



Stratford-upon-Avon neighbourhood plan

Your Town, your Plan... it's time to write the future

Stratford-upon-Avon Neighbourhood Development Plan 2015-2031



Facilitated by the Stratford-upon-Avon Town Council



Stratford-upon-Avon Neighbourhood Development Plan 2015-2031

Pre-Submission Consultation May 2015



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Section 1: Introduction

This draft Neighbourhood Development Plan aims to make Stratford-upon-Avon, Tiddington and Alveston even better places to live, work or visit. It sets out to ensure that development respects the character of the town, is supported by adequate infrastructure and brings benefits to the community. It will cover 16 years from 2015 to 2031, which is consistent with Stratford District Council's Core Strategy.

A Neighbourhood Development Plan is a new type of planning document. It is part of a significant change in the approach to planning, set out in the Localism Act 2012, which gives local people an opportunity to influence directly what goes on in their area. The process is complex and time consuming but allows communities to help shape the place they work and live, to inform how development takes place and to influence the type, quality and location of that development ensuring change brings with it local benefit.

The community of Stratford-upon-Avon has a long history of engagement and has a number of local organisations and residents' associations made up of people who care passionately about the town and surrounding villages. The Town Council has delegated the preparation of this plan to a non-political steering group made up of more than 40 volunteers including individuals with relevant skills and representatives of local organisations. The Town Council will be responsible for implementation of the plan.

A Neighbourhood Development Plan allows the community to have a real say in local decision making in the following ways:

- The Neighbourhood Development Plan will include policies which Stratford District Council (SDC) must use in making its decisions;
- As the plan will have gone through consultation and a referendum, it will be a record of where residents' priorities lie and how they would like to see the town develop. It will therefore provide public authorities with a clear local mandate for action;
- Developers are required to make financial contributions for infrastructure. The Neighbourhood Development Plan can influence how some of this money is spent.

However, it also has limitations. Stratford District Council, not the Neighbourhood Development Plan, decides the minimum number of dwellings that will be built in the Neighbourhood Area during the plan period. This is currently set at approximately 2,700 for the



Town with additional housing in Tiddington and Alveston. The Neighbourhood Development Plan must also be in line with SDC's Core Strategy on other strategic matters.

The Neighbourhood Development Plan is based on extensive research and engagement with the local community. In addition to the general public, throughout the process we have taken soundings from community organisations as well as public authorities and elected representatives.

This plan includes more than one hundred pages of policies which include:

- Siting development in sustainable locations close to existing infrastructure
- Promoting a joined up approach to the provision of additional infrastructure, including roads, parking and public transport, to support a growing population
- Additional green infrastructure including open spaces, footpaths and cycleways
- Improvements to the Town centre
- Respecting and protecting the character and heritage of the town as well as the natural environment

During this consultation process you may wish to focus on specific parts of the Plan which interest you but please remember the plan will need to be adopted as a whole.



Section 2: The Neighbourhood Development Plan

A neighbourhood development plan is a new element in the planning process, established under the Localism Act. This became law in 2012 and aims to give local people more say in the future of where they live. If approved by a local referendum, this Neighbourhood Development Plan will be adopted by Stratford-on-Avon District Council (SDC) as a plan which must be used in law to determine planning applications in the Neighbourhood Area. The Neighbourhood Plan will become part of the Development Plan alongside SDC's Core Strategy. This is a great opportunity for people living in the Neighbourhood Area to decide how the area should evolve in the years to 2031. The plan contains a vision for the Neighbourhood Area and sets out clear planning policies to realise this vision.

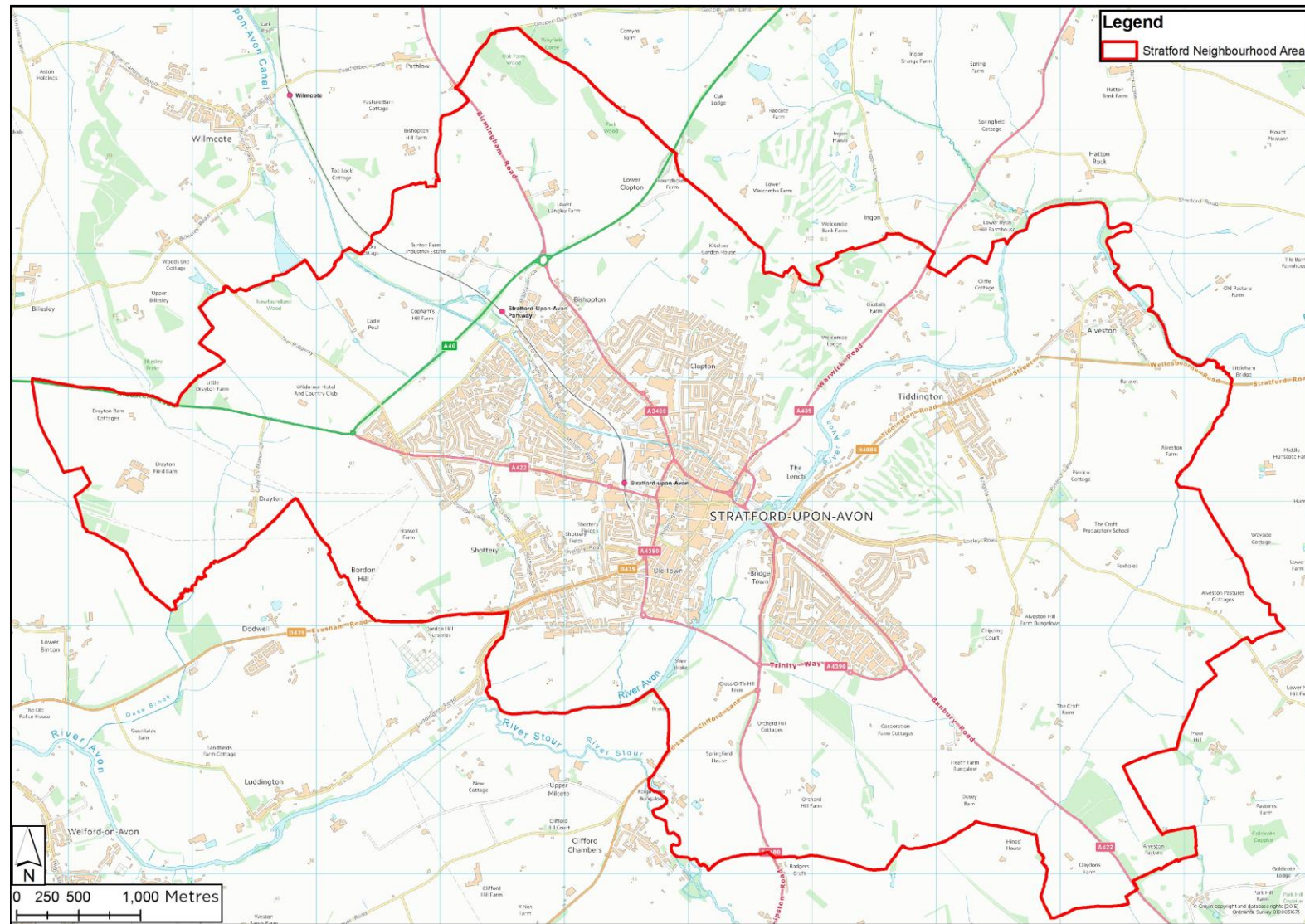
This Neighbourhood Development Plan is in general conformity with SDC's Emerging Core Strategy (the Submission Version Core Strategy published in June 2014). However, it is recognised that there will be further changes to the Emerging Core Strategy arising from the Inspector's Interim report. If these changes impact on this draft Neighbourhood Development plan some further consultation may be required. This might be limited to specific policies.

A neighbourhood development plan must have appropriate regard to the National Planning Policy Framework (the NPPF) and related advice.

The area covered by the Stratford-upon-Avon Neighbourhood Development Plan is the area under the control of the Stratford-upon-Avon Town Council and includes the town of Stratford-upon-Avon as well as the villages of Tiddington and Alveston. This is defined as the Neighbourhood Area and has been approved by SDC in its capacity as an appropriate qualifying body to submit a Neighbourhood Development Plan. [A map of the Neighbourhood Area is shown in \[Figure1\] \(see next page\).](#)



Figure 1 – Stratford Neighbourhood Area



Section 3: Stratford-upon-Avon History and Future

History

Stratford upon Avon has evolved into a world famous visitor destination because of its connection with Shakespeare and because it is a picturesque and historic English market town in a beautiful riverside setting.

The first record of settlement at Stratford-upon-Avon was in Neolithic times. By 691AD the first village had emerged in the Old Town area and was clustered around a church.

In 1196 a charter was issued for the creation of a New Town to the north of the Old Town. This remains a rare example of a medieval planned town. The shape of the new town development was determined by the alignment of the river Avon and the Alcester Road which was a Roman road linking Alcester and Shipston. The town's name comes from the river crossing at this point; "straet" from the Roman Road and "ford" from the river crossing. The town plan was a grid of four or five north south streets and three east west ones around the intersection of road and river. The main street was what is now Bridge Street, Wood Street and Alcester Road. Physical constraints meant that the grid pattern was distorted.

When Shakespeare was born in Stratford in 1564, the town had a population of 2,000. Subsequently a number of fires destroyed buildings in several of the major streets and further damage was caused during the civil war at the end of the 17th Century.

The Stratford-upon-Avon canal was completed between 1812 and 1816 and formed an important infrastructure route until the railway came to Stratford in the late 19th Century.



The first Shakespeare celebrations occurred in the 1760s when David Garrick organised a three day event of parades and speeches. This event –and the guests who attended – placed Stratford at the centre of attention on an international level. Infrastructure improvements from late 18th century allowed more visitors to experience the Shakespeare legacy.

Since then tourism has been the key driver for Stratford's economy and its development. However, with around 26,000 inhabitants Stratford also operates as the main commercial centre in Stratford District serving a wide area.

There was an old Roman settlement at Tiddington and the earliest reference to Alveston village is a charter dated 966AD. Alveston is mentioned in the Domesday Book of 1086 when it had 44 households, a church and three mills. It has evolved over the centuries but its essential appearance and rural nature with its mixture of open spaces, views, wooded areas and characteristic houses has largely endured. Most of the village is a conservation area.

Future Development Issues

SDC has allocated approximately 2,700 new houses to Stratford-upon-Avon during the Core Strategy plan period which started in 2011. The Neighbourhood Development Plan must accommodate this level of development although approximately 2,000 have already been committed (built or granted planning permission) since 2011. This means that the Neighbourhood development Plan must allow for approximately 700 more houses in the town. There will also be extensive development in neighbouring communities which will continue to use Stratford as a regional centre. This all brings both problems and opportunities:

- Stratford's character and individuality could be eroded by inappropriate development and pattern book urban sprawl
- Stratford has already undergone significant development over the last two decades and infrastructure investment has lagged behind. There is a view in the town that the piecemeal approach to traffic management (particularly relating to traffic lights) has not worked and congestion is an issue



- The medieval Clopton Bridge is still the principal river crossing point and, as a result of extensive development south of the river, this creates a bottleneck and adds to congestion
- The success of the visitor economy brings its own issues. At peak times pavements can become overcrowded and coaches as well as delivery vehicles affect the pedestrian environment in the historic town centre.

However, there is an opportunity to address these concerns by siting development in appropriate locations, good design and a coordinated approach to investment in infrastructure.



Section 4: Stratford-upon-Avon Vision Statement

Stratford-upon-Avon is a very special place. People chose to settle here and every year the town welcomes thousands of visitors.

This vision for the Neighbourhood Area in 2031 is based on extensive consultation and feedback from residents:

- Stratford will still be instantly recognisable as an historic market town in a beautiful riverside setting. It will have absorbed the additional housing required by SDC but retained its charm and individuality; the historic core will have been sympathetically enhanced and run down areas redeveloped
- For residents the town will be liveable: compact, walkable, attractive with good public spaces, culture, a strong local economy and housing choice
- Stratford-upon-Avon will also continue to act as a centre for the surrounding area
- The town will be better at accommodating visitors
- There will have been an integrated approach to investment in infrastructure and transport, traffic will be less intrusive, and congestion will no longer be an issue
- Tiddington and Alveston will have retained their separate identities
- And Stratford-upon-Avon will be greener with more soft landscaping, trees, open spaces and green corridors linking the town to the countryside.

The objectives and policies in this plan are intended to help achieve this vision.



Section 5: Housing

Stratford-upon-Avon is a wonderful place to live, set in attractive countryside, with good transport links. It benefits from a strong connection with Shakespeare which supports better cultural and tourist facilities than most similar sized towns. However, due to its popularity people wish to settle here which has resulted in high house prices and a high demand for more housing. This demand over the last few years has put pressure on greenfield sites on the periphery of the town creating urban sprawl and development uncoordinated with the necessary infrastructure, particularly the town's road network.

The demographic breakdown of Stratford-upon-Avon is also distorted in relation to the country as a whole and even with the rest of the county and district, with noticeably fewer residents in the 18-35 age range. Those in that age range who work in the Neighbourhood Area often have to travel long distances which puts added pressure on local roads.

The strategic allocation of future housing numbers required in the Stratford District Core Strategy (once adopted) has to be accepted where it is justified through a robust evidence base, but this Neighbourhood Development Plan is the mechanism for Townspeople to decide where it should best go and what priorities they wish to see in its design and infrastructure provision. The allocation for Stratford-upon-Avon in the current draft of the Core Strategy is approximately 2,700 dwellings during the plan period (2011 to 2031) and site allocations contained within this Neighbourhood Development Plan are consistent with that level of development. Since 2011 sites for approximately 2,000 new dwellings have already been committed (built or granted planning permission) which means this Plan must be consistent with a further 700 dwellings in the Town (excluding Tiddington and Alveston). Site allocations are set out in section 12.

Note: The Submission Draft Core Strategy is under Examination and at the time of this Plan's Pre-submission consultation the District Council is required to re-visit its Objectively Assessed Housing Need which may result in an increase in the housing numbers across the District. There is no current indication that the Housing Allocation for Stratford-upon-Avon Main Town will increase and we are not making any provision in this Plan above the figure mentioned above.

On the basis of consultation undertaken a number of objectives have been identified. This Section of the Neighbourhood Development Plan proposes policies that discourage future residential development in a piecemeal and uncoordinated manner on the outskirts of the town, focussing the location of new homes in sustainable locations on brownfield land as opposed to greenfield sites, promoting the enhancement of the canal as a major feature of the town through regeneration, and increasing the availability



of affordable housing for young single people and young families. Development on greenfield sites, particularly businesses displaced by new housing, is sited to make best use of existing infrastructure.

This approach is in line with one of the Core Planning Principles of the National Planning Policy Framework which seeks to “Encourage the effective use of land by reusing land that has been previously developed (brownfield land), provided that it is not of high environmental value”.

Objective A: Promoting New High Quality Housing in Appropriate Locations

The provision of new high quality homes on allocated sites within the Neighbourhood Area is necessary to meet the strategic aims of Core Strategy Policies CS.15 and CS.16. Additionally, the provision of new homes on appropriate windfall sites will be supported where they are in accordance with other policies in this Plan.

Policy H1 – Built up Area Boundaries

All new housing development will be confined to within the built up area boundaries, as defined on the Proposals Map, and the sites allocated within Section 12, unless supported by other policies in this Plan.

The following settlements within the Neighbourhood Area will have defined built up area boundaries as proposed in this plan:

- Stratford-upon-Avon (see Figure 2)
- Tiddington (also see Figure 14)
- Alveston (also see Figure 15)

Proposals for new housing outside of these built up area boundaries will be strongly resisted unless allocated within Section 12.



Explanation

New development will be focussed on the most sustainable locations within the Neighbourhood Area. These areas are defined by the built up area boundaries as set out on the Proposals Map and specific site allocations set out in Section 12.

Generally, land within the Neighbourhood Area that is already developed would normally be considered sustainable and suitable for reuse or redevelopment for housing unless its current use meets the continuing needs of other objectives and policies in this Plan or the Core Strategy or the land was clearly unsustainable for other reasons.

Where any previous development is no longer apparent and the land has reverted to nature, the land should not be considered as “brownfield”.

Any development on greenfield sites should be located to make best use of existing or planned infrastructure including easy access to public transport and the highways network.

Policy H2 – Strategic Gap

In order to prevent coalescence between Stratford-upon-Avon, Tiddington and Alveston, a Strategic Gap, as indicated on the Proposals Map, should be maintained in order to preserve the setting and individual character of these distinctive settlements.

New development within the Strategic Gap which fails to achieve this objective will not be supported.

Explanation

The built up areas of the Neighbourhood Area are surrounded by attractive countryside which contribute significantly to the character of the area. Progressive encroachment of the countryside by infilling parcels of greenfield land on the edges of the built up areas has begun to erode this character and further development should be avoided unless clear positive benefits for the Neighbourhood Area can be demonstrated.



In order to retain the individual and distinctive identities of Tiddington and Alveston and ensure they remain visibly separate from each other and from Stratford-upon-Avon, Strategic Gaps should be maintained within which no further development should take place.

Policy H3 – Local Service Village Allocations

This Neighbourhood Development Plan supports the allocation of around 90 homes in the village of Tiddington as shown on the Proposals Map, in order to meet local needs and assist in delivering housing in accordance with the Core Strategy. The Neighbourhood Development Plan supports windfall development within the built up area boundary of Alveston. Development proposals on allocated sites will be considered against the criteria set out in Section 12 of this Plan under Policies SSB4 and SSB5.

Explanation

Tiddington and Alveston are defined as Local Service Villages in the Draft Core Strategy. Tiddington is classed as a Category 1 village and Alveston is classed as a Category 4 village.

A modification to Policy CS.16 was proposed at the Core Strategy hearings. If this is included in the final Core Strategy it will allocate development in Tiddington to around 90 but not more than 113 dwellings with no minimum. This plan proposes that the allocation for Tiddington should be below the maximum and limited to the specific sites indicated in Section 12 for the following reasons:

- Development would be on greenfield sites
- Infrastructure constraints including traffic congestion on the Clopton Bridge make Tiddington less sustainable than other locations identified within the Neighbourhood Development Plan area.

The proposed modification to Policy CS.16 provides for up to 32 houses in Alveston with no minimum. However, the majority of Alveston is a conservation area and there are a number of heritage assets. Stratford-on-Avon District Council also indicated at a planning appeal in February 2015 that there should only be minimal development in Alveston during the plan period. The position of



this Plan is therefore to support limited windfall development within the built up area boundary. Any development must be consistent with Alveston's conservation area status.

Policy H4 – Prioritising the Use of Brownfield Land

The redevelopment of brownfield land will be supported subject to the following criteria:

- a) The new use would be compatible with the surrounding uses;
- b) Any remediation works to remove contaminants are satisfactorily dealt with;
- c) The proposal would lead to an enhancement in the character and appearance of the site; and
- d) The proposal would not conflict with any other policies in this Plan.

There is a general presumption against the development of greenfield land. Proposals for development on greenfield land must clearly demonstrate exceptional circumstances before proposals will be looked upon favourably.

Explanation

One of the Core Planning Principles of the National Planning Policy Framework is to encourage the effective use of land by reusing land that has been previously developed (brownfield land), provided that it is not of high environmental value.

This Policy is designed to encourage and promote the reuse of brownfield land and introduce a presumption against the loss of greenfield land. For greenfield land to be released for development exceptional circumstances must be present to outweigh the harm through the loss of the greenfield land.

Policy H5 – Use of Garden Land

Development on garden land will only be permitted if it can be demonstrated that proposals:

- a) Preserve or enhance the character of the area;



- b) Do not introduce a form of development which is at odds with the existing settlement character or pattern;
- c) Preserve the amenities of neighbouring properties; and
- d) Provide satisfactory arrangements for access and parking.

Explanation

Development within the garden of existing houses can lead to inappropriate development with regard to neighbouring properties and poor means of access. Unless an adequate land area is available or can be assembled and demonstrated to be accessible and sustainable, without causing detrimental harm to the amenity of neighbouring dwellings or to the character of the area, then development will be resisted.

Objective B: Promoting High Quality Housing that Meets the Needs of the Neighbourhood Area

The demographic breakdown of Stratford-upon-Avon as identified in the 2011 Census shows a distortion in relation to the country as a whole and with the rest of the county, with noticeably fewer residents below the age of 40, while there is a higher percentage of those aged over 40. This imbalance is forecast to get worse, with a corresponding increase in the older population. Many of those in the 18-35 age range who work in the Neighbourhood Area have to commute from further afield because they cannot afford to live in the area.

This objective seeks to support policies that would increase the housing available to occupiers in the 18-35 age group and other disadvantaged groups working in the Neighbourhood Area.

Policy H6 – Affordable Housing

This Neighbourhood Development Plan supports the provision of affordable housing on qualifying sites in accordance with the provisions of Policy CS.17 of the Core Strategy with the following exceptions:

- The requirement for and provision of affordable housing within the Neighbourhood Area will continue to be monitored



throughout the Plan period in order to ensure that the most up-to-date evidence is used to identify the current need. Such evidence will be used to inform the provision of affordable housing on qualifying sites;

- This Policy supports an affordable housing mix as shown in Table 1 below where this is different from the Core Strategy; and
- Additionally, in order to prevent the deliberate subdivision of sites or the exclusion of land to avoid the adopted threshold, adjacent land if it can be expected to form part of a larger site or planning unit will be taken into account when applying the site area threshold.

Proposals which do not contribute appropriate levels and type of affordable housing will not be supported.

This Plan supports the completion of an up to date Housing Needs Survey for the Neighbourhood Area.

Explanation

Policy CS.17 of the Core Strategy defines the different types of affordable housing, and sets out a mix of tenure type as follows:

- Social rented 60% minimum;
- Affordable rented 20% maximum; and
- Intermediate housing 20 % maximum.

There is no apparent need to consider a different mix of affordable housing tenure type within the Neighbourhood Area. However, the 2013 Strategic Housing Market Assessment (SHMA) identifies the affordable housing size mix requirement as shown in Table 1 below, which indicates that a significantly different strategy for the Neighbourhood Area from the rest of the district, as defined in Policy CS.18, is needed. The following affordable housing mix is required in the Neighbourhood Area:

Table 1

Affordable Housing Size Mix	1-bed	2-bed	3-bed	4+ bed	Total
Stratford-upon-Avon Neighbourhood Area (2013 SHMA)	42.3%	35.1%	18.2%	4.4%	100%



Core Strategy Policy CS.18 – District Overall	8%	42%	32%	18%	100%
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In order to ensure that affordable housing remains tenure blind similar designs to market housing should be used along with an appropriate displacement throughout the development. The provision of affordable homes in small groups of no more than 12 dwellings avoids clustering and assists in stock management.

A poor mix of housing tenure (especially if replicated over a number of developments) can result in an imbalanced social mix across the Neighbourhood Area, with the potential for a concentration of social exclusion and deprivation in the long term.

It is important to ensure that the tenure mix is well integrated into the layout and not concentrated into a single location or into locations with the worst environmental quality.

