



# Stratford-on-Avon District Core Strategy New Proposals Consultation

AUGUST / SEPTEMBER 2013



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The period for responses to this consultation is from **Thursday 1 August to 5pm on Friday 13 September 2013.**

Comments can be made online or by completing and returning the Comment Form, available at [www.stratford.gov.uk/csnew2013](http://www.stratford.gov.uk/csnew2013). Please note that, in addition to any comments received after the deadline, comments made on wider aspects of the Core Strategy rather than on those not specifically related to the consultation questions, may not be considered.

If you have any queries regarding this consultation, please contact the Planning Policy Team on 01789 260865 or email [planning.policy@stratford-dc.gov.uk](mailto:planning.policy@stratford-dc.gov.uk). Copies of this consultation document and the accompanying Statement of Consultation which gives full details of this consultation are available on the Council's website at [www.stratford.gov.uk/csnew2013](http://www.stratford.gov.uk/csnew2013) or from the District Council offices:

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Elizabeth House,  
Church Street,  
Stratford-upon-Avon,  
Warwickshire,  
CV37 6HX

If you find the text difficult to read we can supply it in a format better suited to your needs, please contact Planning Policy on 01789 260865 or at the above address.

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# 1. Introduction

Stratford-on-Avon District Council is consulting on specific new proposals in its emerging Core Strategy: regeneration of the 'Canal Quarter' along with new employment sites in Stratford-upon-Avon, and a new settlement at Gaydon/Lighthorne Heath. These new proposals have originated from the need to increase the District housing requirement for the period 2008 to 2028 from 8,000 homes to 9,500 homes.

## What is the Core Strategy?

The Core Strategy is the name of the new planning document that will replace the current Local Plan that the Council adopted in 2006. The Core Strategy sets out what the Council believes to be the most appropriate and sustainable way for meeting the development challenges facing our District and communities to 2028 and includes planning policies on housing, employment, the Green Belt and countryside; affordable housing; good design; historic environment; and energy & water efficiency. The Council will use the Core Strategy when deciding whether to approve planning applications for development across the District.

## How can you have your say?

The Council has consulted the public on the Core Strategy before, most recently in Spring 2012. The purpose of this new consultation is to invite comments on specific new proposals that were not included in the previous consultations. Comments can be made online, emailed or posted to the Planning Policy Team at Stratford-on-Avon District Council. Comments received will be publically available to view.

## What happens next?

The Council will consider comments received and use them to finalise the Core Strategy for 'submission' to the Secretary of State for public examination in 2014. Later this year the submission version will be placed 'on deposit' for 6 weeks. This will be an opportunity for everyone to comment on the 'soundness' of the Core Strategy prior to public examination by an independent planning inspector. This will check whether the Core Strategy is 'fit for purpose', has been prepared properly and represents the most appropriate and sustainable way of meeting the development challenges facing Stratford-on-Avon District.

## How does the Core Strategy relate to neighbourhood planning?

Neighbourhood plans are an opportunity for communities to provide additional development to meet their identified needs if they so wish. The Core Strategy sets the strategic planning framework for neighbourhood plans which must be prepared in accordance with it. Whilst the Core Strategy plans for Stratford-on-Avon District as a whole, neighbourhood plans provide further detail for particular towns, parishes or groups of parishes.

## How does the Core Strategy deal with strategic planning issues?

The Core Strategy also deals with strategic cross boundary planning issues identified by liaising with nearby local authorities. This process is often referred to as the Duty to Co-operate. Cross boundary issues relate not just to housing and employment markets and commuting patterns, but also include environmental and landscape issues (part of the District is within the Cotswolds Area of Outstanding Natural Beauty) and drainage issues.

## 2. What you have told us so far

### Context

A substantial amount of housing development has taken place in the District in recent decades with the overall number of dwellings increasing by 52% between 1981 and 2011. Much of this has been concentrated in the larger settlements such as Stratford-upon-Avon (increased by 58%), Wellesbourne (increased by 74%), Bidford (increased by 86%) and Shipston (increased by just over 100%). At the same time, the historic and natural environment of the District is very highly valued and contributes significantly to the identity and character of the area. There is widespread concern that additional significant growth would fundamentally and irrevocably alter the character of our existing towns and villages.

### Public Consultation

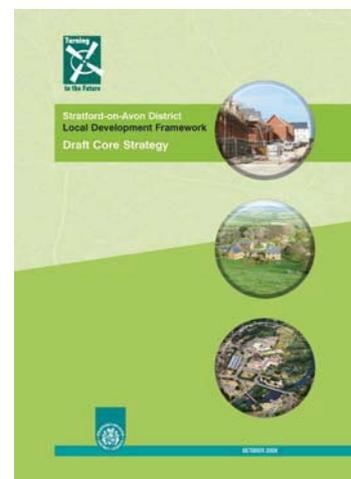
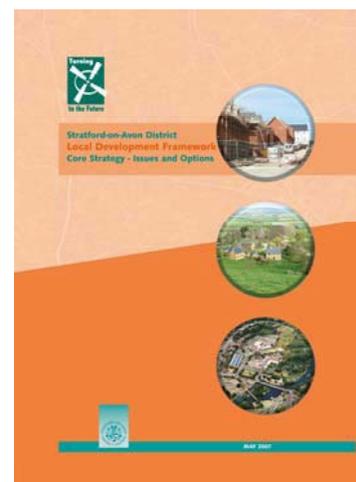
The plan-making process is not a one-off event; rather it involves a number of stages of consultation as the Council moves from a range of options to its preferred plan. In 'honing-down' the most appropriate strategy for distributing development, communities and stakeholders across Stratford-on-Avon District have had a number of previous opportunities to have their say. Comments received from each consultation have been used to inform the content of subsequent draft documents.

### Issues and Options Consultation (May 2007)

In May 2007, the Council consulted the public on the Issues and Options, which sought opinions on various different approaches to distribution of development from highly concentrated to wide dispersal. The feedback showed that there was a clear preference for a wide dispersal of future housing development across most settlements in the District, with 41% of respondents giving this option as their first choice. The situation was less clear cut for employment development, with a concentration on the larger settlements in the District gaining similar support to a more dispersed approach.

### Draft Core Strategy Consultation (October 2008)

Following the Issues and Options Consultation, the Council published a Draft Core Strategy based on a strategy of dispersal and the requirements of the Draft West Midlands Regional Spatial Strategy Revision (RSS) (now revoked) for 5,600 homes and 68 hectares of employment land. This strategy proposed some development in most towns and villages, with a particular focus on the larger rural settlements as a way of ensuring the effective provision of public services and commercial facilities. There was general support for this approach, but it was dependent on the specific amount of development then proposed for each settlement.



