



July 2006



**Stratford-on-Avon District
Local Plan Review 1996-2011**

Stratford-on-Avon District Local Plan Review 1996-2011

Stratford-on-Avon District Council

July 2006

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Preface

The Stratford-on-Avon District Local Plan Review affects everybody in the District. It seeks to influence patterns of development, the quality of our environment, where we choose to live, work and shop and our means of travel.

It reflects the Council's vision for using the planning process in a positive and proactive way to shape the development of the District. It seeks to balance meeting the local economic and social interests of residents and businesses with protecting our environment and natural resources.

The First Deposit Draft of the Local Plan Review was published for comment in January 2002. The District Council considered the 4000 or so representations that were submitted at that time and published a Revised Deposit Draft Plan in January 2003.

A Public Inquiry into objections was held between November 2003 and July 2004. The Inspector's Report was published in April 2005. The Council considered his recommendations before publishing proposed modifications for comment in October 2005 and further modifications in March 2006.

Comments received at the modifications stage were considered by the Council before it resolved to adopt the Plan.

It should be noted that the Plan was prepared to be in conformity with the Warwickshire Structure Plan 1996-2011 (WASP). In September 2004, the West Midlands Regional Spatial Strategy (RSS) became part of the Development Plan. On the issue of housing provision in particular, the approach taken in the Local Plan Review has been adjusted to reflect the requirements of the RSS. The Regional Planning Body has confirmed that the Local Plan Review is in general conformity with the RSS.

Explanatory text in the Plan has been updated to reflect new circumstances such as the Regional Spatial Strategy and national policy and guidance contained in Planning Policy Statements. However, it is not practical to do this in a comprehensive manner and it will be necessary to take into account current national and regional policy when considering planning applications and other proposals.

This Plan was adopted by the District Council on 14 July 2006. It replaced the previous District Local Plan on that date.

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Section 1

The Framework of the Plan

1.1 Introduction

1.1.1 This plan is known as the Stratford-on-Avon District Local Plan Review 1996-2011. It sets out policies and proposals to guide development in Stratford-on-Avon District in the period up to 2011. The Plan is the product of a comprehensive review of the first District Local Plan adopted in 2000, which it replaces. Together with the West Midlands Regional Spatial Strategy, the Warwickshire Structure Plan 1996-2011 and the Minerals and Waste Local Plans for Warwickshire, it forms the Development Plan for the whole of Stratford-on-Avon District.

1.1.2 The policies and proposals contained in this Plan include general tests of whether a development proposal is likely to be permitted, as well as land use proposals for specific sites. Taken together these policies and proposals aim to achieve the overall goal of the Local Plan which is:

'To make a positive contribution to the UK's Sustainable Development Strategy by meeting the social and economic needs of communities throughout Stratford-on-Avon District whilst maintaining effective protection and enhancement of the environment and ensuring the prudent use of natural resources.'

1.1.3 This overall goal underpins the strategy of the Plan which is explained fully in Section 2.

The Purposes of the Plan

1.1.4 The purposes of this Local Plan are to:

- (a) develop the strategic policies of the Warwickshire Structure Plan in more detail and to apply them at the local level in the light of local needs, issues and opportunities;
- (b) allocate land for specific uses to ensure that current and future needs for development are met;
- (c) provide a land use policy framework that is consistent with the objective of sustainable development;
- (d) provide a detailed and consistent basis for development control decisions;
- (e) provide a framework for co-ordinating the development and use of land, which will

provide certainty for local communities, service providers and developers, who need to know what development is likely to occur up to 2011; and

- (f) provide opportunities for consultation on local planning issues with local communities, organisations, service providers, developers and other interested bodies.

How to Use the Plan

1.1.5 The Plan comprises the Proposals Map (including Insets) and this Written Statement. The Proposals Map identifies the proposals contained in the Written Statement, including those sites which are allocated for development and designated areas to which specific policies will be applied.

1.1.6 The Written Statement is divided into a number of sections, which contain policies and proposals to guide development control decisions. The Written Statement also includes an explanation of each policy and proposal which sets out the reasoned justification and advice on how the policies and proposals will be implemented. Policies and proposals are distinguished by the use of unique references and are shown in bold text.

1.1.7 The section headings relate as far as possible to the following three core aims which flow from the overall goal of the Local Plan:

- (a) to protect the District's valuable environmental features and resources;
- (b) to promote effective ways of improving the character and quality of the District; and
- (c) to provide for the needs of the District's residents, businesses and visitors.

1.1.8 There are three basic groupings of policies relating to the wide range of topics covered in the Local Plan:

- (a) those which control and direct the location of development;
- (b) those which relate to the quality of development; and
- (c) those which cover various forms of environmental asset.

1.1.9 All development proposals will be assessed against each of the policies in the Plan, other than those policies which clearly state that they apply only to specific types of development or specific areas (e.g. specific settlements or designated areas). It is important that individual policies are not considered in isolation, but should be seen as part of the whole Plan. Where there are obvious links between policies these are cross-referenced in the text for assistance. It should not be assumed that because a proposal satisfies one particular policy, it satisfies all the policies of the Plan.

The Local Plan Process

1.1.10 This Local Plan is the result of a comprehensive review of the first District Local Plan. Many of the policies in that Plan have been carried forward with only minor modification and updating, whilst some policies have been deleted. A number of policies have been included in this Plan to address new issues in response to changing circumstances including Government policy.

1.1.11 The District Council consulted widely on the key issues addressed in the Local Plan. Two Issues Papers were published for consultation purposes in 2000. These sought views on the overall goal and objectives for the Plan and the key issues and choices to be made. The responses which were received during the consultation period were taken into account in the preparation of the Draft Plan. The consultation and public participation process is explained more fully later in this section.

1.1.12 The Council also undertook a number of research studies, which have contributed to the preparation of the strategy in the Plan. These studies included an Urban Capacity Study, Retail Study and Rural Economic Issues Study. Further information on the research which underpins the Local Plan is set out in Section 7 of the Plan.

1.1.13 A Draft Plan was published for a formal consultation period (First Stage Deposit) in January 2002. The Council considered all representations received during the deposit period and sought to resolve as many objections as possible through negotiation.

1.1.14 A revised Plan, incorporating all the changes agreed in response to objections, was placed on deposit for a second period of consultation (Second Stage Deposit) in January 2003. A Public Local Inquiry into unresolved objections, conducted by an independent Inspector, was held between November 2003 and July 2004. He made a series of recommendations and, in response, the District Council published a number of proposed modifications to the Plan

in October 2005 and March 2006. All the comments received were considered before the Council formally adopted the Plan.

1.1.15 The performance of the Plan will be monitored to ensure that it is effective and up-to-date. This will also inform the timing of any subsequent review of the Plan through the Local Development Framework process introduced by the Planning and Compulsory Purchase Act 2004. The intended approach to monitoring is set out in Section 9.

1.1.16 A summary of the Local Plan process and timescale is shown below:

Process for preparing Local Plan Review

- Research and Consultation Phase (Summer 2000 – Summer 2001)
- First Deposit Plan Published for Consultation (January 2002)
- Analysis of Responses/Negotiation Stage
- Revised Deposit Plan Published for Consultation (January 2003)
- Analysis of Responses and Pre-Inquiry Changes
- Public Local Inquiry (November 2003 - July 2004)
- Inspector's Report Received (April 2005)
- Modifications Published (October 2005)
- Further Modifications Published (March 2006)
- Plan Adopted (July 2006)

The Legal Basis for the Plan

1.1.17 The legal basis for this Local Plan was initially Part II of the Town and Country Planning Act 1990. Under the transitional arrangements set out in the Planning and Compulsory Purchase Act 2004, the Plan will be 'saved' for a three year period from the date of adoption. As such, it forms part of the statutory development plan for the area and will be the primary basis for planning decisions on proposals to develop land or change its use.

1.1.18 The Development Plan comprises:

- the West Midlands Regional Spatial Strategy – on 28 September 2004 Regional Planning Guidance 11 became part of the development plan in accordance with the provisions of the Planning and Compulsory Purchase Act 2004;
- the Warwickshire Structure Plan 1996 - 2011 – which covers the whole County and sets out key strategic policies, such as the general scale and distribution of new development. It also provides the framework for local plans. The Warwickshire Structure Plan was adopted on 20 August 2001;

- this Local Plan – which covers the whole of Stratford-on-Avon District and develops the Structure Plan strategy through detailed policies and proposals for specific locations; and
- the Minerals and Waste Local Plans – which are prepared by the County Council.

1.1.19 The Local Plan carries the full weight vested in the development plan by section 38(6) of the Planning and Compulsory Purchase Act 2004 (formerly section 54A of the Town and Country Planning Act 1990). Where an adopted development plan contains relevant policies, section 38(6) requires that an application for planning permission must be determined in accordance with the plan, unless material considerations indicate otherwise.

The Local Plan and Sustainable Development

1.1.20 At the time of preparing this Local Plan, the Government's strategy for sustainable development for the United Kingdom entitled 'A Better Quality of Life' (1998) set out four sustainable development objectives:

- social progress which recognised the needs of everyone;
- effective protection of the environment;
- prudent use of natural resources; and
- maintenance of high and stable levels of economic growth and employment.

1.1.21 This Local Plan aims to make a significant contribution towards meeting each of these objectives within Stratford District. In order to ensure that the Plan's policies and proposals are consistent with the objectives of sustainable development a Sustainability Appraisal was undertaken of all aspects of the Plan. This appraisal encompasses not only environmental issues, but also assesses the social and economic impacts of the Local Plan. The approach applied to undertaking the Sustainability Appraisal is explained later in this section.

1.2 Context

1.2.1 The Local Plan does not exist in isolation; it is part of a wider planning framework, which includes national planning policy guidance, the West Midlands Regional Spatial Strategy (RSS), and the Warwickshire Structure Plan (WASP). These various levels of planning policy and guidance provide the strategic context which the Local Plan must take into account and respond to at the local level. The Plan also has a close relationship to other Council policies and strategies, in particular the Community Plan. This section summarises the various levels of policy and guidance which provide the context for the Local Plan.

The National Context

1.2.2 In preparing their development plans, local planning authorities are required to have regard to current national policies and guidance issued by the Government. Since 1988 such guidance has been issued principally in the form of Planning Policy Guidance Notes (PPGs) and, more recently, as Planning Policy Statements (PPSs).

1.2.3 PPS1: Delivering Sustainable Development (2005) sets out the purposes of the planning system and the role of development plans. It says (paragraph 7):

'...the country needs a transparent, flexible, predictable, efficient and effective planning system that will produce the quality development needed to deliver sustainable development and secure sustainable communities.'

1.2.4 Sustainable development is at the heart of the Local Plan strategy and the plan's policies and proposals provide a sustainable planning framework for development at the local level. The framework seeks to:

- reduce the need to travel, particularly by private car;
- prefer the development of land within urban areas, particularly on previously developed sites (brownfield sites);
- promote mixed-use development; and
- encourage good design to improve the quality of the environment.

1.2.5 This Plan has been prepared under the planning system that prevailed until the Planning and Compulsory Purchase Act 2004 came into effect. At that time, PPG12: Development Plans (1999) provided specific guidance to local authorities on plan content and procedures. Close regard was given to the content of PPG12 in the preparation of this Plan. In particular, the Plan responds to the challenge of sustainable development and was subject to a sustainability appraisal as advocated in PPG12.

The Regional Context

1.2.6 This Plan was produced in the context of Regional Planning Guidance for the West Midlands (RPG11) published in April 1998. This guidance set out the framework for development plans in the region for the period up to 2011. RPG11 also provided the regional context for the Warwickshire Structure Plan 1996-2011 (WASP).



- 1.2.7 RPG11 expected development plans in the Region to include policies which supported the following objectives:
- to promote economic growth;
 - to support urban and rural regeneration;
 - to promote a sustainable pattern of development; and
 - to maintain and enhance the environment.
- 1.2.8 In preparing this Plan, the sub-regional strategies set out in RPG11 were of particular relevance to Stratford District. Accordingly, Stratford-upon-Avon and the northern part of the District lie within an area defined as the 'Central Crescent'. It was envisaged that those towns which lie within this area will experience locally generated growth as well as a continuing, albeit reduced, need to accommodate households moving from the conurbation. Provision for employment growth is also expected, although at a level which would not undermine the regeneration of the conurbation.
- 1.2.9 In 'Southern Warwickshire', which includes the remainder of the District, RPG11 recommended that housing growth should be largely confined to that for local needs in order to limit any increase in car-based commuting. Employment growth is also envisaged in order to widen local job opportunities, but at a small scale in keeping with the rural character of the area and to limit any increase in demand for housing.
- 1.2.10 A revised version of Regional Planning Guidance for the West Midlands was issued by the Secretary of State in June 2004. This subsequently became the West Midlands Regional Spatial Strategy (RSS) in September 2004. In accordance with the provisions of Section 38(3) of the Planning and Compulsory Purchase Act 2004, the RSS forms part of the Development Plan for the area. The RSS requires a fundamental change in direction and it sets out the following principles to guide decisions in subsequent development plans:
- (a) to secure more sustainable patterns of development throughout the Region;
 - (b) to encourage a better balance between jobs, houses and services within each part of the Region in order to create more sustainable and stable communities;
 - (c) to encourage economic growth and increased prosperity which serves the broad sustainable development needs of the Region;
 - (d) to ensure that regional inequalities in education, employment, health, environment, and social and cultural potential are narrowed;
- (e) to facilitate appropriate development in rural communities where job and service needs exist;
 - (f) to protect and enhance the quality of the environment, strengthening the interrelationship with economic and social progress and health and well-being;
 - (g) to ensure that the Region's economic and social potential is not undermined by congestion and inaccessibility, but is supported through the provision of a better balanced and improved transport system; and
 - (h) to ensure that every part of the West Midlands has a positive role to play in achieving a wider regional vision, and to have full regard to the linkages and relationships that exist between the West Midlands and adjacent areas.
- 1.2.11 Within this context, the following four challenges are identified:
- (a) urban renaissance - developing Major Urban Areas in such a way that they can increasingly meet their own economic and social needs in order to counter the unsustainable outward movement of people and jobs facilitated by previous strategies;
 - (b) rural renaissance - addressing more effectively the major changes which are challenging the traditional role of rural areas and the countryside;
 - (c) diversifying and modernising the Region's economy - ensuring that opportunities for growth are linked to meeting needs and reducing social exclusion; and
 - (d) modernising the transport infrastructure of the West Midlands - supporting sustainable development in the Region.
- 1.2.12 The RSS confirms that the M40 Corridor should continue to be seen as one of movement rather than growth.
- 1.2.13 The RSS covers the period up to 2021 and its full implications, including the sub-regional aspect, will be addressed through the preparation of the Local Development Framework for the District.
- 1.2.14 At the heart of the RSS is a clear vision towards sustainable development. This vision provides a broad umbrella which drives the achievement of all the above. The vision is encapsulated in the following statement:
- 'The overall vision for the West Midlands is one of an economically successful, outward looking and adaptable Region, which is rich in culture and environment, where all people, working together, are able to meet their aspirations and needs without prejudicing the quality of life of future generations'.

1.2.15 The Local Plan takes on board this vision in a way that meets the challenges faced by the local area, particularly for the period to 2011. The Regional Planning Body has confirmed that the Plan is in general conformity with the RSS.

The Structure Plan Context

1.2.16 The Warwickshire Structure Plan 1996-2011 (WASP) was adopted by the County Council on 20 August 2001. It sets out the key strategic policies for planning and development control in the County and provides the framework for local plans. The Local Plan must be in general conformity with the WASP.

1.2.17 Policy GD.3 sets out WASP's basic development strategy to direct most new development to towns of over 8000 people (at 1991). It is considered that these settlements, referred to as main towns, offer the best prospects for achieving sustainable development. Within Stratford-on-Avon District the only main town is Stratford-upon-Avon. The WASP provides clear direction for the Local Plan's approach to the allocation of land for new development. Policy GD.5 in the WASP specifies that priority should be given to development within the existing urban area of Stratford-upon-Avon and that there is a clear requirement for brownfield sites to come forward in advance of greenfield sites. Only if there are no appropriate brownfield sites, or they have become exhausted, should the Local Plan provide for the release of further greenfield land on the edge of the urban area.

1.2.18 In the rural areas, the WASP envisages that new development should be in line with local needs and directed to those settlements which have basic facilities to provide a reasonable quality of life for all sectors of the community. Particular emphasis is given to the role which local communities can play in identifying local needs through parish or village appraisals (now Parish Plans).

1.2.19 In preparing this Plan the District Council has sought to comply with Policy H.5 of WASP which requires a review of housing provision within the District to reduce rural housing provision in locations that do not accord with WASP's locational strategy. The review of housing provision has been undertaken and is reflected in Policy STR.2 which seeks to ensure that new housing provision is weighted towards the main town of Stratford-upon-Avon.

The Community Plan and other Corporate Plans and Strategies

1.2.20 The District Council, and its partners in the public and voluntary sectors, have prepared a Community Plan for Stratford-on-Avon District. This Plan applies to the area, not to the Council

or any one particular organisation. It identifies the aspirations, needs and priorities of the local community, and helps co-ordinate the actions of the Council and other organisations operating locally.

1.2.21 The current version of the Community Plan sets the overall vision for Stratford District is:

'To maintain and enhance the heritage and green environment while building healthy, safe, informed and active communities enjoying local services and employment opportunities'

1.2.22 Six priority areas are identified in which changes should be made to achieve this vision:

- improving confidence and public safety;
- a healthy environment;
- supporting communities;
- supporting individuals;
- lifelong learning; and
- economy and employment.

1.2.23 The Local Plan can make a significant contribution in each of these key areas and should assist in the achievement of the Community Plan's vision.

1.2.24 The Local Plan also has close links with a number of other strategies and plans which have been prepared by the Council and other organisations. These include:

- Crime and Disorder Reduction Strategy
- Cultural Strategy
- Economic Development Strategy
- Health Improvement Plan
- Home Energy Conservation Act Strategy
- Housing Strategy
- Leisure and Recreation Strategy
- Rural Transport Partnership Action Plan
- Rural Strategy
- Tourism Strategy
- District Design Guide
- Local Agenda 21
- Anti-Poverty Strategy

Parish Appraisals/Plans and Village Design Statements

1.2.25 The District Council has been at the forefront of promoting community involvement in the planning process. Many communities in the District have prepared Parish Appraisals and /or Village Design Statements (VDS), which provide a community based vision for the future. The Rural White Paper: Our countryside: the future (2000) gives even greater prominence to the role of local communities in the planning process by advocating the preparation of Parish and Town Plans.

1.2.26 The findings of Appraisals, VDSs and, more recently, Parish Plans have informed the Local Plan and the principle of local choice is a central feature of the Plan's strategy.

1.3 Consultation and Public Participation

1.3.1 The former PPG12: Development Plans (1999) emphasised the importance of providing the opportunity for local people and other interested parties to express their views before plan policies and proposals are finalised.

1.3.2 The District Planning Authority approached the consultation process on the preparation of the Local Plan with the intention of encouraging all sectors of the community to be involved. A wide range of opportunities were provided, including the publication of issues papers which set out the broad strategy and direction of the Plan.

1.3.3 The approach taken to consultation was that the principle of 'stakeholder participation' should be the cornerstone of the process. This approach is more targeted, has proven to be a more effective use of resources and usually results in a more tangible outcome than the traditional approach of public meetings and exhibitions.

1.3.4 The following initiatives were undertaken:

- (a) the publication of two issues papers entitled 'Shaping our District' and 'Shaping our Town' which outlined the main issues to be dealt with in the Local Plan;
- (b) a series of workshops with representatives of residents groups in Stratford-upon-Avon to consider the needs of the town;
- (c) a questionnaire circulated to Parish/Town Councils particularly focussing on the needs of rural communities;
- (d) a series of meetings with the Electoral Division Panels involving County, District and Parish councillors to discuss matters affecting individual parts of the District; and
- (e) two Stakeholder events; one covering the District as a whole, the other focussing on Stratford-upon-Avon.

1.3.5 Generally speaking, the consultation exercise was successful in engaging a wide range of interested parties, particularly communities, organisations and the development industry. However, despite press notices and the ready availability of the Issues Documents, limited comments were received from individual members of the public. Nevertheless, the outcome of the process was useful with a number of key themes emerging which have been taken into account in formulating the Local Plan.

1.3.6 It was possible to identify a number of widely held views expressed during the consultation process which were assessed in formulating the overall strategy and the range of detailed policies in the Plan.

1.3.7 These views were assessed against the parameters provided by national and strategic planning guidance and the scope of the Local Plan in providing a basis for making decisions on the future development and use of land in the District.

1.3.8 A more detailed analysis of the consultation process is provided in the 'Statement on Public Participation and Consultation' (January 2002) which forms a background document to this Plan.

1.4 Sustainability Appraisal

1.4.1 Local planning authorities are required to carry out an environmental appraisal of their development plans. The purpose of this is to ensure that the environmental implications of policies and proposals are taken into account during plan preparation. In itself, an environmental appraisal is an attempt to help secure the objectives of sustainable development.

1.4.2 The concept and principles of sustainable development encompass a far broader agenda than just the consideration of environmental issues. It pursues an integrated and comprehensive approach to development that includes environmental, social and economic considerations. This broader view of sustainable development has led to a growing trend towards sustainability appraisal of development plans instead of a more limited environmental appraisal.

1.4.3 With the overall goal of the Local Plan in mind, a Sustainability Appraisal was undertaken to inform and enhance the environmental, social and economic integrity of the Plan. There is a substantial body of knowledge about the procedure and methodology for carrying out an environmental appraisal of development plans. Work on establishing a consistent and formalised framework for producing a sustainability appraisal on the other hand is ongoing and developing.

1.4.4 For some time, the preparation of sustainability appraisals attempted to use the same formalised, systematic and comprehensive process of carrying out environmental appraisals. The Sustainability Appraisal carried out for this Plan adapted the methodology by refining and adding certain socio-economic indicators which are relevant to the quality of life of people who live and work in or visit the District.

1.4.5 The Appraisal was carried out as part of the process of preparing the Local Plan and has had the benefit of influencing and enhancing the quality of the Plan towards achieving its goal of promoting sustainable forms of development.

1.4.6 Details of the methodology, elements of the sustainability appraisal, an assessment of the objectives, policies and proposals in the Plan and a commentary on the outcomes are set out in the 'Sustainability Appraisal' (January 2002) which forms a background document to this Plan.

1.5.6 It is important to stress that the urban capacity study process is, to some extent, an ongoing one. A number of further brownfield sites emerged during the process of producing the Plan and their merits were thoroughly assessed.

1.5.7 An explanation of the methodology used and an assessment of each site initially covered in the exercise are set out in a document entitled 'Urban Capacity Study' (January 2002) which forms a background document to this Plan.

1.5 Urban Capacity Study

1.5.1 In preparing the Plan, a considerable amount of work was undertaken to assess the ability of the larger settlements in the District to accommodate future housing development on previously-developed ('brownfield') land and the re-use of existing buildings.

1.5.2 The importance of this type of research has taken much greater prominence since the publication of PPG3: Housing (2000). In this, the Government states that all local planning authorities should undertake an urban capacity study. The data from such studies should feed into development planning at the local level and upwards to regional and national assessments and policy-making.

1.5.3 It is made clear that authorities are expected to check thoroughly the availability of brownfield sites in their area as a preliminary step in the choice of options for accommodating their housing growth requirements. If there are suitable brownfield sites available for development in the plan period, then there is now a presumption that these should be developed before greenfield sites. The policies of the Warwickshire Structure Plan (WASP) also give priority to brownfield development where this is in line with the Plan's locational strategy.

1.5.4 A comprehensive analysis was carried out of the urban areas of Stratford-upon-Avon and the Main Rural Centres in accordance with an agreed methodology for the identification of sites. The Study involved consultation with a wide range of services and statutory undertakers, including the County Highway Authority, County Museum and Environment Agency. Specialist advice was sought on the important issue of market viability.

1.5.5 For each site covered in the Study, the key constraints and opportunities relating to its development were identified, together with any action which might be necessary to bring the site forward for development.

1

Section 2

The Strategy of the Plan

2.1 Goal, Aims and Objectives

2.1.1 There are a number of distinct levels which are commonly used in the structure of development plans – goals, aims, objectives and policies. At the time of preparing this Local Plan, the 'Development Plans – A Good Practice Guide' (1992) stressed the importance of establishing a clear relationship through this hierarchy so that the Plan presents a unified and consistent statement.

Overall Goal

2.1.2 In many respects the Goal in the first District Local Plan remains appropriate. However, it is important to acknowledge economic and social, as well as the environmental aspects and to place all three within the context of meeting the needs of communities across the District.

2.1.3 The future well-being of communities depends on all three aspects being fully addressed in the Local Plan and through the corporate working of the District Council, of which the Local Plan is a significant part. Furthermore, the approach should be sustainable by taking a long-term perspective of the needs of communities which is capable of being maintained.

2.1.4 It is intended, therefore, that the Overall Goal of this Plan should be:

'To make a significant contribution to the UK's Sustainable Development Strategy by meeting the social and economic needs of communities throughout Stratford-on-Avon District whilst maintaining effective protection and enhancement of the environment and ensuring the prudent use of natural resources.'

2.1.5 Framing the Goal in this way emphasises that the Local Plan, although primarily land-use based, has an influential role to play in supporting communities and should be presented in a form which makes this clear. The Plan should be positive about the role it has to play in helping to fulfil the needs of communities through the corporate working of the District Council and other agencies.

Core Aims

2.1.6 Flowing from the Overall Goal, the next stage is to relate the Plan to the corporate strategy of the District Council. It is important to demonstrate how the Plan can contribute to the delivery of the priorities of the Council through the implementation of land-use planning.

2.1.7 For the purposes of this Plan, three core aims are identified:

- to protect and enhance the District's valuable environmental features and resources;
- to promote effective ways of improving the character and quality of the District; and
- to provide for the needs of the District's residents, businesses and visitors.

Operational Objectives

2.1.8 Below the core aims is a set of fourteen objectives which form a basis for all the policies contained in the Plan.

2.1.9 These objectives were initially outlined in the issues paper, 'Shaping our District', and received a strong measure of support. Only the objective relating to the reduction of car-based travel was the subject of particular concern with the point being stressed that this can only be realistically achieved as part of the comprehensive provision of transport infrastructure and services. A distinction was often made between the conditions which apply in rural areas compared with those in large towns.

2.1.10 These concerns are fully accepted and there is clearly a need for an integrated approach to transport and traffic issues. The Local Plan can play a major role in reducing the need to travel through, for example, directing most development to locations where a range of facilities and jobs are available and ensuring consistency with the Local Transport Plan. In response to this situation the objective was re-framed to emphasise the importance of alternative modes of travel to the car.

2.1.11 The objectives of the Local Plan are as follows:

- to satisfy housing needs
- to satisfy employment needs
- to secure high quality design
- to protect and enhance landscape character
- to foster biodiversity
- to protect historic heritage
- to promote alternative modes of transport to the car
- to facilitate energy conservation
- to sustain water resources
- to assist rural diversification
- to stimulate rural centres
- to enhance Stratford-upon-Avon town centre
- to support sustainable tourism
- to provide leisure opportunities

2.1.12 It is important to appreciate that each objective has an optimum level of achievement in its own right but there is likely to be a trade-off required when applying them to individual circumstances. The primary principle, however, is that no single objective should be substantially undermined or compromised in order to achieve another objective.

Grouping of Policies

2.1.13 In considering the wide range of policy topics covered in the Local Plan, it is clear that there are three basic categories:

- those which control and direct the location of development;
- those which relate to the quality of development; and
- those which cover various forms of environmental asset

2.1.14 These categories have a clear relationship with the three 'Core Aims' outlined earlier in that each one has a protection, promotion and provision facet.

2.1.15 In applying this approach it became apparent that the format of this Plan required a more thematic approach compared with the previous Plan. Consequently, rather than using a traditional structure based on discrete topics such as housing and employment, the Review seeks to emphasise the interrelationship between the various issues which need to be addressed.

Managing and directing the location and scale of development

2.1.16 The basis for this aspect of the Plan is, out of necessity, the strategic context set by national and regional guidance and the Warwickshire Structure Plan 1996-2011 (WASP) with respect to, for example:

- providing for the required amount of housing and employment development;
- concentrating most development in the main towns;
- utilising brownfield sites before greenfield land;
- reducing the need to travel, particularly by car; and
- meeting the needs identified by individual communities.

