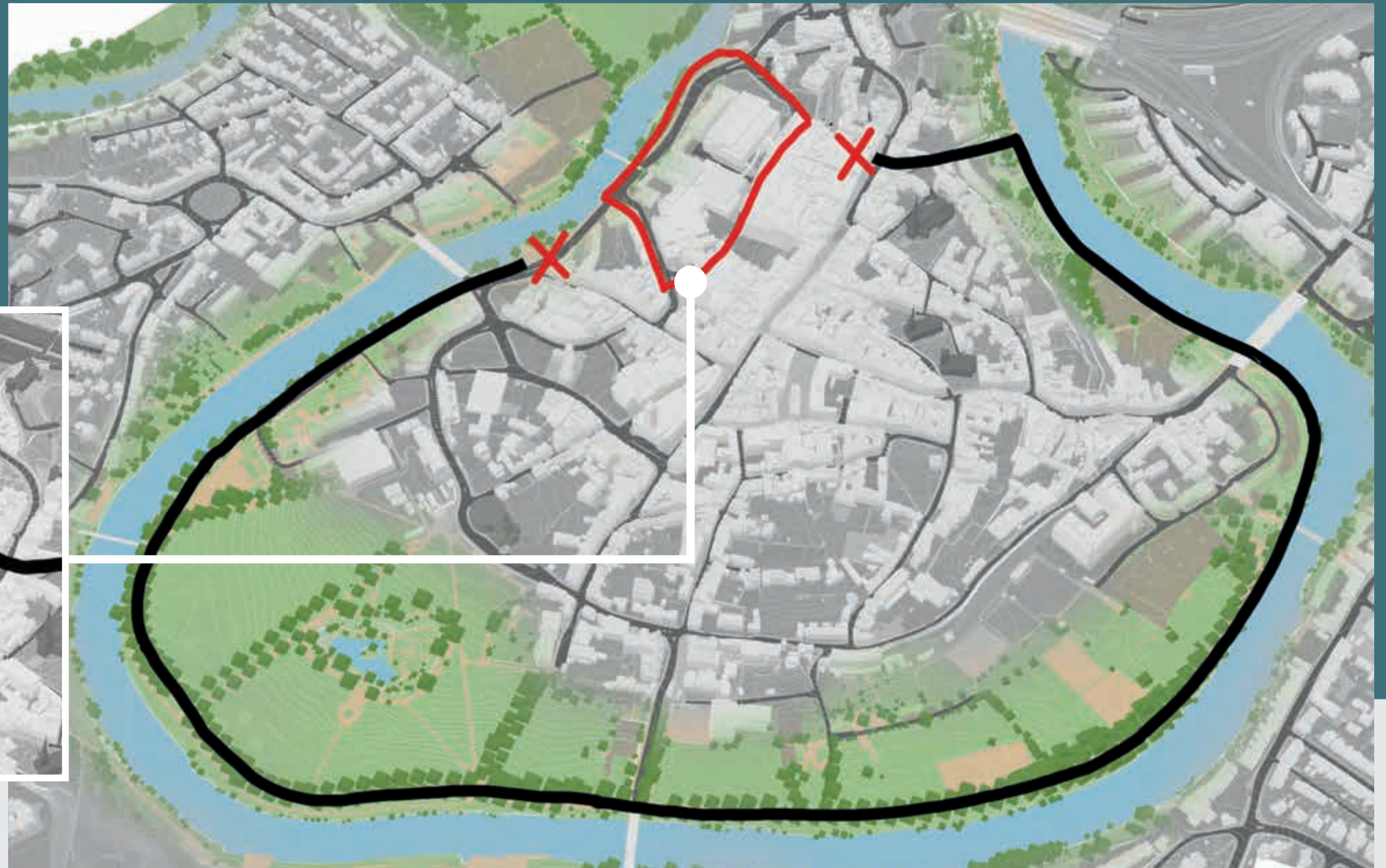
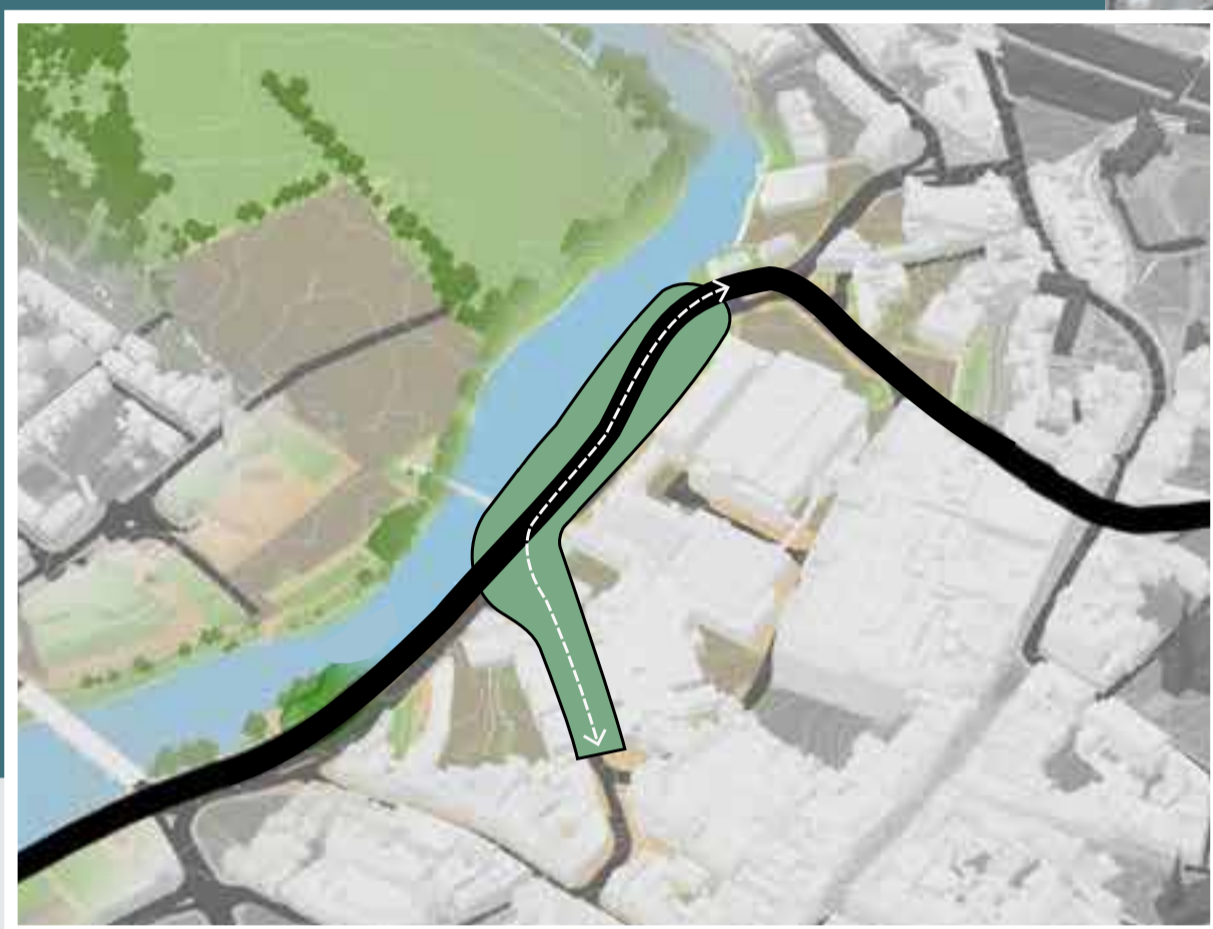
- 4 A key priority for the masterplan will be to ensure that the operational needs of The Darwin Centre and Premier Inn are safeguarded. The emphasis will not only be on protecting servicing, but also on ensuring the critical footfall from the Ravens Meadows Car Park and the bus station is retained. 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.