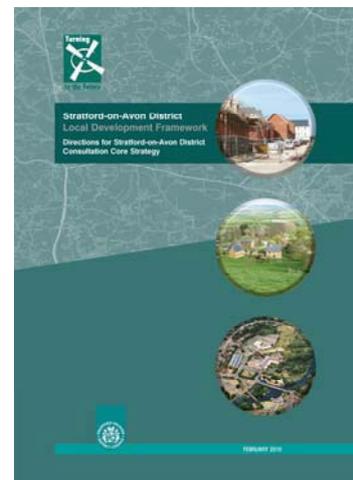
## Housing Growth Scenarios Consultation (Summer 2009)

Following publication of the Draft Core Strategy, work on the RSS by the Regional Assembly indicated that the housing requirement for Stratford-on-Avon District may need to increase. As such, the Council consulted the public on how best to deal with any increase. Using the base requirement of 5,600, this consultation considered the options of dispersal, urban extensions and a new settlement against the three scenarios of 7,500 homes (an increase of 1,900 homes); 10,100 homes (an increase of 4,500 homes); and 15,000 homes (an increase of 9,400 homes). The feedback showed that, in all scenarios, the approach favoured in over half of all responses was that a new settlement would be the most appropriate way for dealing with an increase in the housing requirement.

## Directions for Stratford-on-Avon District Consultation (February 2010)

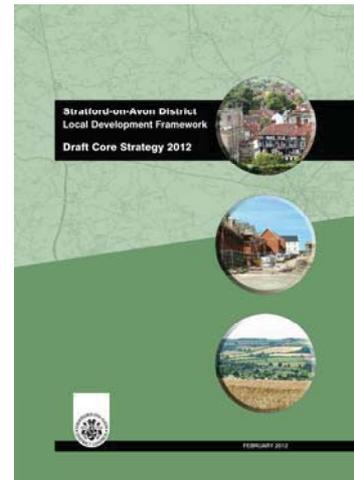
Following the Independent Examination of the RSS, it was recommended by the Panel of Inspectors that Stratford-on-Avon District's housing requirement should be increased to 7,500 homes to 2021, and then by a further 2,500-3,000 to 2026. To meet this new requirement, the Council proposed to amend the distribution set out in the First Draft Core Strategy by: providing an additional 800 homes in Stratford-upon-Avon itself, given its status as by far the largest, most accessible town in the District with the most services and jobs; a further allowance of 950 homes to be provided in the more sustainable villages known as Local Service Villages (LSVs); and allowing scope for a modest amount of housing development on large rural brownfield sites based on meeting local need and/or associated with other uses on the site.

This approach was contrary to the results of the public consultation held in 2009 which gave a clear preference that any significant increase in housing should be accommodated by a new settlement. This was because whilst the Independent Panel acknowledged that a new settlement may be required to accommodate the additional development after 2021, it concluded that 7,500 homes could be accommodated satisfactorily in Stratford-on-Avon District without the need for a new settlement. Legally, the Core Strategy had to conform to the RSS so the views of local residents were outweighed by the imposition of top-down planning. Responses to the consultation showed that there was still support for the dispersed approach, although concern was raised as to the prospect of a large-scale urban extension to Stratford-upon-Avon town.



## Draft Core Strategy Consultation (February 2012)

Following publication of the 2010 Core Strategy, and in the context of its Localism Agenda, the new Coalition Government introduced fundamental changes to the planning system including the publication of the National Planning Policy Framework (NPPF), the abolition of regional planning and the introduction of a new tier of neighbourhood planning. In response, the Council took a more 'local approach' to policy making by introducing Area Profiles which include a number of local policy principles and community aspirations whilst, at the same time, balancing the need to plan strategically to meet the overall needs of the District. The Council also looked afresh at the District housing requirement and concluded that a figure of 8,000 was more appropriate for the period 2008 to 2028. Consultation responses showed that there was still support for the dispersed approach although, again, this was subject to the specific amount of development proposed for each settlement.



## 3. What the technical evidence is telling us

In addition to listening to the views of communities and stakeholders, the Core Strategy must also be based on an analysis of the technical evidence. Having a plan that is not based on a thorough analysis of robust evidence means it is unlikely to be found 'sound' or fit for purpose at examination. If this were to happen, the Council would have to go back to the drawing board and start again, meaning the District would be without a plan for some years. The full technical evidence is available to view at [www.stratford.gov.uk/evidence](http://www.stratford.gov.uk/evidence). The findings of the following studies are of particular relevance to this consultation.

### Employment Land Study (August 2011)

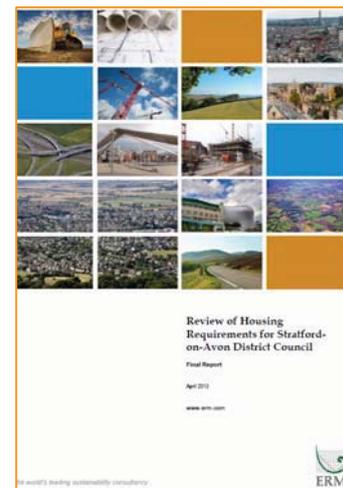
This study found that employment growth within Stratford-on-Avon District over the 20 year plan period 2008-2028, is unlikely to match the levels achieved over the previous decade. However, over the longer-term, the District is considered to be relatively well positioned, lying within one of the most economically dynamic parts of the West Midlands located on the M40 corridor that connects London and Birmingham. It benefits from a high quality of life and environment, a strong skills base and high levels of economic participation. It is entrepreneurial, with higher than average business start-ups, relatively strong business survival rates and self-employment almost twice regional and national averages. As such, it can be expected to be more economically resilient than many other Districts. The study concluded that provision should be made for 25-30 hectares (net) of new employment land over the plan period and recommended that the Core Strategy should recognise that the Gaydon Proving Ground represents a strategic employment site of regional and national significance.

## Housing Provision Options Study – Update (January 2013)

Based on demographic assumptions about fertility, mortality, life expectancy, migration, and household size, and as appropriate, economic assumptions about rates of employment, this study provided the Council with a number of projections of future household estimates. The study found that natural change accounted for some 2,500 households, but that with migration added the District could be expected to grow by between approximately 9,000 (11%) and 13,000 (20%) households between 2008 and 2028. However, in terms of the number of residents in employment, the projections suggested growth of between approximately 4% and 9%, with a decrease of around 1% compared with current levels under one scenario.

## Review of Housing Requirements (March 2013)

This review sought to determine an appropriate level of new housing for Stratford-on-Avon District to 2028. It confirmed that because of an ageing population and decreasing household size, even if there was no additional growth in population due to migration, natural change would result in a need for 2,500 homes between 2008 and 2028. In taking account of migration, and based on past trends, it found that it would be sensible to adopt a figure of around 1,000 persons per annum as a robust assumption for medium to long term projections. The study advised that significantly increasing housing growth above 10,000 dwellings could risk further unbalancing the population of the District by attracting a high proportion of retired in-migrants and out-commuters.



The extent to which the number of new homes should increase is influenced by economic factors. However, the review concluded that there is no direct relationship, particularly in a District such as Stratford-on-Avon, which faces a particular demand for housing for older persons. New jobs do not necessarily have to be filled by in-migrants, given alternative sources such as lower local unemployment, later retirement and increased activity rates, including amongst the elderly/recently retired, as well as improved skills and training. As such, the review recommended a housing requirement figure of 9,500 to 10,000 net additional dwellings. This would be sufficient to maintain and slightly grow the current number of employed residents over the period to 2028 and thus be consistent with the Council's Business and Enterprise Strategy.