For smaller scale developments (less than 10 units), the tenure mix should contribute towards meeting needs by supporting the existing pattern of tenures or introducing new tenures as appropriate.

Where there are communal areas within a development (e.g. garden space or parking) that are shared between market and affordable dwellings, the appropriate management of such areas must be adequately addressed.

Policy H7 – Market Housing Mix

Developments of 10 or more units should seek to meet the requirements identified by current up-to-date evidence such as Strategic Housing Market Assessments or Local Housing Needs Surveys.

Based on current evidence, the current housing mix requirement for the Neighbourhood Area is set out in Table 3 below.

In order to attract new businesses and investment to the Neighbourhood Area, an appropriate mix of homes for employees, managers and senior executives should be provided.

Explanation



While the Coventry and Warwickshire Strategic Housing Market Assessment (November 2013) is the latest assessment it covers the wider Housing Market Area within which Stratford District lies and does not deal with the market at the detailed level required by this Neighbourhood Development Plan.

However, housing size requirements are more clearly analysed in the Stratford-on-Avon Strategic Housing Market Assessment (January 2013). The January assessment clearly indicates (SHMA Table 7.2) that a different mix of house sizes is required for Stratford-upon-Avon than for the district as a whole.

Table 2

District Housing Size Requirements (Core Strategy Policy CS.18)	1-bed	2-bed	3-bed	4+ bed	Total
Market Housing	5%	40%	40%	15%	100%

Table 3

Stratford upon Avon Market Housing Estimated Size Requirement (2013 SHMA)	1-bed	2-bed	3-bed	4+ bed	Total
Market Housing	10.4%	30.1%	52.4%	7.1%	100%



Policy H8 – Provision of Housing for an Ageing Population

Developments of 20 or more units should include homes designed for an aging population. At least 10% of the total number of dwellings should be bungalows unless there are site specific reasons why this would not be appropriate.

The Lifetime Homes standard shall be applied to all development of 10 or more dwellings in accordance with Policy BE6.

Developments designed specifically for older people should be located for ease of access to local amenities such as shopping facilities and medical services and to public transport.

Explanation

The demographic trends for Stratford-upon-Avon, illustrated by the 2011 Census, indicate that the number of older people in the town is increasing and will continue to do so as people live longer. Existing suitable homes should be retained and future developments need to take account of this trend by providing suitable homes such as single storey housing as well as making multiple-storey housing accessible for older people together with adequate private amenity space.

To meet sustainability criteria, homes for older people should not be located in areas without easy access to public transport, to everyday amenities, to shopping needs and to primary health care facilities.

Policy H9 – Provision of Housing for Young People and Families

Priority will be given to housing that is sited and designed to attract single people and occupiers with young families. Both small apartments with access to the town and to the evening economy and small houses with gardens and access to children's play areas will be encouraged.

Explanation



The demographic trends for Stratford-upon-Avon, as shown in the 2011 Census, indicate that the number of residents aged between 18-35 is significantly lower compared to national and county averages. Supported by the comments made by residents in the consultation for this Neighbourhood Development Plan, the inference that may be made is that there is insufficient housing of a suitable size, location and price for those in that age bracket and this should be addressed in the housing supply.

The presumption should be that 2-bed developments would be delivered by apartments only if on sites close to the town centre and by houses or bungalows on sites elsewhere and in the villages.



Section 6: Employment

Stratford-upon-Avon currently enjoys relatively high levels of employment and this must continue as the town grows. The focus of this Neighbourhood Development Plan is therefore on retaining existing employers in the town as well as attracting additional high value-added employment.

The Employment Land Study carried out in 2011 stated that there is a need for additional employment land in the form of a business park in Stratford-upon-Avon and recommended that this should ideally be located close to the A46 and the new Parkway railway station.

The Neighbourhood Development Plan sees this as an opportunity to remove unneighbourly or inappropriately sited uses from current industrial estates at Western Road, Wharf Road, Masons Road and Timothy's Bridge Road and to relocate them to a more sustainable location on the edge of the town where it would also allow commercial traffic such as HGV's to access these businesses directly from the A46 without passing through the town.

It is important to remember that retail and leisure activities associated with Use Classes A1, A3, A4 and A5 are also a vital source of employment in the Neighbourhood Area, but these are dealt with more directly in the Town Centre section of this Plan.

More direct employment generating uses include those in Class A2 (Financial and Professional services accessed by the public); B1(a) (Offices other than those in A2); B1(b) (Research and Development, laboratories, studios); B1(c) (Light Industrial); B2 (General Industrial) and B8 (Storage or Distribution). Tourism and culture are also significant providers of employment in the town.

One of the three roles in achieving sustainable development is the economic role (NPPF, paragraph 7). Contributing to building a strong, responsive and competitive economy, by ensuring that sufficient land of the right type is available in the right places and at the right time to support growth and innovation; and by identifying and coordinating development requirements, including the provision of infrastructure is pivotal to achieving this role. This Neighbourhood Development Plan seeks to provide the local policy framework to deliver this role.



Objective A: Promoting New High Quality Employment Opportunities in Appropriate Locations and Encouraging the Retention of Existing Employers in the Neighbourhood Area

Stratford-upon-Avon is the largest town in the district with a strong brand and image and a major tourist destination. It offers a high quality of life both to live and work. It has a high business density, with a critical mass that would support the deliverability of new employment opportunities and development. It has a well educated population, though many out-commute to work elsewhere, and this objective seeks to encourage businesses offering high added-value employment to relocate or start up in the town whilst retaining and supporting existing major employers including those connected with the visitor economy.

This Objective is in accordance with the District Council's Corporate Strategy (Feb 2011) and Business and Enterprise Strategy adopted in 2012.

Policy E1 – Protecting Existing Employment Sites

Proposals for the change of use or redevelopment of land or premises identified for or currently in employment use will not be permitted unless:

- a) There is a sufficient supply of sites for a range of employment uses to meet both immediate and longer term requirements over the Plan period; and
- b) The applicant can demonstrate that the site/premises is no longer capable of meeting employment needs; or
- c) Development of the site for other appropriate uses will facilitate the relocation of an existing business to a more suitable site; or
- d) Unacceptable environmental problems are associated with the current use of the site and the proposal will remove them; or
- e) The site is located in the town centre and the proposed use will contribute to the vitality and viability of the centre or forms part of a regeneration project; or
- f) Relocation of the employer will make better use of existing or planned infrastructure.



Explanation

There are a number of business parks and industrial estates in the Neighbourhood Area, as well as office uses in the town centre or in individual buildings throughout the Neighbourhood Area. Many units are of good quality and are likely to attract occupiers and future investment, but some are of poor quality or are not conveniently located and are unlikely to attract the necessary investment and should be re-provided in a more sustainable location.

The Employment Land Study 2011 lists a number of use Class B employment sites (which includes a wide range of Business and Industrial activities) that are within the Neighbourhood Area. These are summarised as:

Name/Location	Quality of Stock	Quality of Environment	Strategic Road Access	Public Transport Provision	Access to Amenities
Western Road Industrial Estate	Poor	Poor/Very Poor	Average	Good	Good
Masons Road	Poor	Reasonable	Average	Good	Good
Timothy's Bridge Road	Average	Good	Good	Good	Good
Shottery Brook Business Park (Timothy's Bridge Road)	Good	Good	Good	Good	Good
Avenue Farm (Birmingham Road)	Average	Reasonable	Good	Good	Good
Stratford Business and Technology Park (Banbury Road)	Good	Good	Good	Poor	Poor
Clifford Park Business Centre	Good	Good	Weak	Poor	Poor

In addition, though not mentioned in the Employment Land Use Study, there is the large NFU Mutual Insurance Company headquarters at Tiddington which is a B1(a) use, and small industrial units established in converted farm buildings north of the A46 at Burton Farm/Manor Farm (Bishopton Hamlet) and Langley Farm (off A3400 Birmingham Road).



Over the plan period the Employment Land Study 2011 recommends that there is a need for allocation of additional employment land in the form of a business park for B1 uses (which includes certain types of offices and light industry) at Stratford-upon-Avon, suggesting this should be at around 5 hectares (ha) in size, though an allocation of over 5 ha might be justified. The best location for new employment development would be close to the A46 and the Stratford Parkway Station. The Study also suggests that there is potential for selective release of existing poorer quality employment land in Stratford-upon-Avon and recommends that mixed-use redevelopment of poorer quality, older stock on Masons Road and within the Western Road Industrial Estate is considered.

Policy E2 – Promoting New Employment Opportunities on the Outskirts of the Town

The Core Strategy includes a proposal to establish a new employment site on Land South of the Alcester Road (A46), west of the Wildmoor Roundabout (Proposal SUA.2).

This Neighbourhood Development Plan supports the inclusion of this employment allocation in accordance with the Proposals Map. Development proposals on the allocated site will be considered against the criteria set out in the Site Specific Brief (Policy SSB2).

In the event that this allocation were not to materialise during the plan period or if it were to prove insufficient this Policy would support other suitable locations that might then come forward in order to deliver the employment objective.

Note: The Submission Draft Core Strategy is under Examination and at the time of this Neighbourhood Plan's Pre-submission consultation the District Council is required to re-visit the Employment Land provision, and in particular to remove the proposed site at Langley Farm (Proposal SUA3).

This Neighbourhood Plan would expect any additional site to be located north of the River Avon and with easy access to the A46. If a site south of the river was to be proposed in the Core Strategy this Neighbourhood Plan would only support it if coherent and significant road infrastructure changes were proposed resulting from other development south of the river.

A detailed masterplan or development brief must be carried out to establish general design principles and parameters for any new employment site in accordance with Policy BE3.



Explanation

Consultation with Stratford-upon-Avon residents showed considerable support to go further than the suggestion in the Employment Land Study 2011, by creating a larger employment site or sites close to the A46 in order to remove unneighbourly or poorly sited uses from current industrial estates at Western Road, Wharf Road, Masons Road and Timothy's Bridge Road and relocate them to a more sustainable location and this preference is reflected in Policy E2 above.

Policy E3 – Promoting Employment Associated with Culture, Media and Tourism

Proposals for cultural, media and tourism based services within the Neighbourhood Area will be supported providing they do not conflict with other policies in this Plan.

Explanation

The economic benefit to the Neighbourhood Area from tourists and visitors to cultural venues is significant and employment creation in these areas should be supported.

Stratford-upon-Avon is internationally renowned due to its association with Shakespeare and the Theatre. It has been, and remains, a destination for visitors to its historic houses and its attractive riverside setting. Development that creates or maintains employment in the areas of culture, media and tourism would be supported where appropriate.

Policy E4 – Work/Live Units

Proposals for small scale mixed use development (new build or conversion), comprising of workspace and living space will be supported subject to the following criteria:

- a) Have suitable independent access to both uses;
- b) Have an appropriate level of off road parking to serve both uses;



- c) Have independent service facilities (e.g. kitchen, toilet etc.) for the workspace which do not rely on the living space;
- d) Be in reasonably accessible locations to service facilities by means other than a private vehicle;
- e) In the case of conversions, the building should be of a permanent and substantial construction, structurally sound and capable of conversion without major rebuilding or extension; and
- f) Have an adequate residential curtilage without having a detrimental impact on the building and its rural setting.

Explanation

Mixed use schemes where an occupier can work and live within the same planning unit has the benefit of removing the necessity to travel to work and therefore such schemes are a relatively sustainable form of development and may include development that would otherwise not be supported in rural locations.

Proposals that simply show a small study space within the domestic layout will not be considered acceptable as a Work/Live scheme. Such schemes will continue to be considered as residential uses.

The internal arrangement within these schemes should be flexible enough to allow a business to expand, as well as being adaptable to changes in technology. This also means the dimensions of the living space should allow for flexibility. Consequently, there is no definitive ideal workspace size. However, a large single space lends itself to sub-division as a result of changing needs rather than a series of rooms.



Section 7: Town Centre

The town centre gives Stratford-upon-Avon its distinctive character and charm. Residents rely on it for shopping, work and leisure; it is what visitors come to see. It is an historic town centre with a rich past. Its heritage is founded firstly on its status as a market town serving a wide community in South Warwickshire, enriched by its celebration as the place of Shakespeare's birth. The different elements of its past have been comfortably accommodated as the town has grown. The market survives, shops and offices have grown and spread and above all the Royal Shakespeare Theatre has come into a splendid maturity.

The fact that the town centre functions well and is successful is expressed in one inescapable indicator - it has been and remains extremely popular.

Our expectations are of:

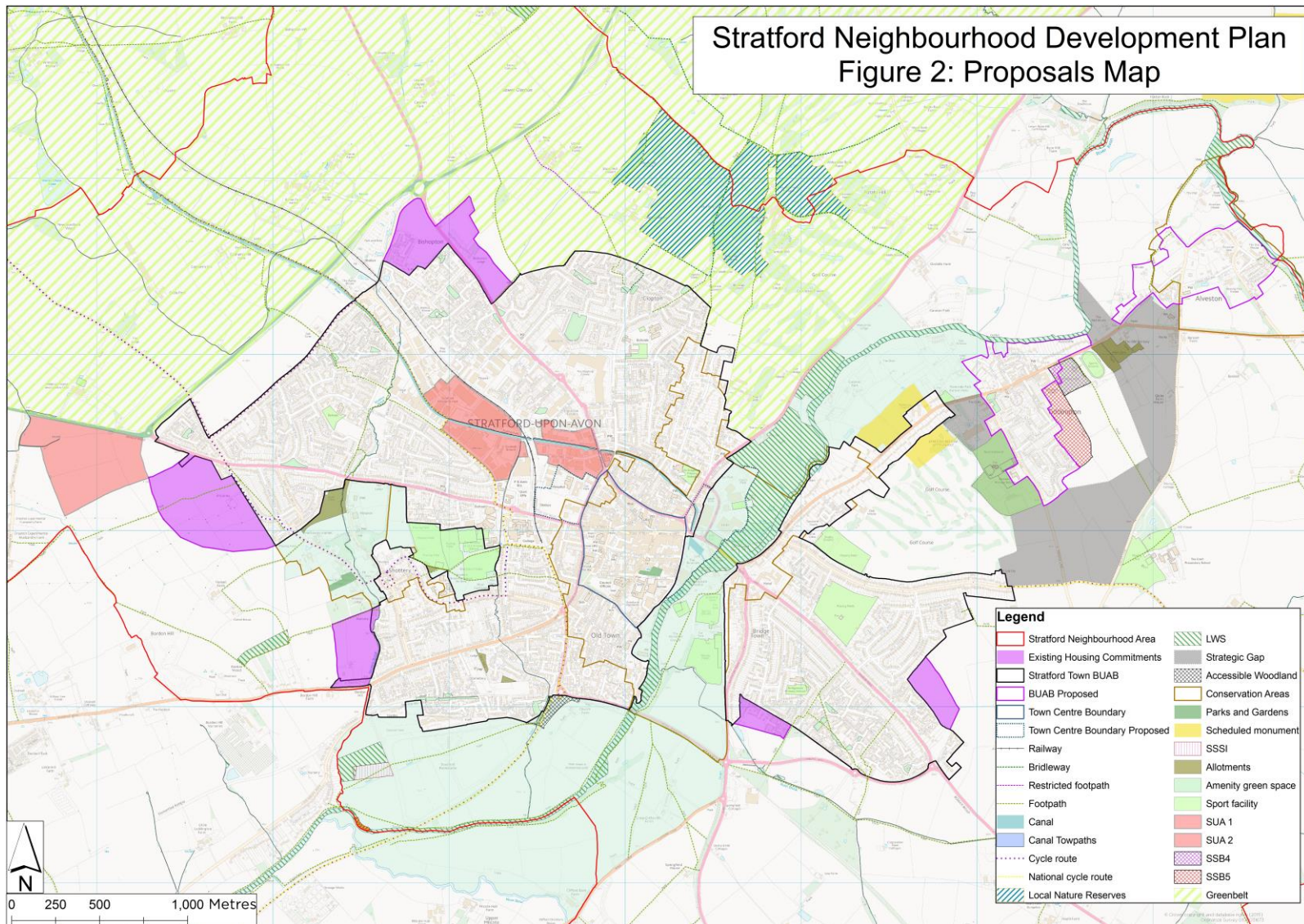
- A flourishing commercial and retail town providing for a high proportion of residents' shopping choices and employment with a wide variety of entertainment and recreation;
- A town that cherishes its heritage and enhances the enjoyment of it;
- A town enjoyed equally by residents and visitors;
- A town that residents and visitors can access, move about in and enjoy with a carefully designed balance between traffic on foot, on cycles and in motor vehicles;
- A town that includes imaginative new or adapted housing in its centre; and where new housing to meet the needs of the wider community has a choice of means of access to enjoy the centre.

The town has prospered because of its heritage. Yet visitors when they come for the Shakespeare experience come also for the shopping and the whole experience of the market town; and changes to say transport or parking arrangements can support enjoyment of the town's historic buildings and its commercial life.

The town centre is defined on the Proposals Map [Figure 2] (see next page).



Figure 2 – Proposals Map



Objective A: Promoting the Vitality and Viability of the Town Centre

Shopping and commerce in the town centre has evolved from market town with associated trades into the mix of multiple, national and independent traders, offices and workshops we have today. The town centre has been regarded both locally and further afield as a secure, prosperous and above all a quality centre.

However, there are some signs that this is changing:

- The expansion of the town in recent years with large housing developments is giving rise to a changing demographic within the town with a corresponding change of demand for shopping and other services;
- The increasing pattern and volume of remote shopping using the internet;
- The loss of some nationally recognised “chain” traders who are concentrating their activities in primary locations. We can see this in Next, Boots and TK Maxx focusing on the Maybird Centre and in the absence of others from the town centre;
- The lack of choice; for example in female fashion where there is a particular gap for the 25-45 age range;
- The significant gap in the town by the failure of Town Square and the consequent unbalanced spread of shops within the town; and
- The expansion of the Maybird Centre - an edge of town development.

No one change of policy can guarantee strengthening prosperity. But a series of individual measures are proposed which, when taken together, will ensure that the necessary focus is given to the need to protect the vitality and viability of the town centre. Its success cannot be taken for granted.



Policy TC1 – Town Centre Strategic Partnership

A Town Centre Strategic Partnership comprising of key stakeholders and led by a Town Centre Manager will be formed and tasked with preparing, implementing and monitoring a Town Centre Strategy to address key issues such as:

- Improving the perception and image of the town;
- Improving the visitor experience;
- Footfall, spend per visitor and associated infrastructure requirements;
- Supporting independent businesses;
- Liaising with established retailers to encourage the desired mix of retailers;
- Further developing a markets policy to include an entrepreneurs' market;
- Advocacy and administration of parking and traffic policies;
- Improving the pedestrian and cyclist experience in accordance with Policy CLW7;
- Shopmobility;
- Building on the recognised contribution that creative industries make to the town's prosperity; and
- Enhancing the overall appearance of the town and public realm including pedestrian and vehicle signage.

Explanation

The ongoing strategy for securing the wellbeing of the shopping and commercial centre requires active and purposeful management. The key recommendation of the Casely Report 2013 is centred on the development of strategic marketing drive to focus on the strengths and advantages of the town as a tourist, cultural and shopping centre, on the introduction of car parking policies to encourage shoppers and shared space - traffic and pedestrians - to create a coherent and welcoming pedestrian environment.

The Town Council will be responsible for setting up the Town Centre Strategic Partnership which should include representatives of the three Local Authorities (Warwickshire County Council, Stratford-on-Avon District Council and Stratford-upon-Avon Town Council), the RSC, the Shakespeare Birthplace Trust, the Town Trust, Stratforward and Stratford Vision.



The current indication is that Stratforward, with input from others including the Town Trust, are able and prepared to fulfil this role. In the event that Stratforward is unable to fulfil this role then contingency plans will be put in place to appoint an appropriate body to take this forward.

The Partnership will be tasked with facilitating and implementing where possible the vision and policies contained within this section of the Neighbourhood Development Plan.

Policy TC2 – Primary Shopping Frontages

The following primary shopping frontages play a vital role in maintaining a competitive and vibrant town centre:

- Bridge Street
- Henley Street
- High Street
- Sheep Street (north side only)
- Wood Street

In order to preserve the vitality and viability of the town centre, non-retail uses at ground floor level within the primary shopping frontages shall not exceed 10% of the total length of the street frontage.

Explanation

For the purposes of this policy, retail uses are those defined in Use Class A1 of the Town and Country Planning (Uses Classes) Order 1987 (as amended).

Due to competition from higher order retail centres there is a need to strongly resist proposals that would reduce the proportion of retail units in the primary shopping frontages. In order to safeguard the retail function of town centres, consideration shall be given to the guideline of no more than 10% of non-retail units within the primary shopping frontages.



Concentration of non-retail units and the break up of large retail units often dilutes the retail offer, which, due to the subsequent decline in 'footfall', can have a detrimental impact on the remaining retail units.

Policy TC3 – Shop Fronts

A town centre shop front scheme will be produced, adopted and administered by the District Council and the Town Council in consultation with the Stratford Society in which:

- a) Free architectural advice is given to owners or lessees or prospective lessees on appropriate new shop fronts or improvements or changes to existing ones; and
- b) Grants of up to 75% of approved works are made by the District Council to support principles of sympathetic design consistent with the character of the historic town centre as described below.

In order to promote principles of sympathetic design, schemes should be:

- a) In keeping with the guidelines set down in the Stratford-upon-Avon High Street Study as adopted as Supplementary Planning Guidance;
- b) Consistent with the updated design guide;
- c) Consistent Policy BE9 on advertisements; and
- d) Consistent with current listed building regulation advice.

All development proposals for new shop fronts or alterations to existing shop fronts within the town centre should follow the principles contained in this policy.

Explanation

The design of shop fronts has an impact on the character of the historic town centre. This policy continues and extends to the whole town centre the successful scheme adopted by Stratford District Council in partnership with the Stratford Society for shop front improvement along the historic spine. Paragraph 2 is proposed to support the planning authority by setting out express standards to adopt in dealing with alterations to existing properties in sensitive locations.



Policy TC4 – Rother Street and the Rother Market

Proposals to encourage Rother Street shopping and the Rother Market to become more established as a key anchor area shall be encouraged in the following ways:

- Promoting and expanding the traditional market use and its frequency;
- Promoting the area as a place of public interest;
- Improving the pedestrian environment by reducing street clutter and introducing soft landscaping; and
- Permitting the sensitive conversion of existing buildings and new buildings designed sympathetically for consistent uses including hotel and restaurants

Proposals which would conflict with the objectives of this policy will be resisted.

[Figure 3] - Rother Street and the Rother Market (see next page).