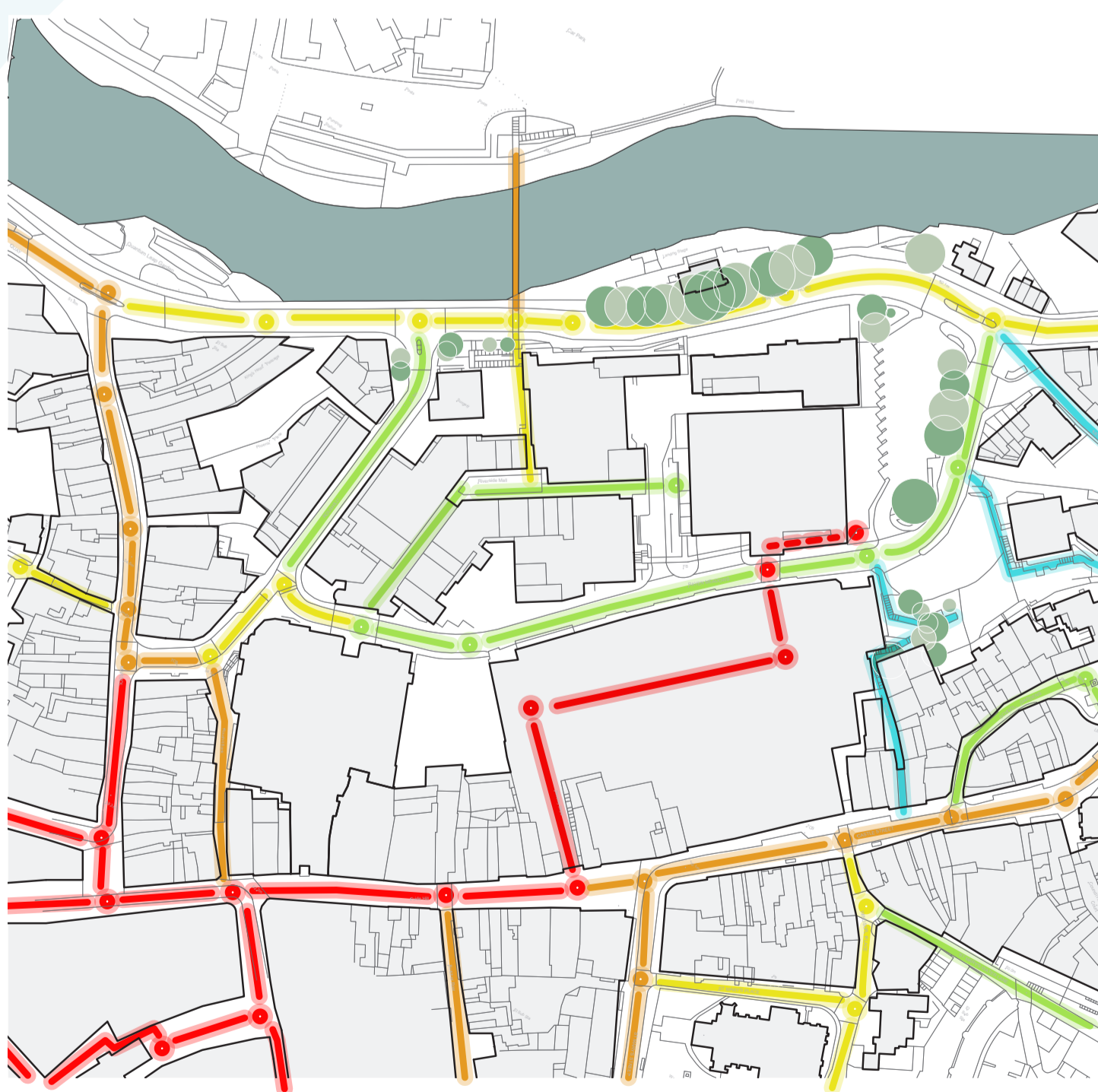
River Loop and Town Centre links:

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.

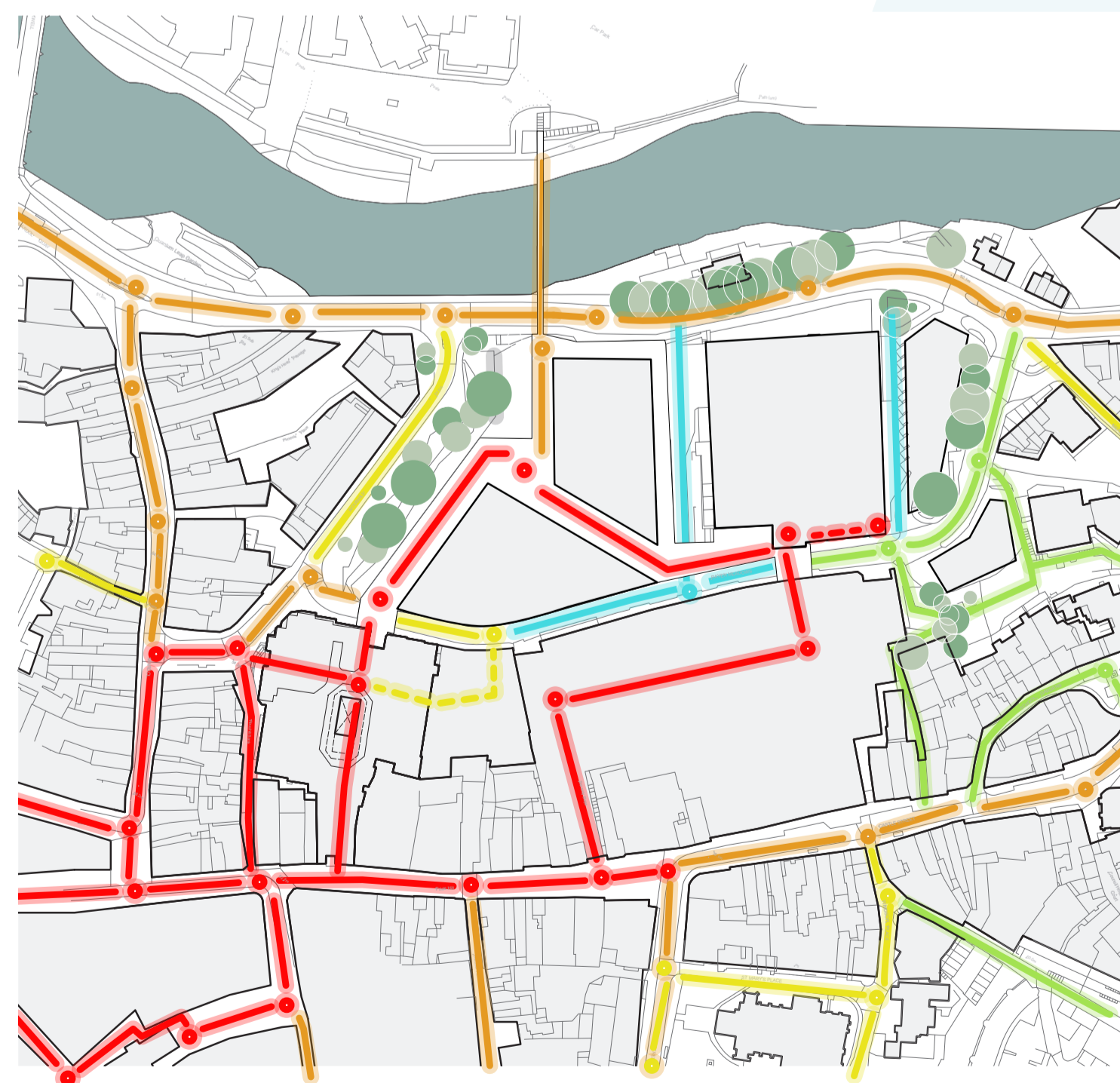
As part of this wider objective, we plan to complete the pedestrian linkage around the town centre peninsula formed by the sweep of the River Severn.