## Assessment of Large Scale Development Options (Spring 2013)

This assessment comprised three distinct yet inter-related pieces of work. Firstly, the Council undertook an initial strategic assessment of broad locations for potential large-scale development, and concluded that there were 6 broad locations across the District within which it may be suitable, subject to further assessment, to accommodate large-scale development of at least 2,500 homes. Secondly, the Council issued a 'call for sites' for suggestions for large-scale development from landowners and developers. Over 30 submissions were received, although many were not of a size large enough to be considered large-scale. Finally, a further study considered the suitability, viability and achievability of shortlisted suggestions, including considering the infrastructure implications and costs of any such development.

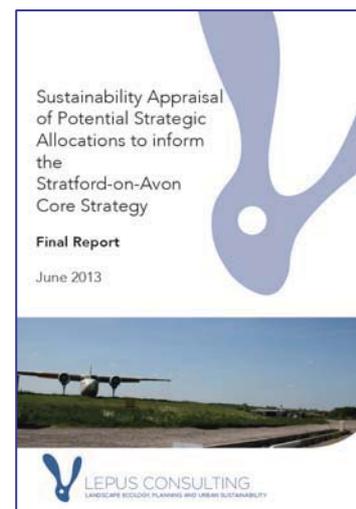
This study concluded that large-scale development at Long Marston, Gaydon/Lighthorne Heath and southeast Stratford-upon-Avon all perform well in terms of their availability, their relatively unconstrained nature and their potential viability, having regard to their identified infrastructure requirements.

### **Strategic Transport Assessment (June 2013)**

This study focused on the options for a new settlement at Gaydon/Lighthorne Heath and an urban extension at southeast Stratford-upon-Avon, possibly linked to some additional development at Long Marston. The urban extension is considered reliant on the provision of an eastern relief road via a new bridge crossing of the River Avon at Tiddington. It is not possible to mitigate the traffic impacts of a substantial development south of Stratford-upon-Avon without providing the relief road or something similar. The only significant highway infrastructure required to support the option of a new settlement at Gaydon/Lighthorne Heath is the provision of a northbound slip road at M40 J12. The assessment identified impacts on Warwick/Leamington but the modelling presented a worst case scenario. Further testing is being undertaken to take account of the new settlement's ability to draw traffic from south Warwick/Leamington and to assess the potential for mitigation, including a park and ride service. The further testing will also more fully investigate the impacts of traffic in neighbouring villages. The initial work predicts that such impacts would be relatively small in comparison to those caused by the increased traffic on the M40 and in Warwick/Leamington.

### **Sustainability Appraisal (June 2013)**

A key aspect of the plan-making process is to assess options against a range of social, economic and environmental criteria in order to understand the impacts of a development, and to help mitigate any negative effects. This is known as a sustainability appraisal. It is an ongoing and iterative process and a key component of the planning system that seeks to deliver sustainable development. Proposals that are found to have generally negative consequences should be avoided. The existing and new strategic allocations have been appraised and been found to have generally positive outcomes.



## **4. Proposed Development Strategy**

### **Proposed Strategy**

Based on the previous consultation stages and the findings of the technical evidence, the Council is proposing the following distribution of development in the Core Strategy as providing an effective and sustainable way of meeting the significant increase in housing requirement to 9,500. You can view the full Intended Submission Version of the Core Strategy at [www.stratford.gov.uk/corestrategy](http://www.stratford.gov.uk/corestrategy).

## Housing

The following figures show how the 9,500 homes are proposed to be distributed across Stratford-upon-Avon District in the period 2008 to 2028. They include homes already built and with planning permission (as of March 2013). An allowance has also been made for 'windfalls' of 625 homes. Windfalls are those unidentified sites that get planning permission such as conversions and changes of use.

- Main Town of Stratford-upon-Avon (approximately 2,550 homes)
- 8 Main Rural Centres (approximately 1,875 homes)
- 45 Local Service Villages (approximately 1,800 homes)
- Large Rural Brownfield Sites (approximately 785 homes)
- New Settlement at Gaydon/Lighthorne Heath (approximately 1,900 homes with a further 2,900 after 2028)



## Employment

The Core Strategy is not just about housing; additional employment land must also be provided to meet the economic needs of the District to 2028. Moreover, there also needs to be a relationship between the location of new homes and new jobs to help reduce commuting and sustain and enhance our communities. The following distribution of employment land is also proposed:

- 14 hectares of additional employment land and 15 hectares of relocated employment land at Stratford-upon-Avon
- 18 hectares as part of the new settlement at Gaydon/Lighthorne Heath
- 19 hectares on the north-eastern edge of Redditch to meet the specific employment needs of Redditch
- 14 hectares at the Main Rural Centres of Alcester and Southam



## Strategic Allocations

To deliver the above distribution strategy, the Council is proposing to allocate the following strategic locations for development in the Core Strategy. The existing proposals have been consulted on previously. The purpose of this consultation is to seek comments on the new proposals only, and the Council is not inviting comments on other matters raised by this document or in the Core Strategy at this stage.

### *Existing Proposals*

- 19 hectares of employment land at Winyates Green and Gorcott Hill, to the north-east of Redditch
- 300 homes north of Allimore Lane, to the west of Alcester
- 11 hectares of employment land north of Arden Road, Alcester
- 200 homes, employment and sports uses west of Banbury Road, to the south of Southam

- 150 homes west of Coventry Road, to the north of Southam

#### *New Proposals*

- Canal Quarter housing-led mixed-use regeneration at Mason's Road, Timothy's Bridge Road, Wharf Road, and Western Road, Stratford-upon-Avon (700 homes and 3 hectares of B1 employment land) and 29 hectares of employment land on two sites on the A46 corridor at Stratford-upon-Avon
- New settlement at Gaydon/Lighthorne Heath (4,800 homes (1,900 to 2028) and 18 hectares of employment land)

### **Justification for the New Proposals**

The justification for the new proposals is fourfold:

- Firstly, as a result of the decision to further increase the District housing requirement from 8,000 to 9,500 to meet identified housing need in full;
- Secondly, further technical work has concluded that any significant increase in the housing requirement could not be met sustainably by a dispersal approach;
- Thirdly, community support for the concept of a new settlement should the District housing requirement need to be increased; and,
- Finally, a desire to make best use of brownfield land in existing settlements as opposed to greenfield extensions for housing development.

### **Benefits of Large-scale Development**

Large scale development is an effective and sustainable way of meeting the challenges of delivering high-levels of housing growth. Whilst any development will of course transform the landscape of the specific area in which it is built, it will provide for a range of new community, employment and leisure services and at the same time can take the pressure off other areas, helping to retain their special character and qualities. An added benefit is that, because of their scale, the infrastructure necessary to serve a new settlement can be more easily planned and delivered in a phased manner, helping to ensure that the new settlement is a sustainable community.

### **Alternative Options**

The two proposals that form the basis of this consultation have been selected because, in the Council's view and based on the technical work undertaken, they contribute to the most sustainable and appropriate approach to meeting the development challenges facing Stratford-on-Avon District. If these two new proposals are not included in the Core Strategy, alternative sites will need to be identified to meet the increased housing requirement of 9,500 to 2028. However, in reaching its decision to include the two new proposals, the Council has already considered, and found to be less appropriate, a number of alternative options for large-scale development.