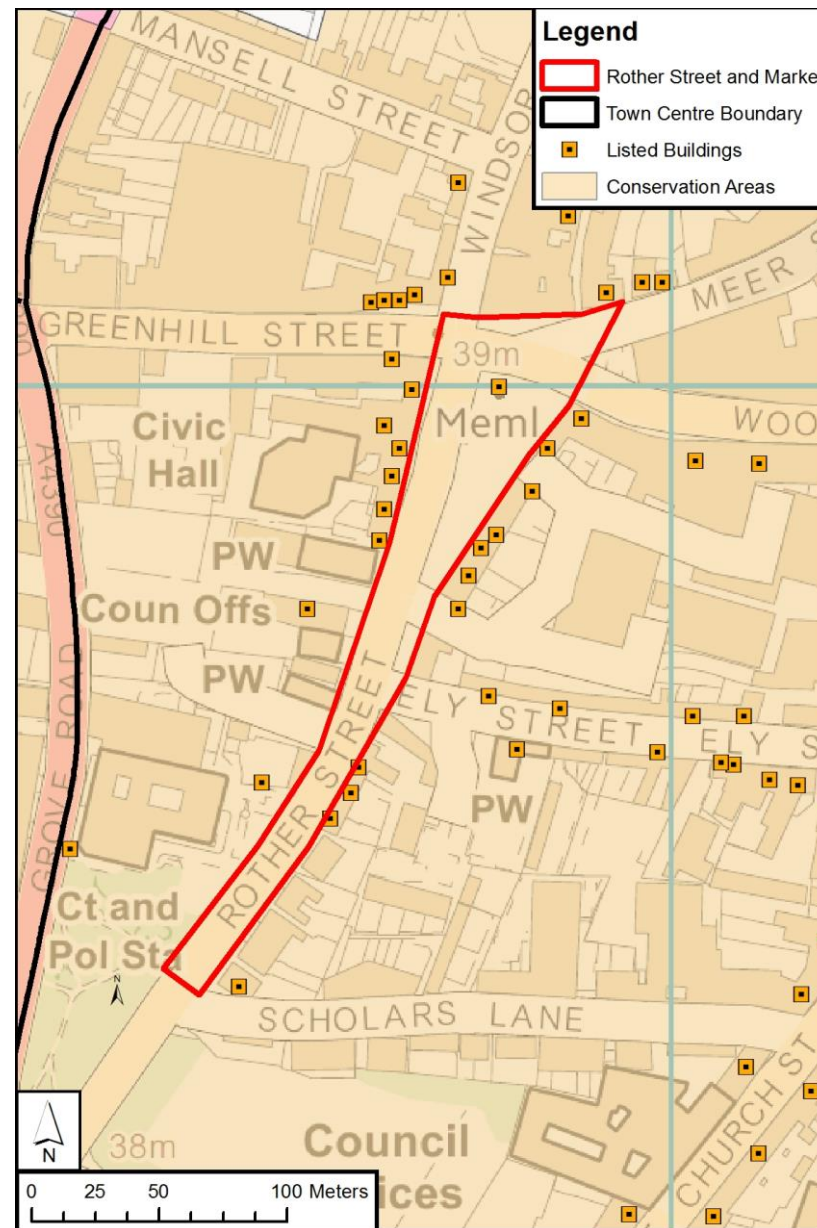
Explanation

The Rother Street market has become increasingly popular and has been recently refurbished. It makes a positive contribution to life on the west side of the town where the shopping use is weakest.

The market is strategically placed, with Town Square on the one side, a critically important site which when redeveloped will provide an attractive open link to High Street. On the other side of the market is Greenhill Street, which is rapidly losing its earlier character as a lively trading street with a variety of small independent shops and becoming dominated by fast food and night-time entertainment clubs and bars.



Figure 3 –
Rother Street and the
Rother Market



For these reasons the Rother Street and Rother Market area is identified as an important focus for attention and catalyst for regenerating Town Square and Greenhill Street.

Policy TC5 – Town Square

Phase 1 - This Neighbourhood Development Plan supports proposals which provide a mix of retail and leisure in use classes A1/A3 and D2 in order to enhance the vitality and viability of the town centre where they:

- Create an enhanced high quality pedestrian link between Rother Market and High Street together with improved public realm;
- Open up vistas into and through the development, particularly at the Wood Street and High Street entrances and create attractive and open streets; and
- Are of high quality design and on a scale compatible with the historic town centre.

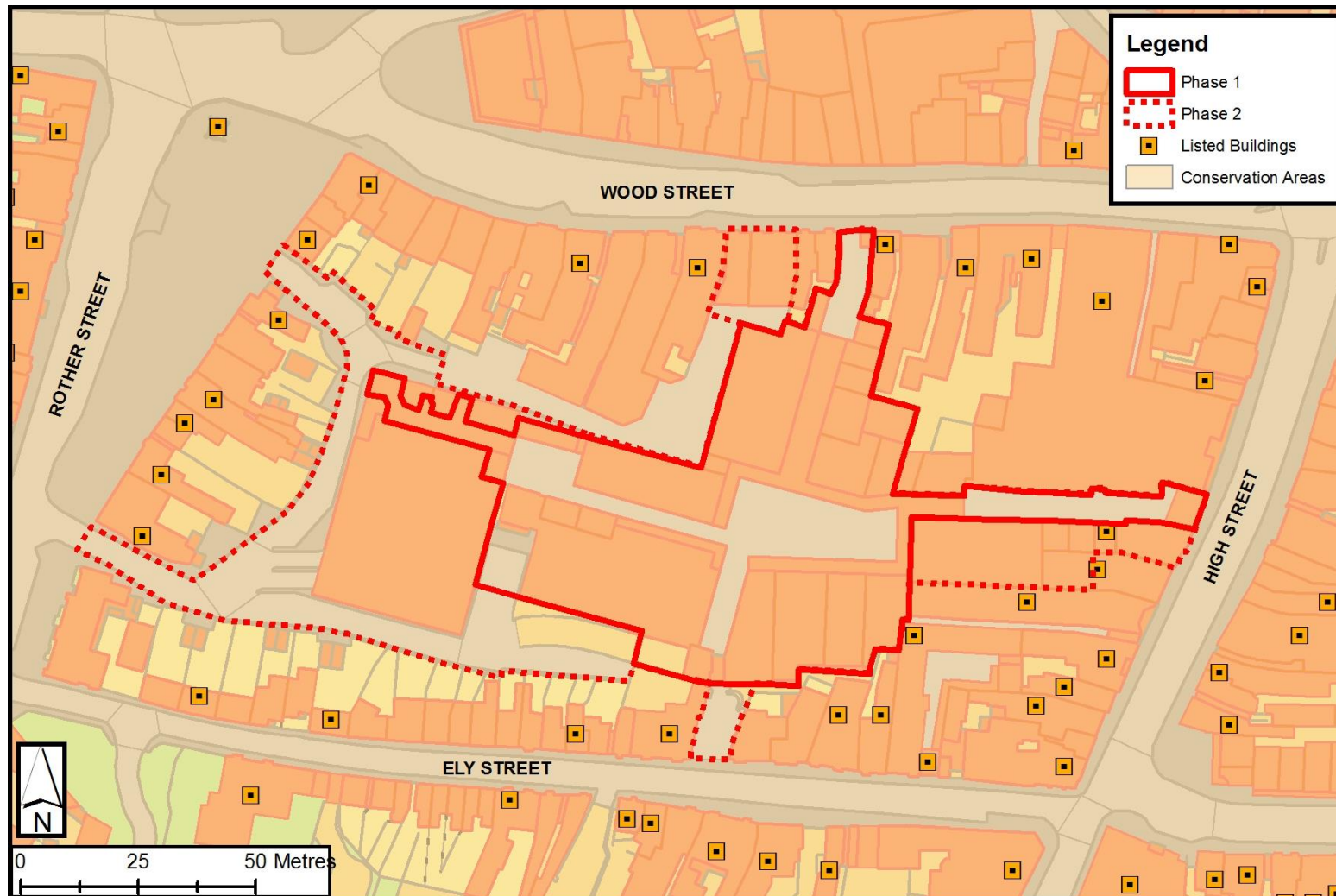
Phase 2 - This Neighbourhood Development Plan supports the inclusion of the existing NCP car park as a second phase to the redevelopment of Town Square. Proposals should:

- Include town centre compatible uses, e.g. retail, leisure, cultural and offices, or residential, and conform with the three principles set out in above; and
- Such development to be subject to the provision of any necessary alternative car parking.

[Figure 4] – Town Square (see next page).



Figure 4 – Town Square



Explanation

Town Square needs urgent attention. It is an important central site with consent for redevelopment yet with only a few remaining trading lessees it has an abandoned atmosphere dampening the vitality of a key part of the town centre. The first priority is to ensure that the scheme for which permission has been granted is implemented in such a way as to secure the three principles set out above; in order to help achieve this objective the developers and the district council will consult closely with community representatives on the key principles of good design which are to be applied to the site.

A second phase will ensure that the site opens into Rother Market with an attractive and high quality design. This development will need to be coordinated in respect of traffic, car parking and service considerations and the principles and parameters of Policies TC4 and TC8.

Policy TC6 – Out of Town Centre Retail

All retail development in excess of 150sqm shall be located in town centre or edge of town centre locations unless it can be demonstrated by an independent retail study or other relevant evidence that there are exceptional circumstances to deviate from this approach or that the development will not adversely impact on the vitality and viability of the town centre.

Explanation

This policy is designed to support a town centre first approach. At present 60% of retail businesses (as defined in the emerging Core Strategy and Use Classes Order) are independents giving the town a major competitive advantage. It is important that sufficient footfall is retained in the town centre to protect the economically viability of these independent retailers.

Policy TC7 – Increasing the Presence of Housing in the Town Centre

Proposals for new residential accommodation within the town centre will be supported providing there are no conflicts with other policies in this Plan e.g. Policies E1 and CLW1.



Explanation

There is traditional and relatively new housing currently within the town centre and there is considerable demand for town centre properties. It adds to the business and prosperity of the town. It is an essential feature of a flourishing town supporting as it does the commercial life of the town at all times of the day and facilitates an important evening activity.

Its provision should increase and opportunities taken to introduce new sites and encourage the conversion of first floor premises. Particular locations for housing development or conversions are Town Square, the Birmingham Road and the canal frontage. This plan stresses the importance of locating new housing to meet overall housing need as close to the town centre as possible and ensuring that there is a choice of modes of access to the town centre from those sites. Housing within the Regeneration Area will have access on foot or cycle along an improved canal side and into Birmingham Road with enhanced attractiveness as outlined in the previous section. Any new development must make appropriate provision for parking.

Policy TC8 – Greenhill Street and Arden Street Environmental Improvement Area

Greenhill Street, Station Road, Station Approach and the Arden Street junction is designated as an Environmental Improvement Area with the primary objective of enhancing one of the main entrances to the town for residents and visitors with high class pedestrian links.

This is to be achieved through the following means:

- Restricting uses to primarily shops (Class A1), cafés and restaurants (Class A3);
- Bringing back into use empty units with appropriate uses;
- Improving the public realm by better quality landscaping, paving and signposting;
- Introducing stricter controls over the display of advertisements;
- Including the area within the Shop Fronts Design Guide;
- Improving the Arden Street junction for pedestrian and cycles through a new crossing; and
- Creating an attractive pedestrian and cycle route from the station into the town centre.



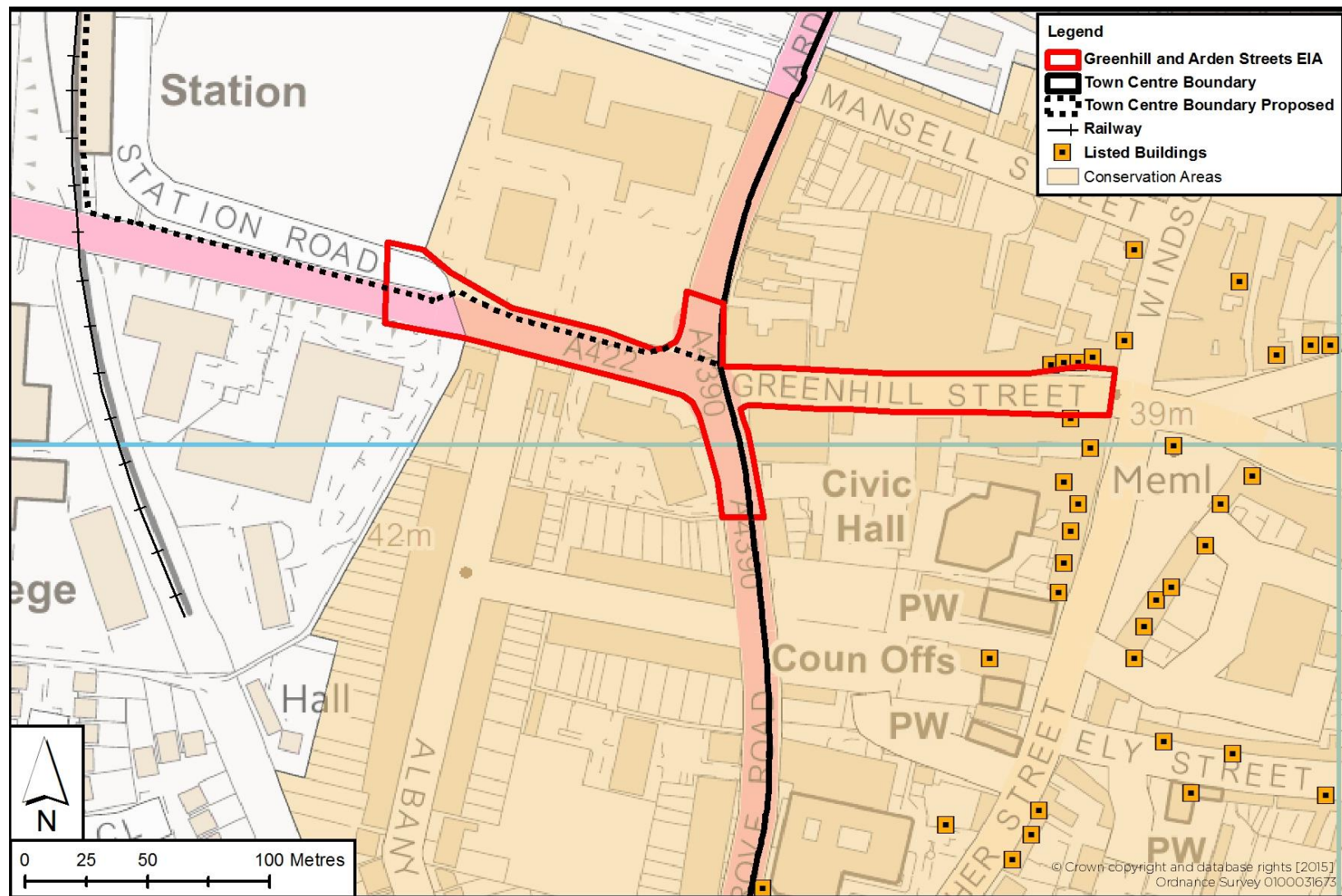
Proposals which positively contribute to and enhance the Environmental Improvement Area will be supported.

Proposals which fail to take account of the objectives of the Environmental Improvement Area will be resisted.

[Figure 5] – Greenhill Street and Arden Street Environmental Improvement Area (see next page).



Figure 5 – Greenhill Street and Arden Street Environmental Improvement Area



Explanation

Greenhill Street is a key gateway into the town centre and the main route from the railway station as well as being a location for secondary shopping which is invaluable for the encouragement of small independent traders.

Improvements to the public realm and the quality of the built form along this important corridor will be given great weight in the consideration of development proposals.

Policy TC9 – Rother Triangle Environmental Improvement Area

The site known as the Rother Triangle (i.e. the whole site bound by Greenhill Street, Grove Road, Rother Market and Rother Street) should form a key gateway to the town centre and shall be safeguarded for future redevelopment for mixed uses including retail, education, conference and hotel, and open space.

Any development in this area shall be subject to:

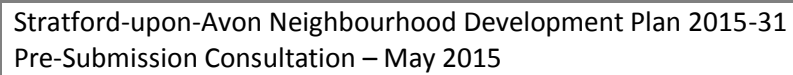
- A comprehensive master plan addressing scale, layout, land uses, links with the surrounding area and transport implications;
- An appropriate impact study justifying the need and demand for any of the uses proposed not outlined above; and
- A Design Brief for all aspects of the development

Full public consultation should be carried out prior to the submission of any application. Piecemeal development without a Master Plan will be resisted.

[Figure 6] – Rother Triangle Environmental Improvement Area (see next page).



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Explanation

The shopping related policies within this Plan are based on the principle that within the currently forecast trends any further comparison goods shopping will be accommodated within Town Square (see Policy TC5). However, in the event of the forecast changing within the intended period of the Plan it is prudent to make provision for possible further shopping opportunities which would be made within phase two of the Town Square site and the Rother Triangle. The site would also accommodate the possibility of further car parking (see Policy TC14) and a site for a conference centre or hotel.

Policy TC10 – Birmingham Road, Arden Street and Windsor Street Environmental Improvement Area

To support the evolution of the cultural quarter the site bounded by Birmingham Road, Arden Street and Windsor Street shall be safeguarded principally for hotel, higher education and office uses, including an open ground floor frontage for shopping or other uses with public access so as to be in keeping with the Environmental Improvement Area as outlined in Policy TC17.

Any development in this area to be subject to:

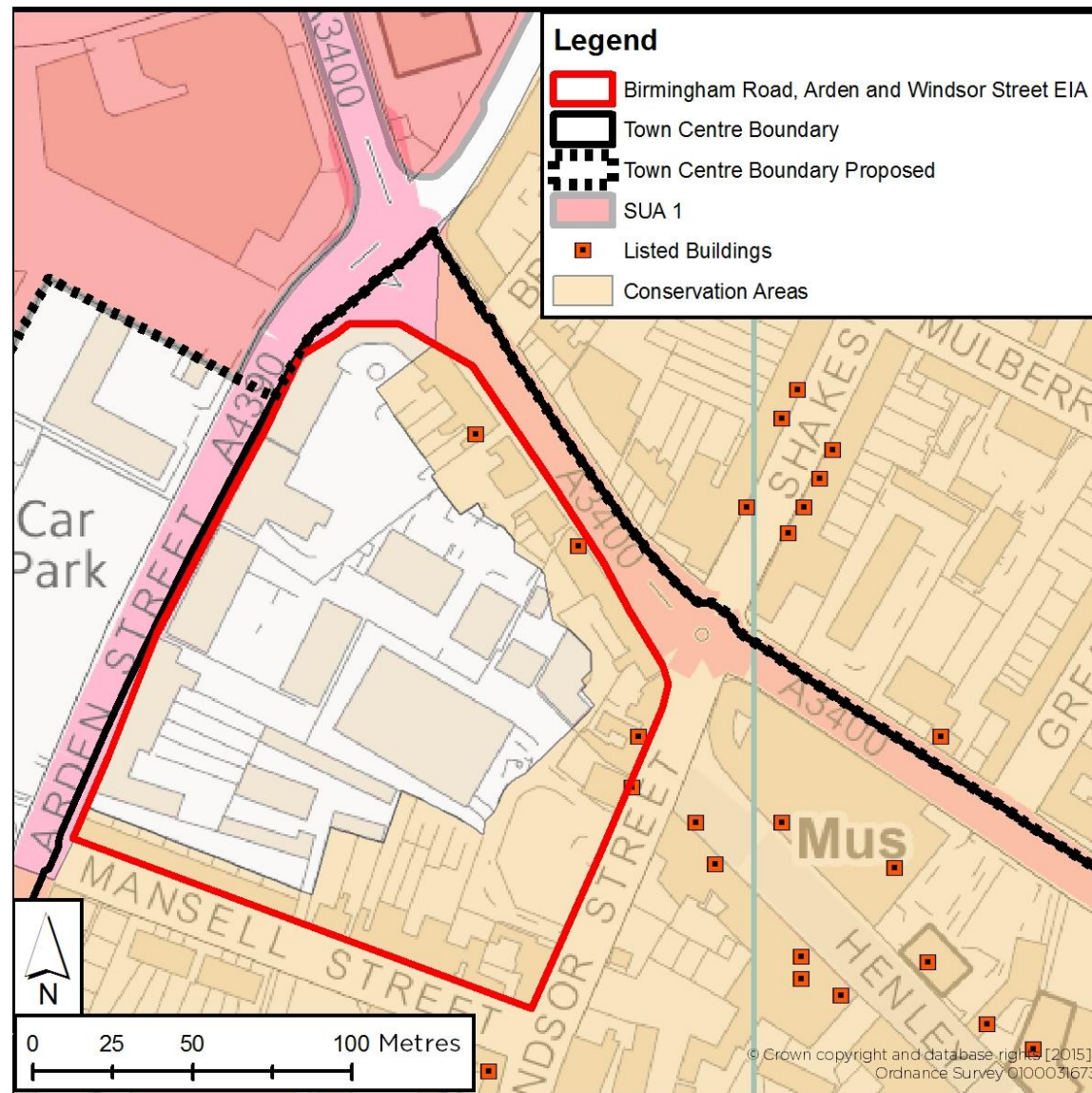
- A comprehensive master plan addressing scale, layout, land uses, links with the surrounding area and transport implications;
- An appropriate impact study justifying the need and demand for any of the uses proposed not outlined above; and
- A design brief for all aspects of the development

Full public consultation should be carried out prior to the submission of any application. Piecemeal development without a Master Plan should be resisted.

[Figure 7] – Birmingham Road, Arden Street and Windsor Street Environmental Improvement Area
(see next page)



Figure 7 –
Birmingham Road,
Arden Street and
Windsor Street
Environmental
Improvement Area



Explanation

This quadrant, situated on the edge of the town centre, provides a key pedestrian link with the Maybird Centre and is an important gateway into the town centre. It has the potential to support further development of the cultural quarter (see Policy TC11) particularly with the expansion of educational and study uses together with hotel and office uses.

There is also an opportunity to make provision for some open access development e.g. shopping units on the ground floor fronting Birmingham Road which would maintain and support the Town Centre to Maybird Centre Environmental Improvement Area (see Policy TC17).

Environmental enhancements to the public realm, the renewal of unsympathetic buildings and improved pedestrian and cycle access will all be encouraged.

Objective B: Improving the Visitor Experience in the Town Centre

Stratford-upon-Avon is a cultural destination recognised around the world. Visitors come to enjoy the theatre and wider Shakespeare experience, the shopping, the amenities of the town, its heritage and the river. They add to the vitality of the town and they contribute to its prosperity.

This Neighbourhood Development Plan seeks to encourage visitors to the town by making it as easy as possible for them to enjoy and experience the wide variety of businesses, services and attractions on offer.

Whilst there is no evidence that there is a need for a large-scale development of visitor facilities, there is a continuing need for reasonable growth and modernisation. As a tourist and visitor destination the town needs to be contemporary and competitive. In this context the area around the Birthplace in Henley Street is critical and opportunity should be given for it to evolve into an attractive cultural quarter with museum, education and public exhibition facilities.



Policy TC11 - Promoting a Cultural and Learning Quarter

Development proposals which promote cultural or learning activities, including new public exhibition space, in Henley Street between Meer Street and Windsor Street will be actively promoted.

A design brief should be agreed by the local authorities for the whole quarter, including the south side of Henley Street where further sensitive courtyard shopping and cafes should be permitted.

[Figure 8] – Cultural and Learning Quarter (see next page).