The emerging masterplan will also look to deliver landscape enhancements along the new link. For example, improvements could be made to the north and south 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

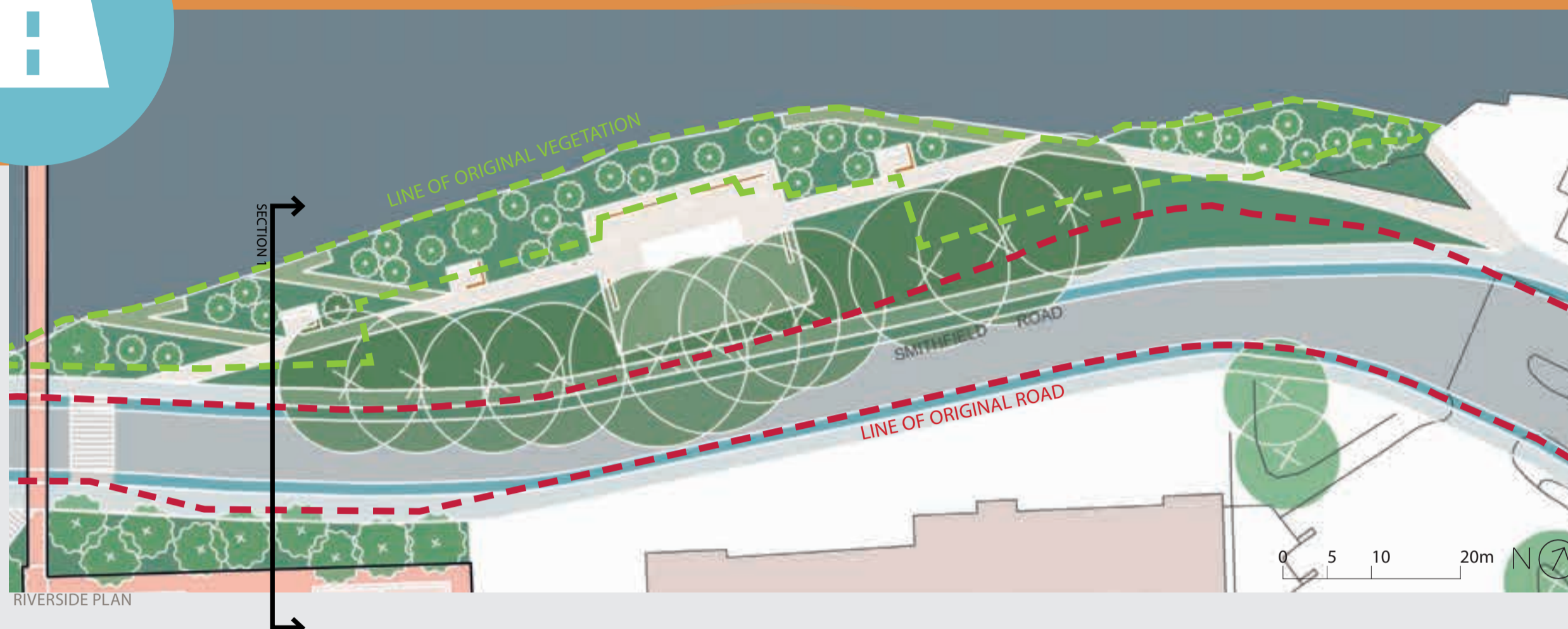
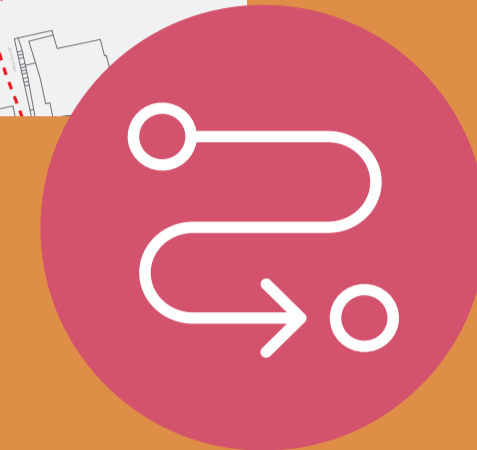
The emerging movement strategy seeks to reimagine and activate the centre of Shrewsbury by promoting more active routes through and across the town centre.