## 5. Stratford-upon-Avon Canal Quarter Regeneration Zone and New Employment Sites

### The Proposal

Regeneration of the existing industrial and commercial areas at Mason's Road, Timothy's Bridge Road, Wharf Road and Western Road to create a new housing-led, mixed-use 'canal quarter' for Stratford-upon-Avon (see Maps 1 and 2). To facilitate this development, provision needs to be made for existing businesses to relocate to two new employment areas on the A46 corridor on the edge of town: south of Alcester Road (west of Wildmoor roundabout) (see Maps 1 and 3) and east of Birmingham Road (north of A46 at Bishopton), the latter of which would be removed from the Green Belt (see Maps 1 and 4). These new sites will provide opportunities for a mix of existing and new businesses to develop in the town in order to support the local economy and provide jobs. Once the existing businesses have been relocated, the former industrial and commercial areas would be redeveloped for a mix of new uses, including housing, offices and open space.

### Background

Although a new proposal in terms of the Core Strategy, the desire for the regeneration of this ageing part of Stratford-upon-Avon has had wide support for a number of years. It was first identified by the Council in the Stratford-upon-Avon Urban Design Framework SPD and is seen as an opportunity to improve and enhance the public realm in an important central location, maximising its prime canal side features. Regeneration would also improve the quality of life of nearby residents and those along the Birmingham Road by significantly reducing the amount of (heavy) goods vehicles travelling to and from the site. This proposal is also being promoted in the emerging Stratford-upon-Avon Neighbourhood Plan. Find out more about the Stratford-upon-Avon Neighbourhood Plan at [www.ourstratford.org.uk/the-neighbourhood-plan](http://www.ourstratford.org.uk/the-neighbourhood-plan).

### Technical Evidence

The Employment Land Study identified scope for certain industrial and commercial areas which have become outworn (such as the Western Road area and land off Masons Road) to be considered for mixed use purposes, including residential. This study also recommended that in order to attract new businesses and investment in the District, an additional 5-10 hectares of land should be



Looking southeast towards the rear of Masons Road industrial area



Looking southeast towards Birmingham Road



Looking northeast across the 'South of Alcester Road' site towards the Wildmoor roundabout



Looking southeast across the site 'East of Birmingham Road'

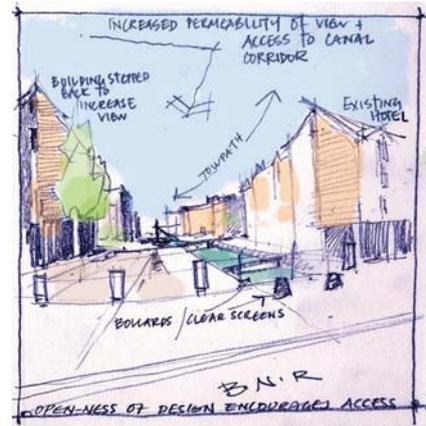
allocated at Stratford-upon-Avon for Class B1 uses, with specific provision made in the form of a business park. The study indicated that the preferable location for this would be close to the A46 and the Stratford Parkway Station.

### Sustainability Appraisal

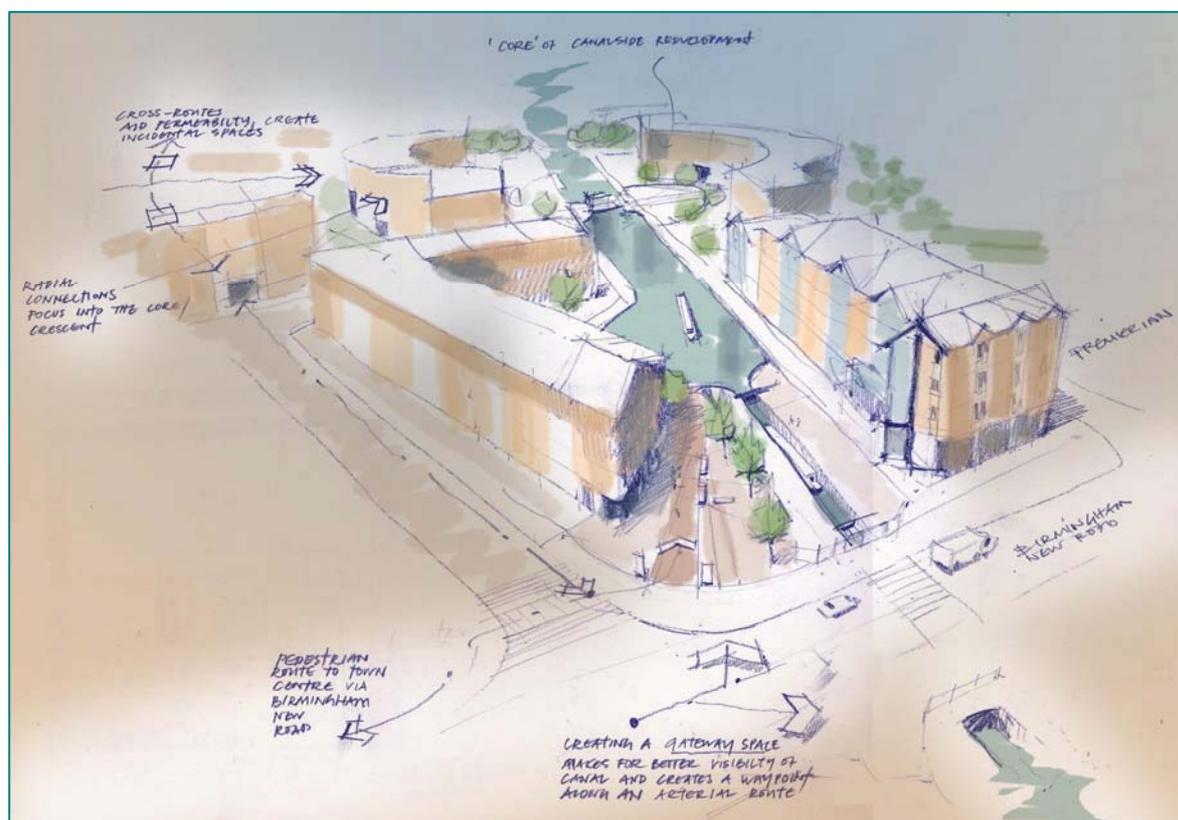
The sustainability appraisal found that, on balance, the new employment sites would have a neutral or slightly positive impact. Likely negative effects in respect of character, car use and the countryside would be balanced by positive effects in respect of natural resources, reduction in pollution and economic growth. In respect of the regeneration zone, the appraisal found that on balance, effects were positive. Thus, taken as a whole, the regeneration of the canal quarter and new employment locations is considered to represent a sustainable form of development for Stratford-upon-Avon.

