

Appendix A: Assessment of Locational Options for Future Development

Notes:

1. Assessment is based on housing and business development together with associated infrastructure, facilities and accessibility
2. Factors applied are those established in the Sustainability Appraisal Framework which can be found in the District Council's 'Sustainability Appraisal of Development Plan Documents Scoping Report' published in March 2007
3. The options assessed are those identified in the Issues & Options consultation document. Responses to this document specified other options which are set out below, together with a comment on why they need not be covered as discrete options in this assessment:
 - i. various combinations of these options – assessment could conclude that a mix of options is appropriate
 - ii. brownfield sites in towns and villages – forms a component of many of the options identified
 - iii. based on local choice/preference – ongoing consultation process will provide such an input to the assessment of suitable development
 - iv. based on local needs – meeting local needs is the overriding strategic objective of future development in Stratford District in accordance with the emerging RSS Revision and should therefore be the basis of the assessment
 - v. based on availability of infrastructure and services – this is a key factor in assessing options in any case
 - vi. avoiding further development in Stratford town – this could be the outcome of the assessment but it should not be pre-judged
 - vii. no development at all – not a reasonable option given the strategic context set by the emerging RSS Revision
4. The following symbols have been used to assess each factor against the options:

+	positive impact	++	more positive compared with a positive impact for other options		[] denotes potential to achieve the outcome
-	negative impact	--	more negative compared with a negative impact for other options		
o	neutral impact	/	not applicable		

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COMPATIBILITY WITH NATIONAL, REGIONAL AND LOCAL CONTEXT							
Consistency with national policy	0	0	0	0	0	0	National planning policy does not rule out any of the options being applicable/appropriate to a specific area.
Consistency with regional policy	++	+	-	-	+	-	RSS Revision indicates that development should tend to be concentrated in larger settlements. Scope to maximise use of public transport is emphasised. No provision is made for new settlements although not specifically ruled out.
Consistency with Community Plan and Corporate Strategy	0	0	0	0	0	0	Neither document deals specifically with the preferred location of development.
Consistency with response to Issues & Options consultation document	+	-	++	--	-	+	Wide dispersal was favoured option; focus on a new settlement was least supported.
DEVELOPING THRIVING SUSTAINABLE COMMUNITIES							
Participation – scope to contribute to decision-making	/	/	/	/	/	/	
Crime – reduce crime/anti-social behaviour and fear of crime	++	+	-	[+]	-	-	Concentration of development in larger settlements likely to be served better by police. New settlement would not achieve this initially.

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Education – provide facilities for all stages of life	++	+	-	[+]	-	-	Concentration of development in larger settlements likely to be served by a wider range of education facilities. New settlement would not achieve this initially.
Health – provide facilities and promote healthy lifestyles	++	+	-	[+]	-	-	Concentration of development in larger settlements likely to be served by a wider range of health facilities. New settlement would not achieve this initially.
Poverty – tackle disadvantage	+	+	++	-	+	-	Development in existing settlements likely to be more effective in meeting needs.
Access – improve services and opportunities	++	+	+	[+]	+	-	Development in settlements with widest range of services likely to provide greatest access to opportunities. New settlement would not achieve this initially.
Culture & recreation – increase participation	++	+	-	[+]	+	-	Concentration of development in larger settlements likely to be served by a wider range of leisure facilities. New settlement would not achieve this initially.
Housing – provide good quality and affordable homes	+	+	+	+	+	+	All options are capable of achieving such housing.
People – balance needs of residents and visitors	[-]	0	0	0	0	0	Large-scale development in Stratford-upon-Avon could impinge on experience of visitors but this need not be negative.

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PROTECTING AND ENHANCING THE ENVIRONMENT							
Historic and cultural heritage – preserve and manage assets	–	0	0	0	0	0	Large-scale development in Stratford-upon-Avon could place further pressure on town’s historic features.
Landscape and townscape – maintain character and appearance	–	0	0	0	0	0	Large-scale development in Stratford-upon-Avon could have a detrimental effect on town’s character and setting.
Environmental assets – preserve natural and built features	–	0	0	0	0	0	Large-scale development in Stratford-upon-Avon could have a detrimental effect on such features.
Biodiversity – protect and enhance species and habitats	0	0	0	0	0	0	Development in any location should avoid harm to habitats and be used as an opportunity to enhance biodiversity.
Land use – optimise use of brownfield land	–	–	–	+[+]	–	++	Insufficient brownfield land within existing settlements to meet development requirements. New settlement could utilise such land.
Urban development – achieve high quality environments	0	0	0	0	0	0	Development in any location should create a high quality environment.
Stewardship – encourage local responsibility	/	/	/	/	/	/	

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Pollution - minimise air, water and soil pollution	-	0	0	0	0	0	Development in any location should minimise such risks. Air quality in certain parts of Stratford-upon-Avon is poor and further development could exacerbate situation.
Climate change – minimise District's contribution	++	+	-	[+]	+	[+]	Concentration of development in larger settlements and/or with provision of good public transport would help to reduce energy consumption. New settlement or use of brownfield sites in rural areas would have to support a wide range of facilities and jobs and have good public transport links to towns to satisfy this factor.
Flood risk – avoid increasing risk	0	0	0	0	0	0	Development in any location should avoid flood risk areas and not exacerbate flood risk elsewhere. Strategic Flood Risk Assessment does not rule out any of the options on these grounds.
ENSURING PRUDENT AND EFFICIENT USE OF NATURAL RESOURCES							
Energy – increase efficiency and use of renewable sources	0	0	0	0	0	0	Development in any location should incorporate energy reduction/renewable energy features.
Conservation – reduce consumption of natural resources	0	0	0	0	0	0	Development in any location should conserve features.