KEY CONNECTIVITY OPPORTUNITIES

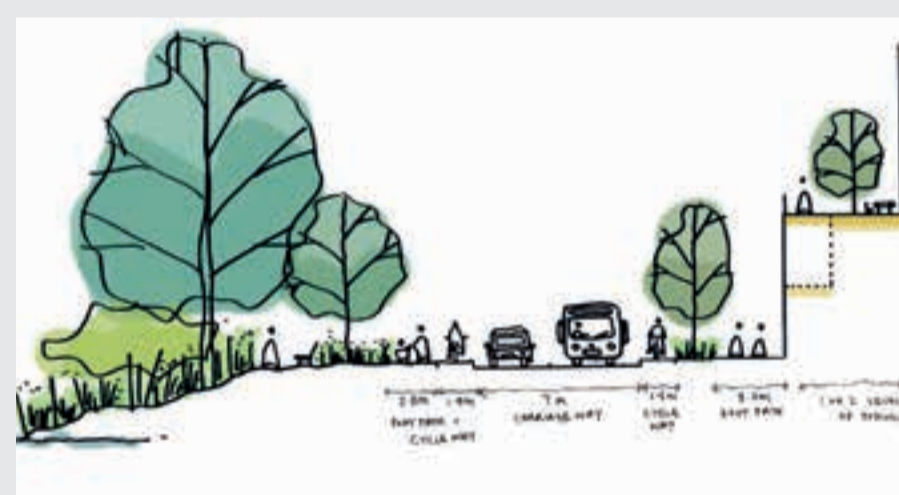
Following on from the previous board, this board will explore further opportunities to improve connections across the site.

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.



Existing Smithfield Road Public Realm



Proposed Smithfield Road Public Realm

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. Any more significant changes will be considered through further consultation.



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:

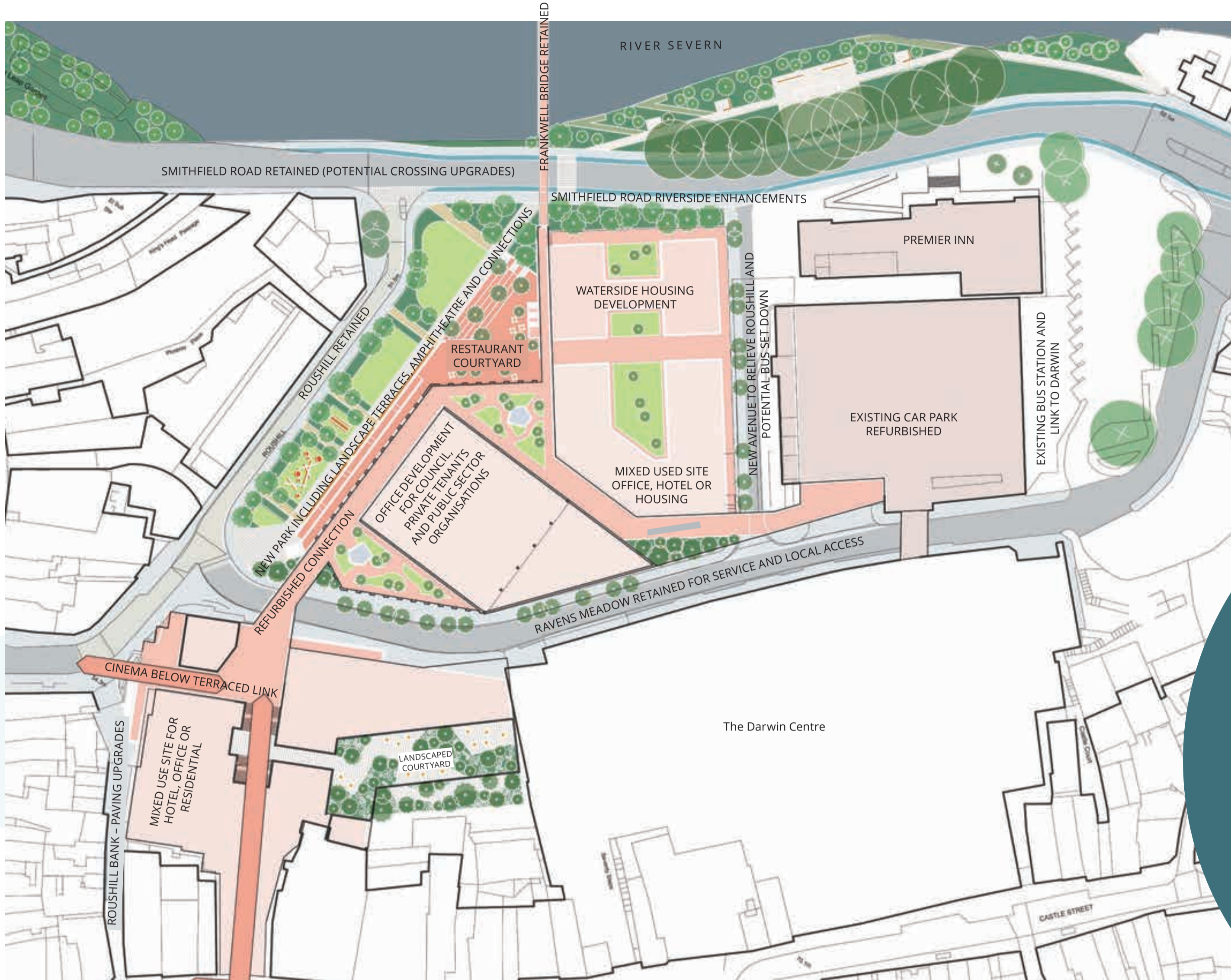
The masterplan considers the journey from the station to the site. Though unpleasant at the moment, the planned landscape enhancements and improved connections with the station forecourt mean that Smithfield Riverside could become a gateway to the town centre.