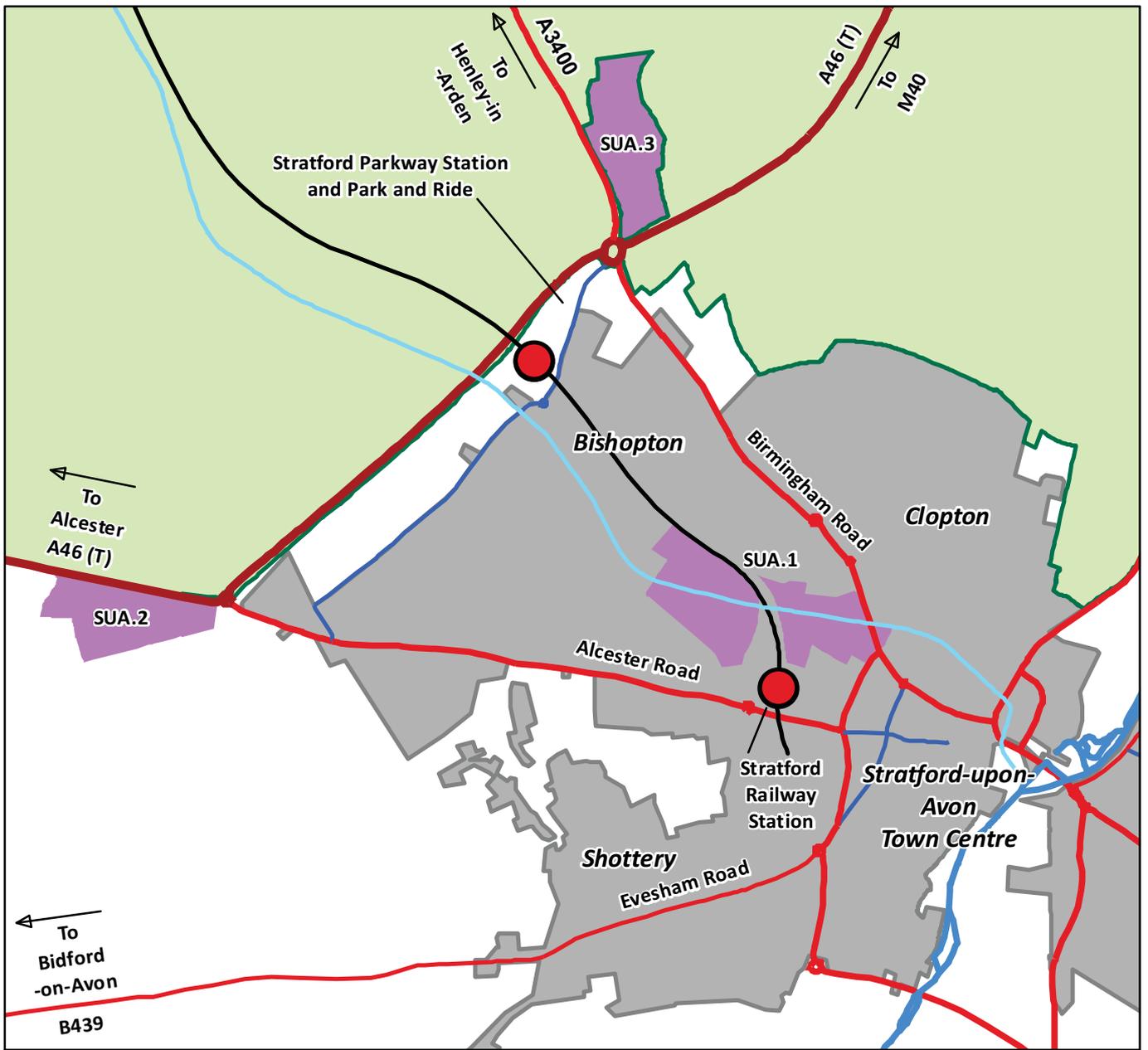
### Principle of Development

The purpose of the Core Strategy is to establish the principle of the development. More detailed requirements will be set by a Masterplan to be adopted by the Council following further public consultation. This approach would dovetail neatly with any specific requirements identified in the Stratford-upon-Avon Neighbourhood Plan.

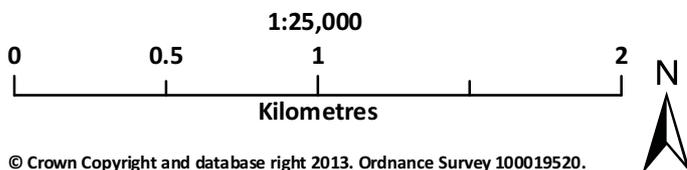
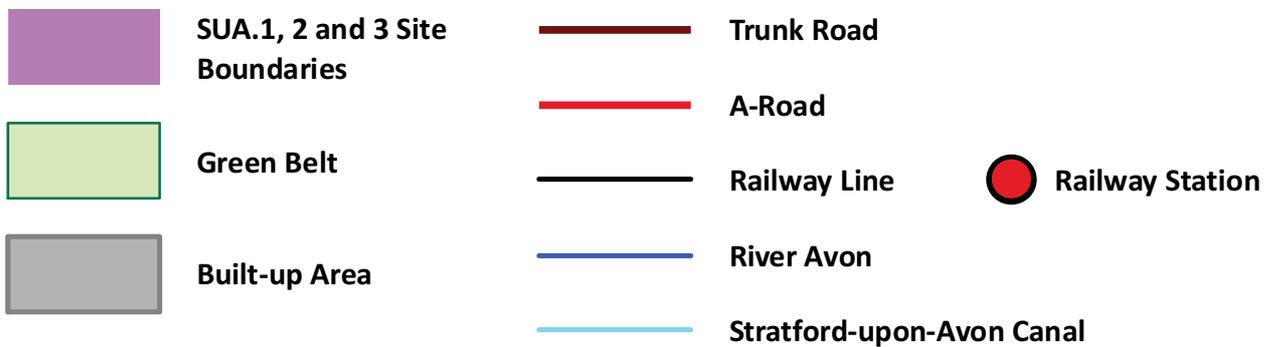


*Above and Below: Indicative sketches of how the Canal Quarter Regeneration Zone could look (subject to inclusion in the Core Strategy and the Masterplanning process)*