Explanation

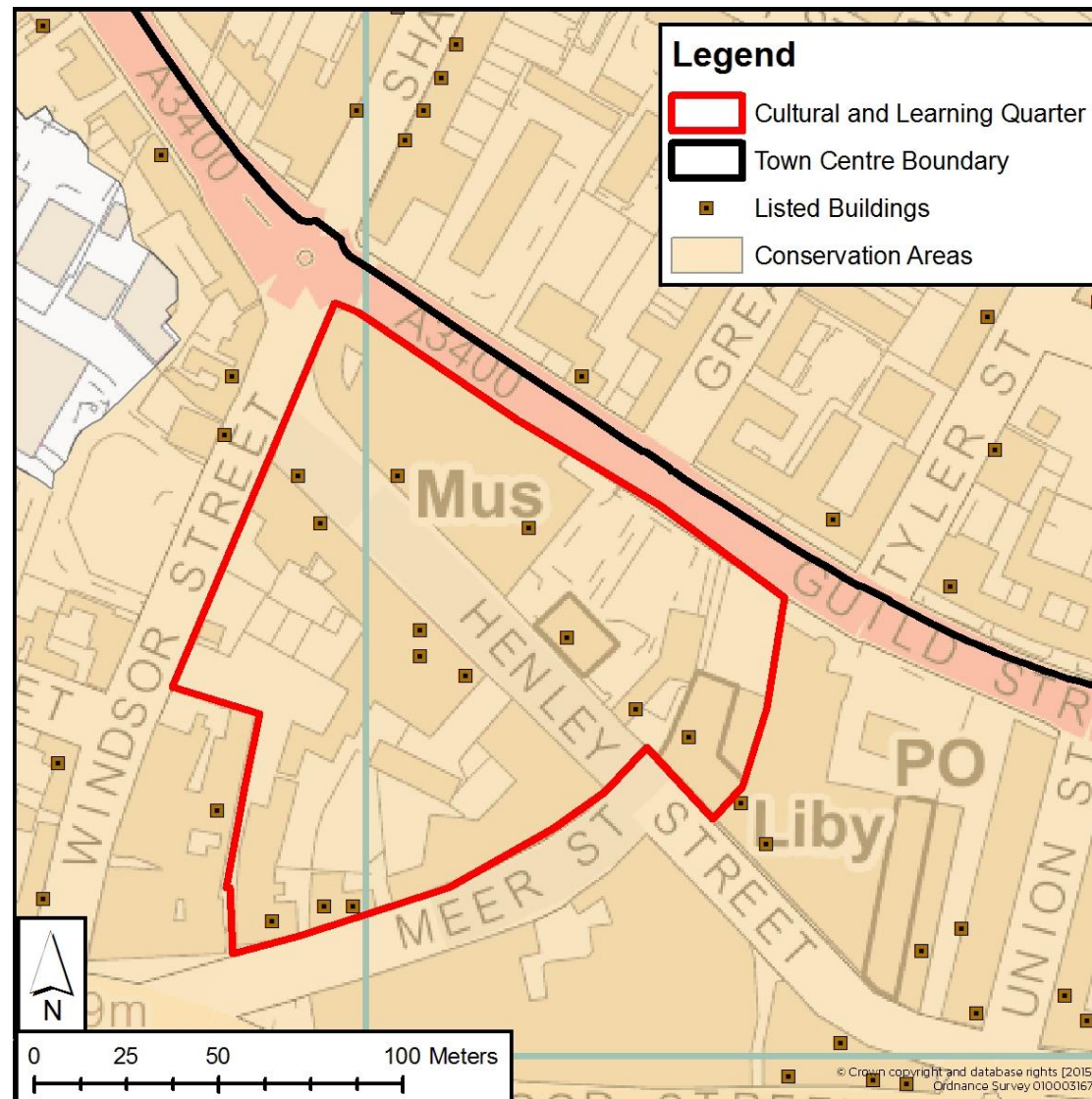
This part of Henley Street around Shakespeare's birthplace has long been established as one of the principal cultural areas of the town drawing a high proportion of the town's visitors. It is an appropriate location for the further expansion, particularly for public exhibition space or a museum related to the life and work of Shakespeare. The shopping use can be consolidated around the existing emerging courtyard shopping on the south side of Henley Street and any need for development of educational resource would be suitably located within the Windsor Street, Birmingham Road, Arden Street Environmental Improvement Area (see policy TC10).

Policy TC12 - Promoting New Conference Facilities in the Town Centre

Proposals for new conference facilities adjacent to the existing leisure centre will be supported where they do not conflict with other policies in this Plan.



Figure 8 –
Cultural and Learning
Quarter



Explanation

This provides one of two sites for the location of a conference centre development in the future. See also Policy TC9.

Objective C: Improving Access and Movement within the Town Centre

The town centre is dominated by car usage and yet accommodates at certain times of the week a very high number of residents and visitors moving around on foot. It is a less friendly environment for both pedestrians and cyclists than exists in many other historic towns. Creating a better balance and safer environment would support the re-invigoration of the town's shopping experience and enjoyment of its heritage for residents and visitors.

Improved transport and parking arrangements and pedestrian and cyclist connectivity throughout the town centre would create a more welcoming experience for visitors; safer environment for people on foot and better accessibility between railway station, coach and bus stations and car parks and about the town for shopping and recreational visiting; and vehicles for different purposes would still have the opportunity to use the centre in conveniently arranged car parks or on the street.

Policy TC13 - Improving the Balance between Vehicles, Pedestrians and Cyclists

The following schemes will be promoted to provide improvements within the town centre:

- a) **In Bridge Street:** The widening of footways and the narrowing of carriageways; retained car parking on the northern (M&S) side; retained taxi ranks on the southern side; redesign of the bus stopping bays on both sides; continued two way traffic flow; 20mph speed limit; and improved public realm and landscaping
- b) **In High Street (between Bridge Street and Sheep Street):** An experimental closure for 6 months with no access for vehicles between 11am and 4pm except for emergency vehicles, buses, taxis and blue badge holders; 20mph speed limit; continued two way traffic with restricted loading. Subject to the results of the experimental closure, any permanent closure of High Street will include a redesigned carriageway; widened footways; 20mph speed limit; and improved public realm and landscaping



- c) **Bridge Street and Wood Street roundabout:** Redesign the Bridge street roundabout to make for better general pedestrian flow and particularly to give improved pedestrian movement from High Street to Henley Street

Incorporation of additional on street parking within the town centre will be explored to accommodate the displacement of spaces as a result of the above initiatives.

The implementation of a 20mph speed limit for the whole of the town centre will significantly improve the environment for cyclists and pedestrians and should therefore be an integral part of the above initiatives.

Explanation

An improved balance has been successfully achieved in Henley Street with a daily period of closure and in Waterside by redesigning the carriageway and introducing a one-way traffic flow. Extending one or other these initiatives to High Street and Bridge Street will create an improved experience for residents and visitors in these key streets in the town centre.

However, if a sense of continuity for pedestrians between Henley Street into High Street is to be achieved it will be essential to make movement between the two easier across Wood Street. There are some choices about how this may be achieved which would be better considered in the light of the results of an experiment for a limited closure in High Street.

Policy TC14 - Parking in the Town Centre

The strategic objective for car parking in the town centre, both on and off street, should be the prosperity, vitality and competitiveness of the town's businesses and shops whilst having full regard to the following:

- The significance of car parking to the economic and financial well-being of the community;
- Convenience of Neighbourhood Area residents;
- Convenience for shoppers;
- The levels of traffic congestion in and around the town centre and the impact of those levels on the town; and
- The operation of the park and ride schemes



A Car Parking Advisory Body should be set up to monitor:

- The use of car parks;
- The operation and patronage of the park and ride;
- The level of charges; and
- Advise on their effectiveness in meeting these strategic objectives

The Car Parking Advisory Body should be administered by the Town Centre Strategic Partnership with membership from the Local Transport Group, members of the local authorities and representatives from the key commercial interests in the town.

With the exception of the NCP car park on Rother Street, all existing car parks within the town centre will be protected in order to ensure that appropriate levels of parking is maintained to support the economic viability of the town centre.

New public car parks will only be permitted where they will help reduce congestion or the need has been clearly evidenced and the location is suitable and does not conflict with any other policies contained within this plan.

Explanation

The location of car parks has evolved as the town has grown and cannot easily be changed. The provision of further off street parking needs to be kept constantly under review particularly in the light of anticipated increases in housing provision in the district. This will fall under the stewardship of the Car Parking Advisory Body.

The policy underlying car park charges also needs to be kept under review by the Car Parking Advisory Body together with a clear parking strategy to support the longstanding well being and competitiveness of the town centre.

The growing problem of congestion in the town and its approaches also needs to be kept under close review. Parking strategies and their relationship with the use of park and ride will be an increasingly critical instrument in dealing with congestion.



Policy TC15 - Coaches in the Town Centre

Agreements with coach operators will be encouraged between the Town Centre Strategic Partnership and the various town centre hotels and tour operators in order to:

- Avoid the use of unsuitable narrow streets and facilitate smooth and easy access to pick up and drop off points; and
- Relieve congestion in key town centre locations such as the Bridge Street/Waterside area.

The introduction of designated coach set down areas within the town centre will be encouraged including the dual use of existing loading bays.

Explanation

With such large numbers of tourists visiting the town centre and the popularity of the numerous hotels in the town centre, the volume of coaches travelling through the town centre is high.

This policy builds on progress already made by the Local Transport Group. The agreed routes would be secured by voluntary arrangement between operators and the Local Transport Group with the support of the County Council as Highway Authority.

Policy TC16 - Cycling in the Town Centre

Proposals for safer cycling within the town centre will be actively encouraged and implemented in consultation with the County Council and amenity groups. This will include a priority to establish safe and connected cycle to school routes, which, wherever possible, will be segregated from traffic.

Priority will be given to improving the following road junctions:

- Alcester Road with Arden Street
- Evesham Road with Seven Meadows Road



- Clopton Road with Birmingham Road

Explanation

This policy specifically emphasises the needs of cyclists in the town centre. Detailed guidelines are stated under INF3 which covers the whole Neighbourhood Area.

Policy TC17 - Town Centre to Maybird Centre Environmental Improvement Area

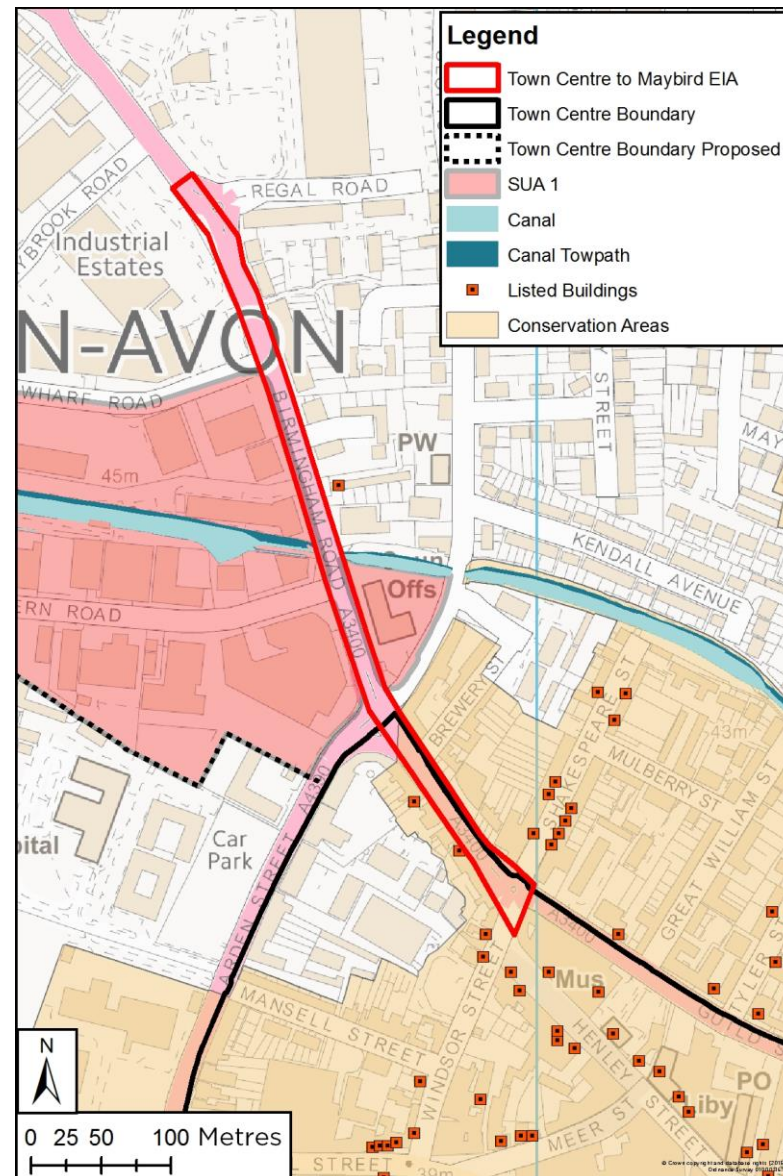
Improvements to the route from the town centre along Windsor Street and Birmingham Road to the Maybird Centre will be encouraged by promoting the following schemes:

- Widened footpaths and improved public realm including street planting;
- The creation of lively and active street frontages consisting of residential and mixed uses linked to the canal side proposals in accordance with Policy H3;
- The redevelopment of the corner of Birmingham Road and Clopton Road with a carefully designed housing development in accordance with Policy H4 and TC10;
- The creation of a pedestrian and cyclist priority crossing at the junction of Birmingham Road and Clopton Road; and
- The creation of a pedestrian and cycle link using the existing disused railway bridge over the canal to facilitate links with the Canal Quarter Regeneration Zone as well as with the Maybird Centre via the canal towpath

[Figure 9] – Town Centre to Maybird Centre Environmental Improvement Area (see next page).



Figure 9 –
Town Centre to Maybird
Centre Environmental
Improvement Area



Explanation

The Birmingham Road is one of the principal routes into the town centre and should be made more attractive and welcoming from the Maybird Centre as far as the Windsor street junction with an improved public realm and links to the canal side area giving an important new amenity to the town.

Policy TC18 - Alleviation of Congestion on the Tramway Bridge

In the light of the current levels of use of the Tramway Bridge proposals to relieve congestion and improve accessibility and pedestrian safety will be encouraged.

Explanation

Further explanation is provided in Policy INF3 which draws attention for the need to provide additional pedestrian and cycle capacity across the River Avon. This is driven in part by the congestion on the Tramway Bridge, especially when festivals are in progress, and the need to provide ease of access to the Town Centre as utilisation of the recreation car park increases (see Policy INF1 initiatives to reduce peak time travel).



Section 8: Built Environment and Design

The Neighbourhood Area is dominated by Stratford-upon-Avon which is a planned medieval town at its centre consisting of a wealth of historic buildings which has grown concentrically over the years. It is a market town within a riverside and canal-side setting, located in an attractive rural landscape. The Neighbourhood Area also contains the settlements of Tiddington and Alveston along with a scattering of individual dwellings, businesses and farmsteads.

The Neighbourhood Area is a place of pilgrimage for many, having a unique connection to Shakespeare. It attracts many visitors and tourists because of its many charms. This Neighbourhood Development Plan seeks to maintain, preserve and enhance the unique character of the Neighbourhood Area and its very special sense of place.

Proposers of all development irrespective of scale are advised to seek pre-application advice from the Town and District Councils. Advice given should be taken into account and documented in the supporting evidence, such as a Design and Access Statement, submitted with any planning application.

Applicants should undertake local consultation on their proposals, including on design issues, prior to any formal planning application being submitted. For householder development this consultation may only need to extend to immediate neighbours, but for larger scale developments consultation of local residents from a wider area would be expected. In all cases advice on the extent of local consultation should be sought prior to undertaking it. It may be appropriate that this local consultation is incorporated with the pre-application advice. The results of the local consultation and the applicant's response to it shall be included in a Design and Access Statement or other supporting statement.

CABE, in its publication 'Making design policy work', defines good design as 'making places that are functional, durable, viable, good for people to use, and that reflect the importance of local character and distinctiveness.

Paragraph 58 of the National Planning Policy Framework states that Neighbourhood Development Plans "...should develop robust and comprehensive policies that set out the quality of development that will be expected for the area". This chapter of the plan seeks to achieve this objective.



Objective A: Promoting High Quality Sustainable Design

Design is more than just about materials and appearance. Good design must start from a concept of making places excellent in which to live and work. This standard applies both to the extension or replacement of a single dwelling, and to a new building set within its own surroundings. The same concept must apply to large developments that create their own sense of character: these developments must have a clear sense of community and internal coherence. All developments must demonstrate their relationship and connectivity to the rest of the neighbourhood.

Policy BE1 – Creating a Strong Sense of Place

All large-scale developments must demonstrate a high standard of design and layout. This should be achieved through the following ways:

- a) Permeability - the ability to move freely and effectively through a development to reach destinations by a choice of access routes, clear definition of public and private functions and the integration of the development into the surrounding area;
- b) Variety - the experience of a choice of varied uses and activities, building types and forms, and the interaction of buildings, uses and people within a development; and
- c) Legibility - the quality and function of a place defined by nodes, landmarks, strong building blocks and lines, linkages and community cohesion

Large-scale development is defined as development of 10 or more dwellings and 1,000sqm or more of net increased floor space.

Developments that do not demonstrate high standards of design and layout will be resisted.



Explanation

Permeability, variety and legibility are important principles when creating a high quality design and layout. Whilst individual design is often a subjective matter, how a development functions, the creation of an interesting and diverse development and making sure it is clear and logical provides a solid foundation for creating a strong sense of place.

Policy BE2 - Responding to Local Character

All development proposals must demonstrate how local character has been taken into account during the conception and evolution of a design.

Proposals that do not positively contribute to local character will be resisted.

Explanation

It is important to ensure that local character is preserved and where appropriate enhanced. New development that is at odds with a distinctive local character can be harmful so will be treated cautiously.

The purpose of this policy is to manage development so that the most appropriate design is found for the site having regard to local character to ensure that all developments are of high quality and reflect the character of the areas around them in spatial layout, scale, density, materials, design and landscape terms.

This policy is not intended to impose a particular architectural style or stifle innovation, originality or innovative design through unsubstantiated requirements to conform to certain development forms or styles.



Policy BE3 - Design Codes and Master Planning

All proposals for large-scale development will be expected to demonstrate design rationale through the appropriate use of design codes and master planning.

All large-scale housing developments (10 or more dwellings) should be accompanied by a master plan (for outline applications) or a contextual plan (for detailed applications) which demonstrates how the development integrates into the existing community by encouraging social cohesion and how it integrates with existing infrastructure and delivers the necessary additional infrastructure to support the development. The master plan/contextual plan must take account of recent and potential future development in the area so as to provide a degree of future-proofing. The plan must include consideration of means to ameliorate the additional demand that the development would place on the highway system, through a Transport Assessment, and on services such as schools and medical facilities, as well as the need to provide public open space and environmental improvements.

Explanation

Stratford-upon-Avon is a medium sized market town set in attractive Warwickshire countryside. In addition to its resident population it also attracts several million visitors each year. While it has an historic core and a number of historic buildings around the outskirts, there has been gradual expansion over the years in discrete areas which each have their own character. It is important to the residents that all future development is of high quality and reflects the character of these areas in spatial layout, scale, materials, design and landscape.

Too many medium sized developments in the range of 25-75 units have occurred in the Neighbourhood Area in recent years that have created extra demand on infrastructure without making adequate contribution to improve or ameliorate the pressure. This has been particularly true of additional traffic leading to increased congestion, but also of the lack of provision of local public open space and public meeting rooms in or near new developments.

A design code is a set of illustrated design rules and requirements, which instruct and advise on the physical development of a site or area. The graphic and written components of the code are detailed and precise, and build upon a design vision such as a master plan or other design and development framework for a site or area. It serves as a quality benchmark for the whole development, but need not be overly prescriptive.



The threshold for large-scale development is 10 or more dwellings or 1,000 sqm or more of non-residential floor space.

Design codes and master plans will also be encouraged for smaller scale developments particularly where there is a particular sensitivity affecting the site.

Policy BE4 - Design Review Panels

All large-scale developments must go through a local design review process. The comments of the design review panel will be a material consideration in the determination of all applications.

The use of a Design Review Panel will be necessary for smaller scale developments where there is a particular sensitivity affecting the site.

Explanation

In accordance with paragraph 62 of the National Planning Policy Framework, applicants are encouraged to use local Design Review Panels. This is particularly important for large-scale developments or development where there is a particular sensitivity such as conservation area, listed building or a site which is visually prominent from the public realm.

This Neighbourhood Development Plan supports the formation of a local Design Review Panel made up of members with experience in architecture, conservation and planning disciplines, amongst others. The formation, monitoring and membership of the Design Review Panel will be under the stewardship of the Town Council.

The overall function of the Design Review Panel will be to make recommendations for enhancing the quality of proposed development in the Neighbourhood Area to reflect the overall scale and grain of the town and its surrounding environs and to ensure that new design is sympathetic.



The threshold for large-scale development is 10 or more dwellings or 1,000 sqm or more of non-residential floor space. Sensitivities affecting a site will include conservation areas, listed buildings and their settings, sensitive landscapes or exposed edge of settlement locations, prominent locations within public views/vistas and sites sensitive to wildlife.

Policy BE5 - Designing Out Crime

All development proposals will be expected to demonstrate how the design has been influenced by the need to plan positively to reduce crime and the fear of crime and how this will be achieved.

Proposals which fail to satisfactorily create a safe and secure environment will not be supported.

The advice of a police architectural liaison representative should be sought for all large-scale developments.

Explanation

The Government places great importance on creating safe and accessible environments where crime and disorder, and the fear of crime, do not undermine quality of life or community cohesion (paragraph 58 of the National Planning Policy Framework). There are many recommendations on how to design out crime.

CABE's comprehensive 'Safer Places' paper identifies seven key characteristics that create a safe community. All development proposals will be required to demonstrate how these characteristics have been incorporated into the proposed design.

1. Access and movement: places with well defined routes, spaces and entrances that provide for convenient movement without compromising security
2. Structure: places that are structured so that different uses do not cause conflict
3. Surveillance: places where all publicly accessible spaces are overlooked
4. Ownership: places that promote a sense of ownership, respect, territorial responsibility and community
5. Physical protection: places that include necessary, well-designed security features
6. Activity: places where the level of human activity is appropriate to the location and creates a reduced risk of crime and a sense of safety at all times



7. Management and maintenance: places that are designed with management and maintenance in mind, to discourage crime in the present and the future

For the purposes of this policy large-scale developments are defined as being 10 or more dwellings and developments comprising 1,000sqm of new floor space or more.

Policy BE6 – Design Quality Standards - Code for Sustainable Homes, Lifetime Homes and Buildings for Life

All new development should demonstrate that it has taken account of best practices to achieve high levels of sustainability and safety. Appropriate measures to deal with climate change should be demonstrated together with the use of sustainable drainage systems.