2.1.17 It is necessary to identify the types of locations which merit a distinct approach, according to their characteristics, as a basis for managing the future pattern of development. The following distinct categories are identified:

- Stratford-upon-Avon
- Main Rural Centres
- Countryside, including all other rural settlements

2.1.18 Such a hierarchy allows the Plan to present a complete and coherent set of policies applicable to each type of location, according to its characteristics and needs. It also helps to place the needs of communities at the heart of the Plan and, by so doing, ensures a continuity of approach with the Stratford District Community Plan with its emphasis on improving the quality of life. The role and input of Parish Plans and other community-based processes is also emphasised.

2.2 Strategic policies

Introduction

2.2.1 The Warwickshire Structure Plan 1996-2011 (WASP) provides a very clear strategic framework for establishing the amount of housing and industrial land to be provided in Stratford-on-Avon District during the plan period. It is necessary for the Local Plan to be consistent with this strategy in applying more detailed policies and identifying specific proposals.

2.2.2 The WASP sets out a number of principles by which decisions regarding the use of land and the location of development in Stratford-on-Avon District are to be guided. The objectives of the WASP are themselves based on national and regional planning policy. The key objective with respect to influencing future patterns of development is that most new development



required during the plan period should be directed to the 'main towns' of Warwickshire, which includes Stratford-upon-Avon. In all other settlements the emphasis is on meeting the local needs of communities.

- 2.2.3 This approach has been confirmed in the West Midlands Regional Spatial Strategy that now forms part of the Development Plan.
- 2.2.4 The policies in this section apply these principles to the circumstances of Stratford-on-Avon District.

2.3 Settlement hierarchy

Policy STR.1

For the purposes of controlling and regulating development, and also to reflect the wider functions of settlements, the following hierarchy will be applied:

- (i) **Main town :** **Stratford-upon-Avon**
- (ii) **Main Rural Centres :** **Alcester**
 Bidford-on-Avon
 Henley-in-Arden
 Kineton
 Shipston-on-Stour
 Southam
 Studley
 Wellesbourne

(iii) Local Centre Villages: settlements with a basic range of facilities including, as a minimum, a general store, primary school and regular public transport

(iv) All other settlements

[Recommended references: Policies STR.2, STR.4, COM.1]

Explanation

- 2.3.1 The strategy for controlling the location of development during the plan period is provided in the Warwickshire Structure Plan (WASP). Policy GD.3 expects most new development to be directed towards towns of over 8000 people (at 1991) because they are the most sustainable locations.
- 2.3.2 The District Local Plan has to conform to the provisions of the WASP in this respect although it is not unreasonable for the strategy to be adapted to local circumstances where a sound justification can be made. In particular, the District Planning Authority has taken into account the way in which the larger rural settlements play important social and economic roles in their local area, other than merely being the location for additional residential and employment development.

- 2.3.3 In accordance with Policy GD.3 in WASP, within this District only Stratford-upon-Avon meets the definition of a 'main town'. It has a population of about 23,000 people (about 22,000 at 1991) and supports an extensive range of shops, facilities and employment opportunities. Various local and express bus services make the town relatively accessible from a range of communities within its catchment area and further afield. The town is also served by rail links with Birmingham and London.
- 2.3.4 The detailed strategy for Stratford-upon-Avon, including the means of controlling future residential and commercial development, is set out in Section 7 (i) of the Local Plan.
- 2.3.5 The District Planning Authority wishes to ensure that the important role of the larger rural centres is properly reflected in the policies of the Local Plan. Although the WASP does not make specific reference to this type of settlement, due to the size of Stratford-on-Avon District and its rural nature these settlements are essential in supporting a wide range of jobs and facilities for their own residents and people living in smaller villages nearby.
- 2.3.6 The role of rural market towns (and their equivalents) is emphasised in the Rural White Paper published by the Government in 2000. Market towns are seen as the essential drivers of rural economic prosperity. They are defined as small rural towns which serve a rural hinterland whether or not they ever had traditional agricultural markets, and tend to have a population of between 2,000 and 20,000.
- 2.3.7 The gradual shift of service provision to larger towns by both the private and public sectors has undermined the role of rural centres in providing for the day-to-day needs of local people. A strong commitment is required to help such centres manage the process of change successfully and to revitalise them as providers of local services and jobs in the future.
- 2.3.8 A number of settlements in the District have been defined as important rural centres for residential and employment growth and service provision for a significant period of time. In the first District Local Plan these are taken to be the Category One Settlements (excluding Stratford-upon-Avon). Each of them provides a wide range of shops, services and job opportunities and it is essential that this function is retained. In addition to these settlements, the District Planning Authority now takes the view that Kineton also merits inclusion in this category. It has a population of just over 2000 and supports a good range facilities serving a local catchment area, including a secondary school and a well established industrial estate.

2.3.9 The specific strategy for the Main Rural Centres, including the means of controlling future residential and commercial development, is set out in Section 7 (ii) of the Local Plan.

2.3.10 The remaining settlements cover a wide range of villages and hamlets of varying sizes and characteristics. Within the rural areas of the District, the WASP limits the overall scale of new development. The rural (RA) policies in the WASP provide the strategic steer for the level and location of new housing and industrial development in rural areas. In short, this provision should not be greater than the level justified by local needs.

2.3.11 Policy RA.3 in the WASP provides specific criteria which need to be met. These are identified as being a shop, school and bus service. In applying this principle at the local level, the District Planning Authority interprets this as meaning the following:

- a general store (with or without a post office), selling food and household goods;
- an infant and/or junior school; and
- peak and off-peak (excluding Sunday) bus, rail and/or unconventional service which provides access to jobs, shops and facilities.

2.3.12 The following villages in the District, termed 'Local Centre Villages', meet these criteria (as at January 2006):

Bishops Itchington
Brailes
Claverdon
Ettington
Fenny Compton
Harbury
Ilmington
Lighthorne Heath
Long Compton
Long Itchington
Napton-on-the-Hill
Newbold-on-Stour
Quinton
Salford Priors
Snitterfield
Stockton
Tiddington
Tysoe
Welford-on-Avon
Wilmcote
Wootton Wawen

2.3.13 Policy COM.1 makes provision for these communities to identify housing needs which they would wish to have satisfied at the local level. The presence of the basic facilities defined above will be assessed when a particular proposal is considered. Consequently, the settlements to which this approach applies may be subject to change with the passage of time.

2.3.14 In all other settlements in the District and in open countryside, constraints will be applied on residential and industrial development except in accordance with the provisions of individual policies in this Plan.

2.3.15 The specific strategy for the countryside, and the settlements lying within it, is set out in Section 7 (iii) of the Local Plan.

2.4 New housing provision

Policy STR.2

Provision will be made for approximately 1450 dwellings to be completed in Stratford District during the period 2005-2011, in accordance with requirements of the Regional Spatial Strategy.

Taking account of existing commitments and potential windfall development, the Plan identifies new sites for approximately 425 new dwellings.

It is anticipated that about 150 of these dwellings will be in the affordable sector.

Planning permission will not be granted for housing proposals which would lead to or exacerbate significant over-provision of housing in relation to the requirements of the Regional Spatial Strategy, either individually or cumulatively. Exceptionally, proposals for housing which will have appreciable benefits for the local community and environment will be permitted. The circumstances in which proposals may be permitted will be defined in detail in a Supplementary Planning Document.

Explanation

2.4.1 The satisfaction of housing needs is one of the operational objectives of the Local Plan. This policy is one of several policies intended to meet this objective. It prescribes the overall scale of housing provision addressed by the Local Plan, together with a breakdown of provision by source and by mode (affordable or open market dwellings).

2.4.2 The policy is grounded in Government Policy Guidance, particularly PPG3, in Regional Planning Guidance for the West Midlands (RPG11), and in the Warwickshire Structure Plan 1996-2011 (WASP). RPG11 has now become the Regional Spatial Strategy (RSS) for the West Midlands and, as such, forms part of the development plan for the district. Although WASP remains as a saved document, the housing targets pre-date the latest guidance in the RSS. Policy CF3 of the RSS sets out a revised average annual rate for housing provision for Warwickshire from 2007-2011.

2.4.3 The RSS does not provide housing figures for individual districts. In issuing RPG11 the Minister for Planning advised that districts should work on the basis of current Structure Plan proportions to 2011. In accordance with this advice, the housing provision figure identified in Policy STR.2 has been derived by applying Stratford-on-Avon District's existing WASP proportion (26.4%) to the revised housing provision for Warwickshire set out in Policy CF3 of the RSS. Table 1 shows the progress that has been made in respect of housing provision in Stratford-on-Avon District, reflecting the maximum annual rates specified in the RSS.

2.4.4 The extent of housing provision for this plan period is set out in Table 2. Much of the housing provision has already been made through dwellings already built, under construction or subject to planning permissions yet to be implemented. Table 2 indicates that the Local Plan makes sufficient additional housing provision to meet the revised housing figures set out in the RSS to 2011. This provision should be met without the need to release any additional greenfield sites.

2.4.5 Indeed, the table also shows that identified sites and windfall development provide an excess of housing against RSS provision. Line 7 of the table indicates a projected surplus of supply of 676 dwellings or 14.2%. To avoid this situation becoming more pronounced, Policy STR.2 enables the District Council to refuse planning permission for dwellings on the basis of

Spatial Strategy Housing Provision in Stratford-on-Avon District

Based on RSS Housing Provision for Warwickshire

1	2001-2007 @ 2000 dwellings p.a.	12000
2	2007-2011 @ 1500 dwellings p.a.	6000
3	Total provision needed 2001-2011	18000
4	Stratford-on-Avon District provision needed 2001-2011 based on WASP growth proportion (26.4%)	4752
5	Dwellings built in Stratford-on-Avon District 2001-2006	3288
6	Dwellings needing to be built 2006-2011	1464
7	Required annual completion rate 2006-2011	293

significant over-provision. However, the policy allows scope for proposals which will have positive value for the local community and environment. A Supplementary Planning Document will provide details of the types of proposal which are likely to merit favourable consideration.

Table 2 – Provision for House Building 2006-2011

RSS-based provision for Stratford-on-Avon District		Notes	
1	Dwellings needing to be built 2006-2011	1464	See Table 1, line 6
Committed housing provision			
2	Dwellings being built 31-3-2006	490	
3	Not yet commenced by 31-3-2006	1013	Includes assumption that 15% of non-allocated sites will not be built within plan period.
Sites shown on Proposals Map			
4	Local Plan Review Proposals	427	Excludes proposals subject to planning permission or Committee resolution. Discounted by 15% for non-implementation
Windfall allowance			
5	Brownfield windfall allowance 2006-2011	210	Estimate of potential contribution of small brownfield windfall sites (<0.3ha.) in Stratford-upon-Avon and Main Rural Centres based on trend in release of sites over last nine years.
Total Provision			
6	Total provision including windfall allowance	2140	
Balance against RSS provision			
7	Balance of supply against RSS provision	+676	

- 2.4.6 The target for affordable housing has been set in the light of Policy H.2 of WASP and the results of the 1999 Stratford-on-Avon District Housing Needs Survey, as updated in February 2002. The WASP indicates an indicative figure of 3700 affordable dwellings for the period 1996-2011, while the Housing Needs Surveys demonstrated high levels of current and future need for affordable housing in the District.
- 2.4.7 However, delivery and sustainability constraints indicate that it is not feasible to meet the full extent of affordable housing need. The target of 150 dwellings is considered to be realistic and attainable off allocated sites and will be supplemented by means of the mechanisms provided by Policies COM.1, COM.13 and CTY.5. It will also make a contribution to the implementation of the Council's Housing Strategy. These affordable dwellings are additional to those already with planning permission.
- 2.4.8 Annexe 2 provides estimated capacities for the new housing sites identified in the Plan. It shows that provision is weighted towards Stratford-upon-Avon in accordance with the locational strategy promoted in the Plan. The Annexe also shows that the District Planning Authority has sought to maximise the use of brownfield land. The extent of brownfield provision in the Local Plan is a reflection of the Authority's strong commitment to assisting the achievement of national, strategic and local targets for brownfield development. It should be noted that in Table 2 a 15% non-implementation allowance has been applied to the brownfield allocations, as recommended by the Inquiry Inspector.
- 2.4.9 In addition to identified brownfield sites, the development control policies of the Local Plan allow scope for small brownfield sites to contribute towards housing provision in the larger centres. An allowance for this type of development has been taken into account in determining the Local Plan's housing provision as shown in Table 2. This allowance covers all forms of small brownfield sites including building conversions.

Policy STR.2A

The release of sites for housing development will be regulated taking into account the extent of progress towards the provision set out in Policy STR.2, and of the aims of Policy STR.4, together with any changes in strategic planning policy.

The following are identified as Strategic Reserve Sites to help meet long term (post 2011) housing needs:

Proposal SUA.W - land west of Shottery

Proposal SUA.X - Egg Packing Station, Bishopton Lane

Proposal SUA.Y - land south of Kipling Road.

Any development which would prejudice the long-term use of these sites for housing will not be permitted.

The development of any of these sites, in whole or in part, for housing will not be permitted before 31 March 2011, unless there is a significant under provision of housing land identified through the monitoring process.

Explanation

- 2.4.10 Government guidance in PPG3 states the presumption that previously developed (brownfield) sites should be developed before greenfield site, except where the former perform poorly against the assessment criteria in PPG3. Policy H.4 in the WASP also seeks to encourage brownfield development ahead of using greenfield sites unless these meet specified criteria.
- 2.4.11 It should be noted that the policy is also applicable to brownfield sites, in particular those that are in less sustainable locations than Stratford-upon-Avon.
- 2.4.12 The housing provision identified in this Plan covers the period up to 2011. It is inappropriate to retain or identify the three greenfield sites supported by the Inquiry Inspector as allocations in the Plan as it is unlikely that they will need to be released in order to meet requirements prior to 2011. The Council is however cognisant of ministerial guidance stating that Local Plans should make provision for at least 10 years potential supply of housing from adoption. The identification of these three sites as Strategic Reserves recognises their potential role in meeting housing needs post 2011. It also acknowledges the Inspector's conclusions that all three sites are suitable for development.
- 2.4.13 Whilst the forthcoming partial review of the Regional Spatial Strategy will determine the housing provision at district level post 2011, it is reasonable to assume that there will be an ongoing need for the District to accommodate development consistent with meeting local needs. It is also reasonable to assume, in line with the RSS, that Stratford-upon-Avon should continue to be a focus for new development to meet locally generated needs. In this context the identification of these sites as Strategic Reserves is considered appropriate to ensure that there is a continuous land supply to meet longer-term housing requirements.



- 2.4.14 The District Planning Authority maintains that the development of land west of Shottery represents a long term sustainable development option with the potential to deliver a range of wider benefits for the town. When the need to release additional greenfield land is identified, priority is likely to be given to the release of land at Shottery in a phased manner. However, the order of release will depend on the circumstances that prevail at such a time when it becomes clear that a greenfield site is required.
- 2.4.15 It is anticipated that during the current plan period to 2011, housing provision will be met through the development of brownfield sites. As greenfield sites, none of the Strategic Reserve sites will be released for development prior to 2011 unless a significant, and at this stage unexpected, shortfall in housing provision assessed against the RSS becomes evident through the monitoring process. In assessing the need to release any Strategic Reserve site the District Planning Authority will take into account the potential lead time involved between the grant of planning permission and housebuilding commencing on the site.
- 2.4.16 It is unlikely that the need to release any of these sites will have to be addressed until after the Council has prepared its Core Strategy and Significant Allocations Development Plan Documents as part of the new Local Development Framework. These documents will be able to take the partial review of the RSS to cover the period post 2011 fully into account.

Policy STR.2B

In order to make efficient use of land new residential development will be required to be planned at an average net density of between 30 and 50 dwellings per hectare.

In town and local centres with good accessibility by public transport, net densities of more than 50 dwellings per hectare will be permitted provided the development is consistent with the character and quality of the local area. Net densities below 30 dwellings per hectare will only be permitted in exceptional cases where development at a higher density would cause demonstrable harm to the character and quality of the local area and/or have an adverse impact on the amenities of adjoining occupiers.

Explanation

- 2.4.17 PPG3: Housing (2000) seeks to make efficient use of land by avoiding low-density development (less than 30 dwellings per hectare), as this will increase the loss of greenfield land and lead to less sustainable forms of development. In order to make the best use of available land the District Planning

Authority will seek to ensure that new housing developments achieve an average net density of between 30 and 50 dwellings per hectare.

- 2.4.18 At some sites within or adjacent to town or local centres, which have good accessibility to services and public transport, average densities above 50 dwellings per hectare (net) may be acceptable provided the development achieves a high quality of design, does not harm the character of the local area, and protects the amenities of adjoining occupiers.
- 2.4.19 Development below 30 dwellings per hectare will only be permitted in exceptional cases. This is likely to be in locations where development at higher densities would clearly harm the character of the area, for example where the established character of an area is defined by its low density of urban form, or in rural settlements where high density development would prejudice settlement character and local distinctiveness. Strong regard will be given to the detailed guidance provided in supplementary planning guidance adopted by the District Council, including the District Design Guide and Village and Town Design Statements.

2.5 New industrial provision

Policy STR.3

During the period 1996-2011, sufficient new industrial development will be provided in Stratford-on-Avon District to meet the requirement set out in the Warwickshire Structure Plan. This will be achieved in the following ways:

- (a) **sites granted planning permission and/or constructed between 1 April 1996 and 31 March 2006;**
- (b) **allocated sites (without planning permission) for industrial development identified in this Plan;**
- (c) **sites granted planning permission after 31 March 2006 for small-scale rural industrial uses in accordance with Policy COM.17.**

Explanation

- 2.5.1 The Warwickshire Structure Plan (WASP) identifies in Policy I.2 a requirement for 81 hectares of industrial land in Stratford-on-Avon District during the period 1996-2011. For the purposes of this requirement, industrial uses are defined as being those which fall within Classes B1, B2 and B8 of the Town and Country Planning (Use Classes) Order.

- 2.5.2 The requirement was increased from 74 hectares on the basis of a recommendation by the Panel which examined the draft Structure Plan. The Panel acknowledged a specific need for the overall provision of industrial land in the District to reflect the dispersed character of the area and the employment needs of its rural population.
- 2.5.3 It is important to appreciate that the WASP, unlike its predecessors, expresses the industrial land requirement in 'gross' terms. On that basis, the redevelopment of an existing industrial site for similar uses contributes to meeting the requirement. Furthermore, the loss of industrial land to other uses does not have to be compensated for as an allowance has already been made for such losses in the WASP requirement based on assumptions regarding structural changes to the economy.
- 2.5.4 The current level of industrial land provision in the District is illustrated in Table 3. This shows, taking into account land which has been developed since 1996 or has planning permission, together with sites which are allocated in this Plan, that sufficient provision is made to meet the WASP requirement.

Table 3 Provision of Industrial Land in Stratford-on-Avon District (hectares)		
1	Completed 1.4.96 - 31.3.06 + u/c at 31.3.06	81
2	With planning permission at 31.3.06	37
3	Land allocated in Local Plan	12
4	Total provision	130

- 2.5.5 Within the spirit of the WASP, which supports the principle of small-scale schemes providing rural employment opportunities, additional industrial development may be permitted in accordance with the provisions of Policy COM.17.
- 2.5.6 The WASP gives an indicative target of 60% as the proportion of industrial development to take place on previously developed ('brownfield') land within the plan period. Taking the sites which contribute to the overall provision in the District at the current time, about 72% of the land involved is 'brownfield' in nature.

2.6 Previously developed land

Policy STR.4

Except in accordance with the provisions of specific policies in this Plan, development will be expected to utilise previously developed ('brownfield') land through:

- (a) **the implementation of allocations identified in the Local Plan;**
- (b) **the infilling and redevelopment of such sites within the Built-Up Area Boundaries of Stratford-upon-Avon and the Main Rural Centres, as defined on the Proposals Map; and**
- (c) **small-scale schemes within the confines of Local Centre Villages, in accordance with Policy COM.1.**

The following principles will be applied:

- (a) **sites currently or formerly in industrial or commercial uses should remain substantially in this type of use;**
- (b) **there should be no reduction in local employment opportunities through the redevelopment of sites in industrial or commercial uses;**
- (c) **the reduction in the provision of industrial or commercial land through its redevelopment to other uses should not lead to a requirement to sustain employment levels through the development of 'greenfield' land;**
- (d) **existing residential areas should, where appropriate opportunities arise, be redeveloped at higher densities;**
- (e) **the economic, employment and other requirements of the community will determine the suitability, or otherwise, of any site to accommodate a mixed-use scheme;**
- (f) **except where opportunities for change are appropriate, the character of the local area should be retained; and**
- (g) **the impact of redevelopment on the archaeological, ecological, geological or environmental value of the site will be fully assessed.**

Outside the settlements identified above it will be necessary to justify the redevelopment of a previously developed site in order to ensure sustainable patterns of development. The provisions of Policy PR.11 on 'bad neighbour' uses and the opportunity to make significant improvements to the rural environment will be taken into account.

In all cases, the principles set out in Policies DEV.1 - DEV.11 will be applied.

[Recommended references: Policies STR.1, PR.1, COM.16]

Explanation

- 2.6.1 It is a central plank of Government policy to maximise the use of previously developed land in urban areas for new residential and commercial development. The potential for such sites to be made available for redevelopment is thought to be considerable even in relatively rural areas of the country. This approach should reduce significantly the amount of greenfield land lost due to urbanisation, much of which is in agricultural use and should be conserved as a finite resource.
- 2.6.2 PPG3: Housing (2000) sets out a sequence for identifying sites for new housing, starting with the re-use of previously developed land and buildings within urban areas. The same principle is appropriate for other forms of development. The Warwickshire Structure Plan (WASP) takes this approach a stage further by specifying the proportions of new housing and industrial development during the plan period which should take place on brownfield land.
- 2.6.3 The Urban Capacity Study carried out by the District Council for the larger settlements in the District, ie, Stratford-upon-Avon and the Main Rural Centres, has illustrated the potential for utilising urban land for new development. A number of sites of this nature have been allocated in this Local Plan. In addition to these, there remains considerable scope for smaller 'windfall' sites in these settlements to come forward, particularly for residential development. The criteria for defining Built-Up Area Boundaries within which such development is acceptable in these settlements are set out in Annexe 3.
- 2.6.4 Although PPG3 refers specifically to the importance of maximising the use of urban land for residential development, it is essential that this is not at the expense of jobs and services which meet the needs of local people. Consequently, the District Planning Authority will not support the redevelopment or change of use of such sites unless it is proven that it would not cause demonstrable harm to the wider interests of the community. There may be cases, for example, where the rationalisation of a site can create scope for providing dwellings while retaining the business or service activity.
- 2.6.5 Whilst development on previously used land is generally encouraged, in some cases sites will have ecological, archaeological, historical or recreational value that outweighs its suitability for development. Within the District, many of the sites of high nature conservation value are on previously developed land. Such sites often have a much higher ecological value than 'greenfield' sites. Similarly, 'brownfield' sites are by definition those where past human activity has taken place; the evidence for such activity may take the form of archaeologically significant deposits. Often these may relate to the industrial history that contributes to a locality's character. The District Planning Authority will therefore seek to ensure that the impact of redevelopment proposals are fully assessed to ensure that existing environmental assets are protected as far as possible.
- 2.6.6 An important principle to take into account when assessing proposals to redevelop existing industrial and commercial sites for other uses, such as housing, is the extent to which it could lead to pressure to compensate for such a loss on undeveloped sites. There would be little benefit to be gained in reducing the requirement for residential development on 'greenfield' land by redeveloping industrial land within the urban area if this merely leads to pressure to develop land on the edge of the urban area for industrial uses.
- 2.6.7 There are many residential areas which were built at much lower densities than are now encouraged in national planning guidance. Over the years, the opportunity has been taken to develop infill plots and other sites adjacent to existing dwellings and this process is expected to continue. There is also scope to convert larger houses to apartments. In addition to these, however, there may be cases where an area of existing residential properties is appropriate for redevelopment, particularly if these dwellings are deficient in some way. The District Planning Authority will look favourably on such schemes if the appropriate standards of residential amenity can be achieved and the character of the local area is not undermined.
- 2.6.8 Although the potential for mixed use schemes is limited in smaller urban areas, compared to the major conurbations and large towns, it is important to assess the opportunity for such forms of development. A number of allocations in the Local Plan, particularly in Stratford-upon-Avon, incorporate a range of uses. Sites within or adjacent to the commercial centres of the main settlements of the District also provide potential for this approach as a means of creating diversity and vitality. However, it is important to ensure that the implementation of mixed-use schemes will not lead to justifiable complaints from occupants and neighbours.
- 2.6.9 The WASP limits the overall scale of new development in rural areas. The level of new housing and industrial development should not be greater than that justified by local needs. Policy RA.3 in the WASP provides scope for meeting housing needs identified by a local community. This principle is taken forward in Policy COM.1 in this Local Plan in relation to

those villages with a basic range of facilities, known as 'Local Centre Villages'. In considering schemes of this nature it is expected that the use of previously developed sites which lie within or on the edge of a village should be maximised.

- 2.6.10 In smaller rural settlements and in open countryside, there may be instances where development is justified to remove a problematic use. The views of the local community on the merits of a specific proposal will be taken fully into account.
- 2.6.11 There may be cases in rural areas where large brownfield sites in rural areas become redundant, the location of which may conflict with the overall development strategy of the Warwickshire Structure Plan and this Local Plan. In these cases, the District Planning Authority will consider any proposals for redevelopment against the principles set out in WASP Policy GD.7.



Section 3

Meeting key development principles

3.1 Introduction

- 3.1.1 The policies in this section of the Local Plan build upon the overall land-use strategy for the District by identifying a number of significant principles which will also influence and control the location of development.
- 3.1.2 It is important to ensure that development takes place in a manner that protects important resources and avoids the creation of conflict and hazards which would affect the quality of life of residents and the effective operation of businesses.

3.2 Landscape and settlement character

Policy PR.1

All development proposals should respect and, where possible, enhance the quality and character of the area.

Proposals that would damage or destroy features which contribute to the distinctiveness of the local area will not be permitted unless significant public benefit would arise from the scheme. The value attached to such features by local communities will be taken into account.

In assessing all applications for development, thorough consideration will be given to the detailed guidance provided in supplementary planning guidance adopted by the District Council, including the District Design Guide, Countryside Design Summary and Village/Town Design Statements.

[Recommended references: Policies STR.4, EF.10, EF.13, EF.14, DEV.1, DEV.2, COM.1, SUA.1, SUA.2]

Explanation

- 3.2.1 The importance of protecting the identity and distinctiveness of towns, villages and landscapes has taken on considerable prominence in recent years. A common criticism is that new development tends to look the same wherever you go. The characteristics which make places special, from street pattern to individual buildings and materials, are too often ignored or at risk. Developers tend to strive for a national profile at the expense of local character.

- 3.2.2 The concept of the 'character-based approach' has gained increasing emphasis as a tool for making planning decisions. Although initially promoted by the Countryside Agency for assessing landscape character, the same principles are applicable to the built form of towns and villages.
- 3.2.3 The District Council has actively promoted and implemented such an approach in order to apply it to the assessment of potential allocations in the Local Plan and also to the development control process.
- 3.2.4 The Countryside Design Summary was adopted by the District Council as supplementary planning guidance (SPG) in September 1998. The core information used in identifying the character areas which form the basis of the document was provided in the Warwickshire Landscapes Guidelines published by the County Council in 1993. The Landscape Guidelines identify the distinctive features which contribute to the character of an area such as topography, field pattern, woodland, hedgerows, settlements, highways and country lanes.
- 3.2.5 The District Design Guide was adopted as SPG in September 2000. The basic concept underlying this guide is that good design begins with an understanding of the existing environment. The guide recommends a clear procedure for those who are intending to pursue a development proposal of any type and scale. This includes:
- identifying the character area within which the scheme is proposed;
 - taking into account the characteristics of that area as set out in the Design Guide;
 - checking any relevant Village or Town Design Statement, Conservation Area Study or other relevant documents;
 - using the guide to identify the specific characteristics that make up the area in which the potential development site is located; and
 - demonstrating how the proposed design of any scheme seeks to take account of these characteristics.