## Map 1: Location of Stratford-upon-Avon Sites



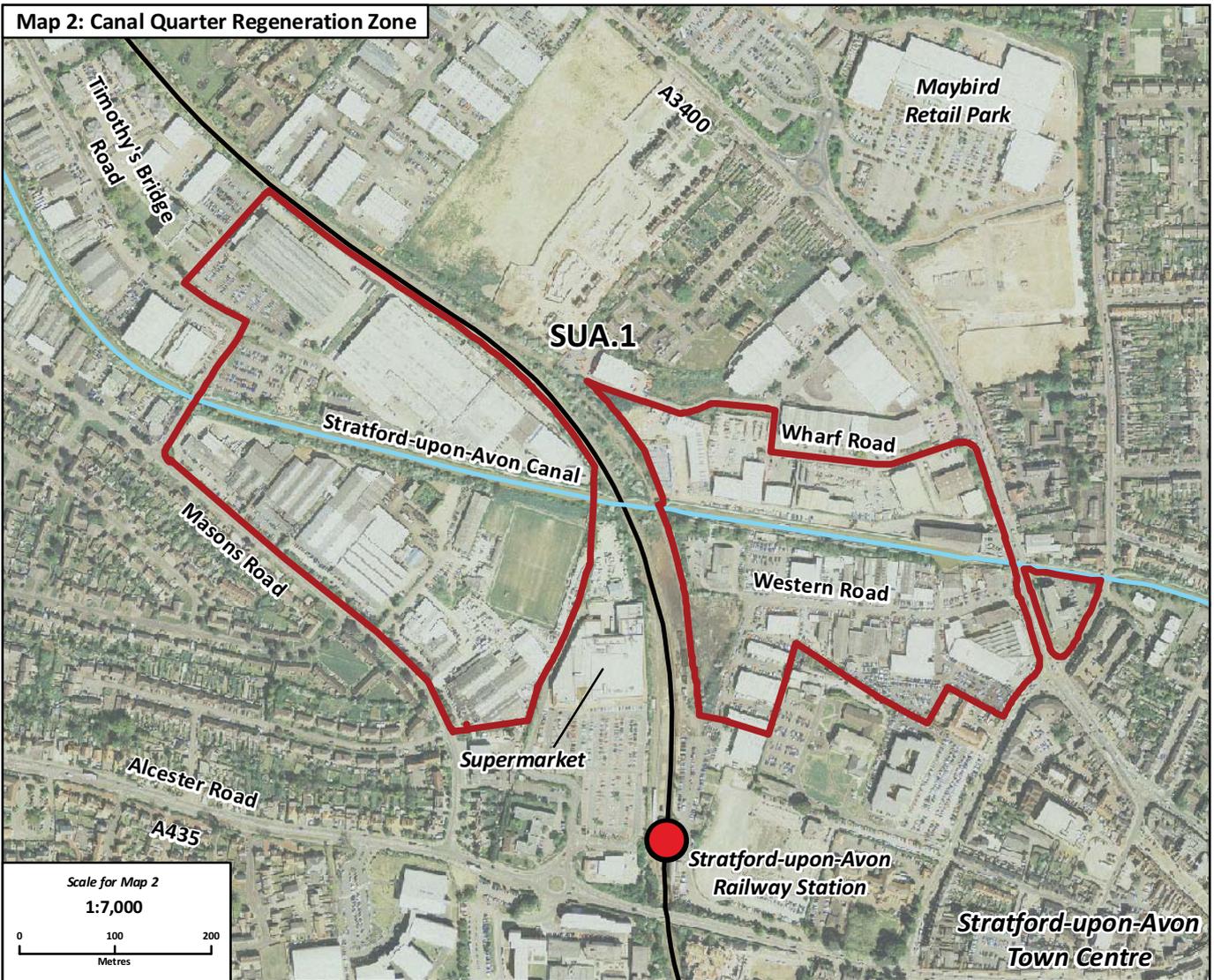
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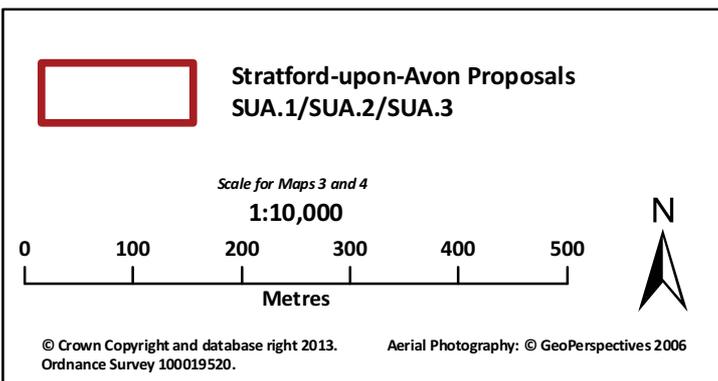
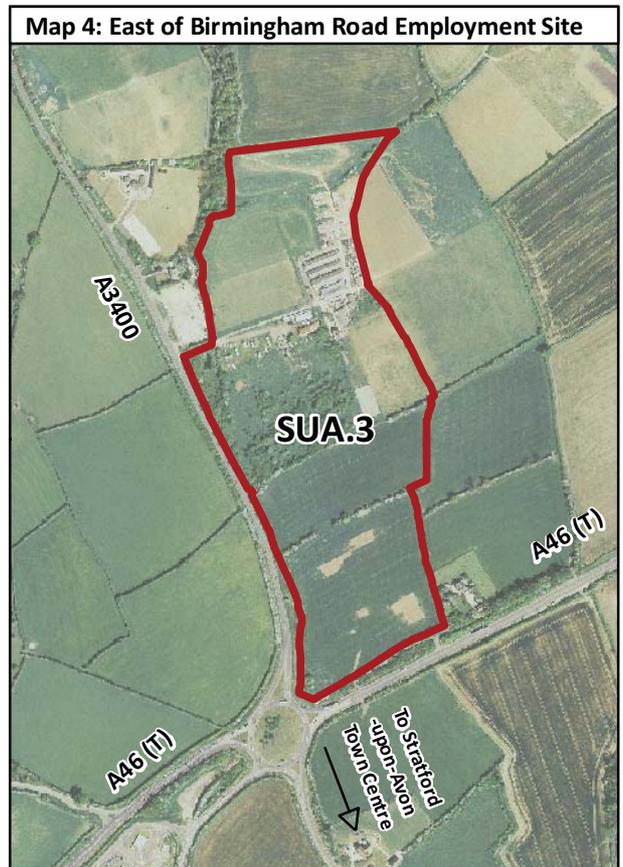
Map 2: Canal Quarter Regeneration Zone



Map 3: South of Alcester Road Employment Site



Map 4: East of Birmingham Road Employment Site



## Core Strategy Requirements

It is proposed that the Core Strategy will set out certain policy requirements in respect of this proposal. These are shown below.

<b>Proposal SUA.1: Canal Quarter Regeneration Zone</b>	
Where it is to be delivered	<ul style="list-style-type: none"> <li>Canal Quarter, incorporating land at Western Road, Wharf Road, Timothy's Bridge Road and Masons Road</li> <li>Approx. 20 hectares (gross)</li> </ul>
What is to be delivered	<ul style="list-style-type: none"> <li>Housing – approx. 700 dwellings</li> <li>Class B1(a/b) employment uses on a minimum of 3 hectares</li> <li>Linear park alongside canal</li> </ul>
When it is to be delivered	<ul style="list-style-type: none"> <li>Phase 3 (2018/19 – 2022/23) and Phase 4 (2023/24 – 2027/28)</li> </ul>
How it is to be delivered	<ul style="list-style-type: none"> <li>Private sector, Canal &amp; River Trust</li> </ul>
Specific requirements	<ul style="list-style-type: none"> <li>Produce a Masterplan to establish a comprehensive approach to the whole area</li> <li>Environmental enhancements to the canal corridor</li> <li>Pedestrian and cycle links through the area and with adjacent parts of the town</li> <li>Traffic management measures</li> <li>Ensure implementation of the Steam Railway Centre is not prejudiced</li> </ul>