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.

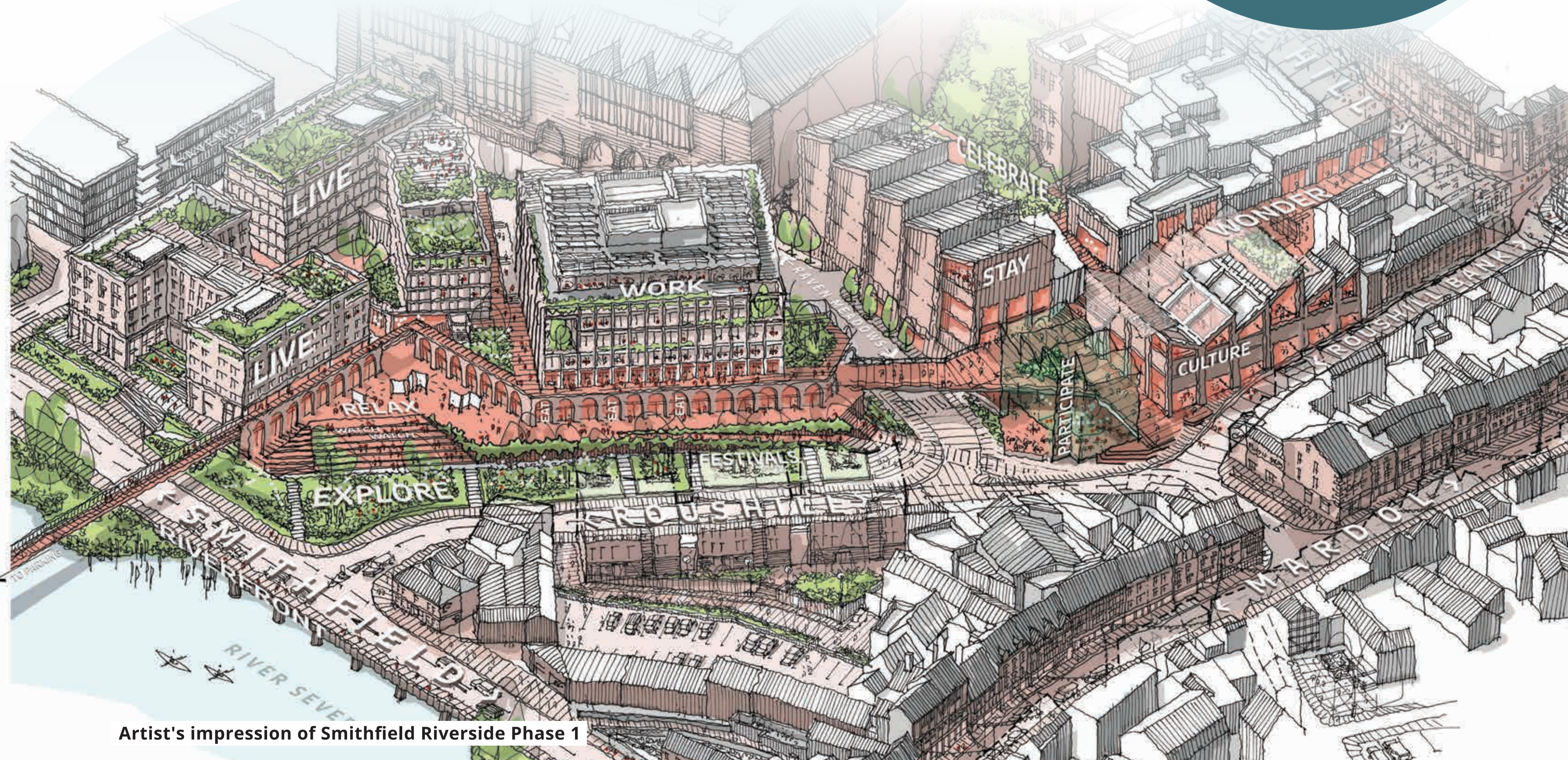


Phase 1

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 at Roushill, will be submitted 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.