- 3.2.6 Both the Countryside Design Summary and the District Design Guide continue to have the status of supplementary planning guidance in the context of this Local Plan.
- 3.2.7 A further study has been undertaken to assess the character of the landscape around Stratford-upon-Avon. The findings and implications of the Stratford Town Urban Edge Study are set out in Section 7 (i).
- 3.2.8 Similar studies will be prepared for the fringes of other larger settlements in the District subject to the availability of resources.

Explanation

- 3.3.1 In considering proposals for development within the Green Belt, full regard will be given to the extent to which the objectives defined in PPG2: Green Belts (1995) would be met by the development proposed. The policy emphasises the District Planning Authority's concern to ensure that the strategic functions of the Green Belt are not jeopardised by cumulative development at the local level.
- 3.3.2 Whilst the District Planning Authority is prepared to accept certain forms of development, the Green Belt is fundamentally a restraint policy and emphasis is placed on its protection from proposals which would threaten its rural character. Inappropriate development will not be permitted unless very special circumstances can be demonstrated which would outweigh any harm by reason of inappropriateness.
- 3.3.3 It is considered that proposals for the re-use of existing buildings which meet the rigorous requirements of policies in relation to location and design need not undermine the general purposes of the Green Belt and may be permitted.
- 3.3.4 The Green Belt washes over many existing dwellings, and the limited extension and alteration of these dwellings is acceptable provided they do not result in disproportionate additions over and above the size of the original dwelling. In order to ensure that extensions are not disproportionate the District Planning Authority considers that cumulatively they should not exceed 30% of the volume of the dwelling as it existed at the time when the Green Belt was established in 1975, or when built (if later).
- 3.3.5 The one for one replacement of existing dwellings may also be acceptable within the Green Belt. However, a fundamental requirement which applies to the Green Belt as opposed to other areas of countryside is that the replacement dwelling should not be materially larger than the dwelling it replaces.
- 3.3.6 The settlement hierarchy set out in Policy STR.1, and the control over development which flows from this policy, insets the settlements of Alcester, Henley-in-Arden and Studley which lie within the Green Belt. For all other settlements and within open countryside, the District Planning Authority will apply a rigorous constraint over new dwellings. PPG2 does, however, give scope for the provision of limited affordable housing for local community needs. There may also be instances where a particular community identifies the need for a other forms of housing to be provided in the village, such as

3.3 Green Belt

Policy PR.2

Within that part of the West Midlands Green Belt in Stratford-on-Avon District, as defined on the Proposals Map, a general presumption against inappropriate development will apply. The following forms of development may be permitted in appropriate circumstances:

- (a) **development necessary for the continuing operation of agricultural holdings;**
- (b) **the re-use and adaptation of existing buildings for uses in accordance with Policy CTY.2 and Policy CTY.2A;**
- (c) **small-scale housing schemes within or adjacent to an existing settlement specifically to meet an identified local need in accordance with Policy COM.1 and Policy CTY.5;**
- (d) **outdoor sport, recreation and leisure, including the construction of essential buildings, which preserve the openness of the Green Belt and which do not conflict with the purposes of including land within it;**
- (e) **limited infilling or redevelopment of major existing developed sites, as identified on the Proposals Map, for employment or other uses which would have no greater impact on the Green Belt or on the surrounding area than the existing use and which would not be contrary to the overall strategy of the Local Plan;**
- (f) **limited extensions to existing dwellings in accordance with Policy COM.12;**
- (g) **the replacement of existing dwellings in accordance with Policy COM.12; or**
- (h) **other uses which preserve the openness of the Green Belt and which do not conflict with the purposes of including land within it.**

By definition all forms of new development are inappropriate within the Green Belt unless listed above.

sheltered accommodation. The District Planning Authority will be prepared to consider the merits of such schemes against the provisions of Policy COM.1.

3.3.7 There may be instances when a community identifies forms of need other than housing, such as employment opportunities and local facilities, eg. a village hall. It would be unreasonable to apply the Green Belt policy to prevent a clearly identified need from being met although it will be necessary to show that the impact of any such development on the openness of the Green Belt is minimised. In accordance with PPG2 development to meet local community needs would have to be justified by very special circumstances.

3.3.8 Outdoor sport, recreation and leisure are appropriate uses within the Green Belt. New buildings associated with these uses will only be accepted where they are essential to the existing or proposed use and where the position, size, shape and height of the building would not harm the openness of the Green Belt or conflict with the purposes of including land within it.

3.3.9 Annex C of PPG2 provides guidance on the future of major developed sites in the Green Belt. Where such sites are identified in an adopted Local Plan, limited infilling or redevelopment may be appropriate. The following sites are identified on the Proposals Map for the purposes of Annex C:

- Arvin Meritor (Maudslay Works), Great Alne
- Renshaw Industrial Estate, Jewsons and Alleleys, Green Lane/The Slough, Studley
- Bearley Mill, Bearley
- The Mill Industrial Park, Kings Coughton
- Troy Industrial Estate and Oak House, Jill Lane, Sambourne
- Saville Tractors, Bearley
- Earlswood Trading Estate
- Poplars Trading Estate/Green Lane Farm, Studley.

3.3.10 It is considered that proposals for limited infilling or redevelopment for employment purposes on these sites could help to secure jobs and support the rural economy without further prejudicing the Green Belt. Proposals will be considered against the criteria set out in Annex C of PPG2. Other uses may be appropriate but it will be necessary in all cases to ensure that strategic planning policies regarding the location of development are applied.

Schedule of proposed revisions to Green Belt boundaries

Location: Stratford-upon-Avon

Nature of revision:

To extend Green Belt designation to cover two parcels of land abutting the north-eastern edge of the town.

Exceptional circumstances:

3.3.11 A number of Areas of Special Restriction were identified around the northern edge of Stratford-upon-Avon in the Local Plan covering the town which was adopted in 1986. During the process of preparing the first District Local Plan it became apparent that such a designation was inappropriate where an urban area is not surrounded by Green Belt. Consequently, these areas were placed outside the Green Belt.

3.3.12 The District Planning Authority believes that two parcels of land in the Clopton area, previously identified as Areas of Special Restriction, should now be given Green Belt status. Both parcels lie within a Special Landscape Area and make a significant contribution to the setting of the town and the relationship of the urban area to the Welcombe Hills.

3.3.13 The largest parcel, at the northern end of Clopton Road, has been the subject of protracted pressure for residential development which has been successfully resisted partly on the grounds of the landscape and ecological sensitivity of the site. In fact, the Local Plan promotes the site as a wildlife area in order to secure its long-term conservation and enhancement (see Proposal SUA.A).

3.3.14 The other parcel, off Welcombe Road, is owned by the Shakespeare Birthplace Trust which intends to retain the undeveloped nature of the land for amenity reasons.

3.3.15 The District Planning Authority contends that this Local Plan is an appropriate mechanism for rationalising the Green Belt adjacent to this part of the town. There remains substantial areas of land abutting the edge of the town which provide sufficient scope for development should this be required in the longer term.

[Policy PR.3 has been deleted]

3.4 Farmland

Policy PR.4

The permanent loss of the best and most versatile agricultural land for development will not be permitted unless one or both of the following exceptional circumstances apply:

- (a) **there is an overriding need for the development and suitable land of lower quality is not available;**
- (b) **where the use of lower grade land would conflict with other policies of the Local Plan.**

[Recommended references: Policies CTY.4, CTY.12]

Explanation

- 3.4.1 Agricultural land is subject to a national system of grading (now administered by DEFRA) based on its potential agricultural productivity and versatility and it is land in grades 1, 2 and 3a which is regarded as being the best and most versatile. National planning guidance regarding agricultural land is articulated in PPS7: Sustainable Development in Rural Areas (2004). This states that where development of agricultural land is unavoidable, the use of poorer quality land is preferable to that of higher quality, except where sustainability considerations suggest otherwise. PPS7 identifies such matters that need to be taken into account, including biodiversity, quality and character of the landscape, and accessibility to infrastructure.
- 3.4.2 PPS7 states that the decision whether to utilise high grade land for development is for each local planning authority, having carefully weighed the options in the light of competent advice. Taking account of PPS7, the District Planning Authority aims to avoid releasing high grade agricultural land unless exceptional circumstances prevail. The Authority will consider specialist advice on agricultural land quality in the context of the wide range of sustainability issues covered by the Local Plan.
- 3.4.3 The assessment of development proposals will also have regard to other factors relating to potential impact on local agriculture, such as severance and fragmentation of holdings, constraints on use of buildings and changes in availability of water supplies and drainage.

3.5 Resource protection

Policy PR.5

All development will be expected to minimise the depletion of irreplaceable resources, such as energy, surface and ground water, soils, habitats and historic features. A thorough assessment of proposals will be carried out to gauge:

- (a) **the extent to which such resources are affected;**
- (b) **the availability of appropriate alternative sites for the proposed form of development which would have a lesser effect on such resources;**
- (c) **the scope to minimise impact through the design of the development and to mitigate any proven impact;**
- (d) **the opportunity to compensate effectively for any apparent loss of resources; and**
- (e) **the extent to which use is made of any existing or potential access to railway sidings.**

The intended means of minimising, reusing and disposing of demolition and construction waste materials will be taken into account in appropriate cases.

[Recommended references: Policy DEV.1, IMP.4]

Explanation

- 3.5.1 One of the fundamental maxims of 'sustainable development' is that the earth's resources should not be depleted by the pressures which the human race places upon them. This policy seeks to minimise the use of all forms of non-renewable resources. Guidance on renewable energy is contained in Policy PR.6.
- 3.5.2 There are a number of specific policies in the Warwickshire Structure Plan (WASP) and this Local Plan which deal with features of acknowledged importance and which are covered by some form of national or local designation in order to protect them from development which would cause unreasonable harm.
- 3.5.3 However, any development proposal, even one which conforms to the general provisions of the Local Plan and is therefore acceptable in principle, could cause a degree of harm to local resources in some way. In such cases, the District Planning Authority will wish to consider the entire 'package' of the scheme to ensure that any negative impact is minimised as far as possible.



- 3.5.4 Furthermore, there may be potential to incorporate measures into a scheme which positively manage or enhance valuable features within or directly associated with the site. Where appropriate, measures will be sought to compensate for features lost or diminished as a result of a development proposal. Circular 05/2005 sets out the 'tests' for assessing the validity of seeking to secure such benefits through planning conditions and obligations.
- 3.5.5 An important aspect of utilising the earth's resources responsibly is to ensure that the treatment of waste materials associated with development projects is handled effectively. This issue is emphasised in the Warwickshire Waste Local Plan. While it may not be reasonable to consider this matter in relation to small-scale schemes, it is justifiable to take it into account for larger schemes or where there is scope to treat waste materials in a particular manner. In all cases it is the level of risk posed to the environment that shall determine whether it is reasonable to consider these matters, rather than the scale of the development proposed.
- 3.5.6 There is considerable potential to increase the use of the rail network for carrying freight. To assist this, it is reasonable to treat sites with good existing or potential access to railway sidings as a finite resource which should be utilised wherever possible and appropriate.

3.6 Renewable energy

Policy PR.6

The provision of renewable energy schemes, particularly from wind, solar and biomass resources, will be encouraged. Proposals will be considered against the following criteria, according to the scale and nature of the scheme:

- (a) **the proposed development would not have a detrimental effect on the environment and character of the local area, including visual impact and the generation of emissions;**
- (b) **the development is located and designed in a manner which would be sensitive to the character of any buildings affected;**
- (c) **the location of the scheme does not impinge on transport routes, including aircraft flightpaths, and public rights of way; and**
- (d) **the scheme does not cause an unreasonable adverse effect on existing dwellings and business premises.**

Adequate supporting information, which assesses the extent of possible environmental effects and how they can be satisfactorily mitigated, should accompany any planning application for this form of development.

Explanation

- 3.6.1 PPS22 : Renewable Energy (2004) sets out the Government's policy advice on developing renewable energy sources in locations where the technology is viable and environmental, economic and social impacts can be addressed satisfactorily. This refers to forms of energy that are generated by using resources that occur and recur naturally in the environment. Its provision and use provides the opportunity to generate energy in a sustainable manner, without depleting finite natural resources.
- 3.6.2 Increased development of renewable energy, together with policies on energy efficiency such as Policy DEV.8, is vital to facilitating the delivery of the Government's commitment on both climatic change and renewable energy. The Government aims to cut carbon dioxide emissions by some 60% by 2050. It is also committed to a target to generate 10% of UK electricity from renewable energy sources by 2010. The District Planning Authority will be looking at possible ways of exploring the full range of renewable energy sources, their differing characteristics, locational requirements and the potential for exploiting them, subject to appropriate environmental safeguards. It is envisaged that the criteria set out in the policy are sufficiently robust to ensure an effective balance between the benefits of exploiting renewable energy and the need to protect the environment.
- 3.6.3 Renewable energy schemes can take various forms and scales. Planning applications for any such schemes must be formulated in order to reflect their characteristics and location. Where small scale schemes are proposed, the cumulative effect of such schemes should be considered. Where large schemes are promoted, impact on adjoining land uses, residential amenity and access will be thoroughly assessed.
- 3.6.4 Renewable wind energy schemes will be encouraged in the District. However, any proposal will be fully investigated, with particular consideration being given to the creation of visual and noise impact. It is unlikely that large-scale wind farms will be feasible or appropriate in the District.
- 3.6.5 Solar energy is considered to be the cleanest form of renewable energy. However, it can have a visual impact on the landscape and on the character of buildings which requires careful attention.
- 3.6.6 Biomass also provides considerable potential for energy production, particularly in a rural district such as Stratford-on-Avon. If biomass technology is to be applied, then regard should be given to combined heat and power (CHP) schemes in order to maximise energy efficiency.

- 3.6.7 Despite their benefits, proposals for developing renewable energy resources must be carefully weighed against the need to protect the environment. Supporting information should be provided to demonstrate that consideration has been given to mitigating adverse impacts through careful location, design and layout.
- 3.6.8 In assessing proposals in designated areas, a balanced approach should be adopted to take into full account specific features or qualities which justified designation and the wider contribution to reducing emissions of greenhouse gases.
- 3.6.9 Where required, an Environmental Statement must be prepared and submitted with the planning application in accordance with the relevant environmental assessment regulations.

3.7 Flood defence

Policy PR.7

Development in an area at risk from flooding will only be permitted where all of the following criteria are met, as fully demonstrated by a flood risk assessment submitted with the planning application appropriate to the scale and nature of the proposed development and the level of flood risk posed:

- (a) **the type of development is appropriate to the level of flood risk associated with its location;**
- (b) **it is clear that no reasonable option would be available in a location of lower risk;**
- (c) **it would not reduce the capacity of the floodplain to store floodwater;**
- (d) **it would not impede the flow of water in the floodplain;**
- (e) **it would neither exacerbate existing flooding problems nor increase the risk of flooding on-site or elsewhere;**
- (f) **it would not result in development which would be subject to regular flooding;**
- (g) **it would not necessitate the construction of new flood defences to achieve adequate protection from flooding, or existing flood defences protect the site to an appropriate standard and provision is made for their maintenance for the lifetime of the development;**
- (h) **in the case of dwellings proposed in high risk areas, it is evident that safe dry access would be available to land subject to lesser risk; and**
- (i) **it would not have any adverse impact on the environmental, nature conservation, geological and archaeological assets of the floodplain.**

Development proposals in areas subject to little or no flood risk may still require flood risk assessments. If it is evident that proposals would exacerbate existing flooding problems, or give rise to new flooding problems, then permission will not be granted.

Explanation

- 3.7.1 It is apparent that instances of flooding are becoming more frequent across the country. Many parts of Stratford-on-Avon District were seriously affected by the Easter 1998 floods. The Government's policy is to reduce as far as practicable the risk to people and the environment from flooding. A fundamental way of assisting this is to ensure that flood risk is properly taken into account in the planning of development and that measures are taken to reduce the risk of flooding.
- 3.7.2 Government guidance in PPG25: Development and Flood Risk (2001), emphasises the need for a precautionary approach to development in flood risk areas in accordance with the principles of sustainable development and the likely impacts of climate change. PPG25 states that local authorities should apply a risk-based approach to the preparation of development plans and development control decisions and sets out a sequential test to assist such an approach. Policy PR.7 has been drawn up in the context of the sequential test and the District Planning Authority will take account of the test in its development control decisions.
- 3.7.3 The District Planning Authority will consult the Environment Agency (EA) on any development proposal which affects floodplains or could exacerbate the risk of flooding in any way. The overall aim is to avoid inappropriate development in flood-risk areas and to ensure that new development does not lead to additional flood risk. Furthermore, the policy aims to prevent the construction of buildings which would be liable to regular flooding, whatever the purpose of the building. Such buildings would provide unsatisfactory or even unsafe conditions for future occupants and users. The Authority is also concerned to avoid the creation of domestic curtilages which would have the potential for regular flooding. The creation of such curtilages would equate to the provision of an inadequate standard of amenity.
- 3.7.4 The EA has published indicative floodplain maps for the 'main river' system within the District under Section 105 of the Water Resources Act 1991. These maps are based on the approximate extent of floods with a 1% probability occurrence for rivers or, where this is greater, the highest known flood. Although the maps represent the best information available, they are indicative only and for main rivers



applicants are advised to seek confirmation from the EA as to whether a site lies within a floodplain. For all other watercourses, in the first instance a similar enquiry should be made to the District Council which is the Land Drainage Authority for such watercourses. The EA should also be contacted to ascertain whether they hold further information.

3.7.5 It is anticipated that development within the 1 in 100 year floodplain will be severely constrained unless its impact is minimal or can be compensated for in an effective manner. The views of the EA and the District Council's land drainage specialists on any such matter will guide the District Planning Authority's decision in each case.

3.7.6 It is also important to consider the potential for increasing flood risk downstream due to runoff from built development. The value of sustainable drainage systems (SUDS) is now recognised as a means of controlling run-off from new development throughout river catchments and not just in the floodplain itself. Policy DEV.7 sets out in more detail the Authority's pro-active stance on the provision of SUDS as an integral part of development schemes.

3.7.7 Other flooding problems are identified from time to time in locations outside floodplains, in relation to minor watercourses, inadequate culverts, blocked ditches, etc. In such areas it will be necessary to take into account the risk of flooding in the location and design of development.

3.7.8 It is the responsibility of the developer to investigate and evaluate the extent of risk from flooding. Where the proposed scheme falls within an area at risk from flooding or may increase the risk of flooding in any way, the developer will be required to submit a detailed Flood Risk Assessment (FRA) in accordance with the requirements of PPG25, Appendix F. The scope and content of such an assessment will need to reflect the nature and scale of the proposed development as well as the level of flood risk posed. For example, a comprehensive FRA will not normally be required in relation to applications by individual householders for minor extensions, in line with PPG25 para.58. The FRA will need to identify the likely frequency and impact of flooding, taking into account the adequacy of flood defences, the effect the development will have both on and off-site and an assessment of the impact of climate change. In addition any works in, under, over or within 8 metres of a main river or any culverting, require the prior formal permission of the EA. Extensive culverting of any watercourse will be resisted.

3.7.9 The undertaking of a Flood Risk Assessment is an essential element in the overall assessment of the economic viability of the development as well as its acceptability in planning terms. It will inform the planning decision and should identify any necessary design and mitigation measures. Failure to provide an appropriate assessment could be a reason for refusing planning permission. FRAs will be subject to full scrutiny by the Environment Agency or the District Council's own specialists.

3.7.10 The submission of a FRA does not automatically mean that a proposal is acceptable in flood risk terms. It must demonstrate that the development can proceed without creating an unacceptable flood risk to future occupants or elsewhere.

3.8 Pollution control

Policy PR.8

Planning permission will not be granted for development which could give rise to air, noise, light or water pollution or soil contamination where the level of discharges or emissions is significant enough to cause harm to other land uses, health or the natural environment. The effectiveness of proposed mitigation measures will be fully taken into account.

Explanation

3.8.1 The control of pollution is a complex process involving local authorities and a wide range of other statutory bodies. Government advice in PPG23: Planning and Pollution Control (1994) is that the planning system should not duplicate controls which are the statutory responsibility of other bodies. However, pollution impacts are material planning considerations which should not be ignored in the making of planning decisions.

3.8.2 PPG23 indicates that the consideration of development proposals should take into account the full range of pollution factors. These include the need to separate potentially polluting and other land uses to reduce conflicts, the possible impact of potentially polluting development on land use and the need to protect natural resources and improve the physical environment.

3.8.3 This policy indicates the District Planning Authority's concern to ensure that the impact of sources of pollution is given sufficient weight in the development control process. It covers factors such as the sensitivity of the locality to pollution effects and the existence of features which could be prone to damage from pollution, the loss of amenity which may arise through pollution, the extent of contamination of the site, the potential polluting effects of

vehicles accessing a site, the hours of operation of a development where this may have an impact on neighbouring land uses, and the possibility of nuisance arising from the land use.

- 3.8.4 In a rural area such as Stratford-on-Avon District agriculture plays an important part in the local economy and modern farming practices can have pollution effects, such as may arise when the effluent from intensive animal rearing is not properly managed. Specialised processes and land uses, even on a small scale, can cause problems and these may not be limited to the immediate surroundings of the site. For example, heavy goods vehicles servicing a business can bring noise and exhaust pollution to a wider area, while the illumination of a site may mar the landscape or the night sky, as well as having a negative impact on adjoining residential properties.
- 3.8.5 It should be noted that the Integrated Pollution Prevention Control system introduced by the Environmental Protection Act 1990 requires the Environment Agency to regulate certain industrial processes which are considered to have the greatest potential for harming the environment, in addition to controls which fall within the sphere of town and country planning. There is also a separate regulation system for water and air pollution administered by the District Council.
- 3.8.6 The District Planning Authority recognises the need for close co-operation between the different agencies to determine the potential pollution effects of a proposed development and the extent to which such effects can be mitigated through appropriate design and construction and through on-going regulation of the processes which the development is intended to accommodate. It is possible that, even taking account of the extent to which pollution can be controlled through these separate regulation systems, the potential impact of a proposed land use on a locality and its existing land uses could still be sufficiently detrimental to justify refusal of planning permission.
- 3.8.7 The need for development to utilise acceptable methods for discharging sewage is emphasised, in accordance with Circular 03/99. It may be necessary to obtain discharge consent from the Environment Agency in certain cases.

3.9 Hazardous substances

Policy PR.9

Proposals for new installations which would involve the storage of hazardous substances will not be permitted where such development would pose a significant risk to local residents, businesses and other uses in the vicinity.

The same consideration will apply to proposals for new development on sites which are in close proximity to locations where hazardous substances are stored.

Explanation

- 3.9.1 There are several installations within the District which incorporate the storage of hazardous substances in quantities large enough for them to be subject to the controls afforded by the Planning (Hazardous Substances) Act 1990 and the Planning (Hazardous Substances) Regulations 1992. This legislation requires that the operators of such installations apply for 'hazardous substances consent' (HSC) from the 'hazardous substances authority', usually the District Council, for the storage of substances which present dangers to people through such properties as toxicity or inflammability.
- 3.9.2 It is unlikely that development will be permitted in the immediate vicinity of any such installations. The District Planning Authority will critically assess a development proposal in the light of potential danger to future occupants or users from some form of accident.
- 3.9.3 A similar critical assessment will apply in relation to any proposed expansion of the existing installations or in relation to the proposed establishment of new installations.

3.10 Safeguarded land

Policy PR.10

In order to facilitate improvements to transport infrastructure the following routes within the District, as shown on the Proposals Map, will be safeguarded:

Trunk Road schemes

1. **M42 widening from junction 3A northwards to the District boundary**
2. **A46 Alcester to Stratford-upon-Avon**

County Road schemes

3. **Bridgeway Improvements, Stratford-upon-Avon**
4. **Portobello Roundabout (A429)**
5. **Hockley Heath Bypass (that part within Stratford-on-Avon District)**

Railway schemes

6. **Stratford to Cheltenham railway line from the Greenway Car Park, Stratford-upon-Avon, southwards to the District boundary**

Other transport schemes

7. **Between Alcester Road and Birmingham Road, Stratford-upon-Avon (including links to Western Road and Maybrook Road) for transport purposes**
8. **Between the Greenway Car Park and the rail headshunt south of Alcester Road, Stratford-upon-Avon for transport purposes**

There will be a presumption against development which would prejudice the implementation of any of the above schemes.

Explanation

- 3.10.1 Government guidance makes it clear that development plans should safeguard land for future transport schemes, including those which may not necessarily be taken forward during the plan period. This is considered essential to protect such land from being lost to other development.

M42 widening

- 3.10.2 The Government Office for the West Midlands commissioned consultants to undertake a Multi-Modal Study to identify options for improving the transport network. The Study has identified the need to widen the M42 to four lanes plus hard shoulder between Junction 3 and the M40 (Umberslade Interchange) with capacity improvements to Junction 3A, and to five lanes plus hard shoulder between the M40 and M6/M6 (toll). Until a detailed appraisal of the alignment for the widening has been undertaken, it is essential that the land be safeguarded.

A46 Alcester to Stratford-upon-Avon

- 3.10.3 The scheme was promoted in the 1990s but was withdrawn from the Road Programme in 1996. Consequently, the TR111 was cancelled. However, the contribution that this improvement scheme would make has been recognised in the West Midlands Regional Spatial Strategy. The scheme has been identified as a priority scheme for investment and the Highways Agency has confirmed the likelihood of reintroducing the scheme in their programme.

Bridgeway Improvements

- 3.10.4 This scheme involves the widening of Bridgeway and making other highway alterations to allow two-way traffic. New junctions would be constructed at Bridgeway/Warwick Road and Guild Street/Warwick Road. Two-way flows along Bridgeway and Warwick Road will increase potential dangers to pedestrians seeking to cross these roads and the satisfactory resolution of these difficulties is an essential prerequisite of any detailed proposal.

Portobello Roundabout

- 3.10.5 This junction has in the past had one of the worst accident records in Warwickshire. This proposal was originally aimed at reducing the accident rate at the junction. However, a local safety scheme introduced in the area has been fairly successful in reducing accident rates. This trend will be monitored and the need to review the scheme to assess its effectiveness in improving safety at the junction is acknowledged in the Local Transport Plan. It is therefore still an approved scheme in the County Council's transport programme.

Hockley Heath Bypass

- 3.10.6 The majority of the proposed road scheme is within Solihull Borough, although 900 metres are within Stratford-on-Avon District. The scheme is retained in the adopted Solihull Unitary Development Plan at least until the traffic effects of the M40 have been fully observed in practice.

Former Stratford to Cheltenham railway line

- 3.10.7 The route of the former line between Stratford Racecourse and Long Marston was safeguarded for the reinstatement of a railway in the original District Local Plan. This reflected the extent of the route currently in public ownership. Until recently, it had been assumed that the prospect of reopening the line was uncertain and long-term, being dependent on the efforts of private companies promoting leisure-based attractions. More recently, however, the possibility of reopening the railway line connecting Honeybourne and Stratford-upon-Avon has been raised by Railtrack (now Network Rail) in the context of its importance to the national rail network. Consequently, it is considered to be appropriate to safeguard the entire route within the District southwards from the Greenway car park, adjacent to Seven Meadows Road. The reinstatement of the railway will require a short diversion alongside recent industrial development near Long Marston (see Inset Map 5.1).

3.10.8 The route runs through an Area of Restraint, as defined on the Proposals Map, and a designated Ecosite. The District Planning Authority will ensure that appropriate mitigation measures will be introduced as part of any scheme to minimise any adverse impact on these important designations.

Between Alcester Road and Birmingham Road, Stratford-upon-Avon

3.10.9 A route from Alcester Road to Birmingham Road is safeguarded for transport purposes. This will allow for the provision of transport related facilities as part of the future transport strategy for the town. Those facilities will not include a conventional road open to all traffic but may, subject to further studies, provide for a section of the route to be available for use only for buses, pedestrians and cyclists. The northern section of the route is committed through planning permissions on land to the west of Birmingham Road, and development compatible with this objective will be guided by other policies in the Plan.

Between the Greenway Car Park and Alcester Road, Stratford-upon-Avon

3.10.10 Safeguarding this route for transport related purposes does not preclude it from being used partly for a railway. The section between Evesham Place and public footpath SD44 is a disused railway line on which a new footpath and cycleway link has been provided. A new road from Evesham Place to Alcester Road is not envisaged, nor is any change to the existing rail headshunt immediately to the north of the safeguarded land.