In particular for new development on greenfield sites, or the major redevelopment of existing sites, design should provide for a high quality public realm with both hard and soft landscaping and measures to encourage biodiversity.

All new housing developments shall be designed to meet Level 4 of the Code for Sustainable Homes, or higher, and from 2020 all new housing developments shall be designed to meet Level 5, unless through the submission of a viability assessment it can be demonstrated that Level 4 renders the development unviable and undeliverable.

Up until 2020, in all developments of 10 or more dwellings, at least 25% of all units must be built in accordance with the Lifetime Homes Standard 2010 (or as subsequently revised). From 2020, all dwellings must meet the Lifetime Homes Standard.

Favourable consideration will be given to housing development proposals that can demonstrate evaluation against Building for Life 2012 (BfL 12) with all criteria achieving a 'Green' score. Developments which include a 'Red' or 'Amber' score against any criterion must be justified in the Design and Access Statement or other supporting statement.

Explanation

The Code for Sustainable Homes (2006) was introduced to drive a step-change in sustainable home building practice. It is a standard for key elements of design and construction which affect the sustainability of new homes. It is the single national standard



for sustainable homes, used by home designers and builders as a guide to development, and by home-buyers to assist in their choice of home. It forms the basis of the Building Regulations in relation to carbon emissions from, and energy use in homes. In this era of environmental awareness amongst consumers and increasing demand for a more sustainable product, it will offer a tool for developers to differentiate themselves.

Building for Life (BfL) is endorsed by the Government, as a tool for assessing development proposals with the aim of promoting well-designed homes and neighbourhoods. BfL12 contains 12 questions, based on the National Planning Policy Framework, reflecting that new housing developments should be attractive, functional and sustainable places. The questions are designed to help structure discussions between local communities, the local planning authority, the developer of a proposed scheme and any other stakeholders. This policy supports the use of BfL12 to strengthen what is stated in the District Council's Core Strategy Policy CS.9 in order to achieve exemplary development in the Stratford-upon-Avon Neighbourhood Area.

Policy BE7 – Sustainable Drainage

All development proposals must incorporate suitable and sustainable means of drainage where site conditions are favourable.

Where site conditions are proven to be unfavourable or unfeasible, an alternative drainage solution will need to be agreed by the council and the relevant water authority.

The re-use and recycling of water within developments will be encouraged.

Explanation

Sustainable Urban Drainage Systems (SUDS) constitute a series of alternative methods for dealing with surface water run-off in new developments. The main objective of SUDS is to manage water on-site by minimising run-off, slowing discharge rates and retaining water for treatment.

For larger sites this can be achieved by using a series of porous surfaces, swales (broad open ditches), ponds and wetlands. SUDS have the added bonus in that attractive landscape features are created that can enhance biodiversity. For small scale proposals, water management can be achieved through the use of water butts and porous surfaces.



The SUDS must be designed to complement existing drainage systems and must meet any requirements set by the relevant regulatory authorities. New developments should seek to maximise opportunities for ground water retention and minimise the risk of storm flooding.

In addition, applicants will be expected to prepare a drainage strategy, which sets out the approach to SUDS, foul drainage and any implications for existing drainage systems, and send this for comment to the relevant regulatory authorities – currently, the Environment Agency, Severn Trent Water, and Warwickshire County Council – before it is submitted with a development application.

Policy BE8 – Effective and Efficient Use of Land

All development proposals must demonstrate an effective and efficient use of land. The effective use of land can assist in delivering sustainable development in the following ways:

- a) Density which is designed to enhance the character and quality of the local area whilst preserving the amenity of neighbouring residential homes, commensurate with a viable scheme and infrastructure capacity;
- b) Giving priority to reusing previously developed land over greenfield land;
- c) Bringing empty properties back into use; and
- d) Making only exceptional use of the best and most versatile agricultural land

The built-up areas should appear to emerge gradually from the surrounding countryside, with higher density and building heights located towards the centre, and lower density and building heights on the periphery of the built-up area boundaries.

Explanation

Paragraph 47 of the National Planning Policy Framework encourages a local approach to housing density to reflect local circumstances.



It would be expected that development in close proximity to the town centre and other service areas could be as high as 60 dwellings per hectare (dpha), but on the periphery of the town, densities would not normally be above 25 dpha. In all cases the local character should be respected and in order to retain an appropriate housing mix as set out in Policy H7 a small number of 5+ bedroom houses on large plots will also be supported

Housing density will be greater on sites with a high level of accessibility, including sites located in or close to the town centre or close to public transport stations.

The heights of new buildings should have regard to the context of the individual site and the surrounding area. Building heights may increase nearer the town centre but in contrast, heights should be lower towards the edge of the town to assist in the assimilation of new development into the surrounding landscape.

The form and density of housing will vary across larger sites, in response to current and future accessibility and other characteristics of each part of the site. Variations in density across a site should be used to develop different character areas.

High quality design will enhance amenity through housing density levels that also secure adequate internal and external space, dwelling mix, privacy and sunlight and daylight to meet the requirements of future occupiers.

Policy BE9 – Advertisements

New advertisements, including public signage, should be kept simple and modest in order to preserve the special historic and architectural qualities of the Neighbourhood Area and in particular in the town centre.

The following principles should be followed:

- a) Removing existing unnecessary, unauthorised and dilapidated signage;
- b) Keeping new signage to a minimum in order to avoid clutter and repetition;
- c) Creating and following a consistent design for all signage in the Neighbourhood Area and the town centre; and
- d) Promoting combined information boards in key town centre locations.

Advertisements will be strictly controlled in conservation areas and on listed buildings in order to preserve the amenity and physical



fabric of the heritage asset.

The size, colour, choice of materials and number of advertisements on a shop or business premises must not adversely affect the amenity of the area.

Internally illuminated signs will not normally be permitted in the Neighbourhood Area. If illumination is necessary it should be sympathetic and via an appropriate external source.

Advertisements which adversely affect highway safety or pedestrian movement will not be permitted.

Explanation

Advertisements and public signage play an important role in promoting commerce and supporting local businesses in the Neighbourhood Area. The appropriate use of advertisements can complement buildings and premises. However, excessive or inappropriate advertisements or signage can have a significant impact on the visual amenity of the area.

Within commercial parts of the Neighbourhood Area, the street scene is often dominated by advertisements. Clutter by excess signage with inconsistent design and shop fronts often fails to respect the building on which they are placed.

Policy BE10 – Use of Supplementary Planning Guidance

The following documents, and their successors in title, will be taken into account when determining all relevant development proposals in the Neighbourhood Area:

- a) The Stratford-upon-Avon Town Design Statement 2002;
- b) The Alveston Village Design Statement 2010; and
- c) The Stratford-upon-Avon High Street Study 2005

Development which clearly fails to accord with the policies and recommendations contained in these documents will be resisted.



This Neighbourhood Development Plan supports the revision of existing guidance to ensure they are up to date, and the creation of new guidance such as a Shop Fronts Design Guide for the town centre or a Local Design Guide for the Neighbourhood Area.

Explanation

Supplementary planning guidance provides an important compliment to this Plan and should be given substantial material weight in decision making.

It is important that all supplementary guidance is kept up to date during the plan period in order to take account of changing circumstances and national and local planning policy.

It is acknowledged that the Stratford-upon-Avon Town Design Statement produced in 2002 is in need of an update to take account of changes experienced in the town over the past decade.

The creation of a Local Design Guide would be led by the local Design Review Panel with assistance from other partners/contributors. One of the functions of the Local Design Guide would be to provide a development brief on particular proposals within this Neighbourhood Development Plan such as the Canal Regeneration Zone and the Environmental Improvement Areas.

A Shop Fronts Design Guide should be prepared and adopted by the Town and District Councils in conjunction with the Stratford Society. The guide will include architectural advice to owners, lessees and prospective lessees on appropriate new shop fronts and improvements or changes to existing shop fronts, information on the availability of grants and references to the High Street Study, requirements under the latest Building Regulations and principles which would apply to historic buildings.



Objective B: Preserving and Enhancing the Historic Environment

The plan seeks to promote the conservation and enjoyment of the Neighbourhood Area's historic environment, buildings and monuments

The introduction of new or converted buildings to a design standard that is in sympathy with and complements the historic environment can enhance the old without imitation as many historic centres have shown

This Neighbourhood Development Plan is also concerned with access to and free movement within the Neighbourhood Area so that the historic environment can be enjoyed in a safe and convenient way by residents and visitors

Policy BE11 – Listed Buildings and Scheduled Ancient Monuments

Proposals which cause harm to the special historical or architectural fabric and interest of listed buildings and ancient monuments and their settings will be resisted particularly those within the towns Historic Spine.

Proposals, including changes of use, which enable the appropriate and sensitive restoration of listed buildings will be supported.

All proposals must as a minimum preserve the important physical fabric and settings of listed buildings and ancient monuments.

Explanation

There are a significant number of listed buildings in the Neighbourhood Area including a number of significant Grade I listed buildings such as Holy Trinity Church, Shakespeare's Birthplace, Nash's House, Harvard House and the Guild Chapel. There are also numerous grade II* and grade II listed buildings. There are two Scheduled Ancient Monuments in the Neighbourhood Area; Clopton Bridge and Tiddington Roman Settlement.

The preservation of valuable heritage assets is of paramount importance to this Neighbourhood Development Plan.



Policy BE12 – Conservation Areas

Development within and adjacent to the Stratford-upon-Avon and Alveston Conservation Areas will be strictly controlled

Development which would fail to preserve or enhance the character or appearance of the conservation area will be resisted

Explanation

The Stratford-upon-Avon and Alveston Conservation Areas are specifically defined and protected because of their special architectural and historic interest. Great weight should be placed on the need to preserve or enhance the conservations areas.

This Neighbourhood Development Plan supports the review of the Stratford-upon-Avon and Alveston Conservation Areas.

Policy BE13 – Historic Parks and Gardens and Sites of Special Scientific Interest (SSSI)

Development within and adjacent to Historic Parks and Gardens (including unregistered ones) and Sites of Special Scientific Interest (SSSI) such as New Place Historic Park and Gardens and the Racecourse Meadow Site of Special Scientist Interest will be strictly controlled.

Development which would fail to preserve or enhance the historic and scientific interest of these assets will be resisted

Explanation

Unregistered parks and gardens can also be of significant local interest.



The Warwickshire Historic Environment Record provides up-to-date information on historic buildings, archaeological remains and historic sites, together with surveys, reports and aerial photographs to help identify both their physical scale and relative importance.

Objective C: Promoting Urban Renewal and Regeneration

There are sites within the Neighbourhood Area which are unused and underused. The presence of such sites creates an opportunity through urban renewal and regeneration to bring back into use derelict sites and remove nonconforming uses through comprehensive well planned redevelopment

Policy BE14 – Replacement Dwellings

Proposals for replacement dwellings must respect the character and appearance of the locality. Particular importance is placed on sensitive sites such as those within conservation areas or affecting the setting of listed buildings.

Replacement dwellings must be of an appropriate scale so as not to be too dominant or adversely affect the amenity of neighbouring uses.

Proposals will be expected to meet at least Level 5 of the Code for Sustainable Homes.

This policy will only apply to lawful dwellings and does not apply to caravans or mobile homes.

Explanation

This policy is designed to facilitate the renewal of the existing housing stock with appropriate replacements. It is not intended to overly restrict people's freedom and expression of interest in design and layout. However, it is important to recognise the role of sustainability by ensuring that good quality habitable dwellings are not simply demolished to meet a personal preference or desire.



In this respect, all new replacement dwellings will be expected to enhance design and create a more sustainable living environment in the longer term.

Policy BE15 – Conversion and Reuse of Buildings

Proposals which demonstrate a sympathetic and appropriate conversion and reuse of an existing building or buildings will be encouraged.

Buildings must be genuinely capable of being converted without significant rebuilding or the need to extend.

Explanation

The conversion and reuse of buildings, particularly where they are derelict, assists in the regeneration of the built environment particularly where there are environmental enhancements.

Policy BE16 – Empty Homes and Spaces

Proposals which bring back into active use empty homes will be supported and encouraged. This includes any ancillary works required to facilitate the reuse of the building.

Proposals which seek to utilise empty or unused spaces will be looked upon favourably providing there are no adverse environmental impacts and the new use is compatible with the existing neighbouring uses.

Particular support will be given to the appropriate reuse of upper floors above shops within the town centre.

Explanation



Properties that are empty could play a more important role in meeting housing demand in the Neighbourhood Area. While, there is clearly a need to build new homes, ignoring the potential of empty homes is a costly environmental mistake.

Creating homes from empty properties saves substantial amounts of materials over building new houses. It also minimises the amount of land used for development. Refurbishing and repairing empty homes can also help improve streets and neighbourhoods, as empty properties are often unsightly attracting problems, such as fly tipping, vandalism and arson.

In appropriate locations such as the town centre, the reuse of empty upper floors above shops and offices for residential, commercial or recreational uses can add to the vitality and vibrancy of the Neighbourhood Area. Active uses in the evening can also act as a natural deterrent to anti-social behaviour.



Section 9: Natural Environment

Stratford's green spaces provide an important network of multi-functional areas and corridors which are capable of providing a wide range of environmental and quality of life benefits for local communities. Availability of green space was one of the most important things that people like about the town. Existing green open spaces, such as the Clopton Hills need to be protected and where possible improved, with measures to safeguard and enhance the town's biodiversity and natural environment – in particular the River Avon corridor and the town's trees.

New developments must include green space, which ideally should be connected to other green spaces, and new housing developments must provide garden and food growing space, either as part of the property or as nearby allotments.

This Plan also needs to consider provision throughout the plan period and therefore look ahead to likely social and environmental changes, in particular, the implications of climate change. All new developments need to take account of possible flooding and drainage problems, while buildings must be energy efficient and sustainably constructed. The Plan also aims to encourage the generation of local renewable and low carbon energy.

There are three dimensions to sustainable development: economic, social and environmental. These dimensions give rise to the need for the planning system to perform a number of roles (NPPF, paragraph 7). Contributing to protecting and enhancing our natural, built and historic environment and, as part of this, helping to improve biodiversity, use natural resources prudently, minimise waste and pollution, and mitigate and adapt to climate change including moving to a low carbon economy is pivotal to achieving the environmental role.

This Neighbourhood Development Plan seeks to provide the local policy framework to deliver this role.



Objective A: Preserving and Enhancing Local Biodiversity

Woods and copses and other habitats, which include meadows, scrubland and water bodies, enhance and maintain the natural environment. The River Avon is an important local biodiversity corridor, but a wide variety of habitats is essential for protecting wider biodiversity. Trees in particular bring a number of benefits, many of which will be more important in future years because of climate change. They reduce the effects of flash flooding, they provide shade and keep places cooler in the summer, and they help to preserve biodiversity. Trees also create a sense of place and have a positive impact on people's physical and mental health.

Policy NE1 – Local Nature Reserves

The following areas will be designated as Local Nature Reserves:

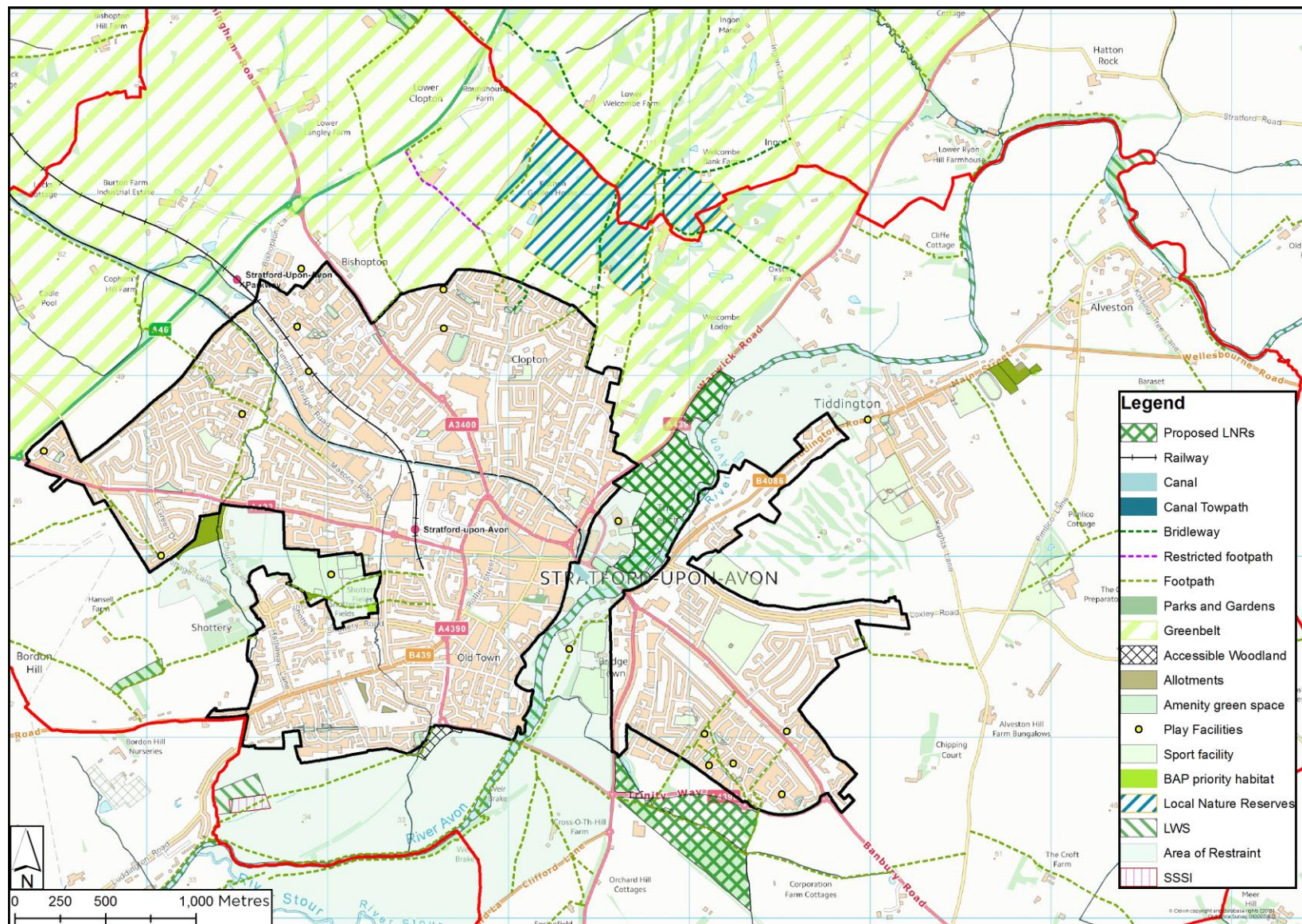
- 1) Warwick Road Lands
- 2) Bridgetown Woodland and Meadow

Proposals which would adversely affect the environmental quality of these areas will not be supported. Proposals which positively enhance or contribute to the environmental quality of these areas will be supported.

[Figure 10] – Proposed Local Nature Reserves (see next page).



Figure 10 – Proposed Local Nature Reserves



Explanation

Many important species are protected under legislation and regulations but often habitats are not. This policy recognises the importance of preserving and enhancing habitats to ensure that wider biodiversity is protected.

“Warwick Road Lands” is a designated Local Wildlife Site and “Bridgetown Woodland and Meadow” is currently being considered for designation as a Local Wildlife Site. This designation only carries a duty of care and has no statutory element attached to it. This Plan seeks to enhance the degree of protection over these important sites by designating them as Local Nature Reserves - a designation which does carry some statutory protection. The designation of sites as Local Nature Reserves is fundamental to achieving this objective.

Policy NE2 – River Avon Biodiversity Corridor

Proposals within the active Flood Zone of the River Avon will be required to show that they will not damage the river’s role as a biodiversity corridor or linkages between the river and other important biodiversity sites.

Proposals which would adversely affect the environmental quality of the corridor will not be supported. Proposals which positively enhance or contribute to the environmental quality of these areas will be supported.

Explanation

All development should aim to support and enhance the biodiversity value of the River Avon corridor and recognise the importance of river meadows in flood management. Development within Flood Zones 1 and 2 must demonstrate that it will not reduce the capacity and capability of the functional flood plain. Water compatible uses within Flood Zone 3 may be acceptable in certain circumstances but other forms of development will be strictly resisted.



Policy NE3 – Trees and Hedges

All new development will be expected to protect mature healthy trees and hedges. Where this is not possible, new trees and hedges should be planted to replace those lost. All new developments should incorporate the planting of appropriate nursery stock (minimum of 2 years old) native trees and hedges in their plans.

Large-scale developments will need to demonstrate they have been landscape led in order to avoid retrofitting of poor quality or token landscaping.

Explanation

Plans for new developments should have regard to existing trees, hedges and shrubs, which should be integrated into the overall purpose and structure of the development. Where an area for development includes existing mature trees, plans should be based on the assumption that these trees will be preserved. In all cases the future growth of new and existing trees should be taken into account during site planning. Root protection areas shall be clearly identified and respected.

Policy NE4 – Neighbourhood Area Biodiversity Action Plan

A Biodiversity Action Plan shall be prepared for the Neighbourhood Area in consultation with key stakeholders and the public.

All proposals should take account of the Local Biodiversity Action Plan and show what effect, if any, they will have on local biodiversity. Where development involves a loss of biodiversity or habitat, appropriate habitat should be created in mitigation.



Explanation

The Neighbourhood Area Biodiversity Action Plan (NABAP) provides a neighbourhood level response to the Government's National Action Plans for threatened habitats species and will sit alongside Warwickshire County Councils Local Biodiversity Action Plan (LBAP), which is currently under review.

Biodiversity Action Plans contribute to national targets. Our NABAP will assist in achieve these targets wherever these are relevant to the Neighbourhood Area but it will also set local targets. It will contain actions for all our local habitats (woodlands, wetlands, grasslands, etc.) and many of our threatened and declining local species. It will have clear measurable targets and assemble the local people and local organisations that are ideally placed to deliver the necessary actions.

The NABAP will provide a strategy for action in two parts. Firstly, it will set out the strategic framework and main courses of action, and secondly, it will contain the detailed actions required for priority habitats and species in the Neighbourhood Area.

Key stakeholders include Warwickshire Wildlife Trust, the Warwickshire Biological Records Centre, Warwickshire County Council and various other experts in their fields as well as local people and organisations.



Section 10: Infrastructure

Growth in the town's housing stock should be directly linked to further investment in infrastructure and efficient use of current infrastructure. Development in and around the town (either large-scale new housing developments or an accumulation of smaller ones) should be designed to be sustainable in terms of primary schools, health services, convenience retailing, etc. and the town itself must invest to provide a matching level of town-wide infrastructure to accommodate the increased population; both residential and visitor.

Stratford-upon-Avon suffers from significant congestion both in vehicular and pedestrian traffic. The town has a partial ring road where the A46 carries vehicular traffic around the north-west of the town, but local traffic from the south and east has to pass through the town centre. Developments both in the town and elsewhere in the district are expected to increase the number of vehicles on the town's roads. The weight of traffic through the town needs to be addressed, particularly at peak times.