Artist's impression of Smithfield Riverside Phase 1

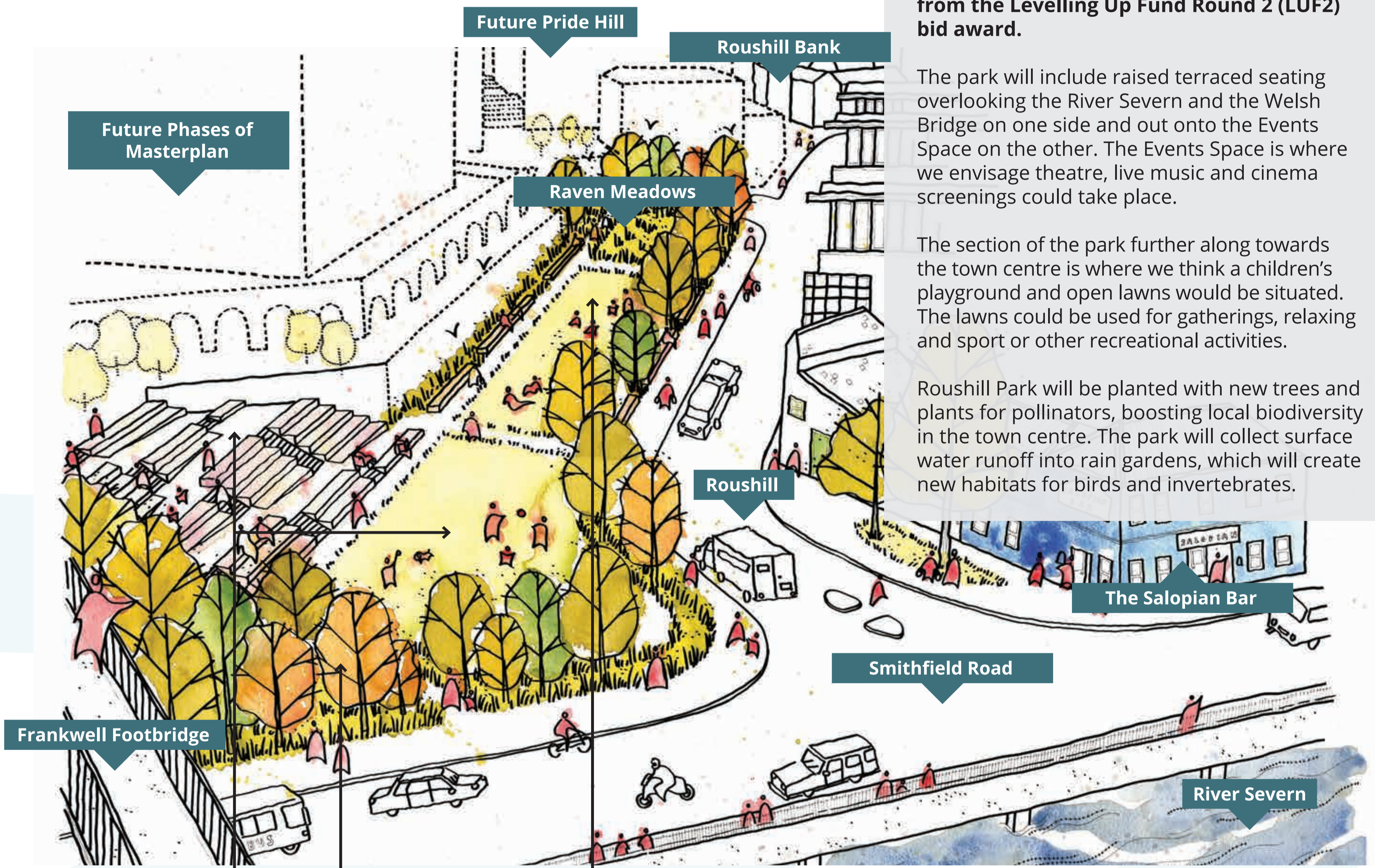
BRINGING A NEW PARK TO THE HEART OF TOWN

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 new park will be delivered with funding from the Levelling Up Fund Round 2 (LUF2) bid award.

The park will include raised terraced seating overlooking the River Sever 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.



Events Space and Terraced Seating



Rain Gardens and Tree Planting



Open Space



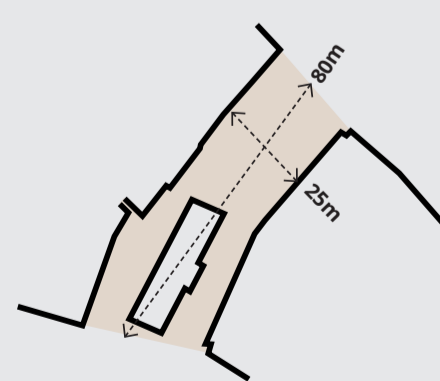
Play area

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.