3.10.11 The remainder of the route from Evesham Place to the Greenway Car Park is used as a public highway. The District Planning Authority takes the view that the safeguarded route is an important transport corridor through the town which should not be compromised by any future development. The District Council is aware of the aspirations of Network Rail and other rail organisations for this link to be used as part of the national rail network. However, a case is not sufficiently proven for a firm commitment to be made at this stage. All the implications of reinstating the railway through the town will be considered and this will include a full assessment of environment impacts.

3.11 'Bad neighbour' uses

Policy PR.11

The re-use of a 'bad neighbour' site for appropriate alternative development may be permitted. To be acceptable it will be necessary to prove that:

- (a) **the present use of the site has been the cause of prolonged environmental conflict; and**
- (b) **demonstrable environmental benefit will result from the redevelopment and re-use of the site.**

[Recommended references: Policies STR.4, COM.16]

Explanation

3.11.1 There can occasionally be sites which contain abandoned buildings in a dangerous condition, or which support sources of a significant nuisance, e.g. smell, noise, etc. These sites can prove problematic to the amenity of the surrounding area and fall outside the scope of the controls and mitigating measures which could be afforded by Integrated Pollution Control.

3.11.2 Very occasionally, proposals are presented to the District Planning Authority which involve the redevelopment of sites which have an existing use that creates environmental conflict. In such circumstances, the Authority will not be unsympathetic to proposals providing that they will result in positive environmental improvement. This does not necessarily mean that the use of the site will alter and Policy STR.4 makes it clear that commercial uses should be retained wherever possible. A documented history of environmental conflict will be expected in order to justify a redevelopment scheme.

3.11.3 There are, however, certain businesses which have caused environmental problems through being located in predominantly residential areas. Where such cases exist, the District Planning Authority will keep under review the need to make alternative land available to accommodate such uses and will work with the community to resolve such conflicts in every practical way possible.

3.11.4 A particular site at Bleachfield Street, Alcester, has been specifically allocated for residential development (see Proposal ALC.B). Industrial activities on this site have caused difficulties and complaints in the past because of their proximity to more recent residential development.



3.11.5 There are also examples around the District where large-scale agricultural activities can have a considerable impact on a local area, particularly where residential properties lie close by. Proposals for the expansion of such intensive agricultural operations will be considered rigorously and if the necessary controls to limit their impact cannot be assured such expansion will not be permitted. In some cases it may be appropriate to encourage the relocation of such operations onto suitable alternative sites.



3.11.6 It is not the District Planning Authority's intention to permit the redevelopment of 'bad neighbour' sites where this would involve detrimental impact on the natural and historic heritage of the District.



Section 4

Protecting and enhancing environmental features

4

4.1 Introduction

- 4.1.1 The natural and built environment makes a vital contribution to the character of Stratford-on-Avon District and it is essential that the quality of these features is protected and, wherever possible, enhanced.
- 4.1.2 The policies in this section of the Plan reflect the value which we place on these resources and the need to sustain them for future generations to enjoy. However, the custodianship of the local environment does not mean that all forms of change should be resisted. The principle to be applied in assessing the impact of development proposals will be based on the relative value of the asset in national, regional and local terms, and the extent to which change can be beneficial to the longer-term maintenance of the feature involved.

Explanation

- 4.2.1 The primary purpose of Areas of Outstanding Natural Beauty (AONB) is the conservation and enhancement of natural beauty which includes protecting flora, fauna and geological as well as landscape features, while the conservation of archaeological, architectural and vernacular features is also important.
- 4.2.2 AONB designation does not rule out all forms of development but the District Planning Authority is not prepared to permit schemes which would be detrimental to the character of the area. It is for architects and designers to put forward proposals which reflect an appreciation of, and sympathy for, the special character of the area.
- 4.2.3 It is, however, accepted that farming underpins the rural economy and that special consideration may need to be given to proposals which are reasonably required for the viable operation of established agricultural holdings. This approach is in line with the Countryside Commission's 1991 Policy Statement on AONBs and Government policy as stated in PPS7: Sustainable Development in Rural Areas (2004). These documents also make reference to the needs of local communities and the District Planning Authority will take account of the need to sustain the economic and social well-being of the area.
- 4.2.4 In assessing proposals for development within the AONB, the District Planning Authority takes a broad view of factors which contribute to 'natural beauty'. The landscape of the Cotswolds has evolved over many centuries and clearly shows the influence of human endeavour. The latter has given rise to many typical Cotswold characteristics such as dry stone walls, stone buildings and historic monuments. The role which the built environment and historic heritage has had in shaping the Cotswolds landscape will be taken into account when considering development proposals, in addition to the contribution of natural features.

4.2 Cotswolds Area of Outstanding Natural Beauty

Policy EF.1

The special qualities of those parts of the Cotswolds Area of Outstanding Natural Beauty which lie within Stratford-on-Avon District, as defined on the Proposals Map, will be protected and, where opportunities arise, be enhanced. Development proposals should be founded on a high degree of sensitivity towards the natural beauty of the landscape and towards the special qualities and features that contribute to the distinctive character of the area. Proposals which would have a detrimental impact on the AONB will not be permitted, whether located within the AONB or outside the designated area. Assessment of proposals will also take into account the potential cumulative impact of development, particularly in relation to the rurality and tranquillity of the area.

Sport and recreation facilities may be acceptable if no adverse effect on the character of the area would be caused.

The impact of development proposals on the economic and social well-being of the area will be taken into account, including the specific needs of agriculture.



- 4.2.5 Small-scale sport and recreation facilities may be acceptable within the AONB. New buildings associated with such uses will only be acceptable where the position, shape, size and height of the building would not harm the special character of the AONB.
- 4.2.6 Assessment of major development proposals within the AONB will include consideration against the criteria listed in para. 22 of PPS7. These criteria relate to national interest, impact on local economy, alternative locations for schemes and detrimental effect on the environment and landscape
- 4.2.7 Development proposals which are likely to adversely affect the setting of the AONB will also be resisted.

4.3 Special Landscape Areas

Policy EF.2

The high landscape quality of the Special Landscape Areas, as defined on the Proposals Map, will be conserved and protected by resisting development proposals that would have a harmful effect upon the character and appearance of the landscape.

[Recommended references: Policy SUA.1]

Explanation

- 4.3.1 The Warwickshire Structure Plan Key Diagram indicates the general extent of several Special Landscape Areas (SLAs) which lie within, or partly within, Stratford-on-Avon District. These are: Arden, Cotswolds Scarp Slopes, Feldon Parklands and Leam Valley.
- 4.3.2 The SLAs date from the County Landscape Plan which was published in 1978 although the research upon which the definition of these areas is based originates from the early 1970s when the Coventry, Solihull and Warwickshire Sub-Regional Study was prepared. The research concentrated on the scenic beauty of the landscape rather than assessing the distinctive characteristics of different areas within the county. The policy is consistent with the spirit and purpose of the Structure Plan's designation of SLAs and focuses upon controlling forms of development which could be damaging to landscape quality.
- 4.3.3 To assist development control, the District Planning Authority has defined more detailed boundaries for the SLAs on the Proposals Map. Definition of these boundaries has been on the basis of landscape quality using, as far as possible, identifiable features in the landscape such as roads, canals and hedges. With regard to the definition of SLA boundaries around settlements, the District Planning Authority considers that smaller villages and the

landscape features within them contribute to the quality of SLAs and, for that reason, this designation washes over such settlements. The Main Rural Centres which lie within an SLA have been excluded from the designation to coincide with the built-up area boundaries defined for them.

- 4.3.4 In applying this policy, the District Planning Authority will take into account the 'character-based approach' which has recently taken prominence as a means of assessing the impact of development on the landscape. The Warwickshire Landscape Guidelines, published by Warwickshire County Council in 1993, identify those features which contribute to the quality of the landscape. The District Council's Countryside Design Summary and District Design Guide, together with individual Village Design Statements endorsed by the Authority, all develop this approach and provide valuable guidance in this respect.
- 4.3.5 Assessment of development proposals will have regard to cumulative impact. On an individual basis some proposals may seem innocuous but they could form part of a general trend towards decline in the quality of the landscape. The District Planning Authority will also consider whether proposals close to, but outside, an SLA would significantly harm the visual quality of the landscape within the area designated.
- 4.3.6 While the District Planning Authority is concerned to protect the scenic quality of the SLAs, it accepts that there are forms of development which are appropriate to these areas. In other words, SLAs should not be seen as a complete bar on development. On the contrary, proposals can include measures which are intended to maintain or enhance landscape quality, while others relate to services, facilities and employment important to local communities. The Authority will take into account these positive aspects when assessing proposals within the SLAs.

4.4 Areas of Restraint

Policy EF.3

In the Areas of Restraint, as defined on the Proposals Map, development will only be permitted where:

- (a) **it would be ancillary to agriculture or existing authorised uses;**
- (b) **it would not harm or threaten the generally open nature of the area, taking into account any possible cumulative effects; or**
- (c) **exceptional circumstances can be demonstrated.**

Explanation

- 4.4.1 The overriding intention of Areas of Restraint (AoRs) is to protect their inherently open character because of the valuable contribution they make to the character of the settlement. This may take the form of significant areas of open space within the urban area or a physical feature which is important in establishing its setting.
- 4.4.2 It is not intended to restrict all forms of development within AoRs. There is a wide range of activity supported by each of them, mainly of an agricultural or recreational nature. It is reasonable to allow these uses to be maintained and to take account of their needs. On that basis, various forms of ancillary development may be appropriate, including limited extension or alteration to existing buildings, buildings related to existing or proposed outdoor sport and recreation facilities, extensions to cemeteries, farm diversification and small-scale additions to existing groups of farm buildings.
- 4.4.3 The policy does not preclude other forms of development within AoRs. Proposals will be assessed against the second criterion and other relevant policies of the Local Plan. Examples may include replacement dwellings, agricultural dwellings and the conversion of rural buildings.
- 4.4.4 Exceptional circumstances may arise whereby proposals in Areas of Restraint for more substantial forms of development merit the support of the District Planning Authority. Support will only be given where a proposal would have demonstrable benefits and contribute significantly to meeting Local Plan objectives. Proposals will also need to demonstrate that no alternative site outside the Area of Restraint would be feasible.

4.5 Historic landscapes

Policy EF.4

The protection and maintenance of the historic character of the landscape will be sought through the careful assessment of planning applications. In particular, permission will not be granted for development which would have a detrimental impact on historic landscape character.

Opportunities to enhance such features as part of development proposals or through specific initiatives will be promoted.

Explanation

- 4.5.1 Local authorities are encouraged to undertake characterisation assessments of the historic dimension of their areas. Warwickshire Museum and the District Planning Authority intend to undertake a programme of research along these

lines, and the results of this work will provide a framework for taking historic landscape character into account in the assessment of development proposals and other aspects of land use. The research will follow principles already established by similar exercises, including the Cotswolds AONB Historic Landscape Assessment.

- 4.5.2 While there is as yet a relative lack of information on the wider historic landscape, there are some sources of data currently available which can assist in building a picture of the historic patterns of landscape. The main source is the Warwickshire Sites and Monuments Record maintained by Warwickshire Museum Field Services. Two particular aspects are covered by registers compiled by English Heritage relating to Parks and Gardens of Special Historic Interest and Battlefields. The former is considered in more detail in Policy EF.5, while the latter includes the site of the Battle of Edgehill which lies within the District. The District Council is proposing the creation of a Visitor Centre for the Battlefield (see Proposal CTY.E). Although these registers do not involve additional statutory controls, the effects of any development on registered sites is a material consideration in the determination of planning applications. The location of the registered parks and gardens and the battlefield is shown on the Proposals Map.

4.6 Parks and Gardens of Historic Interest

Policy EF.5

The conservation and enhancement of parks and gardens of historic interest will be encouraged. Development which adversely affects their appearance, character, setting or possible restoration will not be permitted. Particular account will be taken of potential harm to those features and qualities which provide the basis for the inclusion of the park or garden in the national Register or Sites and Monuments Record.

Explanation

- 4.6.1 Parks and gardens contribute significantly to the historic landscape of Stratford-on-Avon District, often associated with individual listed buildings, but also in many cases as features of special historic interest in their own right.
- 4.6.2 English Heritage maintains a Register of Parks and Gardens of Special Historic Interest in England and this includes twelve which are located in Stratford-on-Avon District (see Appendix 1).

- 4.6.3 The sites are shown on the Proposals Map. It should be noted that where boundaries of registered parks and gardens are shown on Inset Maps, they are the District Planning Authority's interpretation of English Heritage's small scale plans that derive from desk-based research. They should not be regarded as necessarily showing the definitive position of the boundary. Consultation with English Heritage may be needed to establish the latter.
- 4.6.4 Local planning authorities are advised in PPG15: Planning and the Historic Environment (1994), to safeguard registered parks and gardens when planning for new development. The Register does not include all parks and gardens of historic significance. Further sites of local interest are listed in the Warwickshire Sites and Monuments Record (SMR) maintained by Warwickshire County Council.
- 4.6.5 The District Planning Authority recognises that opportunities may arise for the repair, restoration and management of historic parks and gardens in relation to development proposals. Because of the sensitivity of historic parks and gardens, particularly those of national importance, the Authority is unlikely to grant outline planning permission for schemes. Planning applications need to include full details of proposals.
- 4.6.6 Where proposals are made which directly affect historic parks or gardens, the District Planning Authority will expect those submitting schemes to include an historical assessment of the park or garden in question. The findings of such an assessment will be taken into account in the determination of the proposal.

4.7 Nature Conservation and Geology

Policy EF.6

Features of nature conservation and geological value will be protected in the following ways:

- (a) **not permitting development likely to destroy or damage, either directly or indirectly, a designated or proposed European site, or a Site of Special Scientific Interest (SSSI);**
- (b) **assessing development and land use change likely to have an adverse impact upon a site which is subject to a local ecological or geological designation, or is of substantive nature conservation or geological value, against the importance of the site and the extent to which that impact can be subject to mitigating or other compensatory measures; and**

- (c) **seeking to ensure the protection and long-term management of features of significant ecological and/or geological importance such as wildlife corridors, links or stepping stones and fossil sites.**

Where appropriate, the management of such features will be secured through the use of conditions and/or planning obligations.

In all cases, the scope for mitigation and compensatory measures will be thoroughly assessed and secured where appropriate to ensure that any adverse ecological or geological impact is minimised as far as possible.

[Recommended references: Policy DEV.2]

Explanation

- 4.7.1 Within this global framework, national policies are intended to contribute to the conservation of the abundance and diversity of British wildlife and its habitats, or to minimise the adverse effects on wildlife where conflict of interest is unavoidable. The Government sees local authorities as having an important role in furthering such objectives and looks to them to take into account nature conservation interests wherever relevant to local decisions.
- 4.7.2 Amongst designated sites are Sites of Special Scientific Interest (SSSIs). A list of SSSIs within the District is provided in Appendix 2. They are also shown on the Proposals Map.
- 4.7.3 There are also several Local Nature Reserves (LNRs) within the District. LNRs are habitats and sites of local significance that can make a useful contribution both to nature conservation, geological science and education. These are also indicated on the Proposals Map and listed in Appendix 3.
- 4.7.4 Many other sites and features within the plan area are subject to non-statutory designations. Non-statutory designated sites of ecological value are currently referred to as Ecosites. Non-statutory sites designated for their geological importance are referred to as Regionally Important Geological Sites (RIGS), of which there are currently thirty in the District. Both geological and ecological sites of substantive value are now referred to as Sites of Importance for Nature Conservation (SINCs). The Warwickshire Biological Records Centre and the Geological Localities Record Centre (GLRC), maintained by Warwickshire County Council, hold information on Ecosites, RIGS and the new SINC system.
- 4.7.5 Stratford-on-Avon District has not escaped the loss of wildlife habitat, although new initiatives emphasising and involving stewardship of the countryside are bringing about improvements in the area of ecological diversity. The Authority,

working in partnership with English Nature, Warwickshire Museum and Warwickshire Wildlife Trust, will undertake a review of SINCSs in line with recognised and agreed criteria and procedures. This review will be part of the 'Wildlife Sites Project' (WSP) taking place across Warwickshire, Solihull and Coventry. All sites selected in this way will be protected under this policy. Until the WSP is completed all sites identified as potential SINCSs will be subject to this policy unless it can be shown that they do not meet the criteria for site selection.

- 4.7.6 Recent Government policy documents have given prominence to biodiversity as an issue that needs more action on the part of planning authorities and other organisations. There is concern that the diversity of habitats and species continues to be eroded and fragmented. Therefore, there is a need to safeguard from development the slim resources that remain. The Local Biodiversity Action Plan for Warwickshire, Coventry and Solihull has a significant role to play regarding this issue. It will contain habitat and species action plans and will need to be taken into account when assessing the impact of development proposals on nature conservation.
- 4.7.7 Geological sites have also been under pressure, particularly through landfill, and this has resulted in the concealment of important strata. Developers involved in schemes which may affect geological strata of scientific importance will be requested to allow Warwickshire Museum staff access to development sites for recording/collecting purposes. This also includes schemes where features of geological interest are revealed while development is being carried out. Developers may be required to inform the Museum when geological strata are visible and accessible and to provide the Museum with geological research data pertaining to the site.

Policy EF.7

The retention, protection, management, and where appropriate, creation of wildlife habitats and geological features will be pursued in order to improve ecological diversity, contribute to geological science and assist in achieving Biodiversity and Geodiversity Action Plan targets.

Opportunities for integrating ecological and geological features into development proposals will be thoroughly investigated and, where appropriate, secured.

Where appropriate, such areas may be promoted for educational, recreational and/or amenity purposes.

Explanation

- 4.7.8 Government advice indicates that local authorities should make a positive contribution to nature conservation in their areas. The District Planning Authority is keen to do this and is aware, through expert advice provided on a regular basis by the Warwickshire Museum and through other research, such as the Stratford-upon-Avon Landscape Study, that the ecological diversity of the Plan area has been in decline for many years, largely through the erosion of habitat caused by intensive land use in an area of productive agriculture. The loss of sites of geological interest has also occurred, particularly through the infilling of disused quarries. The Authority wants to help to arrest these trends. Furthermore, a positive stance in relation to the ecology of the district is also essential if the District Council is to play a significant role in the achievement of the targets of the Local Biodiversity Action Plan as described in the explanation to Policy EF.6. Geological conservation would also benefit through a positive stance towards the proposed Local Geodiversity Action Plan and other geological management initiatives.
- 4.7.9 A direct way in which the local authorities can make a positive contribution to ecological and geological enhancement is to manage their own land holdings in ways which help wildlife and assist geological science. These include the creation of Local Nature Reserves (LNRs) on land in public ownership. The District Council designated the Welcombe Hills, on the northern edge of Stratford-upon-Avon, an LNR in 1998. This was extended in 2000 to incorporate adjacent land at Clopton Park. These decisions were taken in recognition of the significant ecological value of the area.
- 4.7.10 Local planning authorities have powers to make management agreements with private landowners and occupiers to ensure that areas of land are managed in ways which achieve conservation objectives. The agreements can impose restrictions and obligations on agricultural practice and are enforceable against successors in title to the land. Compensation can be paid for the effects of restrictions on the land's productivity. Ecological and geological enhancement can also be facilitated in relation to development proposals through planning obligations or planning conditions.



Policy EF.7A

Development and other land use changes that may have an adverse impact on protected, rare, endangered or other wildlife species of conservation importance will not be permitted unless compensatory measures necessary to protect the species, minimise disturbance and provide alternative habitats to sustain or enhance the population can be secured by means of planning condition, planning obligation or other appropriate method.

Explanation

4.7.11 The presence of protected species is a material consideration in the planning process as set out in PPS9: Biodiversity and Geological Conservation (2005). PPS9 refers to various sites of value identified through international conventions, European Directives and national designation. Species of conservation importance also include the following: species listed by DEFRA in accordance with Section 74 of the Countryside and Rights of Way Act 2000, Red Data Book species, nationally notable or scarce species, and species afforded priority through biodiversity action planning. It should be noted that these species of importance are not necessarily confined to sites subject to nature conservation designations.

4.7.12 In considering planning applications that may affect species protected by EU legislation, proposals may be acceptable if they pass three tests covering the issue of overriding public interest, the lack of a satisfactory alternative location and the maintenance of favourable species populations. It follows that in all cases affecting EU protected species the District Planning Authority will require information on the species prior to the determination of a planning application to enable a full assessment of the species protection issue. The same applies to proposals affecting species subject to national designations where there is a reasonable likelihood of these species being present and affected by the development. The Authority will apply a precautionary approach to its decision making on this issue. Where insufficient information on potential species impact is provided with a planning application, then the Authority is likely to refuse that application.

4.8 Trees, woodland and hedgerows

[Policy EF.8 has been deleted]

Policy EF.9

The loss of ancient semi-natural woodland will be resisted and such woodlands will be afforded strong protection from development and land uses that would harm their contribution to biodiversity and/or landscape character. Proposals for development and land uses affecting other types of woodland will only be permitted where they would have a positive impact on biodiversity and landscape character and/or where there would be overriding public benefits arising from the development.

Where appropriate, the establishment of new woodlands will be promoted and support given to initiatives intended to improve the extent and management of the local tree resource.

Explanation

4.8.1 There is a general appreciation of the important contribution of trees and woodlands to the District's character and ecological diversity.

4.8.2 The issue of biodiversity is now of major concern, from the international level down to the local level. The Warwickshire Landscape Guidelines, the Stratford-upon-Avon Landscape Study and the Warwickshire Habitat Biodiversity Audit all highlight the need for action to be taken locally to counter the loss of wildlife habitat. Woodland can make a considerable contribution to enhancing biodiversity, especially when comprising native broadleaved species, and the District Planning Authority is concerned to encourage at every opportunity the planting of new woodland that will enhance biodiversity and the distinctiveness of local landscapes and settlements. Biodiversity and landscape character will need to have a strong influence on the design, scale, location and type of future woodland planting, and the tree stock to be used should normally be of local origin.

4.8.3 Woodlands known from current records to be of ancient origin are shown on the Proposals Map and listed in Appendix 4. However, coverage cannot be assumed to be comprehensive as further survey work may reveal more local sites and some small sites are not shown. Such woodlands mainly originate before 1600 and it is intended that no further reduction in their area should be allowed.

4.8.4 As well as the habitat creation and enhancement initiatives covered by Policy EF.6 and Policy EF.7, the Authority is promoting specific schemes for the establishment of community woodland and meadowland in the vicinity of Stratford-upon-Avon. This will help to

compensate for the poor degree of ecological diversity in this locality, a problem highlighted in the Stratford-upon-Avon Landscape Study. The proposals are described in detail in the Stratford-upon-Avon Community Woodland and Wildlife Habitat Study.

- 4.8.5 Although the community woodland and meadowland proposals on the edge of Stratford town are a priority, the District Planning Authority is looking to apply the concept on a District-wide basis should opportunities for feasible schemes arise.

Policy EF.10

The landscape, amenity and nature conservation value of trees, woodlands and hedgerows will be preserved and enhanced.

Tree Preservation Orders will be served where they would effectively safeguard public amenity and preserve the character of the local area. Inappropriate arboricultural work to protected trees will be resisted.

In conservation areas, inappropriate arboricultural works will be resisted where trees are of public amenity value and contribute to the character of the conservation area.

[Recommended references: Policies PR.1, DEV.1, DEV.2]

Explanation

- 4.8.6 The District Planning Authority recognises the purpose of Tree Preservation Orders (TPOs) in protecting trees which are of amenity value, particularly those threatened by development proposals, and will continue to make use of this process where considered necessary.
- 4.8.7 With regard to development which could adversely affect existing trees, British Standards (BS 3998:1989 - Recommendations for Tree work and BS 5837:2005 - Trees in Relation to Construction) have been introduced and the District Planning Authority will base its advice to developers and builders on these comprehensive standards.
- 4.8.8 Proposals which involve the removal or cutting back of existing trees must be accompanied by plans and schedules showing the position of these trees in relation to the proposed development, together with details of how each tree will be affected. Any work to a tree where the amenity value would be threatened, or where it contributes to conservation area status, will be resisted.
- 4.8.9 Mature trees and hedgerows are capable of adding a sense of permanence, amenity and completion to development sites and can also be of environmental, ecological and/or archaeological value. The retention and protection of trees and hedgerows during the

construction process is of great importance. Some mature trees are of great antiquity and merit the description 'ancient tree'. Such trees can make a particular contribution to landscape character, local distinctiveness and biodiversity, while they may also form important cultural features with historical associations. These qualities will be taken into account when assessing the appropriateness of measures to secure the tree's protection and enhancement.

- 4.8.10 Many of the District's hedgerows are also ancient features and often make an important contribution to landscape character, local distinctiveness and biodiversity. Their importance has been recognised by the Government with the introduction of the Hedgerow Regulations 1997. The Regulations have brought into force a notification procedure for those wishing to remove or reduce hedgerows which enables local authorities to assess whether a hedgerow is important and secure its retention where necessary. The determination of hedgerow removal notices is made in accordance with the criteria set out in the regulations. The removal of hedgerows found to be important against the criteria will normally be resisted.

4.9 Archaeological sites

Policy EF.11

Sites of archaeological importance and their settings will be protected, enhanced and preserved. There will be a presumption in favour of the physical in situ preservation of remains of national importance, whether scheduled or otherwise. Developers will be expected to assist in that process where such remains are affected by development proposals. Development which would adversely affect such remains or their setting will not be permitted.

In the case of remains of regional or local importance, the case for in situ preservation will be assessed against other factors including the importance of the remains and the need for the proposed development.

Those proposing development on sites which may contain important archaeological remains will need to submit the results of an archaeological assessment / field evaluation with their planning application. Failure to supply such an assessment or evaluation may delay the progress of the application or lead to the refusal of planning permission.

Explanation

- 4.9.1 The District Planning Authority recognises the importance of archaeological remains in the cultural heritage of the district and considers that priority should be given to their in situ preservation to retain them for future



generations, bearing in mind that they form a finite non-renewable resource. The Government now places emphasis on in situ preservation and this approach is detailed in PPG16: Archaeology and Planning (1990).

4.9.2 Stratford-on-Avon District contains many locations which are of archaeological interest. An increasing number of these sites are being designated by English Heritage as Scheduled Ancient Monuments. These are indicated on the Proposals Map and are listed in Appendix 5. They are subject to special protection afforded by the Ancient Monuments and Archaeological Areas Act 1979 which imposes stringent controls on works affecting these monuments. However, the Warwickshire Sites and Monuments Record, maintained by Warwickshire County Council, holds extensive information on several thousand sites within the District. Information on these can be obtained from the Sites and Monuments Record Officer at the Warwickshire Museum.

4.9.3 The assessment of the archaeological importance of these sites is based on a number of criteria agreed by Warwickshire County Council in 1994 and reviewed from time to time. These criteria originate from the Secretary of State's non-statutory criteria for assessing the national importance of ancient monuments, taking into account local association and amenity value. The Secretary of State's assessment criteria are listed in Annex 4 of PPG16.

4.9.4 The onus is on those considering undertaking development to consult the Sites and Monuments Record at an early stage to ascertain whether their intended site is likely to contain any archaeological remains. If this initial consultation indicates the likelihood of remains, then further investigation should be undertaken, utilising archaeological expertise. In some cases this will require a field evaluation involving a ground survey and trial trenching. Submission of a planning application should not be made to the District Planning Authority until the results of archaeological investigations are available and can be included with the application. On sites where the Warwickshire Museum considers there to be the possibility of archaeological remains of significance, the District Planning Authority is unlikely to support planning applications in the absence of full information concerning archaeology.

4.9.5 The list of Scheduled Ancient Monuments does not include all sites and monuments of national importance. The Sites and Monuments Record can supply information on other sites and monuments of archaeological significance in the district, together with further details on scheduled sites.

Policy EF.11A

Where it is considered, in the light of expert advice, that in situ preservation of archaeological remains is not merited, appropriate provision for an agreed programme of archaeological works will need to be made before planning permission is granted.

Explanation

4.9.6 Although accepting the importance of in-situ preservation of archaeological remains, the District Planning Authority accepts that there may be cases where the merits of a development scheme outweigh archaeological objections which are unable to be overcome by amendments to the proposed design and construction of the development. In these circumstances, the Authority will secure a programme of archaeological investigation to be undertaken at the developers' expense.