Local, national and international tourism advertisement is bringing increasing numbers of visitors to the town. It is important to ensure that the visitor experience is excellent as this generates economic benefits. This also needs investment.

There are a number of barriers to easy movement around the town for pedestrians and cyclists. For example, the two main pedestrian river crossings are of poor quality and there is no cycle-friendly crossing over the river or suitable crossing for users of wheelchairs or other mobility aids.

The provision of a good quality public transport service is important for local people and for tourists. Bus services within the town are generally good, but the lack of a bus station leads to vehicles lying over in the main streets of the town centre. It is also important that there are good inter-changes between different modes of transport – in particular at the town's railway stations.

The town's growing population of older people puts pressure on local health and care services. With increased mobility considerations for the elderly, space needs to be shared across an ever wider range of user requirements.

This Neighbourhood Development Plan supports the role of statutory undertakers in respect of the enhancement of water, gas and electricity provision as the population of Stratford-upon-Avon grows through residential and visitor use.



Furthermore, this plan supports the important role of the emergency services in continuing to provide adequate services to the population and would welcome the establishment of a multi-service centre within the town.

Objective A: Reducing Congestion in the Town

This section of the Plan recognises the scale and importance of the problem of congestion. It inconveniences residents and those visiting the town, damaging the local economy and the reputation of the town. Its causes are multi-faceted without any easily applied single solution.

Traffic comes into the town for a variety of purposes and on a variety of routes. The majority of traffic is bound for destinations within in the town centre or periphery,. There is also through traffic but there is no conclusive evidence on figures. This throws doubt on the need for a relief road or ring road as an immediate single solution to the congestion problem but does not prevent it being comprehensively examined as part of a package of measures.

Over the preceding 15 years the Birmingham Road has seen substantial new developments along its length which has resulted in significant congestion in the town. The Highway Authority has attempted to address this problem by focusing on traditional traffic engineering solutions. However, they are increasingly showing signs of not working efficiently as witnessed most recently by the problems during 2014 caused by traffic signals at Western Road. At certain times of the week traffic volumes reach a tipping point when traffic comes to a standstill.

This plan therefore proposes a combination of measures, some of immediate application and some requiring further examination, but together setting out an integrated strategy addressing the congestion problem. It is based on the following objectives:

- 1) Pursue policies to take as much traffic away from the town centre as possible with particular emphasis on HGVs;
- 2) Introduce measures to spread traffic more evenly between access roads into the town and to use all available capacity, thereby relieving pressure on heavily congested access roads;
- 3) Ensure that convenient car parking is provided with easy access from all directions into the town; and
- 4) To make access roads safer and more convenient to pedestrians and cyclists as well as environmentally more sympathetic whilst improving traffic flow by making more efficient use of existing capacity



Policy INF1 – Initiatives to Reduce Peak Time Travel

- 1) A comprehensive report, commissioned by the Highway Authority, on the ways in which through traffic, i.e. traffic not destined for the town centre, can be taken out of town centre routes. The report shall include:
 - A full survey of the destination of traffic coming into the town;
 - An examination of a relief road or ring road with a new bridge or bridges giving an estimate of costs and benefits, including indicative routes or lines of such roads;
 - An examination of inner distribution road systems to meet the needs of traffic moving within or having destinations within the area of the built up town, including a distribution road via a new canal bridge, linking the Western Road to Maybrook Road in order to alleviate traffic on the Birmingham Road; and
 - Proposals for a transportation strategy to accommodate additional traffic entering Stratford arising from the allocation of additional housing development outside the Neighbourhood Area in any review of the District Council's Core Strategy following the Inspector's Interim consideration dated 20 March 2015.
- 2) To take measures to reduce peak time traffic and to re-distribute existing traffic from congested roads:
 - The introduction of dynamic traffic directing the use of different roads according to capacity and function;
 - The improvement of junctions to improve traffic flow;
 - The creation of an access to the Recreation Ground car park from Shipston Road at the entrance to the town and the improvement of pedestrian access into the town by increasing bridge capacity across the river;
 - The adoption of cycling policies.
- 3) Car parking to be provided to support measures for the re-distribution of traffic. For this purpose the following sites should be evaluated;
 - Church Street – additional spaces on the existing car park;
 - Rother Triangle/Grove Road as outlined in Policy TC9; and
 - Rail Station - additional spaces on the existing site.
- 4) The strategic objectives for car parking are set out in Policy TC14. These should be applied to the Neighbourhood Area as



a whole. In addition, the use of pricing mechanisms to encourage car park users to arrive or depart from outside peak times should be encouraged as should pricing mechanisms which encourage the use of park and ride for long stay parking.

5) Birmingham Road: Immediately prepare a scheme based on consultants' advice for traffic calming in Birmingham Road from the entrance to the town at the A46 roundabout to the Arden Street/Clopton Road junction which:

- Reduces speed limits to 20mph;
- Narrows road widths in certain sections;
- Removes signals in certain locations e.g. St Peters Way and Western Avenue;
- Removes priority at certain junction and approaches narrowed e.g. St Joseph's Way, the Maybird roundabout and Justins Avenue;
- Uses high quality paving and carriageway materials and includes sensitive landscaping and tree planting;
- A re-design of the Arden Street junction; and
- Repositions the Clopton Road junction.

Explanation

The policies proposed here are founded on two firm principles. Firstly, to take as much traffic as possible away from the town centre that is not bound there and secondly to distribute traffic away from access routes that are liable to become congested at certain times of the day.

Some of the policies advanced here are capable of immediate application whilst others require some further examination. Together they set out an overall strategy to address congestion and improve the ambience of the key approaches into the town.

Congestion is only likely to grow with the housing developments planned for the district over the plan period giving rise to the need to prepare a comprehensive transportation plan with substantial investment. In the light of the Inspector's comments in his interim review of the District Council's draft Core Strategy such a plan should include an examination of the effect of any possible significant further development outside the Neighbourhood Area, for example Long Marston Airfield.



The Birmingham Road deserves particular attention. Over the last 20 years there has been a growing number of steadily growing uses around this road, all demanding access to it; they have included residential, major retail space, showrooms and light industry. It has increasingly become clear that these uses cannot be accommodated whilst at the same time attempting to maintain the Birmingham Road as a primary, vehicle dominated way into the town. Moreover, it has also become clear that the traditional road traffic engineering solutions that have been consistently applied are failing as witnessed most recently by the immediate problems caused by the introduction of traffic signals at the Western Avenue junction earlier this year.

A different approach to Birmingham Road is needed in which the use of the road by access traffic is shared with local traffic and with pedestrians and cyclists using the road as an immediate local facility. This approach was fore-shadowed in a report to the County Council in March 2013 and was supported by the report's authors JMP Associates; it was not pursued by the County Council because of a suggested lack of evidence of the policy's success elsewhere. Nevertheless, it is proposed in this Plan because it seeks to harmonise all road user needs and, if introduced as part of an overall strategy for re-distribution of traffic as advocated in this Plan, is likely to reduce volume and congestion. Evidence we have gained from other towns e.g. in Maid Marion Way Nottingham and Kensington High Street shows improvements to traffic flows and safety. The intention here would be to create an attractive urban boulevard type gateway which would have the added attraction of making fully feasible the policy for special Environmental Improvement Area for the Birmingham Road as set out in Policy TC10.

Policy INF2 - Promoting and Enhancing Park and Ride Opportunities

Use of the Park and Ride facilities serving the town and the creation of a new southern park and ride facility will be encouraged and supported. Clear signage to the Park and Rides should be introduced on major trunk routes such as the A46, leading to Stratford-upon-Avon.

Policies and proposals on the use of park and ride will be subject to advice of the parking advisory body.



Explanation

There is strong support for the principle of park and ride and it has great potential for reducing car entry into the town, but there are problems over funding and viability. This Plan proposes that a review be carried out into the operation of the northern and southern park and ride sites together with a comparison of successful park and ride schemes in other towns.

The review should examine the following matters:

- A site for a southern park and ride facility;
- The most effective operating hours;
- Bus frequency and routes;
- The most appropriate charges and charging structures (parking charge v. bus fare);
- The relative cost of in-town parking;
- Clear differentiation between short term and long term parking in the Neighbourhood Area;
- The type and location of signage; and
- Publicity materials

Any recommendations of the review will be supported by this policy.

Objective B: Improving Pedestrian and Cycle Connectivity

There are a number of barriers to easy movement around the town for pedestrians and cyclists. For example, the two main pedestrian river crossings are of poor quality and there is no cycle-friendly crossing of the river or suitable crossing for users of wheelchairs or other mobility aids.

This Neighbourhood Development Plan seeks to remove these barriers and create a safer and more accessible Neighbourhood Area for pedestrians and cyclists.



Policy INF3 – Dedicated Pedestrian and Cycle Routes

A network of new and improved pedestrian and cycle paths will be created within the Neighbourhood Area.

All development proposals will be expected to demonstrate how pedestrian and cycle links have been incorporated throughout the development and how the development connects to the existing infrastructure.

Priority will be given to the improvement of pedestrian and cycle routes connecting the following receptors:

- Town centre and Maybird Centre in accordance with Policy TC17;
- Routes that encourage cycling from residential areas adjacent to the Birmingham Road;
- In and around Bridgeway;
- Town and parkway railway stations;
- Schools and Stratford College;
- Routes that encourage cycling from residential areas south of the river including Tiddington;
- Connections south to north of the river via Clopton bridge, the Tramway bridge and the Seven Meadows bridge; and
- Maintain and improve cycle connections between the Greenway and the Town.

Explanation

Stratford already has extensive networks of cycle and pedestrian routes but they are somewhat disconnected. It is important that all new developments ensure they are connected to these networks to make it easy for cyclists and walkers to move about the town.

A number of improvements are also needed to existing cycle and pedestrian routes. Some existing footpaths are narrow and poorly maintained, and funding should be sought to widen and resurface these where practicable in to make them more attractive to use.

There is also a need for improved links between the town centre and the Maybird Centre, better arrangements for pedestrian access to the town centre from Bridgeway car parks, and cycle links to the town centre from both the existing town centre railway



station and the new Stratford Parkway railway station. Two key gateways to the town are the railway station and the leisure centre coach park, both involving busy road crossings for large groups of people. More welcoming and safer means of access should be investigated.

Further work is needed over the coming plan period to ensure that a network to cycle paths is established ensuring safety and, where traffic flows are heavy, separation between motor vehicles and cyclists/pedestrians.

All new development will be expected to demonstrate how increased cyclist and pedestrian flows can be accommodated and connected into the existing network. Any new pedestrian and cycle infrastructure will be expected to address the needs of the all users.

The existing Clopton Bridge no longer adequately meets the needs of pedestrians and cyclists. Presently there is no dedicated crossing of the river. The Clopton Bridge is too narrow to have cycle lanes added unless the whole bridge is to be deemed cycle friendly. The Seven Meadows Bridge has no cycle routes (nor pedestrian routes) and a relatively high maximum speed limit which does not provide for a safe cycling environment.

The Tramway Bridge is frequently overloaded in terms of flow and safety. Further capacity is therefore needed which may be a new bridge at a location where pedestrian flows are established. Any new bridge must not interfere with the iconic and internationally famous view from the Tramway Bridge downstream towards Holy Trinity Church.

The canal quarter development will provide an opportunity to incorporate new crossings using the redundant railway bridge.

Policy INF4 – Replacement Bridge at Lucy's Mill

Proposals for a replacement bridge at Lucy's Mill will be supported. The design of the replacement bridge shall take into account the need to provide access for all users.

The design of the new bridge will be subject to a design competition and full public consultation including key stakeholders.



Explanation

The current bridge at Lucy's Mill requires users to ascend and descend narrow flights of steps which exclude a percentage of users including those with wheelchairs. Cyclists and people with pushchairs have to carry their bikes or pushchairs up and down the steps. A new bridge meeting the needs of all users would not only make riverside walks more user friendly, but it would also provide a valuable crossing for the increasing number of people living on the south side of the town.

Objective C: Improving Public Transport Opportunities

The provision of good public transport services is important to local people and for the provision of tourist visitors. Bus services within the town are generally good, but the lack of a bus station leads to vehicles lying over in the main streets of the town centre. It is also important that there are good inter-changes between different modes of transport in particular at the town's railway stations.

The long term rail development opportunity must be safeguarded as a part of the plan period strategy; particularly in light of significant new town developments in Lighthorne Heath, Long Marston and Wellsbourne.

Policy INF5 – Preserving and Enhancing Rail Links and Services

The existing town centre railway station will be retained and enhanced. Links with other modes of transport should be improved. Whilst having regard to the environmental implications, the expansion of rail services to new destinations will be encouraged.

Explanation

The town's central railway station is an important terminus station for commuters, visitors and townsfolk. The opening of the parkway station should not result in the demise of the central station.



The development of the Cattle Market site will enable better links to be made between rail and bus services. Recent enhancements to the town centre station provide an opportunity to develop a central transport hub location including lay over for bus and coaches with significant car parking.

Warwickshire County Council has plans to develop the Nuneaton - Coventry - Kenilworth - Leamington rail corridor, and this Neighbourhood Development Plan supports moves to extend those services to Stratford-upon-Avon, offering the future possibility of a rail link to Birmingham Airport once HS2 creates more capacity on the Coventry-Birmingham line.

This Plan also requires the protection of the former railway route to Honeybourne from any development which would compromise its possible reopening. Longer term, substantial expansion at Long Marston is likely and this line could provide an alternative to car travel to and from the south and west for visitors and, with a station at Long Marston, growing village populations.

The County Council commissioned Ove Arup to examine this development and recommended serious consideration, subject to, amongst other things, the business economics being confirmed.

Policy INF6 – Promoting Enhanced Bus and Coach Facilities

Enhanced coach and bus services will be delivered in the following ways:

- 1) Provision of a bus-rail interchange at the railway station;
- 2) Limiting the town centre streets for pick up and drop off ;
- 3) Promotion of an extended and improved terminus and layover facility at the leisure centre or an alternative location near the town centre;
- 4) Encouraging operators to use the designated area for layovers;
- 5) Discouraging coach and bus layovers within the town centre, specifically Bridge Street and Wood Street;
- 6) Hybrid & Start/Stop bus operations should be encouraged; and
- 7) Agreement will be sought on acceptable routes for coaches and HGV's in the town.



Explanation

For many years there have been repeated calls for a new purpose built bus station for Stratford-upon-Avon. The prospects were covered by a consultants' report in 2011 which identified possible sites but no obvious source of funding was identified at that time. That report merits further study and consideration should to other off-street options for layovers such as land adjacent to the railway station.

Objective D: Improving Access to Learning Opportunities

House building in Stratford-upon-Avon has not been matched by the provision of school places near to the developments. The south of the river has long been without adequate local provision necessitating cross town travel. New proposals for further developments south of the river raise the need to protect a site for potential education developments.

With more housing development planned, it is important that school provision keeps pace with the changes in population.

Policy INF7 – Protecting and Enhancing Education Facilities

The opportunity to access education is imperative to sustaining a strong and prosperous community and economy.

Existing educational institutions will be encouraged to respond to the changing needs of the community and adapt and expand where necessary.

Proposals for enhancing existing institutions will be supported providing they do not have adverse effects on surrounding land uses and do represent high quality design and build standards.



Explanation

It is important to ensure that adequate land and funding is available for the expansion of schools to meet current and future demand for school places. Such expansion will be supported in principle providing that there is no conflict with other policies in this plan.

To prevent social isolation in school-children, we must ensure that future housing developments do not negatively impact on our children's ability to go to their local school or nursery.

New housing developments will be expected to contribute financially towards mitigating their impact on primary, secondary and nursery school places so as to ensure that current school children are not disadvantaged by development and children entering the education system through new development have access to the same opportunities.

It is important that all educational buildings are fit for purpose, fully accessible and built to a modern standard. The renewal of existing building stock to replace temporary classrooms and remove dangerous materials such as asbestos will be encouraged.

New and replacement educational buildings should set an example and adopt above minimum standards in build quality and energy efficiency.

Measures to reduce air pollution around schools; promote walking, cycling and bus transport will be actively encouraged.

Policy INF8 – Provision of New Educational Facilities

Sustaining and increasing the opportunity to access education should be delivered through the provision of new educational institutions either to meet a recognised need or to complement and expand on the success of existing institutions.

A new secondary educational facility will be supported south of the river in order to meet localised demands and assist in reducing cross town trips.

The development of a new school catering for Special Education Needs will be supported south of the river, in order to address the capacity limitations of the Welcombe Hills School.



In particular proposals which promote the link between education and heritage and tourism will be encouraged.

Explanation

This Plan supports the provision of new schools in suitable locations. Given the reduction in the county council role in education local communities need to drive this issue. Initially, land adjacent to the new retail developments to the south west of Trinity Mead would be considered suitable for such developments and would offer the opportunity to provide good road, cycle and pedestrian access. This would take pressure away from the current schools north of the river.

Educational facilities in Stratford-upon-Avon include Stratford High School, Stratford-upon-Avon College of Further Education, two Grammar Schools and the Welcombe Hills School catering for Special Education Needs, in addition to the primary schools and nursery school provision across the Neighbourhood Area.

The development of a new secondary school to the south of the town to address the imbalance of education provision across the town will be actively encouraged.

The development of a new school catering for Special Education Needs to the south of the town, will be actively encouraged. This is urgently required to address the limited capacity of the Welcombe Hills School which has already been exceeded and currently planned to be catered for by a temporary facility in the town. For the purposes of policy INF8, libraries and learning centres are included in the definition of educational facilities.



Section 11: Community, Leisure and Wellbeing

Stratford-upon-Avon, because of its recognition as an international tourist destination, has an abundance of community and leisure facilities such as theatres, restaurants and cafes. However, the local community believes there is a lack of facilities for young people, families and older age groups and that more should be done to increase the provision of new and improved facilities.

Stratford's recent dramatic expansion in housing has not been matched by the provision of new or enhanced community and leisure facilities and open spaces. The schools in the Neighbourhood Area are struggling to keep pace with this expansion and in some cases have no capacity in certain year groups. We need to positively plan for the future now to ensure that schools have capacity to meet the future needs of our children.

Although the town is generally well supplied with sports facilities, the District Council's 2011 Open Space Assessment identified a shortfall in the provision of mini and junior football pitches and junior rugby pitches, as well as a shortfall of play space for children and young people. Further housing development will put pressure on play and sports provision, so this Plan includes proposals to secure additional facilities.

Stratford's population age profile is above the national average, with older age groups (65+) experiencing significant increases over the last 10 years. This places a strain on health care which is compounded by the attraction of Stratford as a retirement location and the expansion of retirement and nursing homes.

This section of the Neighbourhood Development Plan includes policies to safeguard and enhance current facilities for leisure, well-being and the community. This will not only benefit local residents' physical and mental health, but it will also complement the town's tourist economy.



Objective A: Promoting a Strong Community

A strong, vibrant and cohesive community facilitates economic growth and harmony. A common vision and a sense of belonging for the whole community creates positive relationships and adds to quality of life

Policy CLW1 – Protecting and Enhancing Existing Community Facilities

Existing community facilities play an important role in maintaining a strong and vibrant community. The loss of existing community facilities will be resisted unless it can be demonstrated that the facility is no longer viable or that the facility is no longer in active use and has no prospect of being brought back into use.

Proposals which enhance and improve existing community facilities will be supported.

Explanation

There is a presumption in favour of retaining and enhancing existing community facilities which support a strong, vibrant and cohesive community. Such facilities will be protected from inappropriate forms of development which may cause harm either directly or indirectly through new development, redevelopment or changes of use.

Community venues such as leisure facilities, libraries, meeting rooms and civic buildings play a particularly important role in bringing together the community and preventing social isolation. This is especially important in vulnerable groups such as the elderly.

Outdoor community facilities including school playing fields, sports facilities and other community recreational land will be protected against loss or encroachment.



Any proposal which results in the loss of or harm to an existing community facility will be expected to demonstrate how that loss is mitigated i.e. through betterment or replacement.

Policy CLW2 – Promoting Leisure, Entertainment and New Community Facilities

New leisure, entertainment and community facilities will be encouraged providing they are compatible with existing neighbouring uses.

New or enhanced leisure, entertainment and community facilities for the following groups should be specifically encouraged:

- a) Younger generations
- b) Older generations
- c) Families

New housing developments will be expected to make financial contributions towards additional community facilities such as community halls, green open space and leisure facilities through either Section 106 Agreements or CIL.

Explanation

There is a shortage of evening leisure and entertainment for young people in Stratford-upon-Avon following recent closures.. The provision of new evening leisure facilities will be encouraged subject to consideration of noise and disturbance to neighbours. Examples could include night club, comedy venue, bowling alley and an ice-skating rink. It is important that these venues are open in the evening. Such facilities would also benefit the evening tourist trade. Where there is a detrimental impact on the amenity of immediate neighbours in residential areas, this Plan does not generally support pubs and clubs with closing hours beyond midnight.

Potential sites for late night entertainment and evening leisure facilities include land near the existing leisure centre, Cox's Yard, the Rec ground, and careful siting as part of the Regeneration Zone development (with suitable consideration to residential development).



The continued promotion of food, beer, music, crafts and other specialist festivals such as the Fringe and River Festivals and the Mop Fair will be actively encouraged within the Neighbourhood Area. The continued use of venues such as the Rec ground and the racecourse will be encouraged.

Appropriate traffic management during such events and associated development that is compatible with these events should be encouraged.

In order to increase activity and encourage people to visit the town in the evening, increased free on-street parking and free or low charge car park fees should be introduced. Increased pedestrianisation in some streets would also encourage a safe and more attractive environment for town centre evening events such as street plays and street entertainment.

New community facilities must be suitable, affordable and accessible for their target audience and encourage social integration.

Examples of suitable facilities for these groups include:

Younger generations: Adventure playground; municipal tennis courts; basketball courts; football pitches; fitness trails/parcours; indoor play areas etc.

Older generations: Indoor and outdoor crown green bowling, cinema and libraries etc.

Families: Lido; woodland and parks; user friendly baby changing facilities etc.

Consideration should be given to the shared or dual use of existing car parks, such as the leisure centre and rec ground, for leisure use in the evenings (e.g. for use as basketball/tennis/football courts and pitches).

These community facilities should be free to use and in accessible locations where there is good bus and cycle links to enable non-drivers such as the young and the elderly to access them.



Policy CLW3 – Preventing Isolation of Elderly People

Promoting mixed tenures in new developments will reduce social isolation in certain age groups and assist in creating a balanced and mixed community.

Explanation

Social isolation and loneliness in the elderly is an increasing problem. To prevent 'ghetto-isolation', recent trends to segregate retirement living need reversing with mixed occupancy advocated.

To prevent social isolation in older age groups, new 'retirement villages' and extra care living schemes should be encouraged to have mixed tenures so that young couples and/or families can live together rather than be socially segregated. Children's play space should also be included within the grounds of larger schemes.