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Standards – improve design and construction of buildings	0	0	0	0	0	0	Development in any location should achieve high standards.
Planning – promote sustainable locations and effective use of infrastructure	++	+	-	[+]	++	[-]	Choice of option should be based on maximising the scope to achieve a sustainable form of development in its widest sense, ie. in relation to economic, environmental and social factors, and be served by the necessary infrastructure. On balance, development in larger settlements and/or with provision of good public transport are most sustainable based on access to facilities and jobs. Brownfield sites in rural areas may have difficulty satisfying these criteria. New settlement would not achieve them initially.
Transport – encourage modal shift from use of private car	++	+	-	[+]	++	[+]	Development in larger settlements and/or with provision of good public transport provides greatest scope to reduce use of private car. New settlement or use of brownfield sites in rural areas would have to support a wide range of facilities and jobs and have good public transport links to towns to satisfy this factor.
Waste – reduce consumption and increase re-use and recycling	0	0	0	0	0	0	Development in any location should seek to achieve reduction in waste.
Local sourcing – encourage local supply of goods and materials	0	0	0	0	0	0	Development in any location should seek to encourage use of local goods and materials.

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DEVELOPING A FLOURISHING, DIVERSE AND STABLE ECONOMY							
Growth – achieve sustainable economic growth	+	+	+	–	+	–	Scope for business development in existing settlements and/or in relation to good public transport likely to be most sustainable.
Employment – provide opportunities suited to workforce	0	0	+	0	0	0	Business development in any location could help to provide jobs. On balance, a wide distribution of business development is likely to provide a broader choice of local job opportunities.
Investment – assist prosperity	0	0	0	0	0	0	Business development in any location could support the local economy.
Skills – engage in learning and skills development	0	0	0	0	0	0	Business development in any location could help to develop skills.
Innovation – encourage culture of enterprise	0	0	0	0	0	0	Business development in any location could facilitate innovation.
Technology – promote new technologies	0	0	0	0	0	0	Business development in any location could provide scope for new technology-based companies.
Responsibility – involve local organisations and agencies	/	/	/	/	/	/	
Tourism – enhance visitor experience	[-]	0	0	0	0	0	Large-scale development in Stratford-upon-Avon could impinge on experience of visitors to town but this need not be negative.

Factors that have a significant bearing on comparative performance of options for locating development

Note: best and worst performing option is in comparison with all other options. Where performance is comparable with one other option the term 'joint' is used.

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Positive factors	<p>Best performing option for the following factors:</p> <ul style="list-style-type: none"> - consistency with regional policy - reduce crime and fear of crime - provision of education facilities - provision of health facilities - access to services and opportunities - provision of leisure facilities - climate change - sustainable location (joint) - modal shift (joint) 	<p>Best performing option for the following factors:</p> <p>None</p>	<p>Best performing option for the following factors:</p> <ul style="list-style-type: none"> - most popular in consultation response - tackling disadvantage - employment opportunities 	<p>Best performing option for the following factors:</p> <p>None</p>	<p>Best performing option for the following factors:</p> <ul style="list-style-type: none"> - sustainable location (joint) - modal shift (joint) 	<p>Best performing option for the following factors:</p> <ul style="list-style-type: none"> - use of brownfield land

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Negative factors	<p>Worst performing option for the following factors:</p> <ul style="list-style-type: none"> - potential impact on visitors - impact on heritage - impact on landscape and townscape - impact on environmental assets - air pollution 	<p>Worst performing option for the following factors:</p> <p>None</p>	<p>Worst performing option for the following factors:</p> <ul style="list-style-type: none"> - provision of leisure facilities (joint) - modal shift 	<p>Worst performing option for the following factors:</p> <ul style="list-style-type: none"> - least popular in consultation response - tackling disadvantage (joint) - sustainable economic growth (joint) 	<p>Worst performing option for the following factors:</p> <p>None</p>	<p>Worst performing option for the following factors:</p> <ul style="list-style-type: none"> - tackling disadvantage (joint) - access to services - provision of leisure facilities (joint) - sustainable location and effective use of infrastructure - sustainable economic growth (joint)

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Conclusion	<p>The most polarised option. Overall it is the most sustain-able but raises serious concerns over impact on the town's character and assets.</p> <p>Option 3 would involve some development related to town in any case.</p>	<p>Portrays neither significant strengths nor weaknesses.</p> <p>Option 3 would involve some development related to larger rural settlements in any case.</p>	<p>Favoured option based on consult-ation process but least scope to reduce use of private car.</p> <p>Provides scope to meet needs where they arise and to support those who are disadvantaged.</p> <p>If this approach is chosen as the Preferred Option, consideration should be given to focusing on settle-ments that can support local facilities (existing or potential) and/or have good access, preferably by modes other than the private car, to nearby settlements that have such facilities.</p>	<p>Little support expressed through consultation process.</p> <p>Would not appear to be appropriate given character, needs and circum-stances faced by Stratford District.</p> <p>No clear strategic housing role has been defined for such a settlement.</p>	<p>Provides opport-unity to locate development where it can reduce reliance on private car.</p> <p>May not be a viable option in its own right but could form a component of Preferred Option.</p>	<p>Raises major concerns over whether such sites are in appropriate locations to achieve other important objectives.</p> <p>Identification of a specific rural brownfield site for development would need to be consistent with Preferred Option or be otherwise fully justified based on its individual circumstances.</p>