4.9.7 The Authority may seek to negotiate a formal agreement under the terms of Section.106 of the Town and Country Planning Act 1990 (as amended), or may grant planning permission subject to a condition requiring implementation of a programme of archaeological works prior to development commencing. Where the nature of archaeological remains is such that a condition presents difficulties in terms of specification, implementation and/or monitoring, planning permission may be refused.

Policy EF.11B

The management and enhancement of archaeological sites, including provision for public access and interpretation, will be sought and secured, in appropriate cases, through the use of conditions and/or legal agreements.

Explanation

4.9.8 The Government recognises and encourages the important role which local authorities have in securing the appropriate management of archaeological sites to ensure that they survive in good condition. There are many archaeological sites, both scheduled and unscheduled, which have an important role in the District's cultural heritage, local distinctiveness and historic landscape. With sensitive and appropriate management their educational role can be enhanced, so too their contribution to the local tourist economy.

4.9.9 Where archaeological sites are affected by development proposals, opportunities may arise to secure their long-term management through planning conditions and/or legal agreements. There may be other instances where the Authority will seek improved management of sites, particularly where other bodies such as

English Heritage, the National Trust and local history societies are willing to participate in initiatives, together with landowners and other interested parties.

4.10 Conservation Areas

Policy EF.12

The designation of additional conservation areas and the review of existing conservation areas will be considered in accordance with the following criteria:

- (a) **the presence of historic features which represent the origins and development of the area;**
- (b) **the archaeological significance and potential of the area, including the presence of scheduled ancient monuments and sites identified in the Warwickshire Sites and Monuments Record;**
- (c) **the architectural and historic quality, character and coherence of the buildings, both listed and unlisted, and the contribution which they make to the area;**
- (d) **the presence of traditional building materials, particularly those which are characteristic of the local vernacular styles;**
- (e) **the character of spaces, the form of enclosure and the nature of views into and out of the area;**
- (f) **the contribution made by trees, hedges and other natural or cultivated features;**
- (g) **the relationship of the built environment to surrounding landscape or open countryside; and**
- (h) **the extent of any previous loss, intrusion or damage which detracts from the character of the area.**

Explanation

- 4.10.1 Under the Planning (Listed Buildings and Conservation Areas) Act 1990 planning authorities are able to designate conservation areas. Such areas should be of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance.
- 4.10.2 Stratford-on-Avon District currently contains 76 designated conservation areas, which are indicated on the Proposals Map and listed in Appendix 6. There may be scope for further conservation areas to be designated and the District Planning Authority will consider the merits of such a designation based on the criteria set out in the policy. In accordance with guidance in PPG15: Planning and the Historic Environment (1994), the process of assessing, defining or revising boundaries and the

formulation of proposals for individual conservation areas will involve extensive local consultation.

- 4.10.3 Many of the conservation areas already designated have been in existence over thirty years and in some cases their boundaries and supporting analysis documents are in need of updating to reflect present circumstances. The District Planning Authority therefore considers it necessary to undertake a continuing programme of conservation area review. Parish and Town Plans (or equivalent) endorsed by the District Planning Authority, may form a useful local contribution to this process. The conservation area documents set out the Authority's detailed policies and opportunities for enhancement for each conservation area.

Policy EF.13

Development proposals which do not preserve or enhance the character or appearance of a conservation area or its setting will not be permitted. Any proposal should respect the special qualities and historic context of the conservation area as regards volume, scale, form, grouping and materials. Development proposals which are located outside a conservation area, but would affect its setting, will not be permitted if they harm the character or appearance of the conservation area.

Cases involving demolition of buildings and other structures will not be granted Conservation Area Consent unless a detailed scheme for redevelopment or reinstatement has already been granted planning permission or is granted concurrently.

[Recommended references: Policy PR.1, DEV.2]

Explanation

- 4.10.4 Having been designated on the basis of their need for preservation or enhancement, conservation areas require very careful consideration in the development control process. The legislation does not intend conservation areas to be subject to an embargo on new development but it does require that their preservation or enhancement should be an important factor in the determination of planning applications. The character of a conservation area is often an amalgam of different elements such as the style of building, the extent of open space and the amount of tree cover. These components can be threatened both by the presence of new development or by schemes which are designed with little understanding of or sympathy for the locality. On the other hand, a development scheme may well be of positive benefit to the area by, for example, upgrading a neglected area or removing an eyesore. The District





Planning Authority will take account of these factors when assessing the impact of proposals in conservation areas.

4.10.5 The District Planning Authority wishes to avoid demolition in conservation areas giving rise to derelict sites which detract from the character or appearance of the area. In most cases consent for demolition of a building will not be granted unless there are acceptable and detailed plans for redevelopment. There may however be some exceptional cases, for example the demolition of a building which is dangerous or detracts significantly from the appearance of the area, where the requirement for a detailed scheme for redevelopment could be relaxed.

4.10.6 In considering any application in a conservation area, outline planning applications would not contain sufficient detail to enable the District Planning Authority to make an adequate assessment of the proposal. Developers will be expected to provide detailed plans and elevations together with details of materials, texture and landscaping. These will be examined to ensure that the scale, proportions, materials and landscaping proposals will blend with the quality of the area.

also part of the national architectural and historic heritage which successive Governments have been anxious to preserve, reflecting general public concern about this issue. The District Planning Authority will endeavour to fully implement the Planning (Listed Buildings and Conservation Areas) Act 1990 which includes many provisions relating to listed buildings and their settings, including measures to ensure their preservation. This policy is an expression of a concern to make a positive contribution to building conservation in the light of Government advice on this subject.

4.11.2 As regards the determination of applications for the demolition of listed buildings, the District Planning Authority will follow the principles contained in PPG15: Planning and the Historic Environment (1994). These emphasise the condition of the building and the cost of repair and maintenance, the adequacy of efforts to retain the building in use and the merits of alternative proposals for the site.

4.11.3 The District Planning Authority has power to execute works which are urgently necessary for the preservation of a listed building or an unlisted building in a conservation area (in the latter case, by direction of the Secretary of State for Culture, Media and Sport). The cost of the works can be recovered from the owner of the building. The District Planning Authority can also serve a 'Repairs Notice' on the owner to specify works necessary for the preservation of the building which, if not carried out after two months, render the building liable to a compulsory purchase order. If an owner has deliberately neglected a building with a view to demolition, then compulsory acquisition can take place with minimum compensation being paid to the former owner.

4.11.4 The great majority of owners of buildings of architectural or historic interest are keen to maintain their properties in good order. The legal measures described above are a last resort, but the District Planning Authority will consider such action if a listed building is seriously threatened by neglect.

4.11 Listed Buildings

Policy EF.14

The preservation of buildings listed as being of special architectural or historic interest, and their settings, will be secured through the following means:

- (a) **applying the presumption in favour of the preservation of listed buildings;**
- (b) **ensuring that proposed alterations, extensions or changes of use to listed buildings, or development on adjoining land, will not have an adverse impact on the special qualities of such buildings or their settings;**
- (c) **requiring applications for Listed Building Consent to include fully detailed and accurate drawings of the existing building and the proposed scheme;**
- (d) **taking enforcement action to rectify unauthorised and unacceptable works to listed buildings; and**
- (e) **taking measures to ensure that neglected listed buildings are repaired.**

[Recommended references: Policy PR.1, DEV.1]

Explanation

4.11.1 The District Planning Authority recognises the value of listed buildings as visible evidence of the past and due to the contribution they make to the character of the area. These buildings are

Section 5

Promoting and securing appropriate standards of development

5.1 Introduction

- 5.1.1 There are two overriding principles ingrained in this section of the Plan. First, that all forms of development should be sensitive to and reflect the character of an area and, second, that the necessary technical standards should be achieved so that a development functions effectively.
- 5.1.2 The central focus of design is the distinctive, local qualities of the District. The Local Plan seeks to ensure that all new development shares some of the characteristics that define the area in which it is located. Design that reflects the local area can make a significant step towards achieving development which is sustainable and equitable.
- 5.1.3 Equally, it is important that development proposals incorporate the appropriate standards relating to access, infrastructure and other features which are essential to make the scheme fit for the purpose it is intended.

(i) Quality of development

5.2 Layout and design

Policy DEV.1

Development proposals will be required to have regard to the character and quality of the local area through the layout and design of new buildings and the extension or change of use of existing buildings.

The following principles will be taken into account in determining all planning applications:

- (a) **the extent to which the characteristics that define the locality are shared by the proposals;**
- (b) **the manner in which the proposed development is integrated with the existing settlement in terms of physical form, patterns of movement and land uses;**
- (c) **the interrelationship between the components making up the development, including buildings, landscaping, open space and access routes;**
- (d) **the effect of the development on the surrounding area in terms of its position, shape, size and height;**

- (e) **the provision of appropriate standards of amenity within the development and the extent to which the general amenity of adjoining properties is protected;**
- (f) **the extent to which important existing features on the site are retained or incorporated into the development;**
- (g) **the suitability of innovative design to the specific circumstances of the case; and**
- (h) **the use of materials and forms of detailing within the scheme.**

Applications which fail to address adequately the above principles will not be permitted.

Applications should be accompanied by a statement which sets out how design issues have been taken into account in formulating the proposal.

[Recommended references: Policies PR.1, PR.5, DEV.2, DEV.4]

Explanation

- 5.2.1 In recent years, design has become firmly established as a material consideration in the planning process. As a matter of principle, new development should contribute to an improvement in the quality and character of the public realm for the benefit of the community as a whole. Planning Policy Statement 1: Delivering Sustainable Development (2005), and various companion documents, emphasise the importance of local planning authorities taking a positive approach towards the achievement of high quality and inclusive design for all development.
- 5.2.2 A related issue is the identity and distinctiveness of towns, villages and landscapes. A common complaint is that new development tends to look the same wherever you go. In many cases, developers strive to establish a national profile at the expense of local character. The things that make places special and distinctive, from street pattern to individual buildings and the use of materials, are too often ignored or threatened.
- 5.2.3 PPS1 makes it clear that good design is indivisible from good planning. Good design makes a positive contribution not just to the physical appearance of an area but also to our



enjoyment of those places. The clear message in national planning policy is that poor design should not be accepted.

5.2.4 It is important to appreciate that achieving an acceptable form of development involves a balance of issues. Every solution involves a compromise between competing ideals or needs. In seeking to achieve that balance, the approach which the District Planning Authority will seek to apply is not just whether the development meets certain technical standards but also how the best design can be achieved within those parameters. Statements accompanying applications for planning permission that set out how design issues have been addressed should reflect the scale, nature and location of the proposed development.

5.2.5 The District Planning Authority wishes to promote creativity in design and does not seek to impose rigid design standards on new development. It is important however, particularly for residential uses, that appropriate levels of amenity are provided. For the purposes of this policy the term 'amenity' encompasses the extent to which people are able to enjoy public places and their own dwellings without undue disturbance or intrusion from neighbouring uses. Privacy and daylight are examples of the amenity considerations covered by this policy. The District Planning Authority wishes to ensure that development is designed to minimise overlooking and to ensure that neighbouring properties do not overshadow the development, or vice versa, to the extent where daylight to that property is reduced to unacceptable levels. Other amenity considerations include noise and pollution which are dealt with in Policy PR.8.

5.2.6 The District Design Guide provides detailed advice to those intending to promote proposals for development of any type and scale. The guide sets out a range of general issues and principles concerning design which the District Planning Authority regards as necessary to consider in formulating specific proposals and in determining planning applications.

5.3 Landscaping

Policy DEV.2

The landscape aspects of a development proposal will be required to form an integral part of the overall design. A high standard of appropriate hard and soft landscape will be required.

All proposals should ensure that:

- (a) **important site features have been identified for retention through a detailed site survey;**

- (b) **the landscape character of the area is retained and, where possible, enhanced;**
- (c) **features of environmental, ecological, geological and archaeological significance are retained and protected and opportunities for enhancing these features are utilised;**
- (d) **opportunities for utilising sustainable drainage methods are incorporated;**
- (e) **new planting comprises species which are of ecological value and appropriate to the area;**
- (f) **in appropriate cases, there is sufficient provision for planting within and around the perimeter of the site to minimise visual intrusion on neighbouring uses or the countryside; and**
- (g) **detailed arrangements are incorporated for the long-term management and maintenance of landscape features.**

[Recommended references: Policies PR.1, DEV.1]

Explanation

5.3.1 The combination of streets, buildings and spaces is what makes a settlement distinctive. The experience of walking, driving or riding from one space to another is the basis of a person's perception of the settlement. The landscape and open space features make an important contribution to this experience and are an integral consideration in assessing the affect of development proposals.

5.3.2 The position of a site within, and its contribution to, the pattern of spaces and landscape features is an important factor to take into account. New development should maintain and, where possible, extend the landscape network of a settlement by taking advantage of existing features and creating new features which are appropriate to the location.

5.3.3 It is emphasised that both hard and soft landscaping features should be conceived as a key component in the design of new development and also as an integral part of the wider landscape and open space network. The submission of landscape information as part of the development proposal would help to avoid the difficulty of incorporating these features into the scheme at a later stage.

5.3.4 Concept information regarding landscape proposals should be submitted as early as possible in the planning application process. This should include an assessment of how they relate to the overall landscape character of the area, arrangements for incorporating landscaping within the site itself and the types of species to be used.

- 5.3.5 Areas of planting should not be seen solely as a visual feature but as a resource with a number of potential benefits. A multi-purpose landscape will be more robust and more successful in integrating new development into its surroundings.
- 5.3.6 The ongoing maintenance of landscaping is crucial to its effectiveness. It is therefore essential that the responsibility for the maintenance of planting in new development is established prior to the issue of planning consent.
- 5.3.7 While it is important that landscape aspects are considered in all development proposals, it is accepted that some forms of minor development, such as small domestic extensions, may have little or no impact on landscape features or character. In these cases proposals for new landscaping would not be required.
- 5.3.8 Further advice on landscape issues is provided in the District Design Guide.

5.4 Amenity open space

Policy DEV.3

In addition to the provision of recreational open space applicable to residential development, it may be necessary to require the incorporation into the layout of all forms of new development an appropriate amount of amenity open space.

The amount and nature of such provision will depend on the location and form of the proposed development. Such an assessment will be based on the contribution amenity open space would make to the appearance and enjoyment of the development.

Explanation

- 5.4.1 All forms of development, not just residential schemes, should provide sufficient amenity space for their users to enjoy. The location and design of such spaces can make an important contribution to the appearance and character of a development and should, in all cases, be an integral part of the overall design.
- 5.4.2 There are no defined standards as to the amount of amenity open space which should be provided in any particular form of development. The policy aims to encourage negotiation with developers on an individual basis to secure provision, having regard to the character and location of the proposed development.

5.5 Access

Policy DEV.4

New or improved access arrangements to serve development will be treated as an integral part of the overall layout and their design will be required to:

- (a) **ensure that the safety of all road users and pedestrians is not impaired;**
- (b) **reflect the function of the access arrangements in the hierarchy of routes within the settlement and the character of the area;**
- (c) **incorporate speed management measures which are appropriate to the function of the road and the development it serves;**
- (d) **create a safe and attractive environment to promote walking and cycling;**
- (e) **provide scope in appropriate circumstances for bus services to operate through or close to the development;**
- (f) **allow for a range of possible uses in the detailed specification of carriageways, footways and verges;**
- (g) **distribute vehicular traffic appropriately around the development and the wider area;**
- (h) **provide, where possible, a choice of vehicular and non-vehicular routes within the development and to connect to the wider area; and**
- (i) **minimise impact on the landscape, existing properties and features of ecological and historic importance.**

[Recommended references: Policy DEV.1]

Explanation

- 5.5.1 The provision of an effective and safe access to development is an important consideration. Wherever possible, access provision should be made for alternative modes of transport other than the car. The safety of all users, including pedestrians and cyclists, is also paramount when providing access to development. In addition, careful consideration of the environmental effects of access arrangements is necessary.
- 5.5.2 One of the most significant constraints to achieving high quality design in development is the application of highway standards. Because these standards have previously tended to be applied rigidly they have contributed significantly to the apparent uniformity of new development and its lack of local character.



- 5.5.3 The problem tends to be most pronounced in larger developments where it is often difficult to tell one street from another. The common use of culs-de-sac has emphasised this problem both in the distribution of traffic and the appearance and function of the area.
- 5.5.4 In order to integrate development within a settlement, the design of streets and the means of access should be seen as a fundamental aspect of the development. It should be taken as the starting point or context for design, whether the development involves several new streets or modifications to an existing one. Highways and access roads must be designed together with the plots, buildings and open spaces which they will serve, and vice-versa.
- 5.5.5 A network of streets, as opposed to a series of culs-de-sac off a spine road, has a number of advantages. It is more permeable by offering a choice of relatively direct routes from one point to another. It also avoids the concentration of traffic, and therefore congestion, on a limited number of routes. Such an approach helps to secure more attractive forms of development and avoids creating monotonous and disorienting surroundings.
- 5.5.6 Any new development should, wherever possible, reinforce or create a network of routes and allow for further connections to the existing network. The connection may be selective by, for example, allowing for pedestrian or cycle use but not vehicular movement. There should also be a logic to the network based on clear reasons for the location and design of a route.
- 5.5.7 Detailed guidance on the design of highways can be found in Warwickshire County Council's 'Roads and Transport for Developments: The Warwickshire Guide 2000' and also in the District Design Guide.
- 5.5.8 Development proposals likely to have a material impact on the trunk road network will be required to submit a transport assessment in accordance with Highways Agency policy as set out in PPG13, Circular 04/2001 and a New Deal for Trunk Roads in England. Any new access or the intensification of an existing access onto trunk roads will be considered in accordance with the Highways Agency's graduated approach and most severely restricted in the case of motorways or other core routes of key strategic significance.

5.6 Car parking

Policy DEV.5

The provision of car parking associated with development proposals will be expected to comply with the maximum car parking standards of the District Council. In applying the standards, it will be necessary to ensure that an effective balance is achieved between the provision of adequate car parking to serve the development, the objectives of the parking standards and the need to minimise congestion and avoid any increase in highway danger. The framework for the parking standards is set out in Annexe 4. Detailed car parking standards will be provided through supplementary planning guidance.

Where on-site car parking cannot be provided in accordance with the specified standards, the proposal may be supported subject to the applicant making a contribution towards transport-related schemes in the area. Schemes may include those identified by the County Highway Authority, through the Local Plan or in Parish Plans (or their equivalent) which would benefit existing communities and the occupiers of the proposed development.

Explanation

- 5.6.1 The demand for and the management of parking are growing problems in Stratford-upon-Avon in particular but also in certain other parts of the District. This is due to high levels of car ownership, an increasing use of the car and the large numbers of visitors to the District. A sustainable parking policy is therefore an important part of the transport strategy for the District. The provision of parking facilities is experienced in different ways by certain groups in society. Parking policies therefore need to be sensitive to the accessibility and mobility needs of individuals and businesses. The application of such policies should also seek to avoid detriment to the environment, economic viability and the aesthetic quality of towns and villages.
- 5.6.2 The management of the demand for and supply of parking spaces can be an effective tool in influencing a shift in the mode of travel from car-based to alternatives such as public transport. In this respect, PPG13: Transport (March 2001) calls for stricter controls on the level of parking spaces that should be associated with development. In particular, it advocates the use of maximum instead of minimum standards for broad classes of development. Annex D in PPG13 provides the basis for calculating the appropriate level of car parking to be provided in a development proposal. Annexe 4 in this Local Plan sets out a framework for establishing appropriate levels of car parking for various forms of development in Stratford-on-Avon District according to location.

5.6.3 The District Planning Authority, in considering applications for change of use and redevelopment, will assess the level of parking required taking account of the following:

- the level of parking provision for the most recent use of the site;
- the proximity of the site to public transport nodes/corridors; and
- the ready accessibility to a park-and-ride facility.

5.6.4 Where the proposed use requires more parking spaces than would have been required by the previous use, then the applicant should be given an opportunity to propose measures to mitigate any adverse impacts that the shortfall might have on the character of the area and on highway safety with regard to on-street parking. The District Planning Authority will need to be satisfied that the proposed measures are adequate to achieve the intended objective.

5.6.5 Where the District Planning Authority is not satisfied that measures proposed by an applicant are adequate enough to mitigate the impacts of any shortfall in parking provision, it will seek contributions from the applicant to enhance or extend sustainable transport schemes such as public transport, cycling or walking facilities in the area.

5.7 Services

Policy DEV.6

Development which increases the demand for off-site services and infrastructure will not be permitted unless sufficient capacity already exists or additional capacity can be provided by the responsible authority to serve the development without harm to the environment.

The implementation and phasing of the proposed development will be co-ordinated with the provision of any improvements that are required, in accordance with Policy IMP.4.

Explanation

5.7.1 The growth in housing, employment, tourism and other forms of development has placed considerable pressure on the existing infrastructure of the District. It is imperative that all future developments meet the demands which they place on physical infrastructure and services rather than impose an additional burden on the community.

5.7.2 Statutory bodies and other service providers are consulted on planning applications as appropriate to gauge what improvements are required and whether these are feasible. If the necessary improvements cannot be provided satisfactorily, either in terms of scale or timing, the proposed development will be refused. To

serve the new development in a satisfactory manner, certain services and facilities need to be connected or provided before construction commences or the development is occupied.

5.7.3 In specific cases, the cumulative impact of development proposals on a particular area will be taken into account.

5.8 Drainage

Policy DEV.7

All development proposals will be expected to incorporate sustainable drainage systems which provide for the disposal of surface water. Where this is not possible it will be necessary to demonstrate that an acceptable alternative means of surface water disposal is provided.

The re-use and recycling of surface water and domestic waste water within the development will be encouraged.

[Recommended references: Policy PR.7]

Explanation

5.8.1 Conventional surface water drainage has tended to seek the disposal of surface water to the nearest watercourse to ensure rapid disposal. This has the potential to lead to adverse environmental effects such as flooding, loss of habitat, reduction in water quality and resources. The Environment Agency now advocates a new approach called Sustainable Drainage Systems (SUDS) which aims to use a variety of techniques to control surface water run-off as close to its origin as possible, before it enters a watercourse. This involves moving away from traditional piped drainage systems to engineering solutions that mimic natural drainage processes. The effects in turn can benefit the nature conservation, landscape and amenity value of both site and surroundings.

5.8.2 SUDS are physical structures designed to receive surface water runoff, which can usually be incorporated into the planted or paved areas of the site. Control techniques which aim to do this include swales, filter strips, infiltration trenches and basins, porous pavement surfaces, constructed wetland (e.g. reedbeds), and detention and retention ponds. Properly designed, they can be instrumental in providing protection against flooding and pollution and aid in the replenishment of water resources.

5.8.3 The type of mechanism used will need to be assessed in the light of various factors and site constraints. Large scale ponds and wetlands are generally more appropriate for larger sites (ie. greater than five hectares). Infiltration trenches, swales, filter strips and porous pavements are suitable for both large and small sites. Many large sites will incorporate a mix of different

mechanisms. Soil permeability can also have a significant effect on the selection of SUDS control measures. Infiltration techniques designed to contain surface water runoff may not be effective if the infiltration rate is below 10mm/hr for the upper soil layers. Swales and ponds, working by a combination of filtration and infiltration, are more tolerant of poor soils. In highly permeable soils wet ponds need to be lined.

5

5.8.4 Consideration of the following issues early in the planning and design stages is essential:

- integration of sustainable drainage systems into the overall site concept and layout;
- assessment of soil conditions and hydrology of the site;
- the need for investigation and subsequent remediation of contaminated land;
- agreements on adoption, maintenance and operation of the systems; and
- the need for monitoring long-term performance.

5.8.5 It is recognised that traditional sewerage systems still have a part to play in the provision of surface water infrastructure. However, this method should only be used once it has been demonstrated that SUDS would not be appropriate. The District Planning Authority will therefore wish to see planning applications accompanied by an assessment of the suitability of SUDS. Wherever opportunities arise, the District Planning Authority will encourage development to re-use and recycle surface water and domestic waste water on site.

5.8.6 PPG25: Development and Flood Risk (July 2001) and several Environment Agency publications contain further information on SUDS and water recycling. The District Planning Authority will work closely with the Environment Agency and the water companies to achieve the implementation of SUDS through the appropriate use of conditions or agreements.

5.9 Energy conservation

Policy DEV.8

The layout and design of new development will be expected to minimise the amount of energy resources consumed in its occupation and use by taking into account the scope for:

- (a) **orientating buildings to maximise the potential for natural daylight and passive solar heating and to minimise the impact of wind on heat loss;**
- (b) **incorporating features which utilise sources of renewable energy;**

(c) **adaptability in the design of buildings so that alternative uses can be found for them as required;**

(d) **using materials with reduced energy input, such as recycled products; and**

(e) **utilising natural and built features which already exist on the site.**

Explanation

5.9.1 The importance of energy conservation as a means of safeguarding natural resources and reducing pollution is now appreciated. It is vital that energy conservation matters should be given consideration for all development. The planning system can play a part in reducing energy use by influencing the siting, orientation and layout of new buildings to ensure that maximum use is made of passive solar gains and that any unnecessary loss is avoided.

5.9.2 There are many ways of reducing the amount of energy used. These include the layout and location of development and transport routes, landscaping and building form including passive solar energy designs, materials and insulation. Although combined heat and power (CHP) is not a prominent issue in the District, it could still have potential in biomass-based renewable energy developments.

5.9.3 The gradient and orientation of a site, together with the spacing between buildings and the height of potential obstructions, have a direct impact on the amount of exposure a building has to direct sunlight and therefore to solar energy gain. To maximise solar energy gain, the optimum orientation of buildings in the UK is for the principle façade to face approximately south.

5.9.4 Heat is generally lost through exposed external walls, and the amount lost can depend on wind speed and wind direction. To compensate for these losses, buildings, planting and other forms of windbreak can reduce heat loss through external walls.

5.9.5 Developers will also be encouraged to take into account energy efficiency by maximising passive solar heating and minimising heat loss, making provision for the use of renewable energy, utilising natural and existing built features, and encouraging the use of materials with reduced energy input in their production.

5.9.6 The form and character of settlements has come about over time through the necessity of getting the most use out of a building and consuming the least amount of energy and materials. The simple way of achieving this is to create buildings that are capable of being used for a number of different activities with little or no change needing to be made to them. As the use of buildings change over time, those that are the most adaptable tend to be retained rather than be replaced, thereby reducing the consumption of energy.

5.10 Access for people with disabilities

Policy DEV.9

Development to which members of the public would reasonably expect to have access will only be permitted if provision is made in the design for safe and convenient access by people with disabilities.

The following will be expected of any scheme:

- (a) **sufficient parking spaces in accordance with the District Planning Authority's parking standards which are located in close proximity to the facility or building;**
- (b) **a site layout and design which maximises convenience for using the facility and/or gaining access to the building; and**
- (c) **where appropriate, the provision of alternative access points to the facility and/or building.**

Explanation

- 5.10.1 The Disability Discrimination Act 1996, has served to emphasise the importance of this issue. It is essential that the design of buildings and the nature of the public realm does not accentuate the difficulties faced by people with disabilities but helps them to gain access. Taking such an approach to design also makes the environment more convenient for the able-bodied, in particular elderly people and those with toddlers or infants in prams and pushchairs.
- 5.10.2 In the case of new buildings or the conversion of existing buildings for uses to which the public is admitted, the 'access for all' principle must be embodied in the design from the outset. This should take account of access to the building, within it and between all levels. People with disabilities should be able to visit and enjoy all the facilities that the building has to offer. The internal design of non-domestic buildings is covered in Part M of the Building Regulations 2004. This relates to a wide range of development, including community and leisure facilities, hotels and guest houses, shops, restaurants and other commercial uses.

5.10.3 If a proposal is deficient with respect to this aspect of design, the onus will be placed on the applicant or promoter of the scheme to demonstrate how such provision is neither practicable nor reasonable in the circumstances.

5.10.4 In older buildings alterations may be necessary to make them more accessible. This can cause particular design problems in listed or other sensitive buildings where retaining the historic character is an important consideration.

5.10.5 When alterations or extensions are proposed the opportunity to provide access to the original building should be addressed. For example, alterations to shop fronts often provide scope for improving access to the premises.

5.10.6 The design of the pedestrian environment should also take fully into account the needs of people with disabilities. The District Council will encourage high standards of maintenance, the appropriate location and style of street furniture and the provision of dropped kerbs and tactile surfaces. Schemes for pedestrianisation and other forms of enhancement provide valuable opportunities to improve the environment for people with disabilities.