Objective B: Provide Green Spaces and Exercise Facilities for the Enjoyment of Residents and to Promote an Active Community

Taking part in a sport or regular physical activity is proven to have significant benefits to the health and wellbeing of the population. A healthy lifestyle helps prevent physical and mental illness and assists in the treatment of such illnesses. There is a growing body of evidence to show that when people have the opportunity to connect with the natural environment it has positive physical and mental effects on well-being.

Policy CLW4 – Protecting and Enhancing Existing Open Spaces

Existing open spaces will be protected and enhanced in order to ensure a suitable quantum and quality of recreational and amenity space is available for the Neighbourhood Area.



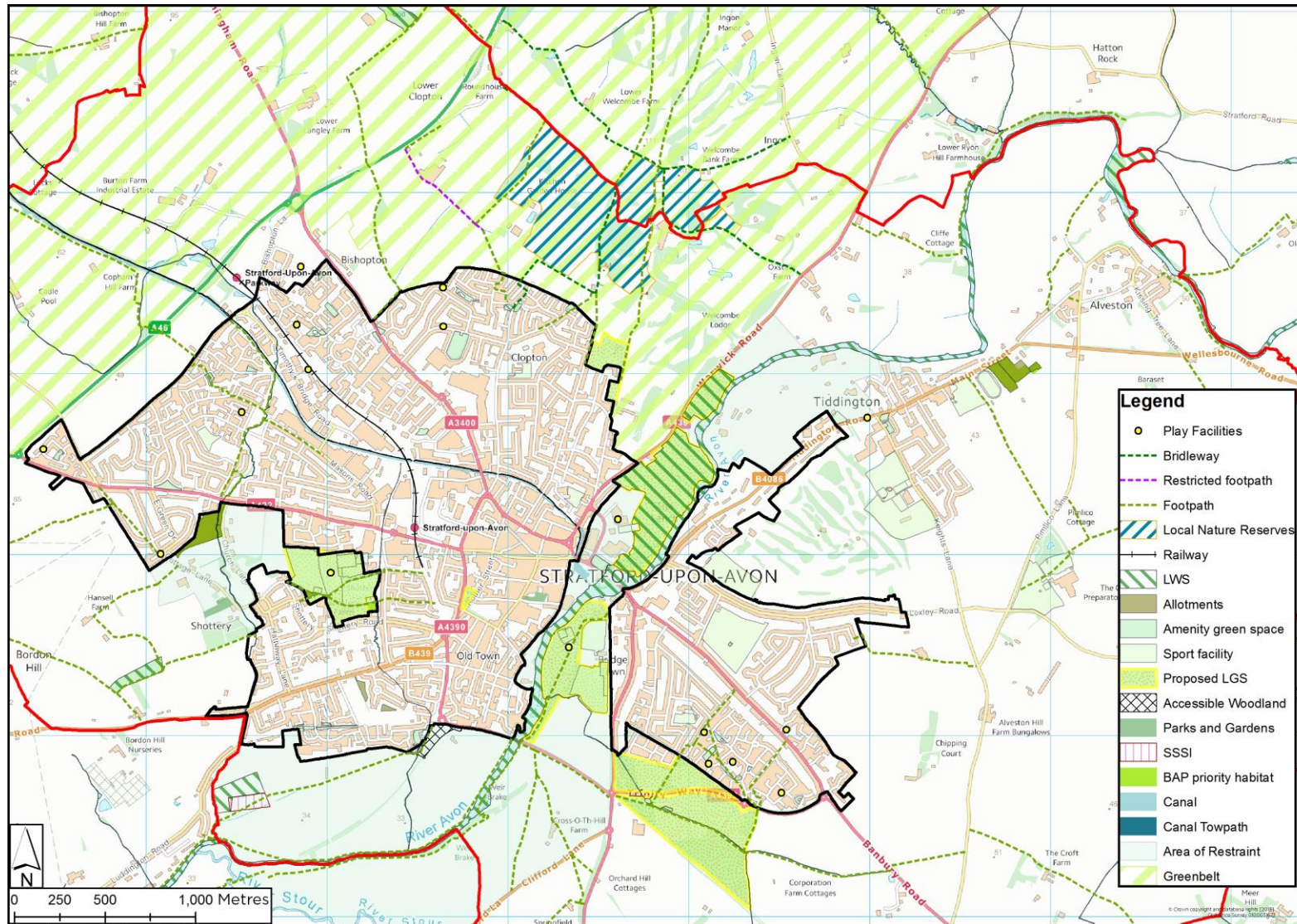
The following areas have been identified and development which adversely affects these important spaces will be resisted. Furthermore, where applicable, Local Green Space designation will be used to give further protection from inappropriate development. The first six areas (a-f) satisfy the criteria for Local Green Space designation:

- a) Warwick Road lands Local Wildlife Site;
- b) Bridgetown Woodland and Meadowland and open land north of Trinity Way, Bridgetown
- c) Rowley Fields;
- d) Shottery Fields;
- e) Firs Garden;
- f) Stratford Recreation Ground;
- g) Bordon Place Green;
- h) The River Avon Corridor Local Wildlife Site;
- i) The Greenway where is runs through the Neighbourhood Area
- j) Welcome Hills and Clopton Park Local Nature Reserve;
- k) The Racecourse Meadow SSSI;
- l) Bordon Hill Local Wildlife Site;
- m) The Canal Corridor running through the Neighbourhood Area (development associated with the Regeneration Zone should incorporate the Canal Corridor as a key feature of the scheme).

[Figure 11] – Proposed Local Green Spaces (see next page).



Figure 11 – Proposed Local Green Spaces



Explanation

In two recent residents surveys, “green spaces” were ranked amongst the highest positive features of Stratford-upon-Avon, which residents, of all ages, wanted to preserve. It was regarded as an important and positive reason for living in Stratford-upon-Avon, amongst all age groups.

Safeguarding areas adjacent to the river and canal will ensure the delivery of a green corridor along both sides of these important arterial public routes.

In accordance with paragraph 76 of the National Planning Policy Framework local communities through their neighbourhood plans can identify for special protection green areas of particular importance. By designating land as Local Green Space local communities will be able to rule out new development other than in very special circumstances.

The green areas identified are considered important spaces within the Neighbourhood Area worthy of such protection.

Policy CLW5 – Open Space and Play Areas within New Development

All new large-scale developments will be expected to provide on-site open spaces in accordance with the minimum ratio of green space to population as set out in Natural England’s Greenspace Standard recommendations. Wherever possible, these open spaces should connect with other open spaces to provide a network of corridors or Green Infrastructure.

Where on-site provision is not appropriate financial contributions will be sought to provide new or enhance existing provision according to local circumstances. A maintenance contribution to the adopting body will also be sought.

Large scale housing developments shall provide suitably designed and located equipped areas of play either on site or through contribution by the developer for off-site provision.



Explanation

Open Space is defined as all space of public value, including not just land, but also areas of water, including parks and gardens, green corridors, outdoor sports facilities, amenity green space, allotments, cemeteries, civic and market squares and natural and semi natural green spaces. However, it does not include spaces left over after planning (SLOAP) and other incidental areas of land, such as road-verges, which are not intended for a specific use.

Open spaces, sport and recreation all underpin people's quality of life so it is essential that this Neighbourhood Development Plan ensures that appropriate levels and standards of open space are provided to meet the needs of the increased population as a result of new development.

The Neighbourhood Area is generally well supplied with sports facilities, but there is an identified shortfall in the provision of mini and junior football pitches and junior rugby pitches. There is also a shortfall of play space for children and young people against Stratford-on-Avon District Council's recommended standards. Further housing development will put pressure on play and sports provision and therefore should be mitigated.

Large scale developments are defined as being 10 or more dwellings or 1ha or more of site area.

Policy CLW6 – Promoting New Strategic Green Open Spaces

In order to ensure that there is sufficient open space for the growing population the following proposals will be promoted:

- a) A green corridor or 'necklace' around Stratford-upon-Avon incorporating footpaths and cycle routes that are connected and accessible to all users. The necklace should include extensive native tree planting to encourage biodiversity and enhance the natural environment. All major developments on the edge of town must demonstrate how Green Open Spaces make provision for connection to future adjacent development; and
- b) A community woodland to the north and south of Stratford-upon-Avon designed to the Woodland Trust's access standards.



Explanation

An increasing population places pressure on existing green open spaces. Adequate provision of publically accessible open space must be provided for population increase.

Priority should be given to the creation of a 'green necklace' around Stratford-upon-Avon, which incorporates footpaths and cycle routes bordered on both sides by a 'ring of trees' encircling the town, which connects with adjoining routes into the town centre, the River Avon, the canal towpath and The Greenway. This would encourage exercise, social interaction, and improve town air quality by providing 'green lungs'. An indicative route for the green necklace is set out in figure xxx

In addition it would provide benefits to tourism with the possibility of a Shakespeare theme around the route and with links to the various tourist destinations in the Neighbourhood Area.

Such spaces will be publically accessible for all ages and abilities and where possible publically maintained. Such maintenance shall be provided for by new development through CIL.

Policy CLW7 – Encouraging Safe Walking and Cycling

All new development must demonstrate how walking and cycling opportunities have been prioritised.

Proposals which either adversely affect existing walking and cycling routes or fail to encourage appropriate new walking and cycling opportunities will be resisted.

Explanation

In order to encourage walking and cycling, new development must play its part in creating new recreational paths and safe cycle routes. Paths and routes should be direct, functional and link to the existing extensive network of rights of way within the Neighbourhood Area. This Plan is fully supportive of the work of Sustrans within the Neighbourhood Area.



Research shows a direct correlation between vehicle speeds and the severity of accidents involving pedestrian and cyclists. Walking and cycling can be made safer and prioritised by reducing the speed limit in the town centre and residential areas to 20mph and 10mph past schools at drop off and pick up times.

Other measures to encourage walking and cycling around the town include:

- widening pavements (when feasible);
- removing metal railings;
- using shared space;
- extending and expanding safe cycle routes; and
- creating walk-ways and cycle routes as direct routes (including short-cuts) to separate cars from people

Particular areas where improvements are needed include:

- schools and the college;
- parks, gardens and play space;
- the leisure centre;
- the train stations and bus-stops; and
- the town centre

All developments will be expected to facilitate these changes through the use of a TRO (Traffic Regulation Order) which will be at the cost of the applicant.

Policy CLW8 – Protecting and Enhancing Existing Public Routes

The Neighbourhood Area has a wealth of public routes which should be protected, enhanced, expanded and positively utilised in all new development.



Explanation

Public routes include rivers and riverside paths, canals and towpaths, The Greenway, footpaths, bridleways and cycle ways. Public routes are an intrinsic component of what defines sustainable development.

Public routes should be protected and where possible enhanced and improved. New development should demonstrate how it utilises public routes to achieve sustainability. No new development should reduce the amenity currently enjoyed by the 'public route users' either physically or visually.

Policy CLW9 – Stratford Leisure Centre

Protecting and enhancing a town centre based leisure facility for those who live, work and visit Stratford-upon-Avon is vital in achieving an active community.

Proposals to expand and enhance the existing leisure facility will be encouraged.

Proposals which would adversely affect the delivery of a high quality and diverse leisure experience will be resisted.

Explanation

Stratford Leisure Centre is an important and well used community facility. It is an asset to the town which should be protected. Expanding and improving the leisure centre for the growing population must be given high priority.

It is important to retain a town centre-based leisure centre in order to make it accessible to town centre dwellers, workers and visitors. The Town Centre is the most sustainable location for this facility.

Any proposals for development on or around the current leisure centre site will not be permitted unless it would result in an enhanced leisure facility for the town.



Any proposals to relocate the leisure centre must involve a suitable alternative town-centre location and put in place appropriate transitional arrangements in order to ensure that there is a continual leisure provision for the town.

Additionally, any proposal for a new or enhanced leisure centre must address the need to create a separate high quality tourist arrivals facility worthy of an international destination.

The promotion a Town Lido adjacent to the leisure centre and River Avon would also be encouraged.

Policy CLW10 – Allotments and Growing Space

Any development proposal that would result in the partial or entire loss of an existing allotment within the Neighbourhood Area will not be supported unless it can be clearly demonstrated that there would be a positive improvement to existing provision or a net increase in provision elsewhere.

Proposals for the provision of new allotments in appropriate and suitable locations will be supported.

Proposals for new allotments should clearly demonstrate the following:

- 1) There are no adverse impacts on the landscape or character of the area;
- 2) There are satisfactory arrangements for parking;
- 3) There are satisfactory arrangements for water supply; and
- 4) There would be no adverse impacts on neighbouring uses

All new houses should be designed with private and secure gardens of at least 60sqm in order to facilitate individual homeowners with the opportunity to grow their own food. Developers of apartments should contribute to the provision of allotments by s106 or CIL contributions.



Explanation

There is a growing interest from the green fingered wanting to grow their own fruit and vegetables but sites are becoming increasingly scarce. Research commissioned by the previous Government reveals that in the period 1996 to 2006 the number of allotment plots fell by 50,630.

The Neighbourhood Area has approximately 180 allotment plots of various sizes on 5 different allotment sites (Shottery, Tiddington and Alveston, Bordon Place, Manor Cottage and Park Road). Many allotment holders are longstanding and therefore plots rarely change hands. However, there are approximately 60 people on the waiting list for plots. This evidence demonstrates an significant need for additional plots within the Neighbourhood Area.

This policy will encourage the provision of new and protection of existing allotments within the Neighbourhood Area.

Objective C: Promoting a Healthy Community

Local population health should be promoted by providing healthy living opportunities and access to appropriate forms of health care. A good range of health care opportunities exists in the Neighbourhood Area and this must be protected and enhanced to meet the growing needs of current and future generations.

Policy CLW11 – Protecting and Enhancing Existing Health Care Provision

Providing access to health care is essential to maintain a healthy community. General population increase and a specific increase in older age groups have placed considerable strains on health care provision.

Proposals which would adversely affect the provision and delivery of health care in the Neighbourhood Area will be resisted.

Proposals which would enhance and expand existing health care facilities will be supported providing they do not conflict with



adjoining land uses.

Retirement accommodation developments will be required to contribute directly to the enhancement of healthcare facilities by way of s106 or CIL contributions

Explanation

The Stratford hospital site should be safeguarded for future healthcare uses and protected from change of use to non-healthcare uses.

All developments will be expected to mitigate the impact of their development on the provision of health care for the area, especially taking into account the impact of any retirement accommodation, with inward migration of elderly. General practice and other health and social care provision needs to grow in line with the population growth.

Policy CLW12 – Promoting New Health Care Provision

In order to meet the demands of an increasing population, new health care facilities will need to be provided within the Neighbourhood Area. Such new facilities will be supported providing they do not conflict with adjoining land uses.

Explanation

It is evident that GP numbers will need to increase in line with population increases which are a direct result of new developments. One full-time GP is required per 2000 population/patients. Higher GP numbers will be required where there are a higher proportion of elderly patients.

Additional provision for doctor's surgeries south of the river would be supported.



In addition to doctor's surgeries, adequate provision should be made for other forms of healthcare. Health care provision covers a broad range of specialisms including dentistry, optometry, and physiotherapy.

Policy CLW13 – Reducing Air, Noise and Water Pollution

Reducing pollution is a global issue for which we are all in part responsible and exposure to particulates has a direct impact on local health. Promoting sustainable development will go some way to reducing our carbon footprint and overall levels of pollution.

All development will be required to demonstrate how measures to minimise the impact of pollution have been considered.

Proposals which would give rise to unacceptable levels of air, noise or water pollution will be resisted.

Explanation

Pollution has a direct effect on our health. Reducing the amount of pollution globally and locally will reduce the adverse effects on the health of our population.

According to the British Medical Journal "The effects of air pollution on the lungs and heart are now widely appreciated with expanding evidence for an important role in cardiac disease".

Reducing air pollution within the town centre, including from coaches, residential areas and around schools should be given priority.

Policy CLW14 – Encouraging Local Generation of Renewable and Low Carbon Energy

All new developments should include proposals for maximising opportunities to install renewable and low carbon energy systems.

Proposals which seek to establish new or expand or adapt existing renewable energy facilities will be supported providing:



- 1) There are no adverse impacts on the landscape or character of the area;
- 2) There are satisfactory arrangements for parking and servicing; and
- 4) There would be no adverse impacts on neighbouring uses

Explanation

This Neighbourhood Development Plan seeks to encourage rather than stifle opportunities for the generation of renewable and low carbon energy, including district-heating schemes, both within new developments and in appropriate locations where the benefits of such projects clearly outweigh any harm.

The benefits of renewable energy generation through processes such as biomass, ground source heating, air source heating, hydroelectric, wind and thermal capture are all well-documented. This Neighbourhood Development Plan seeks to encourage rather than stifle opportunities to establish the generation of renewal energy in appropriate locations where the benefits of such projects clearly outweigh any harm.



Section 12: Site Specific Briefs

Stratford-upon-Avon

Policy SSB1 – Stratford-upon-Avon Housing Allocation - Canal Regeneration Zone

This policy promotes developments that would deliver an enhancement to the canal corridor through the release of brownfield and derelict land for redevelopment comprising mixed uses. In particular it is expected that:

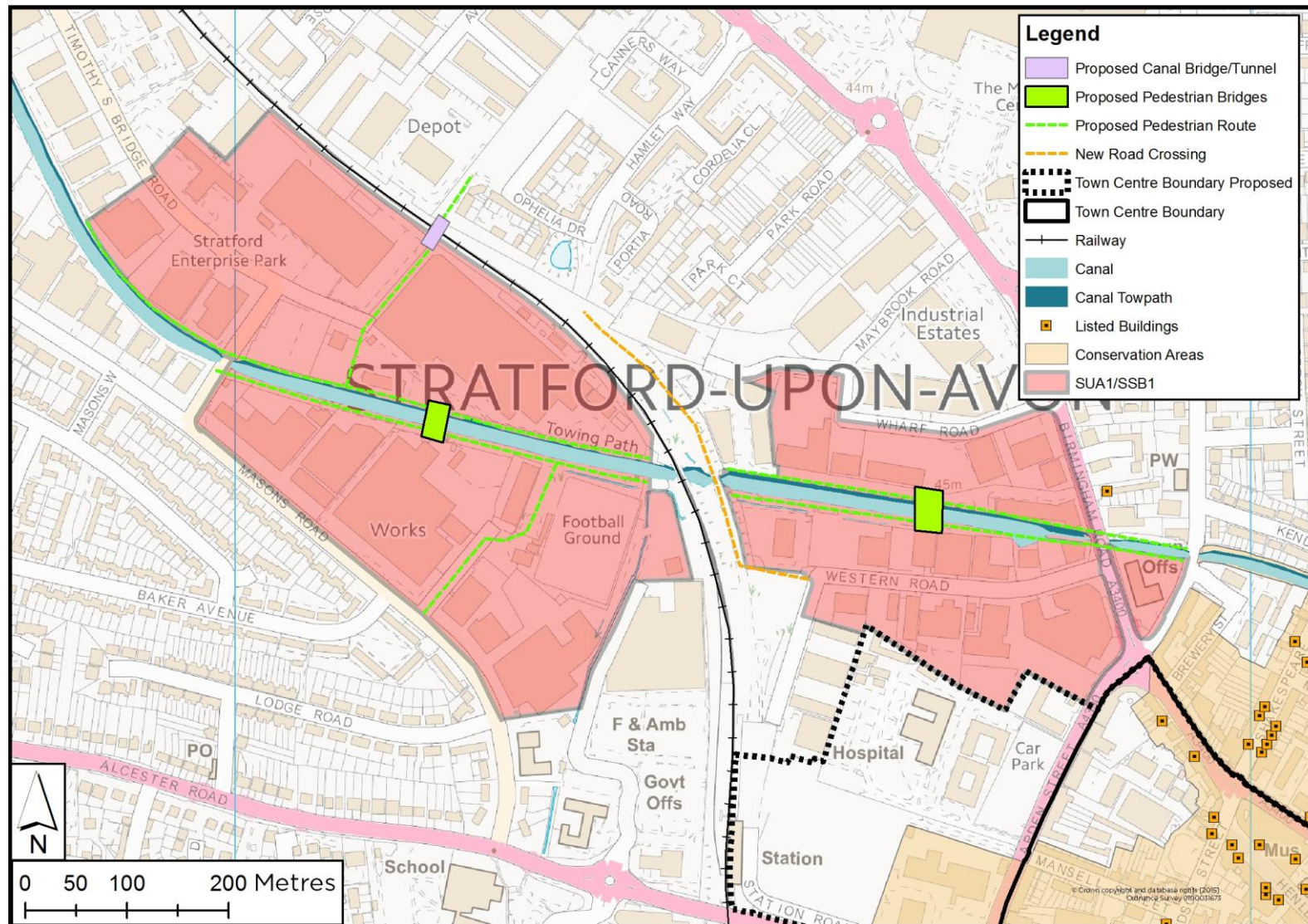
- a) Inappropriate commercial uses and development would be relocated from the canal side to more appropriate locations such as the proposed Employment Site in Core Strategy Policy SUA.2;
- b) New development along the canal would be primarily residential with some supporting mixed uses;
- c) A continuous corridor of at least 5m in width on at least one side of the canal would be provided incorporating landscaping and pedestrian and cycle access;
- d) New development would front onto the canal to enhance appearance and make a safer and more inclusive environment.

Detailed guidance to inform the development of the Stratford Regeneration Zone (SRZ) is outlined in the District's Core Strategy at Policy SUA.1.

[Figure 12] – Canal Regeneration Zone (see next page).



Figure 12 – Canal Regeneration Zone



Explanation

The canal has not provided a commercial transport method for goods for many decades though it is still surrounded along much of its length within the Neighbourhood Area by industrial and commercial uses. These surrounding uses are now predominantly reliant on road transport, and being surrounded by residential properties could be better located in a more accessible and appropriate location.

The canal has become an important source of leisure activities and would be enhanced to become a much more desirable place to be and to enjoy if the areas surrounding it were redeveloped with more sympathetic and suitable uses.

The opportunity of creating an exemplar residential and mixed-use development, making best use of up-to-date and visionary design guidance on place making, presents itself as a result of Core Strategy Policy SUA.1. This Neighbourhood Development Plan supports the creation of a new and vibrant community, or communities, within Stratford-upon-Avon as a new Canalside Development.

The new canal quarter will be an attractive urban neighbourhood for Stratford-upon-Avon capitalising on its proximity to the town centre and railway station. It presents an opportunity to open up and regenerate the canal for public enjoyment and to achieve exemplary design and quality. The development will provide for a mix of uses such as workplaces (studios, small business spaces), housing such as apartments, maisonettes, terraces and mews style housing suitable for smaller households. The architecture and public realm will be of a high quality appropriate to a canalside environment on the edge of the town centre.

To deliver this vision a long term master plan should be prepared with appropriate phasing. The development should be underpinned by a strong public realm framework that gives priority to pedestrians and cyclists. The development should take advantage of its canalside location and not turn its back on the water. The canal quarter should be 'permeable' with clear routes through the development so that the canal is easily accessible to residents, workers and visitors and is not cut off visually by a wall of development. Attractive access routes for pedestrians and cyclists to the station and town centre should be included as shown on Figure 12.