<b>Proposal SUA.2: South of Alcester Road</b>	
Where it is to be delivered	<ul style="list-style-type: none"> <li>South of Alcester Road, west of Wildmoor roundabout</li> <li>Approx 14 hectares (gross)</li> </ul>
What is to be delivered	<ul style="list-style-type: none"> <li>Employment uses comprising:</li> <li>relocation of businesses from the Canal Quarter Regeneration Zone on approximately 8 hectares</li> <li>Class B1(a) office and Class B1(b) research and development uses</li> </ul>
When it is to be delivered	Phase 3 (2018/19 – 2022/23) and Phase 4 (2023/24 – 2027/28)
How it is to be delivered	<ul style="list-style-type: none"> <li>Private sector</li> </ul>
Specific requirements	<ul style="list-style-type: none"> <li>access directly off Wildmoor Roundabout or proposed Western Relief Road</li> <li>improvements to Wildmoor Roundabout as required by Highways Agency</li> <li>extensive landscaping within the site and on southern and western boundaries</li> <li>appropriate treatment and management of mature hedgerows along road frontages</li> <li>frequent bus service into the development</li> </ul>

<b>Proposal SUA.3: East of Birmingham Road</b>	
Where it is to be delivered	<ul style="list-style-type: none"> <li>• East of Birmingham Road, north of A46, Bishopton</li> <li>• Approx. 15 hectares (gross)</li> </ul>
What is to be delivered	<ul style="list-style-type: none"> <li>• Relocation of businesses from the Canal Quarter Regeneration Zone on approximately 7 hectares</li> <li>• Class B1(a) office and Class B1(b) research and development uses</li> </ul>
When it is to be delivered	<ul style="list-style-type: none"> <li>• Phase 3 (2018/19 – 2022/23) and Phase 4 (2023/24 – 2027/28)</li> </ul>
How it is to be delivered	<ul style="list-style-type: none"> <li>• Private sector</li> </ul>
Specific requirements	<ul style="list-style-type: none"> <li>• Access only off Birmingham Road</li> <li>• Improvements to Bishopton Roundabout as required by Highways Agency</li> <li>• Extensive landscaping within the site and along northern and eastern boundaries</li> <li>• Appropriate treatment and management of the mature hedgerows along the road frontages</li> <li>• Redevelopment of buildings known as Langley Farm</li> <li>• Frequent bus service into the development</li> <li>• Removal of this site from the Green Belt</li> </ul>

### Consultation Questions

This proposal has two inter-related aspects. Firstly, the principle of the regeneration of a large brownfield site in a central location for housing-led, mixed use development. Secondly, the principle of additional employment land on the edge of Stratford-upon-Avon, including relocated employment land to facilitate the regeneration itself. The Council is seeking your views on the inclusion of this proposal in the Core Strategy. Click on the links below to respond to each question electronically or respond via the Comments Form which can be downloaded at [www.stratford.gov.uk/csnew2013](http://www.stratford.gov.uk/csnew2013).

<b>Question 1:</b>	<b>Identification of the Canal Quarter Regeneration Zone (Proposal SUA.1)</b>
<b>Question 2:</b>	<b>Requirements of the Canal Quarter Regeneration Zone (Proposal SUA.1)</b>
<b>Question 3:</b>	<b>Identification of the South of Alcester Road Employment site (Proposal SUA.2)</b>
<b>Question 4:</b>	<b>Requirements of the South of Alcester Road Employment site (Proposal SUA.2)</b>
<b>Question 5:</b>	<b>Identification of the East of Birmingham Road Employment site (Proposal SUA.3)</b>
<b>Question 6:</b>	<b>Requirements of the East of Birmingham Road Employment site (Proposal SUA.3)</b>

## 6. New Settlement at Gaydon/Lighthorne Heath

### The Proposal

Creation of a new community of 4,800 homes, 18 hectares of employment land, community facilities, primary schools, open space and land for a secondary school/learning academy (see Map 5). It is proposed that the new community would comprise three neighbourhoods: Neighbourhood 1, including a total of 1,900 homes would be built by 2028 and neighbourhoods 2 and 3 after 2028. The proposal is located adjacent to Jaguar Land Rover and Aston Martin which support a substantial number of jobs and would have direct access to the M40 at Junction 12.

### Background

Given the desire to achieve a balanced dispersal of housing growth and the widespread support for the concept of a new settlement, it is considered these aspirations would be more strongly reinforced by a new settlement at Gaydon/Lighthorne Heath than it would by alternative locations, which would concentrate development either in or more closely related to Stratford-upon-Avon. A freestanding new settlement provides the greatest scope to protect existing settlements from continuing rapid expansion that may begin to threaten their character and function. Gaydon/Lighthorne Heath would also be strategically well placed in relation to known sources of in-migration and would have synergy with the major motor industry activities at Gaydon.

### Technical Evidence

Whilst no single option emerges as a clear front-runner in the technical work, the new settlement at Gaydon/Lighthorne Heath 'scores' favourably in various studies. In respect of viability, although such assessments are subject to a margin of uncertainty, it is evident that the viability of development at Long Marston and southeast Stratford-upon-Avon is more marginal than that at Gaydon/Lighthorne Heath. In respect of transport, development at either southeast Stratford-upon-Avon or Long Marston requires substantial investment in highways infrastructure, in the form of an Eastern Relief Road (or similar) for Stratford-upon-Avon, whilst the Gaydon/Lighthorne Heath option requires more modest up front infrastructure investment. The latter option, therefore, is seemingly better placed to bring forward development in the relatively near future.



Looking southeast across the site from Chesterton Woods



Looking south across the site towards Kingston Grange Farm



Looking northwest across the site from the B4451 Gaydon Road



Looking north across the site from Lighthorne Heath, east of the B4100, Banbury Road

## Sustainability Appraisal

The sustainability appraisal assessed a number of potential strategic allocations. Its findings are high level and represent a broad interpretation of some of the strategic constraints likely to affect the delivery of sustainable development. No single site has been assessed as performing without some form of predicted adverse effect. However, on balance, Gaydon/Lighthorne Heath scored better than either southeast Stratford-upon-Avon or Long Marston. It scored positively, particularly in respect of transport and access to the strategic road network, although related to this was the main area of concern in respect of climate change and the likelihood of high levels car dependency (although this was also the case for all but one of the options). To help overcome this likely negative effect, the proposal includes a requirement for an express bus service to Warwick/Leamington and Banbury, linking to the town centres and railway stations, and thus providing a viable and efficient alternative to the private car.