5.11 Crime prevention

Policy DEV.10

In assessing proposals for new development, or alterations to existing buildings, encouragement will be given to incorporating measures which will help to help reduce the opportunity for crimes to occur and to enhance safety within the community.

Explanation

- 5.11.1 Section 17 of the Crime and Disorder Act 1998 places a duty on each local authority to take account of the community safety dimension in all of its work. It also states that policies and plans will need to address this issue and consider their contribution to the reduction of crime and disorder in their district. The Government has also placed emphasis upon 'safer communities' in its Rural White Paper: 'Our Countryside'. This called for a more localised approach as a potential option for tackling crime at the local level.
- 5.11.2 It has been recognised that the planning system can be instrumental in producing attractive and well-managed environments that help to discourage anti-social behaviour by modifying the built environment. This policy intends to achieve an overall standard of security and to introduce appropriate design features that enable natural surveillance and create a sense of ownership and responsibility. It is with the intent of influencing a positive outcome of such matters that planning applications should be considered.



- 5.11.3 Features to be incorporated include secure vehicle parking, lighting of common areas, control of access to individual and common curtilages, defensible space, instilling a sense of ownership of the local environment and a landscaping scheme that enhances natural surveillance and safety. However, lighting should not be unduly harmful to residential or countryside amenity.
- 5.11.4 Developers are expected to incorporate Secured by Design measures in the design and layout of their schemes. Further guidance on principles that can be applied to aid community safety can be found in the Secured by Design document produced by the Association of Chief Police Officers. Police Architectural Liaison Officers are also able to give advice on crime prevention measures that can be incorporated.
- 5.11.5 The District Council supports a wide range of voluntary organisations and groups which seek to reduce crime and the fear of crime within communities. It is also instrumental in the installation of CCTV cameras and the provision of communication networks in a range of commercial centres across the District. In appropriate cases, contributions from applicants towards CCTV and other crime prevention measures will be sought.
- 5.11.6 The District Council has produced a guidance note to advise applicants on how to incorporate design features that will be effective in reducing crime.

5.12 Public art

Policy DEV.11

The inclusion of works of public art will be sought in development proposals and in schemes associated with the enhancement of the environment.

Explanation

- 5.12.1 The provision of works of art as part of a development proposal can make an important contribution to the appearance of the scheme and to the character of an area. Such works can complement or form an integral part of a development and opportunities should ideally be identified at an early stage in the design process. In appropriate circumstances public art will be secured through the use of Section 106 agreements. This approach is likely to be of particular relevance in the case of large-scale projects in prominent locations.
- 5.12.2 The District Council intends to incorporate public art in environmental enhancement schemes and other projects with which it is involved.

(ii) Specific forms of development

5.13 Telecommunications

Policy DEV.12

The erection of new masts and antennas by telecommunications code system operators will be permitted where the following criteria are all met:

- (a) **the siting, height and appearance of the apparatus and any ancillary development have been designed to minimise environmental impact, bearing in mind the reasonable needs for the service;**
- (b) **it has been demonstrated that mast or site sharing is not a feasible alternative and that the apparatus cannot be sited on an existing building or other appropriate structure;**
- (c) **it has been demonstrated that an alternative, less environmentally harmful means of providing the same service is not feasible, especially where the proposal is located in an area where specific protection policies apply; and**
- (d) **the need to include additional structural capacity to take account of future demands for network development, including that of other operators, has been considered.**

All proposals for free-standing masts in the Green Belt, Cotswolds Area of Outstanding Natural Beauty, a Special Landscape Area or a conservation area should be accompanied by a network connectivity diagram. This should show the proposal's place within the wider network, and area coverage plots for the proposal and for alternatives examined, including existing masts and sites which might be shared.

Prior approval will be required in respect of the details of siting and appearance of development permitted under the Town and Country Planning (General Permitted Development) Order 1995 (as amended) where a free-standing mast is proposed, or the site lies in the Green Belt or a Special Landscape Area, or it affects the setting of the Cotswolds Area of Outstanding Natural Beauty or a conservation area.

Proposals for minor telecommunications development will be allowed where no demonstrable harm to the local area would be caused.

Planning permission will not be granted for the installation of telecommunications apparatus which would be harmful to the special character of listed buildings, ancient monuments and conservation areas.

All applications for planning permission or prior approval will be expected to include confirmation of the proposal's compliance with current advice on the health effects of exposure to radio waves.

For any mast proposed to be situated within three kilometres of an airfield boundary, it must be shown that the appropriate airfield operator has been notified.

Explanation

- 5.13.1 Advances in communications technology over recent years have resulted in considerable pressures for the development of masts, antennas and other telecommunications structures. The Government has opened up the telecommunications market to widen competition, increasing these pressures. A number of companies are now seeking to develop and extend communication networks. Much of this technology relies on line of sight connections and therefore elevated sites are generally required.
- 5.13.2 National guidance on this subject is found in PPG8: Telecommunications (2001), which has been updated to reflect recent developments in telecommunications technology, changes to the permitted development rights that apply to telecommunications code system operators and to provide advice on health considerations in making planning decisions.
- 5.13.3 Minor telecommunications developments such as citizen's band radio antennas and satellite television dishes may not require planning permission, although any installation on, or within the curtilage of, a listed building will require listed building consent.
- 5.13.4 The facilities required by operators and statutory undertakers are larger in scale and have a far greater potential for causing harm to the character and appearance of both urban and rural areas. However, in operating this policy, the District Planning Authority recognises the special needs and technical problems of telecommunication development.
- 5.13.5 Those parts of the District which are covered by particular designations, because of their intrinsic quality, need to be protected from the development of masts and other intrusive structures wherever possible. Consequently, the District Planning Authority will need to consider whether other locations are available outside these areas which would be operationally and technically suitable.

5.13.6 The installation of telecommunications apparatus on the fabric of a listed building or ancient monument will almost always harm the character or appearance of the building and therefore will not normally be allowed. In many cases it may be possible to site antennas or dishes elsewhere in the curtilage of the building.

5.13.7 There is a significant potential for the sharing of existing masts and telecommunications sites, and for the siting of antennas on existing buildings. In considering proposals for new masts the District Planning Authority will need to be satisfied that there are no feasible alternatives.

5.13.8 It is likely that, as time passes, further advances in technology will lead to existing facilities becoming obsolete or redundant. The Telecommunications Code and the Operators Licence specifies that operators are not entitled to keep apparatus installed if it is no longer in use and is unlikely to be used in the future.

5.14 Satellite dishes

Policy DEV.13

In considering applications for permission to install satellite television dishes, it will be necessary to ensure that such aerials are erected in positions which will minimise their impact on the environment.

In conservation areas and the Cotswolds Area of Outstanding Natural Beauty, aerials should be located away from public view.

Care should be taken over the siting of satellite television dishes in relation to listed buildings so as to avoid any adverse impact on the character and appearance of such buildings and their settings.

Explanation

5.14.1 Particular emphasis is given to the protection of the visual amenity and character of historically, architecturally and visually sensitive areas of the District, such as conservation areas and the Cotswolds Area of Outstanding Natural Beauty. In these areas even apparatus on side or rear walls and on side or rear roofs may be unacceptable if those parts of the building or the area surrounding the building are open to general public view.

5.14.2 Satellite dishes can be extremely harmful to the character and appearance of listed buildings. In some cases it will be impossible to find a location for a satellite dish which does not have a detrimental effect on the building or its setting. Owners/occupiers of listed buildings may have to accept that their premises do not afford scope to use this form of telecommunication.

5.14.3 It is anticipated that rapid improvements in technology will soon make apparatus redundant. The use of apparatus may also cease for other reasons. In an attempt to ensure that the environment does not become cluttered with redundant dishes, it is expected that they be removed when no longer needed.

5.14.4 The District Council's Conservation Officers can provide advice on the siting of satellite dishes on listed buildings.

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5.15 Advertisements

Policy DEV.14

The display of advertisements will only be permitted if amenity and highway safety issues are not compromised. The following principles will be applied:

- (a) **advertisements displayed on buildings will not be permitted if the character or setting of the building would be unduly affected, particularly if the building is listed or is situated in a conservation area;**
- (b) **the display of advertisements of inappropriate size, design, colour, materials or illumination will not be permitted; and**
- (c) **roadside advertisement displays in rural areas will be resisted unless they are located within the curtilage of the premises to which they relate, or at the site access, and are designed to be appropriate to the locality.**

Explanation

5.15.1 The display of advertisements is subject to the Town and Country Planning (Control of Advertisements) Regulations 1992. This is a complex piece of legislation which enables some advertisements to be displayed without the need for any permission while others are subject to the need for 'express consent' from the local planning authority. It is, however, possible for authorities to require the discontinuance of the display of an advertisement not needing express consent if it badly affects the amenity of a locality or if it is a danger to the public. Furthermore, advertisements proposed to be displayed on or affecting the setting of a listed building are likely to require Listed Building Consent.

5.15.2 Advertisements require careful control as they can make a substantial impact on the character of a locality. In established commercial centres, advertisements such as the hanging sign have been part of the scene for many years. However, modern advertisement styles and materials can be out of place in historic areas and one growing problem in this respect is the trend by larger retail outlets to adopt a 'corporate image' by using a nationally

identifiable motif. As the symbols take no account of the individual buildings, they tend to be out of character with the building and sometimes detrimental to their setting. The District Planning Authority will endeavour to negotiate adaptation of corporate liveries to local circumstances.

5.15.3 The impact of the display of advertisements on rural locations can be very significant. Whilst it is accepted that local businesses may need to announce the location of their premises in rural areas, attempts to employ inappropriate designs and materials will be strongly resisted, particularly in sensitive areas.

5.15.4 The road safety aspects of advertisement displays will also be taken into account by the District Planning Authority.

5.15.5 The provisions of the Area of Special Control designated in Stratford-upon-Avon will be applied and periodically reviewed to ensure the suitability and extent of the designation.

Section 6

Supporting and building communities

6.1 Introduction

- 6.1.1 The success of this Plan will be measured not just by the quantity of development it enables but also the extent to which it contributes to the character and function of communities. It is important that development is managed in a way which ensures its sustainability as far as possible, especially by securing necessary improvements to related infrastructure and services.
- 6.1.2 A decent home is a basic human need but it is also a place where people and families should be able to develop and foster community life. This Plan seeks to emphasise the holistic approach to new development and its relationship to communities. Similarly, the availability of jobs, shops and services and leisure and recreation facilities all make an important contribution to the quality of life experienced by local people.
- 6.1.3 This section therefore incorporates policies which are intended to meet the wide and diverse needs of those who live in, work in and visit the District.

6.2 Local choice

Policy COM.1

The views of the local community as expressed preferably in a Parish Plan (or equivalent), or in its absence an alternative source of reliable evidence, will be fully taken into account in the planning process. In particular, they will be used:

- (a) **to help assess the merits of schemes promoted by communities to meet needs which they have identified;**
- (b) **as a material consideration in the determination of planning applications and to assist in identifying the scope and nature of associated planning obligations which might be sought; and**
- (c) **to identify opportunities for environmental and other forms of enhancement.**

In the case of Main Rural Centres and Local Centre Villages only, as defined in Policy STR.1, small-scale schemes which meet housing (particularly affordable housing) and

employment needs identified by a local community will be encouraged in this way. Such schemes will be considered against the following criteria:

- (a) **the robustness of the justification made in support of the scale, location and type of housing and employment sought;**
- (b) **the maximisation of the use of previously-developed land which is available; and**
- (c) **the need to ensure that other relevant policies of the Local Plan are not undermined due to its location and design.**

[Recommended references: Policies PR.1, COM.2, COM.14, COM.17, MRC.4, CTY.2, CTY.5, IMP.5]

Explanation

- 6.2.1 Stratford-on-Avon District Council has been at the forefront in promoting the involvement of local communities in the planning process. The role of Parish Appraisals and Village Design Statements has taken on growing prominence in the determination of planning applications as the process for their preparation has become more robust and inclusive in reflecting the views of local people. The Rural White Paper (2002) promotes the bringing together of such documents in the form of Parish and Town Plans. These provide the ability for local people to set out a vision for the future of their community, what its needs are and how its character should be preserved.
- 6.2.2 The Countryside Agency has published guidelines on the preparation of Parish Plans. The District Council will wish to ensure that the end product is a fair reflection of the views of the community as a whole and is generally consistent with national and local planning policies. Once satisfied that these criteria have been met, the District Council will consider adopting a Parish Plan and give its contents the status of supplementary planning guidance where appropriate.
- 6.2.3 Policy RA.3 in the Warwickshire Structure Plan endorses this approach by supporting the principle of housing and industrial development in rural communities that meet local needs which they have identified. This Local Plan embodies the principle through the provisions of a range of policies.



- 6.2.4 Of particular note is the mechanism for assessing the merits of housing schemes promoted to meet local housing needs. It is valid for any community to identify such a need, which could take various forms in terms of type and tenure of dwellings. For Stratford-upon-Avon it is anticipated that such needs will be met through the sites which are allocated in the Local Plan for residential development or on unidentified 'brownfield' sites within the urban area.
- 6.2.5 In the Main Rural Centres, where opportunities for securing affordable dwellings through development proposals are limited, and in the Local Centre Villages, where residential development is severely restricted, scope is provided for the local community to identify a need for a particular form of housing. It is expected that the initial evidence of such a need will be provided in a Parish Plan (or equivalent document) which has been formally adopted by the District Council as supplementary planning guidance (SPG). Subsequently, a scheme for meeting a need which has been identified may be initiated through various means.
- 6.2.6 In the case of Alcester, Henley-in-Arden and Studley, which are situated in the Green Belt, a scheme to provide housing to meet a local need on a site lying outside their Built-Up Area Boundaries would be an inappropriate form of development based on the definition in PPG2. The argument in support of such a scheme would have to be sufficiently strong to outweigh this principle.
- 6.2.7 In assessing the merits of a particular scheme to meet local housing need, the District Planning Authority will apply the following criteria:
 - planning permission is only likely to be granted for schemes which have the expressed support of the local community;
 - this support should be demonstrated in evidence which is submitted with the planning application; and
 - this evidence will be subject to verification by the District Planning Authority.
- 6.2.8 With respect to all aspects of this policy, there will be instances where a community has not prepared a Parish Plan (or equivalent) but, nevertheless, wishes to support a scheme or promote an initiative. In such cases, the District Planning Authority will scrutinise the proposal or initiative by applying the same criteria outlined above.
- 6.2.9 The District Planning Authority intends to apply this approach to other forms of development which are identified as meeting a local need, for example the provision of community facilities.

- 6.2.10 In subscribing to this approach, it must be emphasised that the District Planning Authority is responsible for making decisions on planning applications. In doing so, it has to take into account a wide range of material considerations relating to national, strategic and local planning matters. Consequently, the emphasis will be on the use of 'brownfield' sites within or on the edge of a village. Evidence will be required to prove that no such sites are available before a 'greenfield' site is considered. It is also imperative that development is not harmful to the character of the village and its setting and other features of acknowledged importance. On occasions, it may be necessary to override the strongly held views of a local community because of such considerations.
- 6.2.11 Parish Plans (and their equivalents) offer a local perspective on environmental and community matters and often highlight issues which may not be apparent to the outsider, such as the need to preserve features which have historical associations or local amenity value.
- 6.2.12 The identification of environmental enhancement and community facility projects in Parish Plans will be used as a basis for grant allocation by the District Council. Such improvements may also, in appropriate circumstances, benefit from development proposals where a direct relationship is established.
- 6.2.13 Supplementary planning guidance on the operation of this policy has been produced by the District Council.

6.3 Local shops and services

Policy COM.2

Existing shops and services which serve the needs of local communities should be retained. All applications which seek to redevelop or change the use of such facilities will be subject to rigorous assessment to take into account the following factors:

- (a) **the value of the facility to the local community in social and economic terms;**
- (b) **the availability of similar facilities which are readily accessible by means other than a car;**
- (c) **the commercial and/or operational viability of the facility, including any measures available to improve viability;**
- (d) **the extent to which the existing use has been actively marketed to find a prospective new owner; and**
- (e) **whether there is scope for an alternative community use for the property.**

[Recommended references: Policies COM.1, SUA.14, MRC.4]

Explanation

- 6.3.1 Throughout the District there are many communities which continue to benefit from the presence of local shops and facilities. The District Planning Authority wishes to ensure the continued existence of such facilities, which play a vital role in meeting the more immediate needs of local residents and businesses. They are particularly valuable to less mobile people, such as the elderly and people with disabilities, and are also able to fulfil a social function.
- 6.3.2 Government guidance seeks to reverse the decline in services in urban and rural areas. Consequently, the District Planning Authority will thoroughly assess any proposals which would involve the loss of a local shop, public house or other facility. This will include a thorough analysis of the existing operations of the business or service and its importance to the local community it serves.
- 6.3.3 It is not necessarily the role of the planning system to judge the relative merits of commercial or other forms of facilities which serve a community. Indeed, in many cases planning permission is not required to change the use of a building under the provisions of the Town and Country Planning (Use Classes) Order. This policy is aimed primarily at resisting the conversion of buildings from a form of community use to a non-community use.

Policy COM.3

The provision of new shops and services which meet the needs of local communities will be encouraged.

These should usually be provided within settlements or involve the use of buildings which are located close to existing residential areas and readily accessible by foot and cycle.

In certain cases it may be appropriate to relax technical standards in order to secure a new facility.

[Recommended references: Policies SUA.13, MRC.4]

Explanation

- 6.3.4 Proposals for additional shops and services will be acceptable provided they are primarily to serve the needs of the local population and are at a scale appropriate for that purpose. On this basis it is considered that the main function of such facilities should be to meet the needs of the local population rather than to attract large numbers of people from a wider area. The District Planning Authority is opposed to the introduction of large scale retail activity in residential areas, smaller settlements and the countryside. Such development would adversely affect the existing character of these areas and could not be justified to serve the needs of local people alone.

- 6.3.5 Although the provision of new facilities is preferable within the confines of a settlement for the sake of convenience, occasionally an opportunity may present itself through the use of a building which is slightly detached from the physical form of the village. It would be unfortunate if such a proposal was to be resisted for this reason alone if in every other respect the location was acceptable, convenient and could be reached safely by foot and cycle.
- 6.3.6 In certain cases, a proposal for a new shop or facility may not meet the full development control criteria set out elsewhere in the Local Plan. For example, there may be inadequate parking provision or a lack of off-street loading facilities. However, if full standards are to be insisted upon the result may be to deny the possibility of further provision. As such it is considered that, where a proposal for a facility would clearly result in social benefit for the community, the District Planning Authority may relax some of the standard development control criteria.

6.4 Open space

Policy COM.4

The following standards of open space will be sought:

- (a) **in Stratford-upon-Avon, open space to a minimum standard of 3.0 hectares per 1000 population;**
- (b) **in the Main Rural Centres, open space to a minimum standard of 2.6 hectares per 1000 population, and,**
- (c) **in all other settlements, children's play areas to a minimum standard of 0.8 hectares per 1000 population.**

[Recommended references: Policy MRC.5]

Explanation

- 6.4.1 Open space is defined in the Town and Country Planning Act 1990 as land laid out as a public garden, or used for the purposes of public recreation, or land which is a disused burial ground. However, PPG17: Planning for Open Space, Sport and Recreation (2002) stresses that open space should be taken to mean all open space of public value and a typology of the range of open spaces is provided.
- 6.4.2 This policy seeks the provision of open space in Stratford-upon-Avon and the Main Rural Centres but, in certain circumstances, could be extended to other settlements. The standard of provision for children's play areas is applicable to all settlements as it is particularly important that facilities are available locally for younger children to use.

- 6.4.3 In Stratford-upon-Avon, the standard is divided into the following categories:
- 1.6 hectares - Outdoor Sport
 - 0.8 hectares - Children's Playing Space
 - 0.2 hectares - Incidental Open Space
 - 0.4 hectares - General Use
- 6.4.4 In the Main Rural Centres, the standard is divided into the following categories:
- 1.6 hectares - Outdoor Sport
 - 0.8 hectares - Children's Playing Space
 - 0.2 hectares - Incidental Open Space
- 6.4.5 Facilities for youth and adult use comprise those provided by the public (local authority), private, commercial and industrial sectors including pitches, courts, greens and other miscellaneous items. It is worth noting that there are some exclusions from the target as listed by the National Playing Fields Association in its 'Six Acre Standard' (2001). The requirement for youth and adult use has been set to meet sporting and recreational needs.
- 6.4.6 Incidental open space comprises areas of land that can be used for informal recreation, such as sitting out areas for relaxation, rather than active play.
- 6.4.7 Three categories of children's playing space are identified in the NPFA standard. These are:
- local area for play (LAP)
 - local equipped area for play (LEAP)
 - neighbourhood area for play (NEAP)
- 6.4.8 A LAP is a small area of open space specifically designed to provide young children with play facilities close to where they live, and should be located within one minute walking distance of home. A LEAP is an unsupervised play area equipped for children of school age and should be located within five minutes walking distance. NEAPS are unsupervised sites, designed to serve large residential areas and equipped for older children but with the opportunity for younger children to play. Overall, the District Planning Authority will follow as closely as possible the advice given by the NPFA concerning the siting and design of play areas as well as sports pitches and other facilities.
- 6.4.9 The achievement of the standard specified in this policy will be secured through either the direct provision of open space by the District Council, or through partnership arrangements involving the local community, private landowners and developers and the voluntary sector. Where it is justified by the scale of new development, developers will be expected to contribute towards the provision of open space in order to help achieve the standards set out in this policy.

- 6.4.10 The higher standard of provision sought in Stratford-upon-Avon is due to the special needs which arise from the large numbers of visitors the town attracts. This places additional strain on existing open spaces which will lead to their deterioration unless further provision is made.
- 6.4.11 In seeking to secure and manage new open space, regard will be had to the opportunity to promote biodiversity in accordance with the provisions of Policies EF.6 and EF.7.
- 6.4.12 A number of proposals for creating new areas of public open space are identified in Section 7 of the Plan.
- 6.4.13 This policy seeks to achieve a level of provision against an overall set of standards, but other principles such as accessibility and quality of provision are equally important. Where it is justified, opportunities to enhance existing facilities will be sought by the District Council.
- 6.4.14 The District Council supports the principle of the dual-use of school facilities by the wider community. This is advocated in national guidance in order to maximise their use and value as a community resource.

Policy COM.5

Where there is a local deficiency in public open space in terms of Policy COM.4, new residential development should make provision to meet the needs which would be generated by that development. Where this cannot be provided within the site, a contribution towards open space provision in the locality or for the upgrading of existing facilities will be sought.

Proposals for residential development will be expected to incorporate incidental open space to a minimum standard of 10 square metres per person (1 hectare per 1000 population). This should consist of children's play areas, in accordance with Policy COM.4, and informal areas for quiet relaxation.

Where open space is provided on site, it should be well related to the housing development that it is intended to serve. Its exact form and type will be determined having regard to the nature and size of the development.

Appropriate arrangements will be required of the developer for the maintenance of any public open space which is provided.

Explanation

- 6.4.15 New housing development will be expected to ensure that sufficient recreational space and facilities are available to meet the needs of the prospective residents. Wherever possible, provision should be made on-site as an integral part of the development. It should be of an appropriate type to serve the needs of the development, and in a location well related to

- the proposed dwellings. Where all, or part of the provision needs to be made off-site, a financial contribution may be appropriate to allow for facilities to be provided or improved in a suitable location nearby.
- 6.4.16 The detailed requirements for the provision or improvement of recreational open space and facilities will vary according to the form and scale of the proposed development. They will, however, be based upon the minimum standards set out in Policy COM.4. Within Stratford-upon-Avon, developers will not be expected to make provision for the additional requirement for general use arising from the large numbers of visitors to the town.
- 6.4.17 Although the provision of adequate areas of playing space is a vital community requirement it is not, on its own, the complete answer. To be used effectively, proper distribution and location, as well as ease of access, are essential. If the facilities are too far from the homes of potential users or too inaccessible, their purpose is largely defeated.
- 6.4.18 For children's play, the siting of the play areas and entry points is important to ensure that the peace and comfort of residents, especially that of the elderly, is not unduly disturbed. If incorrectly sited, the local authority may find it difficult to resist the demands of the residents for closing or relocating a play area. A facility established before the adjacent housing is first occupied is less likely to cause objection than one which is constructed after occupation and without prior consultation with local residents. An Open Space Audit of Stratford-upon-Avon and the Main Rural Centres was published by the District Council in March 2005.
- 6.4.19 The current level of provision of open space in the District generally fails to meet the standards set out in Policy COM.4. Consequently, any new housing development is likely to create additional demand for such facilities. On that basis, it is appropriate to seek open space provision within the site or a financial contribution to providing facilities off-site.
- 6.4.20 Open space provision and financial contributions will only be sought where there is an established deficiency, in terms of quality, quantity and distribution in the locality. In certain cases, the proposed development may not generate any further demand for open space or place any strains on the open space network nearby. Further guidance on the developer contribution system is provided under Policy IMP.4.

- 6.4.21 The District Council's ability to take on the costs of maintaining public open space is limited. It will, therefore, require alternative arrangements to be entered into by the applicant to ensure ongoing maintenance. This might be made through an agreement with a Parish or Town Council or residents association or by levying a service charge on each dwelling.
- 6.4.22 Supplementary planning guidance has been produced by the District Council to provide further advice on the provision of public open space.

Policy COM.6

The redevelopment of existing or proposed public and private open space, including allotments, will not be permitted unless all the following criteria apply:

- (a) **an equivalent and equally convenient area of open space is laid out and made available for the same purpose, unless there is a lack of proven need for the facility;**
- (b) **the development would not entail the loss of an open space of significant amenity and/or ecological value; and**
- (c) **the level of open space provision would not fall below the standards set out in Policy COM.4 as a result of the development.**

Development on open space which is valuable for its contribution to the amenity and character of the area will also be resisted.

Explanation

- 6.4.23 Government guidance in PPG17 clearly states that undeveloped land that has recreational or amenity value should be protected by the planning system unless it can be demonstrated that there is, or would be, a surplus of accessible public open space in the area. To this end, the District Planning Authority will safeguard existing public open spaces as an essential community facility. The Authority also recognises that allotments and private open spaces, such as school playing fields and private sports grounds, are important amenities that require protection under the scope of this policy. The definition of previously developed land set out in Annex C of PPG3 specifically excludes land in built-up areas which has not been developed previously, such as recreation grounds and allotments.
- 6.4.24 The demand for allotments tends to fluctuate but they are an important ongoing resource for the community and biodiversity, often representing years of public and individual investment, and worthy of protection.



- 6.4.25 Where replacement land is required to compensate for any loss of provision at another location, it should be equivalent in terms of size, quality, accessibility, usefulness and attractiveness to that being lost. Any necessary works will also be secured through the development proposal.
- 6.4.26 Many areas of undeveloped land make an important contribution to the character and appearance of a town or village. Although such areas may not always be available for public access, the development of land that makes such a positive contribution would be inappropriate.
- 6.4.27 In addition to providing recreational opportunities, open spaces can also form a vital element of the urban environment and may have some natural or wildlife value.
- 6.4.28 Sports and recreational buildings and land are also covered and protected under the scope of this policy.
- 6.4.29 For the avoidance of doubt, the land off Masons Road, Stratford-upon-Avon, currently used as a football ground, together with its associated facilities, is recognised in this Local Plan as recreational land and no alternative use will be considered unless a suitable replacement site is identified.

Explanation

- 6.5.1 A number of objectives of the Local Plan relate to a significant extent on the management of transport. For example, a town centre which is completely dominated by traffic for much of the working day is not an attractive environment for economic activity. Equally, increased car use has serious adverse environmental implications in the form of carbon dioxide emissions. Encouraging people to use public transport is one way of easing the pressure on town centre congestion and at the same time improving the local environment. However, the provision of bus-based public transport involves a number of stakeholders, in particular bus operators and the County Council, and the District Council will need to work in close partnership with them to secure more effective services.
- 6.5.2 The rural nature of the District has limited the scope for conventional bus services to operate on a commercially viable basis. The District Council will work in partnership with the County Council and local community groups to support and promote non-conventional public transport where there is a proven need. In particular, it will support the work of the Rural Transport Partnership in facilitating and extending accessibility in the rural parts of the district.
- 6.5.3 New developments often add to the volume of traffic and consequently create problems such as congestion and pollution. The cost to local communities as a result of this can be significant. It is therefore appropriate that, where justified, developers should be required to make a contribution to provide and/or enhance public transport infrastructure and services in the locality where the development occurs.
- 6.5.4 Currently, levels of bus use in the District are relatively low. The attractiveness of buses can be improved by enhancing frequency, reliability and the time it takes to complete a journey. Dedicated bus lanes and other measures can assist significantly to improve the situation and thereby make travel by bus a more attractive alternative to the car.
- 6.5.5 It is important to ensure effective integration of land use and transport policies to ensure that development which generates significant amounts of traffic is located where public transport infrastructure is available. This will enhance the critical mass necessary to attract bus operators to improve and extend services in the area and ensure that people have a choice of modes. Similarly, the design and layout of development can create opportunities for linking development to public transport nodes.