Incidental open space which is overlooked should be designed to provide welcoming places to meet and rest. Blank facades and dead ends should be avoided.



Architecture should respond to the canalside environment and the Stratford vernacular of riverside, canal and railway housing, and standard 'pattern book' designs avoided. Rooflines should be varied. There is scope for higher density housing but heights should be restricted to four stories. Private open space should be provided for all dwellings by balconies, roof terraces or gardens, and public open space should be an integral part of developments within the canal quarter.

The proposed Regeneration Zone is split naturally into 4 discrete sections by the railway and canal. While each area provides the opportunity to design a community it is important to ensure that there is connectivity between the areas so as to make a coherent whole. This highlights the vital importance of a masterplan for the whole area before the design for any individual section is undertaken.

Policy SSB2 – Stratford-upon-Avon Employment Allocation - Land South of the Alcester Road (A46) and West of the Wildmoor Roundabout

This Neighbourhood Development Plan supports the allocation of at least 20 hectares of Class B1 employment land south of the Alcester Road (A46) and west of the Wildmoor Roundabout as defined in Policy SUA.2 of the Core Strategy.

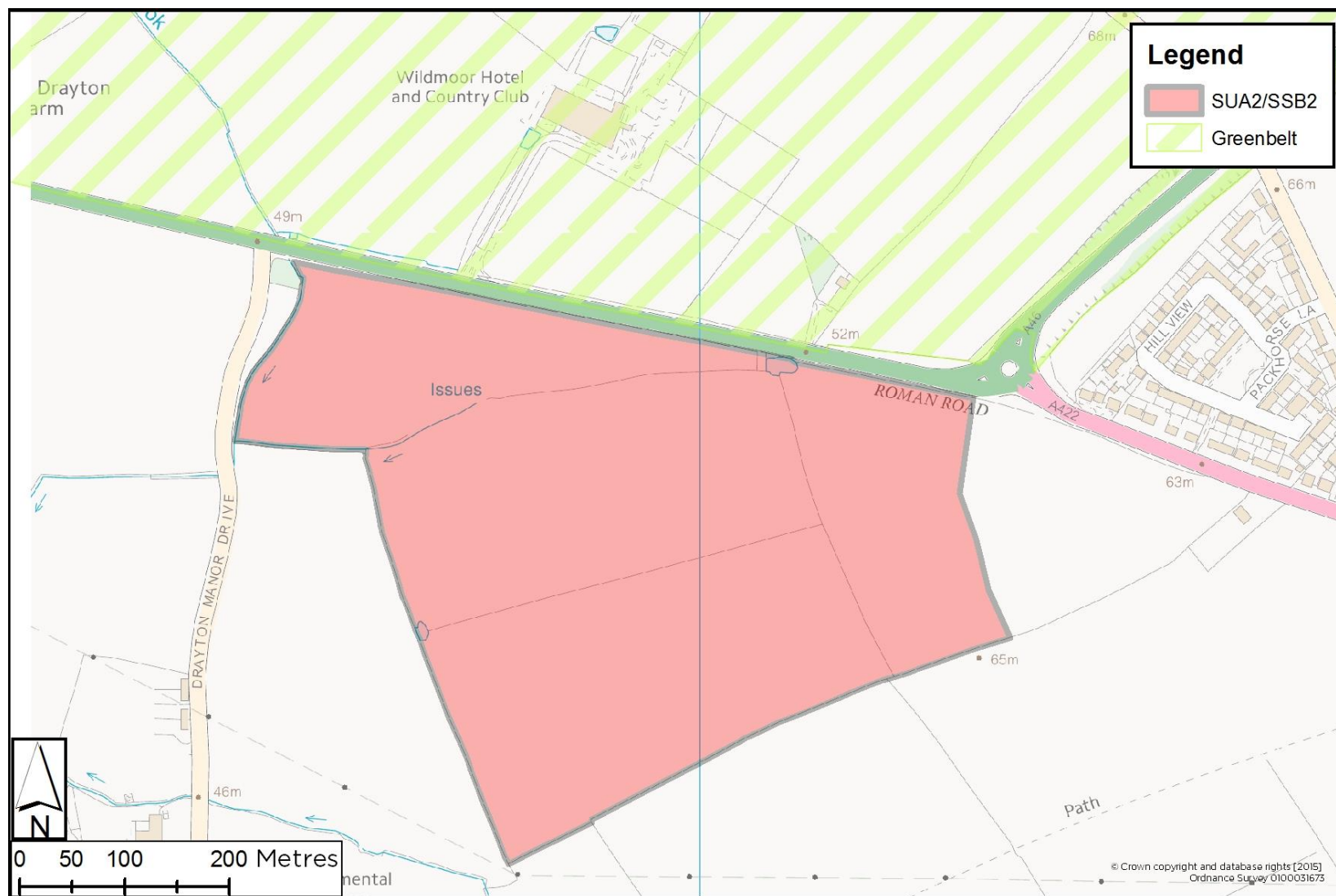
Development on this site will only be permitted if it can be demonstrated that the following requirements are met:

- a) A high quality design utilising the most up to date technologies in building construction and renewal technology;
- b) A high quality landscape led layout incorporating extensive screening which takes account of the sensitive landscape in which the site is located;
- c) A sensitive external lighting scheme designed to minimise light pollution;
- d) Safe access and egress from the Wildmoor roundabout or the western relief road;
- e) Use of a high quality pallet of external materials which have regard to the sensitive rural location; and
- f) Green travel measures are provided throughout the lifetime of the development including enhanced links with existing public transport.

This policy supports the use of Design Codes and Master Planning in accordance with Policy BE3 and consideration by the Design Review Panel in accordance with Policy BE4.



Figure 13 – Town Square Land South of the Alcester Road (A46) and West of the Wildmoor Roundabout



Explanation

This site is an important 'Gateway' on one of the major roads into Stratford-upon-Avon and it is therefore important that it is developed sensitively in terms of its layout and design.

The site also lies in a sensitive landscape so a high quality landscape led design and strategy needs to be employed throughout the allocated site. Development must include attractive landscaping and screening and high quality building design and appearance. Large bulky buildings are to be sited so as to be as inconspicuous as possible from the A46 and from the proposed new relief road and housing developments at Shottery, making best use of the land-form and topography of the area. Views from distant vantage points are to be taken into consideration in the siting and design of buildings. Care must be taken with all forms of external lighting and light-spill from buildings so as not to add to light pollution.

The use of renewable technologies such as biomass, ground source heating and green roofs; and the management of surface water runoff through the provision of permeable parking areas and water recycling will be required in accordance with Policies BE7 and CLW14.

Adequate parking must be provided to allow for employees and visitors, or an effective transport plan for employees put in place.

Policy SSB3 – Intentionally deleted

Tiddington

A survey of the 635 residential dwellings in Tiddington was undertaken by the Tiddington Village Residents' Association (TVRA) in July and August 2014 seeking the views of village residents regarding the future development of the village (see appendix 1). Of the 125 responses received to a Consultation Questionnaire a large majority (97%) felt that it was important or very important to maintain a belt of undeveloped land around Tiddington so that the village retains a separate identity (Policy CS.15 7(e) seeks to protect the integrity of settlements as a result of a reduction in the gap between settlements). As a result a Strategic Gap is proposed as shown on the Policies Map.

A majority of respondents (85%) agreed with the proposed Built-up Area Boundary (BUAB), which is shown on the Policies Map.



Although a majority of respondents (71%) felt that the extra housing allocated to Tiddington within the Stratford District Core Strategy was too many, a significant minority (28%) felt it was about right or too few. However, there was no specific housing need for Tiddington identified from the survey that would justify so many new houses. Nevertheless it was recognised that the district's strategic allocation of 76-100 new dwellings in the plan period up to 2031 would have to be met and sites found. A total of 10 sites were suggested as potential development sites for which villagers were asked to express a preference, and were identified on a map accompanying the Questionnaire (see appendix 2).

Site 1 is the Home Guard Club and Sports facilities, a private, members-only Club. It was known that 2 developers were interested in building dwellings on part of the site, and it was therefore divided into Site 1a and Site 1b for the purposes of the survey.

Site 2 is known locally as Tiddington Fields. It formed part of a site identified in the Strategic Housing Land Availability Assessment (SHLAA) Review 2012, dated Jan 2013, (TIDD905) as potentially suitable for development, and it was known a developer had a development option on the site. It was divided into Site 2a and Site 2b for the purposes of the survey.

Site 3 is agricultural land on either side of Knights Lane to the south of the village. The SHLAA Review 2012 identified this site (TIDD705) but rejected it as 'the site has been identified within the Landscape Sensitivity Study as unsuitable for residential development due to unacceptable impact on the landscape character of the area'. However, it was known that a developer was proposing residential development on parts of the site. It was divided into Site 3a, 3b and Site 3c for the purposes of the survey.

Villagers also suggested 3 sites within the village for dispersing housing development, though at the time the Questionnaire was distributed neither the ownership nor the availability of the sites for development was known. These were identified in the Questionnaire as Site 4a, 4b and 4c. It was subsequently determined that Site 4a, a group of garages, was owned by Orbit Housing, who have not expressed any intention of development for housing but were undertaking a study into the future need for parking or garages. It is deemed to be potentially available and suitable for housing development. Site 4b is owned by Stratford District Council. It is surrounded by housing and was earmarked some 50 years ago by Covenant as a children's play area, but has not since been developed for that purpose. It is deemed redundant land that could be developed for housing or other residential uses. Site 4c was subsequently identified as having an agreement for the beneficial use of the residents of Avonbank flats, the Management of which has stated it would not be released for housing. As it would not be available for development it cannot be considered, so the preferences given to it by respondents to the survey were removed and the other preferences adjusted as appropriate. Such infill sites within the village will be considered against Policy H1 of this Plan.



Apart from Sites 1a and 1b, which had specific proposals for housing numbers, and Sites 4a and 4b, the other sites were assumed to be able to accommodate 25 dwellings per hectare (dpha) and an approximate yield calculated. An assumption was made of up to 10 dwellings each for Sites 4a and 4c, as these could potentially be developed more densely to provide small 1 or 2 bed dwellings in terraces or apartments, aimed at single persons or young couples who need affordable properties.

The preferences for the sites expressed in the responses to the Questionnaire (see appendix 3) showed strong support in principle for development on the Home Guard Club site (Site 1) and for the dispersal of housing on sites within the village BUAB. Sites 1a and 1b are mutually exclusive, as they occupy the same area, and only one of the current proposals could be delivered so the maximum yield would be the larger of the two and not the sum. This was originally 38, but has been reduced to 32 due to the requirements of Sport England in respect of safeguarding the sports facilities, and as the application has not yet been submitted it could be less. With Site 4c being removed, Sites 4a and 4b could yield up to 20 homes, though this is still to be confirmed. Even if the full potential development on these sites did come forward, it would still leave between some 24 and 48 houses for which sites have to be found, and if the full potential was not forthcoming then sites for possibly up to some 80 houses would be needed. The preferences for Sites 2a, 2b, 3a and 3b, any of which could provide such a potential yield, were, however, inconclusive as they were effectively indistinguishable. Only Site 3c scored significantly lower than the others.

The area to the south of the village has been identified, and supported strongly by residents in the village, as a gap that is necessary for the identity and integrity of Tiddington, separating it from development on Loxley Road, which is part of Stratford Town. Any development on Sites 3a or 3b, and particularly 3c, would result in the identity and integrity of the village being undermined, and would thus be inconsistent with Policy CS.15. The sites have also been identified as not suitable for residential development in the SHLAA Review 2012. These sites are therefore not supported by this Neighbourhood Development Plan. In view of the above factors, the priorities for meeting the housing allocation for Tiddington until 2031 are as follows:

- Redevelopment of part of the Home Guard Club site for up to around 30 dwellings;
- Infill development of the sites known as the 'Gravel Pit' surrounded by Knights Lane, Lawson Avenue and Oaks Road, and the garages off Knights Lane. It may be that these sites are not feasible for housing, and may have better uses. For example the 'Gravel Pit' may be only suitable for use as, say, community gardens, allotments, play areas or green open space.
- The northern part of Tiddington Fields, accommodating up to around 60 dwellings. The southern part could then be green open space or community woodland.



- Ideally any redevelopment of the Home Guard Club site and Tiddington Fields should be consolidated and coordinated so that access to both sites could be from Main Street rather than through the existing narrow residential roads of Oak Road and New Street.

Policy SSB4 – Tiddington Housing Allocation - Home Guard Club

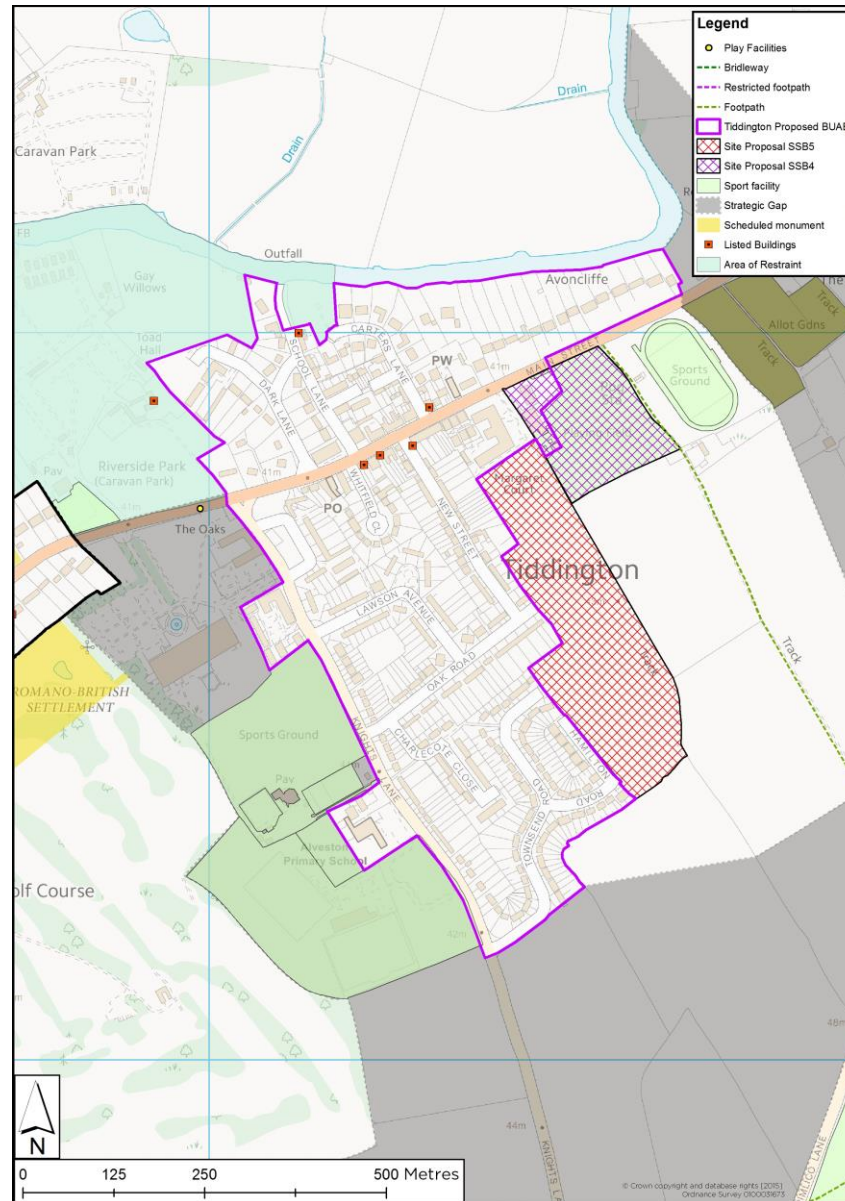
Land at the Home Guard Club, Main Street, Tiddington is allocated for up to 32 houses, a replacement club building, a replacement scout facility and new community sports pitches.

Development on this site will be supported subject to the following provisos:

- a) Adequate replacement sports facilities to the satisfaction of Sport England;
- b) The existing facilities for the TCC would be retained or suitable facilities for the charity's objectives re-provided elsewhere on the site;
- c) Safe access from Main Road would be provided, which would also allow for access to, and future growth of, housing development on Tiddington Fields;
- d) The housing tenure and size mix should reflect the needs of Tiddington, especially the requirement for affordable homes for the younger residents. Social Housing, where provided, should be reserved in the first instance to those in Housing Need who have lived or worked in Tiddington for at least 5 years, or whose parents or children live in the village and have been resident for at least 5 years;
- e) On this edge-of-settlement site, building heights should be restricted to a maximum of 2-storey, with design and density appropriate to the village and country location;
- f) All dwellings must provide a minimum of 60sqm of private outdoor amenity space;
- g) Any development must allow for adequate off-road parking provision in accordance with the County Highways adopted standards;
- h) Any development must incorporate suitable communal open space and children's play areas appropriate to the size of the development, with soft landscaping appropriate to the countryside setting.



Figure 14 – Tiddington Housing
Site Allocations



Explanation

The Neighbourhood Development Plan proposes that a site on Main Street, east of St Margaret's Court, as shown in Figure 12, be allocated in part for housing to meet the local needs of the village during the plan period. The allocated site is partly owned by Coventry Diocese and leased to the Tiddington Community Centre (TCC) charity, with the majority of the site owned by the Home Guard Club, which operates a members' club house and sports facilities.

Policy SSB5 – Tiddington Housing Allocation - Tiddington Fields

Land east of Townsend Road and Oak Road and south of St Margaret's Court, known as Tiddington Fields, is allocated for around 60 houses.

Development on this site will be supported subject to the following provisos:

- a) Safe access, either through the Home Guard Club site from Main Street or from the south off Knights Lane, should be provided. Otherwise the development should be restricted in size, or so laid out, so as to reduce the increase in traffic along the existing narrow residential roads of New Street, Oak Road or Townsend Road;
- b) The housing tenure and size mix should reflect the needs of Tiddington, especially the requirement for affordable homes for the younger residents. Social Housing, where provided, should be reserved in the first instance to those in Housing Need who have lived or worked in Tiddington for at least 5 years, or whose parents or children live in the village and have been resident for at least 5 years;
- c) On this edge-of-settlement site, building heights should be restricted to a maximum of 2-storey, with design and density appropriate to the village and country location;
- d) All dwellings must provide a minimum of 60sqm of private outdoor amenity space;
- e) Any development must allow for adequate off-road parking provision in accordance with the County Highways adopted standards;
- f) Any development must incorporate suitable communal open space and children's play areas appropriate to the size of the development, with soft landscaping and tree screening appropriate to the countryside setting. A new public open space or community woodland of some 5ha would be supported.

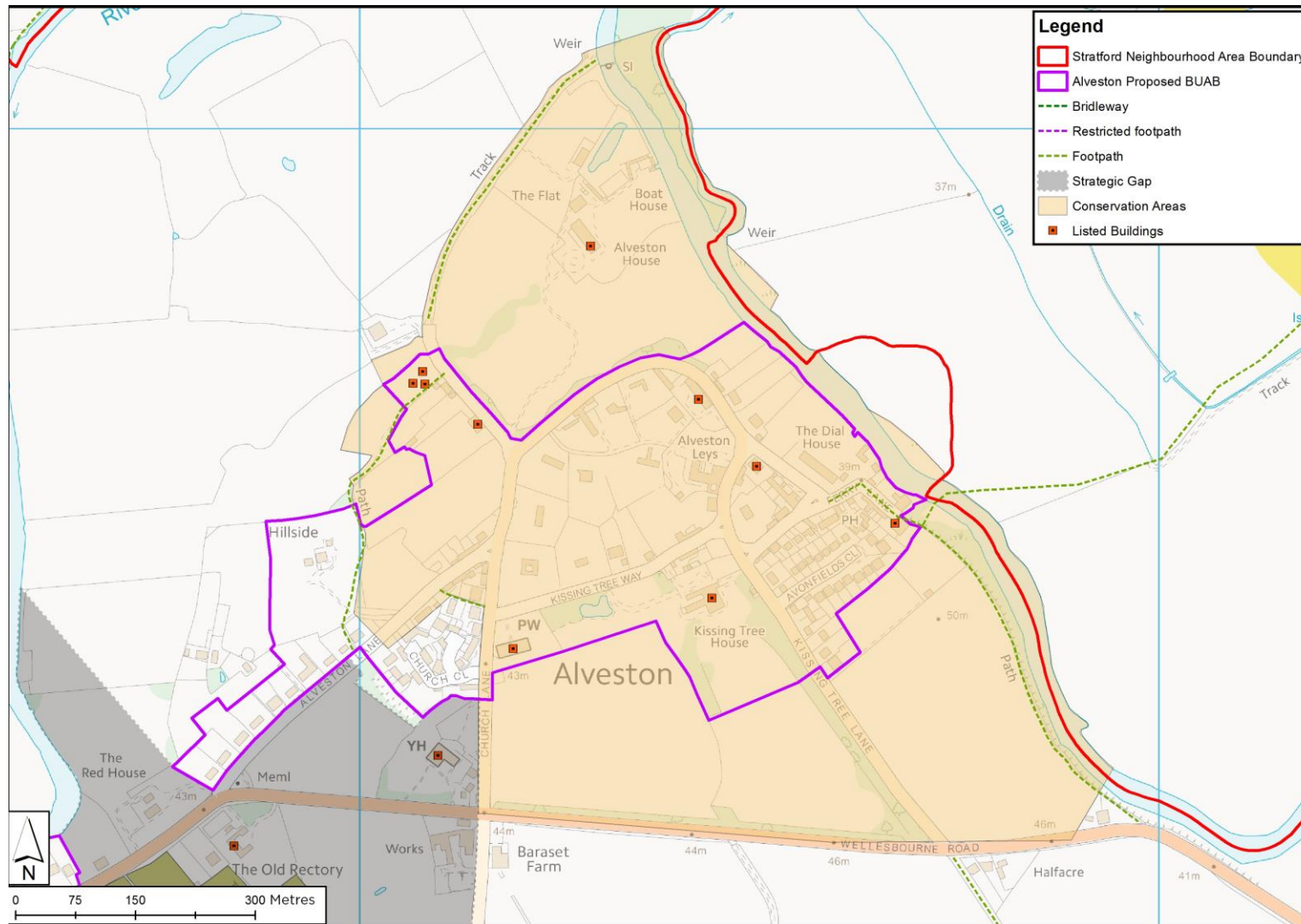


Explanation

The Neighbourhood Development Plan proposes that a site to the east of Townsend Road and Oak Road and south of St Margaret's Court, known as Tiddington Fields as shown in Figure 14, be allocated in part for future housing needs.



Figure 15 – Alveston Proposed Built-up Area Boundary



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Figure 15 - Alveston Proposed Built-up Area Boundary (Policy H1)

Table 1 - Affordable Housing Size Mix

Table 2 - District Housing Size Requirements

Table 3 - Stratford upon Avon Market Housing Estimated Size Requirement

Appendix 1 – TVRA Consultation Questionnaire

Appendix 2 – TVRA Consultation Map

Appendix 3 – TVRA Consultation Results