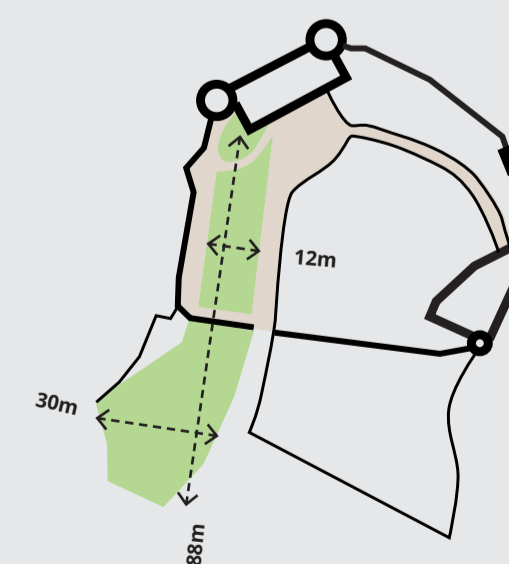
Roushill Park will measure 126m long and 14m wide.



Roushill Park



Shrewsbury Square



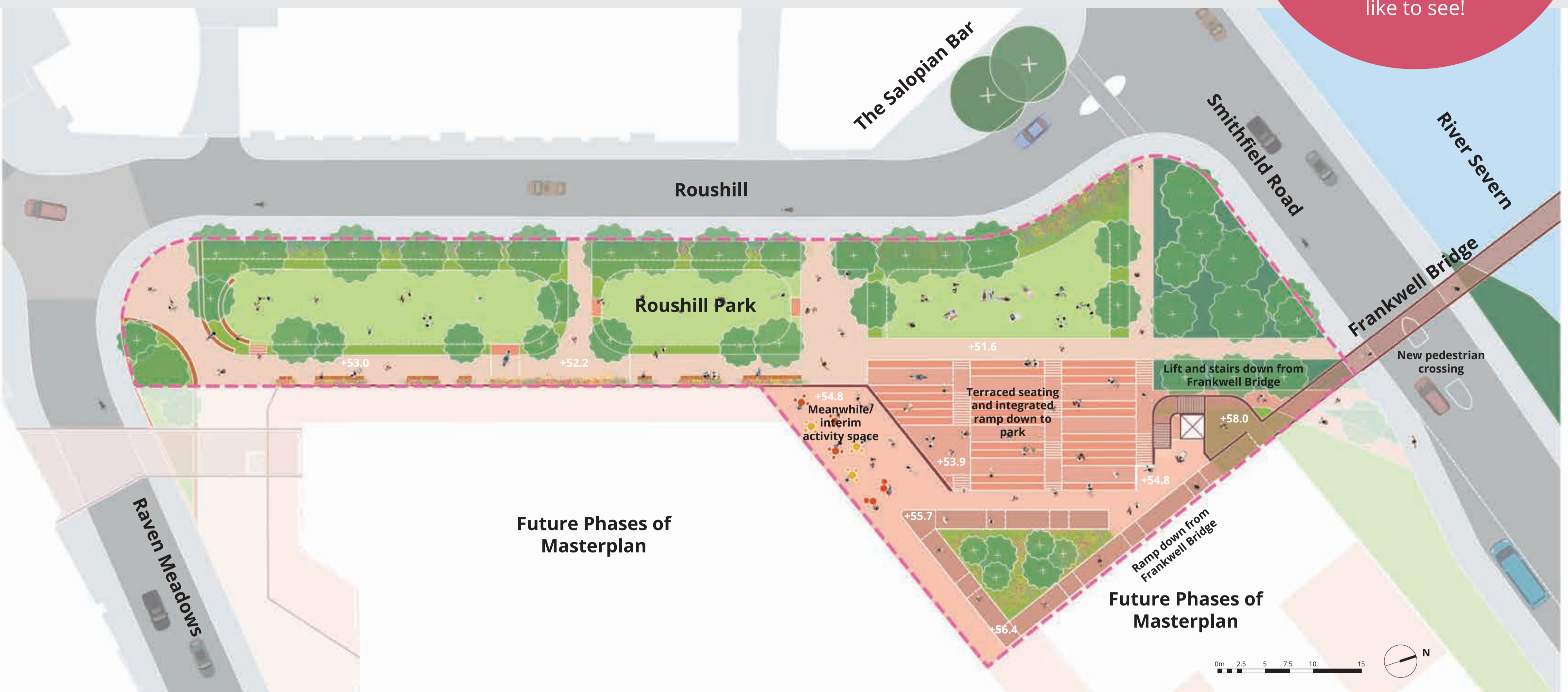
Shrewsbury Castle Gardens



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!



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

This is 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, ahead of our first planning application being submitted by the end of the year.

2023

January 2024

At the next stage, 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 and listening to your feedback before submitting our second planning application.

2024

March 2024

At our third stage of consultation, we'll be showcasing our progress on Smithfield Riverside and other areas of the regeneration scheme. We'll also be asking for your views on our plans for the redevelopment of Pride Hill Shopping Centre, before submitting our third planning application.

May – June 2024

In our final stage of public consultation, we will 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, including any further planning applications.