6.5 Bus service support

Policy COM.7

The District Planning Authority will work with bus operators, developers, the County Council and other interested parties to protect, improve and extend both conventional and non-conventional bus services to assist local people to gain access to work, shopping, health, leisure and other facilities. This will be achieved through:

- (a) **negotiating with developers for contributions towards enhancing existing services and facilities and/or securing new services and facilities to meet additional demand generated by new development;**
- (b) **promoting traffic management measures to give buses priority over other forms of vehicular traffic, particularly at congested locations;**
- (c) **working in partnership with the County Council to promote permanent park and ride facilities; and**
- (d) **ensuring that the design and layout of development proposals, where appropriate, have effective links to bus services.**

[Recommended references: Policy MRC.2]

- 6.5.6 The Local Transport Plan produced by Warwickshire County Council seeks to improve public transport for those reliant upon it and to provide a more attractive alternative to the use of the car.

6.6 Rail service support

Policy COM.8

The District Planning Authority will seek the retention, extension and improvement of rail services which serve the local area, and will take appropriate measures to encourage patronage. These measures will include the provision of new or improved park-and-ride facilities, interchange facilities and improved facilities at railway stations.

In appropriate circumstances this will involve negotiating with developers towards enhanced rail services and facilities to meet additional demand generated by new development.

Explanation

- 6.6.1 The rail links between Stratford-upon-Avon to Birmingham, Leamington Spa and London perform an important function for commuting, shopping and leisure activities. It is considered by the District Planning Authority that these rail services should be retained and improved. Associated facilities which can be provided in co-operation with Network Rail and/or train operators, such as car parking, will be pursued by the Authority in appropriate cases.
- 6.6.2 The District Council has been working closely with a number of partners to promote the North Warwicks Line (now known as the Shakespeare Line) between Stratford-upon-Avon and Birmingham. A significant potential to develop the use of the line by tourists was identified, which has already led to the introduction of steam services and a range of promotional initiatives. This will help to improve the overall viability of the line, including the introduction of a semi-fast service, which will benefit local communities and help to reduce car-based commuter journeys to the conurbation.
- 6.6.3 A comprehensive strategy relating to Stratford-upon-Avon station includes the provision of a bus/rail interchange (see Proposal SUA.1), the intention to route bus services linked to proposed park-and-ride facilities past the station and the enhancement of car parking for users of rail services. The proposals for the area around the station provide for improved co-ordination between buses, pedestrians and trains to encourage a greater use of rail services.
- 6.6.4 The Local Transport Plan identifies opportunities for increasing the number of journeys made by rail.

6.7 Aviation

Policy COM.8A

General aviation activity within the District will be confined to existing airfields. Proposals for the expansion of activities requiring planning permission will only be supported where they are within the established limits of an existing airfield and would not have a materially adverse effect on the environment of adjacent areas.

Explanation

- 6.7.1 The District Planning Authority acknowledges the importance of the existing small airfields within the District for general aviation. For the purposes of the policy, general aviation means 'All Civil Aviation operations other than scheduled air services and non-scheduled air transport operations for remuneration or hire' (International Civil Aviation Organisation Vocabulary). There are three active airfields within the District: at Long Marston, Snitterfield and Wellesbourne. Activity at Long Marston is primarily limited to microlights, whilst Snitterfield is used solely for non-motorised gliders. Wellesbourne is used for general aviation, has two active runways and is licensed by the Civil Aviation Authority.
- 6.7.2 In accordance with WASP Policy T.12, this policy seeks to concentrate general aviation activity within existing facilities, rather than disperse activity and create new facilities. Many aspects of aviation fall beyond the control of the District Planning Authority and this policy only relates to aviation development which requires planning permission. Where proposals are submitted for aviation-related development which requires planning permission, the environmental impact of such proposals will be carefully assessed. All proposals would have to comply with the provisions of Policy PR.8 dealing with pollution control.
- 6.7.3 Whilst none of the airfields located within the District are covered by official safeguarding maps issued by the Civil Aviation Authority (CAA), informal safeguarding arrangements have been in place for a number of years in respect of both Wellesbourne and Long Marston airfields. In accordance with the advice set out in ODPM circular 01/2003 non-official safeguarding maps are in place for these airfields together with an agreed consultation procedure. The general advice contained in Circular 01/2003 applies to 'non-officially' safeguarded airfields as well as those with official safeguarding from the CAA.
- 6.7.4 Proposals for the expansion of Birmingham and Coventry Airports could have significant knock-on implications for airfields within the District. The operation of this policy may have to be reviewed in the light of any changes to national policy on the development of air transport in the UK.

6.8 Walking and cycling

Policy COM.9

The layout and design of development proposals will be expected to incorporate facilities for walking and cycling which are safe, convenient to use and well connected to other parts of the settlement. Proposals will not be supported if the function of existing walking and cycling facilities would be compromised.

Negotiations will be carried out with developers for contributions where a development generates a need for improved pedestrian or cycle facilities outside the development site.

Where opportunities arise, improvements will be sought to existing pedestrian and cycling networks through the promotion of new linkages within the settlement.

The District Planning Authority will work in partnership with the County Council to promote pedestrian priority areas and dedicated cycle routes.

Explanation

- 6.8.1 Studies have shown that most journeys made by car, particularly in the main settlements of the District, are short enough to be made by walking and cycling. Yet there is a continuing decline in these modes of travel. At the same time, the potential for walking and cycling to reduce the level of car use is significant if the right measures are taken.
- 6.8.2 The potential has been highlighted in a study carried out by Oscar Faber on behalf of the District and County Councils as part of the transport strategy for Stratford-upon-Avon. The same situation occurs on a smaller scale in the main rural centres of the District. However, the scope for cycling and walking to play a valuable role is limited at the present time due to a lack of pedestrian facilities and cycling infrastructure. The District Planning Authority will therefore promote measures that would enable the full benefits of walking and cycling to be realised.
- 6.8.3 One way of achieving this is by incorporating walking and cycling facilities at the outset of the development process. Such facilities will need to be safe, convenient to use and well connected to other parts of the settlement to attract significant usage.
- 6.8.4 In promoting walking and cycling as alternative modes of travel to the car, the District Planning Authority takes the view that the safety and convenience of pedestrians and cyclists should be paramount. In this regard, where feasible, pedestrian priority areas and dedicated cycle routes will be promoted.

6.9 Public car parks

Policy COM.10

In Stratford-upon-Avon, new public car parks will only be supported where they are directly associated with park-and-ride facilities.

Within the Main Rural Centres, the location of public off street car parks will be considered against the following criteria:

- (a) the extent to which the proposal would improve the function of the commercial core of the settlement;
- (b) the impact of the proposal on the aesthetic quality of the area; and
- (c) the benefits to be gained by reducing on-street parking.

Explanation

- 6.9.1 One of the key objectives of the District Planning Authority's approach to transport issues is to use parking policy as an essential tool in influencing a shift from car based travel to environmentally friendly alternatives such as walking, cycling and public transport. This objective is highlighted in the Parking Strategy for Stratford-upon-Avon. The town experiences considerable transport and parking problems compared with other parts of the District. In particular, access to the town centre is affected by increasing levels of congestion, with consequent adverse economic and environmental implications. Further provision of public car parks in the town centre would only serve to exacerbate the traffic problems of the town. On the other hand, park-and-ride has the twin benefits of providing convenient access to the town centre whilst at the same time improving environmental quality.
- 6.9.2 Some of the main rural centres in the District are also facing parking problems. This situation could be exacerbated by the objective of enhancing the functions of these centres in providing shops and services to their rural hinterlands. In some cases, this may justify the provision of improved public car parks. Where there is a proven need, the criteria established by the policy will ensure that they are provided at appropriate locations and any adverse environmental and economic implications are minimised.

6.10 Traffic management

Policy COM.11

The following forms of traffic-related measures will be supported where they would achieve environmental, social or economic benefits to the local area:

- (a) **traffic management and calming schemes to improve road safety and conditions for pedestrians and cyclists;**
- (b) **bridge improvement schemes to ensure the effective movement of traffic;**
- (c) **heavy vehicle restrictions to remove non-essential traffic from sensitive areas; and**
- (d) **dedicated provision for specific modes of travel, such as cycles and buses.**

Explanation

- 6.10.1 Traffic management measures can significantly improve pedestrian and highway safety in areas where traffic speed and/or accident rates are too high. In particular, residential streets where there is extensive rat-running or roads in proximity to schools may be suitable locations for traffic calming measures to be considered. Such measures may take the form of improvements to the carriageway or the imposition of speed limits.
- 6.10.2 It is the responsibility of the County Council as highway authority to implement traffic management measures. However, it is essential to work in partnership with the District Council and the particular communities affected to identify the need for individual schemes, to work up a detailed design and to introduce a programme of awareness. Examples of such initiatives include 'Home Zones' in residential areas and 'gateway' schemes to villages.
- 6.10.3 There may also be opportunities to introduce traffic management measures as part of development proposals. In such cases it would be appropriate for the developers to fund schemes directly associated with their proposals.
- 6.10.4 It may be necessary, for example in conservation areas and other areas of high environmental quality, to reduce non essential traffic. One method of doing this is through traffic orders which can ban certain types of vehicles or limit the time of day that vehicles can use certain roads. The promotion of such traffic orders is the responsibility of the County Council.
- 6.10.5 In seeking to implement traffic management measures the District Council will liaise with the County Highway Authority and local community groups to ensure that signs are appropriately designed with minimum adverse

impact on the character of the locality, in particular the character of conservation areas and other designated areas. In all cases, examples of best practice will be taken into account.

- 6.10.6 The opening of new roads and the location of new development may have an impact on heavy lorry movements. Consequently, the need to introduce controls such as weight restrictions will be continually assessed. It will be necessary to demonstrate an achievable overall benefit, not simply the shifting of the problem from one community to another.

Policy COM.11A

Within the Vale of Evesham Control Zone, indicated on the Proposals Map, applications for development falling within Use Classes B1, B2, and B8 will be permitted only if it can be demonstrated that the use will not generate an increase in HGV movements through any of the settlements located within the zone. Other uses likely to generate HGV movements will be subject to the same considerations. The general presumption is that development in the zone should not generate any increase in HGV movements.

Planning permission will only be granted for proposals which would result in an increase in HGV movements where it can be demonstrated that:

- (a) **there is a need for development to be sited in that location and that the development cannot be sited elsewhere in locations with better access to the Lorry Route Network;**
- (b) **the benefits to local communities and the local economy resulting from the development would outweigh the harm caused by the increase in HGV movements;**
- (c) **transportation requirements would not result in more than a 5% increase in HGV traffic generated by the business over the level prevailing at the time of the application; and**
- (d) **the routes proposed to serve the development are those which would minimise environmental impact.**

Explanation

- 6.10.7 The Vale of Evesham has had a traditional association with agriculture, horticulture and market gardening. The Vale is also home to a number of former military bases and airfields where redevelopment for employment uses, especially storage and distribution, has occurred on a large scale. The various employment uses have led to significant growth in the numbers of heavy goods vehicles (HGVs) passing through the area. The resultant intrusion is a major concern to the communities affected by the lorry routes.



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- 6.10.8 This policy seeks to control the extent to which new development or expansion of existing businesses generates HGV movements in the Vale of Evesham, and is part of a wider cross-boundary strategy to address the problems caused by HGVs in the area. In general, employment uses which can demonstrate that an increase in HGV movement would not be generated will be acceptable where they are consistent with other policies in the Plan.
- 6.10.9 Where a proposal would result in an increase in HGV movements, schemes will only be permitted where it can be demonstrated that the reasons for the proposal, such as economic benefits to the local economy, outweigh the impact of the increase in traffic. Where an application is supported on such grounds, it should not result in more than a 5% increase in HGV traffic generated by the business over the level prevailing at the time of the application. Increases of more than 5% may be acceptable where proposals are small-scale and the impact of additional HGV traffic would be 'de minimis'. For the purposes of this policy an HGV is classed as a lorry over 7.5 tonnes maximum gross weight.
- 6.10.10 In 2001 the District Council, along with the neighbouring Districts of Cotswold and Wychavon, adopted supplementary planning guidance entitled 'Lorries in the Vale of Evesham', intended to address the problems of HGV movements in the area. The SPG identifies a control zone within the three districts and is a material consideration in determining planning applications. The SPG provides further guidance on the information which will be required to be submitted as part of any application for development.

6.11 Existing housing stock

Policy COM.12

In order to facilitate the effective management and stewardship of the existing housing stock, the following principles will be taken into account:

- (a) **proposals resulting in the net loss of dwellings through demolition or change of use will not be permitted unless there is a specific and over-riding justification;**
- (b) **the extension of an existing dwelling may be permitted provided that no unacceptable harm is caused to neighbouring properties or to the character of the locality;**
- (c) **the sub-division of a dwelling to form two or more units may be permitted within the Built-Up Area Boundaries defined for Stratford-upon-Avon and the Main Rural Centres, as illustrated on the Proposals Map; and**
- (d) **outside the Built-Up Area Boundaries of Stratford-upon-Avon and the Main Rural Centres the replacement of a permanent dwelling may be permitted where its scale, design and location would cause no unacceptable harm to neighbouring properties or to the character of the locality. Unless significant environmental benefits would accrue such a dwelling should lie within the curtilage of the existing dwelling. The existing dwelling should have the benefit of a lawful planning use and not have been substantially demolished and/or abandoned.**

[Recommended references: Policy PR.2]

Explanation

- 6.11.1 There has been a tendency to overlook the role and significance of the existing housing stock, which clearly represents the vast proportion of the overall provision. It is now recognised that the existing stock is a vital resource that should be safeguarded if strategic objectives are to be realised.
- 6.11.2 This policy seeks to facilitate a comprehensive approach towards the stewardship of the District's entire housing stock. It does this by providing a framework for the management of those changes susceptible to regulation through the planning system. It therefore complements the role of the District Council as strategic housing authority in the exercise of its other powers and duties in relation to the District's housing stock.
- 6.11.3 In order for the District Council to play its part in the proper stewardship of the District's existing housing stock, it is particularly important to ensure that changes to it are managed in a way that both complements the strategy of this Plan and reinforces the benefits of other corporate initiatives. A strategic approach is important because individually the degree of change may be minor and incremental, but over time effects can be cumulative and significant.
- 6.11.4 The intention of the policy is therefore to:
- recognise and provide scope for adaptation and flexibility within the existing housing stock;
 - maintain a balance in size structure, particularly by retaining a stock of smaller dwellings;
 - ensure existing settlements and individual homes remain attractive to live in by protecting their amenities; and
 - prevent the loss of homes to other uses, unless there is a specific and over-riding justification.

6.11.5 This policy complements and reinforces other corporate initiatives of the District Council, for example:

- the Home Improvement Agency which supports the improvement and adaptation of existing properties, and exercises the Council's duties under the Home Energy Conservation Act; and
- the Empty Property Strategy which supports efforts to make the best use of the existing housing stock by bringing empty buildings into use as residential accommodation.

6.11.6 The District Planning Authority accepts that the existing housing stock is subject to the aspirations of owners to maximise the potential of individual properties. As such, it supports the principle of extensions, sub-division and replacement. However, it is important to ensure that schemes are appropriate in their design as, individually and collectively, they can change the character of the urban or rural area in which they are situated. A degree of control over the scale of such schemes needs to be applied in particular.

6.11.7 It is acknowledged that benefits can, on occasions, arise from the loss of existing dwellings. For example, a proposal may provide a facility or service that will meet the needs of the local community. Such cases will be assessed to gauge the level of local support and the mechanism for securing a proven benefit in the longer term. Conversion to another use may also prove to be the only effective means of protecting a listed building from deterioration.

6.11.8 The creation of new units through the sub-division of existing dwellings is restricted to those locations where new dwellings would be supported in principle, in accordance with the strategy for controlling residential development established in the Warwickshire Structure Plan and taken forward in this Plan.

6.11.9 In locations where the creation of additional dwellings would not be supported on the basis of the overall strategy for controlling the location of development, the one for one replacement of an existing dwelling is still appropriate. It will be necessary to assess the impact of an individual scheme on the character of the local area, particularly with respect to the scale of any proposed increase in size and volume of the dwelling. It is anticipated that the replacement dwelling should be closely related to the position of the existing dwelling on the site, although it is acknowledged that benefits to the landscape can be achieved by taking a more flexible approach on this matter in certain cases.

6.11.10 When assessing proposals for replacement dwellings, the District Planning Authority will need to be satisfied that the principle of permanent residential occupation of the site has been lawfully established. This is an issue of particular relevance to the consideration of proposals for the replacement of chalets, shacks and other non-portable structures constructed to relatively low standards of durability. However, sites occupied by caravans, park homes or mobile homes do not fall within the scope of the policy, even though they may be subject to a planning permission which is not time-limited. Where a caravan or mobile home permitted for the purposes of agriculture or other rural enterprise is proposed to be replaced by a fixed permanent dwelling, then the proposal will be assessed against the provisions of Policy CTY.6.

6.11.11 The one for one replacement of existing dwellings can be acceptable in the Green Belt. However, a fundamental requirement in such cases is that the proposed dwelling should not be materially larger than the dwelling it is intended to replace.

6.11.12 The District Council's Housing Strategy sets out in more detail the Authority's approach on housing matters.

6.12 Affordable housing

Policy COM.13

In order to maximize the supply of affordable housing as a proportion of overall housing supply, the District Planning Authority will:

1. Expect all proposals involving residential development on allocated and 'windfall' sites to provide a proportion of affordable housing, where:

(a) in the case of settlements with a population over 3,000 the development would comprise either 15 or more dwellings and/or involve a site of 0.5 hectares or more of land; or

(b) in the case of settlements with a population of fewer than 3,000 the development would comprise either 10 or more dwellings and/or involve a site of 0.4 hectares or more of land.

Such provision must be made on-site in the form of serviced land and/or dwellings. Only in the most exceptional circumstances will contributions in cash or kind in lieu of on-site provision be accepted, in accordance with supplementary planning guidance adopted by the District Planning Authority.



2. **Seek to negotiate the exact level and means of provision of affordable housing in all such cases with reference to:**
 - (a) **the nature of the identified housing need;**
 - (b) **the likely timing of the release and development of the site;**
 - (c) **any special considerations affecting the development of the site; and**
 - (d) **objectives and targets contained in supplementary planning guidance.**
3. **Not grant planning permission until the developer has entered into satisfactory arrangements to ensure that the affordable housing is:**
 - (a) **built within an agreed timescale;**
 - (b) **provided on terms that would meet identified need;**
 - (c) **to be occupied only by households requiring such accommodation; and**
 - (d) **managed and maintained on a long-term basis as affordable housing, normally through the involvement of a Joint Commissioning partner Registered Social Landlord.**
4. **Promote the role of 'exception' sites which provide affordable housing in rural settlements where residential development is normally restricted, in accordance with Policy CTY.5.**

Recommended references: Policies COM.1, IMP.4]

Explanation

- 6.12.1 The Warwickshire Structure Plan 1996-2011 (WASP) sets out an indicative figure for the provision of affordable housing for each district in the County. For Stratford-on-Avon District the indicative figure is 3,700 dwellings, which represents 45% of the total housing provision for the District for the period 1996 to 2011. The indicative figures in Policy H.2 of the WASP derive from research undertaken which revealed a backlog in the provision of affordable housing in the County. The figures do not determine local plan provision but provide a robust indication of the level of affordable housing likely to be needed in each district. More recent research, carried out in preparing what is now the Regional Spatial Strategy, has reinforced the severity of the problem in relation to the lack of affordable housing in the south-east of the Region, including Stratford-on-Avon District, and the importance of ensuring that adequate levels of affordable housing are provided.
- 6.12.2 The 1999 Housing Needs Survey recommended that 30% of housing on qualifying sites should be provided in the form of affordable housing. This has provided a basis for negotiations with

developers since November 1999. The survey was updated in February 2002, which reaffirmed and identified the further extension of housing need in the District. The District Council has since approved a target of 35% given the current scale of housing need.

- 6.12.3 Current Government advice nevertheless requires that all proposals are considered on a site-by-site basis and, for this reason, the policy does not stipulate a specific proportion of affordable housing that the Council will seek to negotiate in each case. However, the target of 150 affordable dwellings on allocated sites set out in Policy STR.2 of this Plan indicates that a higher proportion of affordable housing will be required overall if the target is to be met in full. The level and nature of affordable housing provision sought on individual sites will be negotiated having regard to objectives and targets contained in adopted supplementary planning guidance.
- 6.12.4 When submitting a planning application, developers of sites to which this policy applies are strongly encouraged to provide a statement setting out their proposals for meeting the requirements for affordable housing.
- 6.12.5 Implementation of the policy will normally be secured through the District Council, parties with an interest in the land in question and a Registered Social Landlord (RSL) entering into a Section 106 Agreement.
- 6.12.6 Current Government advice suggests that both conditions and planning obligations may legitimately be used to regulate the occupancy of affordable housing. However, under the particular circumstances prevailing within the District it is not considered appropriate to secure the provision or control the occupancy of affordable housing through the use of conditions. They would not guarantee the involvement of an RSL nor provide sufficient certainty over the timing and cost of transfer of the necessary land. Such uncertainties would undermine the achievement of the District Council's social housing enabling programme.
- 6.12.7 The role of the Council's Partnership RSLs will be central to the implementation of this policy. In most cases, RSLs will be nominated to particular sites through the Joint Commissioning mechanism. Prospective developers are encouraged to make contact with the District Council before submitting a planning application to discuss these arrangements.
- 6.12.8 Proposals must demonstrate that any affordable housing provided under this policy would be genuinely 'affordable' as defined in a district-wide housing needs survey. In accordance with the findings of the 1999 Survey, the Council

does not consider there is a role for so-called 'low cost' open market housing in meeting identified needs. It is acknowledged that on the face of it this position is at variance with current Government advice in Circular 06/98. However, such advice is of a very general nature and set in a national context. It must be considered and applied by each local planning authority in the light of prevailing local circumstances. In the case of Stratford-on-Avon District, the findings of the 1999 Survey demonstrated that 'low cost' housing would not meet identified needs. The District Council therefore expects that affordable housing will be provided in the form of social housing, that is to say housing built for rent or sale by a Partnership RSL. Further advice on the funding of affordable housing will be provided in supplementary planning guidance.

- 6.12.9 The normal expectation is for affordable housing, where required, to be provided on-site. The Council has nevertheless adopted supplementary planning guidance covering the potential role of financial or land contributions as an alternative to the actual provision on-site. However, this option is not encouraged by the District Council and will only be agreed in very exceptional circumstances.
- 6.12.10 In interpreting and applying this policy it will normally be self-evident what constitutes a 'site'. However in determining whether a site falls above or below the specified size thresholds, the Council may need to consider whether it would be reasonable to aggregate an application site with other land and treat such land as a single site for the purposes of this policy. Circumstances where this is likely to apply include situations where the control or ownership and/or physical relationship of different parcels of land suggest it would be reasonable to do so.
- 6.12.11 For the avoidance of doubt, this policy applies as much to land owned or controlled by Registered Social Landlords as to private sector developers.
- 6.12.12 It is stressed that the provisions of this policy also apply to schemes which are promoted to meet a housing need identified by a local community in accordance with Policy COM.1. Furthermore, where a local community is seeking the provisions of affordable housing on sites below the size thresholds in part 1 of this policy, then its requirements will still be applied.

6.13 Mix of dwelling types

Policy COM.14

In order to secure a diversity of dwelling sizes and types to reflect identified needs, and to achieve an appropriate balance in the profile of the District's housing stock, proposals for residential development consisting of 10 or more dwellings, or involving 0.4 hectares or more of land, will be expected to provide a range and mix of dwelling types.

The proposed mix of dwellings will be considered on a settlement-wide basis, having regard to:

- (a) **the extent to which a diversity of dwelling sizes and types is proposed, taking into account the overall scale of development and the physical characteristics of the site;**
- (b) **the existing profile of the housing stock in the settlement; and**
- (c) **the findings of a Parish Plan (or equivalent) adopted by the District Council.**

[Recommended references: Policy COM.1]

Explanation

- 6.13.1 Over time the structure of the housing stock has changed in response to market pressures, typically through the enlargement of existing dwellings or the replacement of smaller houses and bungalows with larger properties. Whilst this demonstrates the flexibility of the existing dwelling stock, it can reduce the supply of smaller and more affordable dwellings. At the same time, the stock size structure of new residential estates has tended to be weighted towards larger accommodation to the detriment of the supply of smaller more affordable homes.
- 6.13.2 Although the size profile of new development has always been subject to scrutiny though the planning process, this has tended to concentrate on a narrow range of amenity considerations. Until now the District Planning Authority has not applied a mechanism to enable a more comprehensive view to be taken of the profile of the emerging housing stock, including the issues of affordability and social inclusion which this policy seeks to address.
- 6.13.3 It is not the intention, through the implementation of this policy, to preclude higher density development in appropriate circumstances.
- 6.13.4 Further work will be undertaken by the District Council to formulate a detailed mechanism for implementing this policy.



6.14 Accessible housing

Policy COM.15

In all proposals for housing development, designs will be encouraged which ensure that the approaches, entrances and layout of dwellings are accessible to all potential occupants and visitors, in particular the elderly and disabled.

In the case of housing allocations identified in this Plan, and 'windfall' housing developments comprising ten or more dwellings, a proportion of dwellings will be expected to satisfy standards associated with disabled access in accordance with the level of recognised need.

Explanation

- 6.14.1 Analysis of national trends shows that, as the new century progresses, there will be an increasing number of people of pensionable age in the UK. This situation is significant in its implications for the provision of specialised accommodation such as sheltered or very sheltered housing schemes. Attractive areas such as Stratford-on-Avon District can expect to continue to attract a significant proportion of elderly residents.
- 6.14.2 The larger settlements in the District support a level of service provision to serve the immediate needs of elderly persons. For this reason, it is considered that sites allocated for residential development are suitable for the elderly and are therefore subject to the provisions of this policy. Special requirements in house design and access for people with disabilities are obvious requirements of such schemes.
- 6.14.3 Specialist schemes totally designed for and devoted to the elderly are operated by housing associations as well as by the private sector. Where local research demonstrates the need for such accommodation, the District Planning Authority will support appropriate opportunities. To ensure that such private schemes are retained for use by the elderly, controls will be imposed stipulating the minimum age of the occupants.
- 6.14.4 The concept of 'Lifetime Homes' is becoming more widely recognised and applied. It originated with the Joseph Rowntree Foundation in response to concerns about how inaccessible and inconvenient many houses are for large sections of the population. The principle embodied in the concept is that the design of all new dwellings should meet the needs of most households. The emphasis is on accessibility and features that make the home flexible enough to meet whatever comes along in life. In many cases it should avoid the need to make expensive alterations, to install a lift for instance, or even to move house altogether. The District Planning Authority will encourage housebuilders to incorporate such principles into the design of dwellings.

6.15 Existing business uses

Policy COM.16

Throughout the District the retention of sites in business uses will be promoted by:

- (a) **not permitting the redevelopment or conversion of such sites for other uses, including housing, except in those cases specifically identified in this Plan or 'bad neighbour' uses in accordance with Policy PR.11; and**
- (b) **supporting the expansion of existing firms in their established locations, except where the scale and nature of the activity would cause unacceptable environmental impact on the local area.**

In cases where a site is vacant, wholly or partially, or is due to be vacated, and where there is clear evidence that an alternative business use cannot be attracted, an alternative use may be appropriate. This will be subject to the satisfaction of other policies in the Plan which seek to control the location of development.

[Recommended references; Policy STR.4.]