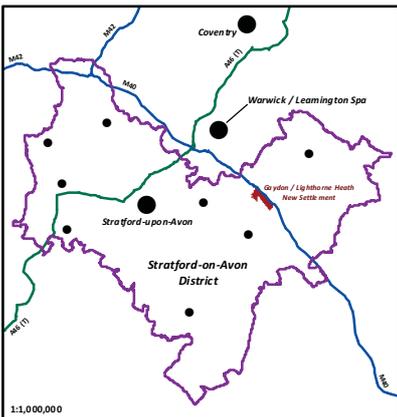
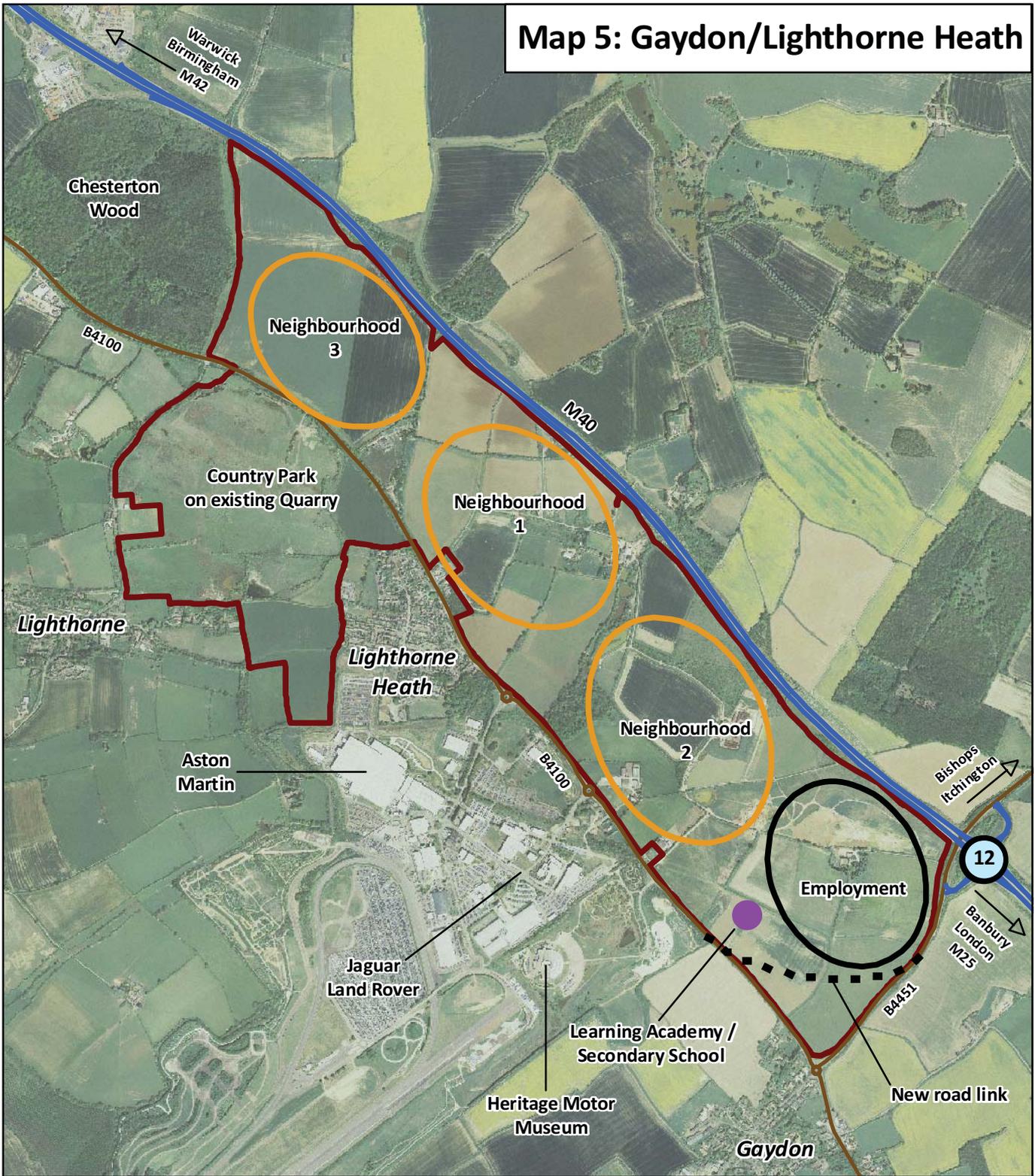
*Above and Below: Indicative sketches of how the Gaydon/Lighthorne Heath New Settlement could look (subject to inclusion in the Core Strategy and the Masterplanning process)*

## Principle of Development

The purpose of the Core Strategy is to establish the principle of the development. More detailed requirements will be set by a Masterplan to be adopted by the Council following further public consultation.



# Map 5: Gaydon/Lighthorne Heath



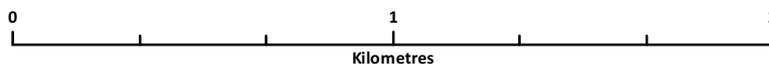
**Proposal GLH: New Settlement at Gaydon/Lighthorne Heath**  
*Indicative layout subject to Masterplanning process.*



**Main Rural Centres (on District Context Map)**

**1:20,000**

*when printed at A4 paper size*



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Aerial Photography: © GeoPerspectives 2006

## Core Strategy Requirements

It is proposed that the Core Strategy will set out certain policy requirements in respect of this proposal. These are shown below.

<b>Proposal GLH: New Settlement at Gaydon/Lighthorne Heath</b>	
Where it is to be Delivered	<ul style="list-style-type: none"> <li>Land bounded by M40, B4451 and B4100 and to north and west of Lighthorne Heath</li> <li>Approx. 290 hectares (gross)</li> </ul>
What is to be Delivered	<ul style="list-style-type: none"> <li>Housing – approx 4,800 dwellings (1,900 dwellings by 2028)</li> <li>Business Park (18 hectares)</li> <li>Main centre comprising a wide range of shops and services (approx 6,000 square metres with no individual unit being larger than 1,000 square metres (gross))</li> <li>Two local centres</li> <li>Community &amp; leisure facilities</li> <li>Three primary schools</li> <li>Learning Academy (secondary school)</li> <li>Parks, open spaces and community woodland</li> <li>Structural landscaping, including alongside M40</li> <li>Managed ecological reserve / country park at Lighthorne Quarry</li> <li>Highway improvements in the vicinity of the site and to the wider network</li> <li>Walking and cycling links within the site and into the surrounding countryside</li> <li>Frequent, express bus services to Warwick/Leamington and Banbury</li> </ul>
When it is to be Delivered	<ul style="list-style-type: none"> <li>Phases 2 – 4 (2013/14 – 2027/28) and post 2028</li> </ul>
How it is to be Delivered	<ul style="list-style-type: none"> <li>Private sector, public sector, infrastructure &amp; service agencies</li> </ul>
Specific Requirements	<ul style="list-style-type: none"> <li>Produce a Masterplan to determine the key principles of land uses, layout, design, phasing, infrastructure and mitigation</li> </ul>

## Consultation Question

This proposal is for the creation of a new, sustainable community of approximately 4,800 homes, employment land, shops, open space and community facilities to be built in 3 neighbourhoods. Neighbourhood 1 comprising some 1,900 homes would be built by 2028. The Council is seeking your views on the inclusion of this proposal in the Core Strategy. Click on the links below to respond to this question electronically or respond via the Comments Form which can be downloaded at [www.stratford.gov.uk/csnew2013](http://www.stratford.gov.uk/csnew2013).

**Question 7: Identification of the new settlement at Gaydon/Lighthorne Heath (Proposal GLH)**

**Question 8: Requirements of the new settlement at Gaydon/Lighthorne Heath (Proposal GLH)**

End.