Explanation

- 6.15.1 As PPG 4: Industrial and Commercial Development and Small Firms (1992) stresses, many businesses can be carried on in rural and residential areas without causing unacceptable disturbance through increased traffic noise or other adverse effects. Light industry and many forms of small business operate within residential areas without detriment to the amenity of the area. Consequently there is often no need to pursue a rigid separation of employment and services from the residential areas they serve.
- 6.15.2 The District Planning Authority is concerned that existing industrial sites and premises are coming under increasing pressure for redevelopment, particularly due to the emphasis in PPG3 on the re-use of previously developed land for housing. It is essential for the maintenance of balanced communities and to limit the need to travel that employment opportunities are retained at a local level. In many cases, there is no overriding reason why an established business use of a site cannot be continued through adaptation, redevelopment and re-occupancy by new companies. This Local Plan identifies specific opportunities where a mix of uses would be appropriate through the redevelopment of an industrial area. Otherwise, it is expected that the business use of the site should be retained unless a clear justification is made for its loss.

- 6.15.3 Small businesses make an important contribution to the structure of many communities as well as providing local employment. The removal of premises or sites which are doing little environmental harm, to be replaced by residential development, is considered to be potentially damaging to the local economy. In taking this approach it should be confirmed that, in certain circumstances, the redevelopment of existing business uses for similar purposes as defined in the Town and Country Planning (Use Classes) Order may be appropriate.
- 6.15.4 The District Planning Authority is concerned not to impede the creation of employment opportunities by imposing unnecessary constraints on the expansion of existing firms. Subject to the satisfaction of criteria relating to the impact of development, the expansion or consolidation of firms on their existing site will generally be supported.

6.16 Rural employment

Policy COM.17

The provision of new employment opportunities will be encouraged in rural parts of the District through the following means:

- (a) **sites allocated in the Main Rural Centres for industrial development in this Plan;**
- (b) **small-scale schemes supported by a community to provide local jobs in accordance with Policy COM.1;**
- (c) **the conversion of rural buildings in accordance with Policy CTY.2; and**
- (d) **the expansion of existing groups of rural buildings in accordance with Policy CTY.3.**

In all cases, the impact of this form of development on the character of the local area will be considered, including the effects of traffic, emissions and drainage.

In each case, the accessibility, scale and nature of the proposed development in relation to homes, services and other sources of employment will be taken into account in order to reduce the need to travel by car.

In cases where the effect of the proposed development is difficult to quantify and could lead to an unreasonable degree of impact, it may be appropriate to grant a temporary planning permission only.

Explanation

- 6.16.1 Government policy through PPS7: Sustainable Development in Rural Areas (2004), stresses the importance of encouraging job opportunities in rural areas particularly to meet the needs of people who live locally. The

restructuring of the agricultural industry over recent years has led to a considerable loss of jobs based in the countryside. The Rural White Paper (2002) re-emphasised the need for the planning system to facilitate the diversification of the rural economy while protecting the attractiveness and character of rural settlements and the wider landscape.

- 6.16.2 The Local Plan acknowledges the importance of responding to this challenge and provides considerable scope for new jobs to be created. However, the District Planning Authority is concerned to ensure that commercial activities in the countryside respect the area and bring genuine benefits to rural communities. There is particular concern that the re-use of rural buildings can provide the opportunity for businesses currently located in urban areas to relocate and cause their workforce to drive to the new site. In such cases, the creation of new jobs for local people is limited and the benefits to rural diversification are questionable.

6.17 Home-based working

Policy COM.18

The provision of workspace closely associated with residential use will be encouraged through:

- (a) **in appropriate circumstances, granting planning permission for a Class B1 business to operate in conjunction with an existing dwelling;**
- (b) **the design of dwellings which incorporate flexible floor plans capable of accommodating Class B1 office uses;**
- (c) **the provision of residential plots with accommodation suitable for Class B1 office and/or workshop uses; and**
- (d) **incorporating information and communication technology and other support facilities into development for home workers and small businesses to utilise.**

Explanation

- 6.17.1 Many small businesses can be started by people working from their own homes without the need for planning permission as long as the scale and nature of the activity is ancillary to the dwelling.
- 6.17.2 Once such activities become more than ancillary to the residential use of the property and the level of activity is likely to intensify then a material change of use will have occurred and planning permission is required. The District Planning Authority is willing to take a positive stance on such matters, in principle, as a means of reducing the levels of commuting and thereby having a positive effect on energy consumption and on traffic congestion.

However, care will be taken to ensure that such developments are effectively controlled in order to protect the amenity of residential areas.

- 6.17.3 The District Planning Authority will not normally support home-based working proposals falling within other Use Classes, for example A2 or B2, which are likely to have a detrimental effect on residential areas by reason of noise, vibration, special lighting, advertising and activity at unusual hours.
- 6.17.4 Opportunities to incorporate workspace into the design of individual dwellings or the layout of residential development will be encouraged, particularly that which utilises new communication technologies.
- 6.17.5 It should be stressed that, while facilities for home-based working are encouraged, the location of the dwelling must accord with other policies in this Plan which control residential development. Such provision would not make a dwelling acceptable if its location does not comply with the overall strategy. Policy CTY.2A in the Plan deals with circumstances where a dwelling might be justified to support a business use in a rural area.

6.18 Retail development

Policy COM.19

New large-scale retail development will be directed to the town centre of Stratford-upon-Avon, as defined on the Proposals Map.

In all other circumstances such proposals will be refused unless it can be demonstrated that there is a need for the development. If such a need is proven, the applicant will also be expected to show that:

- (a) **there are no suitable sites available for such a use within or adjacent to the town centre;**
- (b) **the proposal would not have a detrimental impact on the vitality and viability of the town centre;**
- (c) **the proposal would reduce the number and length of car journeys associated with shopping trips; and**
- (d) **the development would be readily accessible by foot, cycle and public transport.**

Small-scale retail development within the existing commercial cores of the Main Rural Centres will be encouraged, in accordance with Policy MRC.1.

Retail schemes which meet the immediate needs of local communities will be encouraged, in accordance with Policy COM.3.

Explanation

- 6.18.1 This policy deals with all types of retailing activities as defined in Class A1 of the Town and Country Planning (Use Classes) Order. For the purposes of this policy, large-scale refers to a retail scheme of 1,000 square metres (gross) or over. A Retail Impact Assessment should accompany any planning application for a scheme of such a scale.
- 6.18.2 In any assessment of retailing proposals, the District Planning Authority believes it is important to retain the existing balance of provision as an expression of choice and to ensure that all sections of the local population are catered for. However, it also has to be acknowledged that it is not the role of the planning system to restrict competition.
- 6.18.3 Town centres are, historically, the focus of commercial activity. In most cases this remains the situation and Stratford-upon-Avon is an extremely popular centre providing a wide range of services. A high standard of retailing contributes to its continuing vitality and viability and it is important that this function is not undermined.
- 6.18.4 There is a clear presumption that schemes of 1000 square metres and above should be directed to Stratford-upon-Avon town centre. For an exception to be made it will be necessary to show that a particular scheme will not undermine the vitality, viability and role of Stratford-upon-Avon as the main town centre in the District.
- 6.18.5 The Warwickshire Structure Plan (WASP) reaffirms the intention that major shopping development should normally be located within town centres, including Stratford-upon-Avon. In reality, however, the potential for increasing retail floorspace is probably limited both in demand terms and because the historic characteristics of the town centre need to be protected.
- 6.18.6 In 1997 the District Council commissioned consultants to undertake a Retail Study for the main retail centres in the District, including Stratford-upon-Avon. The study concluded that there is a requirement for only a small amount of additional convenience or comparison shopping floorspace in Stratford-upon-Avon for the period to 2011. Furthermore, any additional floorspace of this nature should be provided within the town centre. On that basis, no provision is made for retail development in the town except in the circumstances specified in the policy.

- 6.18.7 Proposals which would extend the range of food-based retailing in the town will be considered sympathetically. Schemes comprising floorspace greater than 1000 square metres (gross) will be assessed against the 'tests' set out in this policy.
- 6.18.8 The District Planning Authority supports the principle of the re-structuring of retail floorspace within the town, providing the viability of the town centre remains intact, and its historic character is preserved.
- 6.18.9 Outside Stratford-upon-Avon, retail facilities fulfil an essential role and need to be supported. The Main Rural Centres continue to provide local shops, albeit mainly on a small scale. The WASP stresses that these centres should not be the focus of large-scale retail development because they do not fall within the hierarchy which it defines in Policy TC.2. Such provision might undermine the role of the main town centres and encourage unsustainable patterns of development. In reality, opportunities to provide new, purpose-built shops in these settlements are likely to be constrained by lack of space to accommodate both the premises and off-street car parking. There may be some scope for the redevelopment of sites or the conversion of properties within these centres.

[Policy COM.20 has been deleted]

6.19 Visitor accommodation

Policy COM.21

Proposals for new, purpose-built visitor accommodation or extensions to existing accommodation will be supported if they are:

- (a) **located within or well related to the town centre of Stratford-upon-Avon, or within or on the immediate periphery of a Main Rural Centre; or**
- (b) **directly associated with an existing tourism, conference, or recreational complex of a scale where overnight accommodation can be justified.**

Exceptionally, proposals involving vacant sites with a previous commercial or industrial use may be permitted for visitor accommodation.

Extensions to existing visitor accommodation in locations other than those identified above, should be small scale and not increase substantially the number of bedrooms or associated facilities provided.

The change of use of existing properties to visitor accommodation will be acceptable in the following circumstances:

- (a) **within Stratford-upon-Avon in the locations specified in Policy SUA.13;**

- (b) **within the Main Rural Centres; and**
- (c) **in rural locations in accordance with Policy CTY.2.**

In all cases, the proposal should not have an unreasonable effect on the character of the local area and the amenity of other properties.

Explanation

- 6.19.1 This policy applies to schemes which mainly comprise the construction of new buildings for purposes within Class C1 of the Town and Country Planning (Use Classes) Order.
- 6.19.2 With regard to new hotels or similar development, where the first criterion cannot be met, the accommodation should be directly associated with an existing complex which has to be of such a nature and scale that it can justify the provision of overnight accommodation in its own right. In other words, it must be genuinely ancillary to the needs of the complex. Consequently any proposal should be of a scale appropriate to the needs of the complex, and it will be a requirement for all applicants to justify why the accommodation proposed is appropriate in relation to the particular complex.
- 6.19.3 Although existing accommodation is rarely full, Heart of England Tourism and others have identified a need to provide additional 'limited service' accommodation. This would help encourage more family visitors to the District and enhance its role as a touring centre.
- 6.19.4 The approach adopted in relation to the change of use to visitor accommodation encourages a greater spread of the economic benefits of tourism. Hotel and guest house use has often been a way of securing the future of large dwellings which are no longer suitable for private domestic use and which may be worthy of preservation. The conversion of rural buildings to such uses can also help to provide a regular source of income to the farm holding and assist in the rural diversification process.



6.20 Visitor attractions

Policy COM.22

The establishment of large-scale visitor attractions will only be supported where they are compatible with the physical character of the area and are capable of providing access by means of transport other than the private car.

In assessing schemes on greenfield land, consideration will be given to the availability of alternative brownfield sites for the proposed use.

Small-scale tourism-based schemes which help to provide local employment and support for existing rural services will be encouraged.

[Recommended references: Policies STR.4, CTY.1]

Explanation

- 6.20.1 Visitor attractions can range from specialist display centres or museums to extensive theme and leisure parks. The policy of the District Planning Authority is to support proposals that are compatible with the physical character of the District and protect and enhance its environmental features.
- 6.20.2 Major visitor attractions generate significant levels of traffic which can serve to undermine the objective of reducing the use of the private car. Ideally, an attraction should be accessible by public transport so that this mode of travel can be encouraged. Green Transport Plans will be sought from the promoters of such schemes.
- 6.20.3 It is a major objective of the planning system to maximise the use of brownfield land for new development. Visitor attractions can claim large swathes of agricultural land and the District Planning Authority will wish to take into account the scope to utilise previously developed sites. In appropriate cases, the applicant will be expected to submit evidence on the extent to which alternative brownfield sites have been investigated.
- 6.20.4 The Tourism Strategy for the District published in 1998 emphasises the importance of improving the quality and range of visitor attractions, particularly those which appeal to families. As part of this approach, it identifies the value of securing a critical mass of attractions outside Stratford-upon-Avon. It indicates a range of themes which provide scope to achieve this by focusing on various historic and cultural characteristics of the District. The Local Plan can make an important contribution to this process.
- 6.20.5 A specific proposal is promoted in the form of a Battle of Edgehill Visitor Centre at Kineton (see Proposal CTY.E).

6.21 Water-based recreation

Policy COM.23

The enhancement and recreational use of water-based features, including existing navigable waterways, within the District will be encouraged, subject to the character of the area being maintained.

Additional permanent moorings and marinas will only be permitted in response to proven need to realise the potential of the navigable waterway network where there is adequate access, availability of existing facilities such as transport links or shops, and where they will not compromise the use or operation of existing navigable waterway features such as junctions or locks.

Waterway facilities should also include services, car parking and picnic sites.

[Recommended references: Policies PR.8, EF.4, EF.6, EF.11, EF.11A, EF.14, DEV.1]

Explanation

- 6.21.1 It is widely recognised that the waterway network across the UK has significant potential as a leisure and recreation resource. Four major waterways pass through the District: the Stratford-upon-Avon Canal, the Grand Union Canal, the Oxford Canal and the River Avon. Proposals which help to enhance the waterway network for formal and informal recreation will be welcomed provided that they meet the locational criteria stated in the policy and do not create unacceptable environmental impacts.
- 6.21.2 There is a lack of opportunities within the District for water-based recreation and leisure. The District Planning Authority will encourage schemes which seek to improve this situation, subject to the nature of the proposed activities being appropriate to the location.
- 6.21.3 The Local Plan identifies a site at Napton Brickworks on the Oxford Canal, not far from its junction with the Grand Union Canal, which is appropriate for a marina and associated activities (see Proposal CTY.F).

Section 7

Controlling the location, scale and mix of development

(i) Stratford-upon-Avon

7.1 Introduction

- 7.1.1 To its residents, Stratford-upon-Avon is a small, market town which is expected to meet their day-to-day needs. To the rest of the world it is a national and international visitor destination owing to its association with Shakespeare. This dichotomy of roles leads to considerable pressures on the fabric and function of the town and raises complex challenges in seeking to resolve the conflicts which exist.
- 7.1.2 The town has a population of about 23,000 but attracts close to 3 million visitors a year. It has an historic core designated as a conservation area within which there are about 350 listed buildings. Roads leading into the town are frequently congested during peak times, while traffic movement in the centre is often obstructed by delivery vehicles and coaches. At the same time, large numbers of pedestrians are restricted to narrow footways.
- 7.1.3 The town centre supports a wide range of shops and facilities; far greater than would normally be expected for a town of Stratford's size. There are many leisure attractions, including the Royal Shakespeare Company theatres, popular riverside gardens and open spaces, and a good choice of hotels and guest houses.
- 7.1.4 The town itself lies within the valley of the River Avon and has extended gradually in most directions but leaving a swathe of attractive open space alongside the river. Recent development has seen the implementation of various allocations made in the previous District Local Plan, particularly at Bridgetown and on Birmingham Road.
- 7.1.5 The physical characteristics of the town, and the pressures exerted upon it, indicate that substantial additional development could not be readily absorbed without major improvements to infrastructure and services.

7.2 Context

- 7.2.1 Stratford-upon-Avon is one of a ring of large towns surrounding the Birmingham conurbation. It is envisaged in the Regional Spatial Strategy that these towns should act as a focus for new investment and meet the economic, social and cultural needs of their surrounding rural areas.
- 7.2.2 The Warwickshire Structure Plan (WASP) is consistent with the RSS in identifying the main towns in the County where it is anticipated that most development will be concentrated. Stratford-upon-Avon is specified as a 'main town' in this context, but other objectives of the WASP make it clear that the environment and heritage of such towns should be protected from unnecessary harm. Furthermore, the WASP stresses the importance of making them attractive, convenient and safe places to live, work and visit.

7.3 Objectives

- 7.3.1 Of the 14 operational objectives identified in the Local Plan, only one relates specifically to Stratford-upon-Avon itself; to enhance the town centre as the focus for a wide range of attractions and activities to ensure that its vitality and viability is maintained.
- 7.3.2 However, many of the other objectives are directly applicable to the town, in particular:
- satisfying housing needs
 - satisfying employment needs
 - protecting landscape character
 - protecting historic heritage
 - promoting alternative modes of transport to the car
 - supporting sustainable tourism
 - providing leisure opportunities.

7.4 Issues

- 7.4.1 The consultation leaflet 'Shaping our Town', published in April 2000, set out clearly the issues affecting the town which needed to be addressed in this Local Plan. These were generally endorsed through the consultation process.



7.4.2 The future planning of Stratford-upon-Avon over the next few years and in the longer term, as set out in this Local Plan, should endeavour to handle the situation in a thorough, balanced manner, acknowledging the constraints which apply in terms of assets, infrastructure and resources.

7.4.3 The key issues affecting the town are addressed in a range of District-wide policies and a number of specific policies set out in this section. The following issues go to the heart of what the Local Plan is seeking to achieve in providing a framework for the future planning of the town:

- to respect the landscape setting of the town through the identification of sensitive features which require long-term protection and management;
- to protect the town's world famous historic character, including the care and management of its Shakespearean heritage and its key buildings and open spaces.
- to protect the character of the built form of the town through the encouragement of high quality, sensitive design of development;
- to protect existing facilities and provide new facilities which meet the particular needs of local people;
- to accommodate an appropriate scale of housing and employment development in accordance with the emphasis on the main towns of the County, but within the overall requirements set out in WASP and now the RSS;
- to make provision for the types of dwellings which meet the needs of local people and for a wide range of jobs which reflect the changing local economy;
- to ensure that the scope to utilise previously-developed land within the urban area is maximised before further greenfield land on the edge of the town is taken up;
- to manage the impact of traffic by providing new facilities which reduce the numbers of vehicles moving around the town and encourage walking, cycling and public transport;
- to promote the role of the town centre as the focus for shopping, entertainment and tourism while enhancing its overall environment for local people and visitors to enjoy; and
- to encourage a diversity of development and activity through mixed-use schemes in appropriate locations, particularly within and on the edge of the town centre.

7.5 Research

7.5.1 A number of studies have been undertaken over recent years which have contributed to the preparation of the strategy for Stratford-upon-Avon in this Local Plan.

Stratford Town's Urban Edge Study

7.5.2 The study was carried out by Warwickshire County Council. Its purpose was to assess the character of the landscape around the town and identify more effective ways of including landscape character as a consideration in the planning process including the assessment of development options.

7.5.3 The study identifies areas of distinct landscape character and assesses the quality and condition of each character area. It also prescribes what measures would be appropriate in order to ensure that the character of the town and its surroundings are maintained or enhanced if change does occur.

7.5.4 The outcome of the study has been used as the basis for Policy SUA.1 which provides a framework for protecting landscape quality around the edge of the town.

Urban Capacity Study

7.5.5 Government guidance in PPG3 and associated advice expects such studies to form the basis of a sequential approach to the managed release of sites for development in local plans. The emphasis is on identifying the scope to utilise previously-developed sites within urban areas for new housing, industry and other uses before further greenfield land is allocated for development.

7.5.6 The study carried out by the District Council considered comprehensively the opportunities within the town to redevelop sites for a range of uses. It provided the basis for assessing the suitability of allocating individual sites in the Local Plan in terms of impact, opportunity, marketability and deliverability.

7.5.7 The provisions of the various allocations for development of brownfield land identified in Stratford-upon-Avon in this Plan have been informed by the study process.

Retail Study

7.5.8 The District Council commissioned a Retail Study by Colliers Erdman Lewis which was published in August 1997. The scope of the Study included a comprehensive assessment of the need for additional retail floorspace in Stratford-upon-Avon for the period to 2011. A full 'health check' of the town centre was carried out as well as surveys of residents within the catchment area and shoppers in the town.

- 7.5.9 The Study concluded that in terms of food/convenience goods shopping, little additional provision needs to be made. With respect to retail warehousing for the sale of bulky goods, the Study estimated that a further 10,500 sq.m (approximately 3.0 ha.) could be considered although was not found to be essential to the function of the town.
- 7.5.10 The findings of the original study have been generally endorsed in an update carried out in 2003.
- 7.5.11 The Retail Study provides a clear justification for resisting further large-scale retail floorspace outside the town centre in accordance with Policy COM.19.

Riverside Environs Study

- 7.5.12 The Study was commissioned by the District Council in 1997 to provide a vision for this highly significant part of the town. Stratford-upon-Avon is one of very few towns in this country to treat its riverside as a true 'frontage'. The river corridor forms a magnificent setting for the town, but the pressures exerted on it have led to incremental change to its character over the years.
- 7.5.13 The core recommendation of the Study was that the area along the river and adjacent parts of the town should be considered primarily for the benefit of those on foot rather than for vehicular traffic. A wide range of initiatives were presented to illustrate how the character of this area could be improved and managed. Some of these principles have been taken forward through the production of the Waterfront Masterplan which has been prepared in parallel with the Royal Shakespeare Company's project to modernise its theatres and adjacent properties.

Parking Strategy

- 7.5.14 The District Council published a sustainable parking strategy for the town in 1998 following extensive involvement of a wide range of interested parties. It seeks to provide adequate accessibility to meet the needs of all sections of the community and visitors to the town while ensuring that the amenity, environment and the economy of the town are not compromised. One of the core objectives of the strategy is to effectively manage a reduction in the amount of on-street parking in the town centre while ensuring that access to shops and facilities remains convenient and attractive. The provision of park-and-ride facilities is at the heart of the strategy.

- 7.5.15 The approach taken on parking cannot on its own be a panacea to transport problems faced in the town. It should be seen as an integral part of a package of measures designed to manage traffic and encourage means of transport other than the private car.
- 7.5.16 The parking strategy is continually being reviewed in light of the Local Transport Plan process and the objectives of the Local Plan.

7.6 The Stratford-upon-Avon Transport Strategy

- 7.6.1 Car ownership in Stratford-on-Avon District is higher than the national average. Public transport services within the town and between the town and other settlements is inadequate for meeting the travel needs of most local people. The vast majority of visitors to the town come by private car. Consequently, most of the vehicular movements within the town are due to the wish of people to gain access to employment, shops and attractions within the town itself, rather than to pass through the town.
- 7.6.2 The town continues to experience economic growth with low unemployment rates. Its success in attracting new jobs and visitors has added to the transport problems. The expectation in the Warwickshire Structure Plan that most development taking place in the District should be located in Stratford-upon-Avon increases the pressure. The town's transport problems are also exacerbated by the historic nature of its street pattern which presents limited opportunity to improve the movement of traffic in the central area.
- 7.6.3 This situation manifests itself through the undesirable levels of congestion and pollution experienced in various parts of the town, especially during peak periods. There is also increasing concern for the safety of pedestrians, cyclists and other road users. There is a real threat of exclusion from key services and facilities for those without access to the car. The need for an effective and integrated transport strategy to deal with the transport problems of Stratford, and to provide a genuine choice in the mode of travel available, is pressing.
- 7.6.4 The previous transport strategy for Stratford-upon-Avon, promoted in the early 1990s, was based on the construction of a northern extension to Seven Meadows Road between Evesham Place and Birmingham Road. This approach was significantly revised through the local plan process as a result of concerns about local environmental impacts.





7.6.5 Since then, a Multi-Modal Study has been carried out to identify all possible options for resolving the transport problems of the town. This is in line with the new approach to national transport policy which has ruled out the 'predict and supply' approach and replaced it with demand management and an emphasis on exploring the potential for all modes of travel.

7.6.6 The County Council commissioned Oscar Faber to carry out a study to assess the potential for, and likely impact of, implementing demand management measures in Stratford-upon-Avon. The Study, published in March 2001, identified only limited potential for modal shift. It concluded that walking has considerable potential due to the relatively small size of the town but that cycling has a limited role and there are significant constraints to providing effective cycling facilities. Conventional public transport also has limited scope due to the size and population of the town. However, park-and-ride has the potential to transfer car movements from the road network, particularly to and from the town centre, in conjunction with appropriate parking restraints. It is expected that park-and-ride facilities should be fully operational and effective before the capacity of the town centre car parks is reduced.

7.6.7 The objectives of the transport strategy for Stratford-upon-Avon emerging from this Study, are:

- to reduce the level of traffic growth;
- to improve the environment of the historic core;
- to improve safety for all road users;
- to reduce the impact of transport on the environment; and
- to widen travel choice by seeking a transport system that promotes a fairer, more inclusive society.

7.6.8 Based on the above, the Strategy comprises the following broad components:

Effective management of the existing network

7.6.9 There is a shared view between the District and County Councils and amongst the general public through consensus building exercises that the existing road network could be managed more efficiently and effectively. A key element of the transport strategy which will seek to achieve this is a new Urban Traffic Management and Control System, dedicated bus and cycle lanes where appropriate, and traffic reduction schemes.

Effective management of parking and enforcement

7.6.10 Parking is a growing problem in Stratford-upon-Avon. It is a visible and immediate issue in the town and one which is experienced in different ways by different people and groups. It is therefore an essential part of the transport strategy and the approach to parking is to provide adequate accessibility for the travel needs of all sections of the community whilst, at the same time, ensuring that the amenity, environment and the economy of the town is not compromised. Key elements are permanent all season park- and-ride facilities, decriminalisation of parking enforcement, and changes to parking provision and pricing.

Promotion of environmentally friendly modes of travel

7.6.11 A major cause of congestion in the town is the increased use of the car. The aim is to provide a genuine choice of transport which is environmentally friendly, safe and reliable, and has the potential to influence a shift from car based travel to alternative modes. Key elements include pedestrian priority schemes, improvements to public transport infrastructure, dedicated bus and cycle routes where appropriate, improved junction arrangements and traffic signals, a steam locomotive centre and a bus/rail interchange.

Integration of land use and transport

7.6.12 The interaction between land use planning and transport is now recognised in the preparation of planning policies and transport plans. Planning Policy Guidance Note 13: Transport (2001) emphasises the importance of integrating planning and transport in order to promote more sustainable transport choices and to reduce the need to travel. The Local Plan sets a clear strategy for influencing future patterns of development in the District. Key elements include the concentration of most new development in Stratford-upon-Avon where public transport infrastructure is more easily available and the utilisation of brownfield land for development. A number of brownfield sites are located close to the centre where services and facilities are readily available within walking and cycling distance and where increased dwelling densities are achievable.

Promotion of travel awareness

- 7.6.13 There is a consensus amongst the general public that individuals, businesses, schools and attractions are all part of the cause of transport problems and should therefore be part of the solution. Travel awareness to encourage people to take proper responsibility for their travel needs is an essential part of the transport strategy. A key element of this is the approach embodied in Green Transport Plans, Safe Routes to School and educational initiatives.
- 7.6.14 It should be emphasised that the Local Plan alone cannot resolve all the complex transport issues facing the town because it only deals with land use matters. Mechanisms such as development briefs, legal agreements and other strategies will be used to deal with issues beyond the remit of the Plan itself.
- 7.6.15 The key elements outlined above are consistent with the objectives of the Warwickshire Structure Plan and the Local Transport Plan.
- 7.6.16 Warwickshire County Council, as the highway authority, and the District Council have committed significant sums of funding towards the implementation of many components of the overall strategy. However, developer contributions will also be necessary to ensure the implementation of certain aspects and also to mitigate the traffic impact of proposed new development. A methodology for calculating developer contributions has been prepared by the District Planning Authority and has the status of supplementary planning guidance.
- 7.6.17 The Local Plan adopts the 'plan, monitor and manage' approach promoted in PPG3. Effective monitoring of the transport effects of the proposals in the Plan is therefore an essential component in the process of informing a regular review of the transport strategy.
- 7.6.18 In the event that further significant greenfield allocations need to be made on the edge of Stratford-upon-Avon, the transport strategy will have to be reviewed to consider road-based options.

7.7 Policies and Proposals

- 7.7.1 Many of the policies set out elsewhere in the Local Plan are applicable to Stratford-upon-Avon and should be referred to in gaining a full picture of the future planning of the town.
- 7.7.2 Particular note should be made that certain areas of land within and on the edge of the town are safeguarded for transport purposes as identified in Policy PR.10.

- 7.7.3 In addition, consideration should be given to the following policies which affect the future planning of Stratford-upon-Avon: Policies STR.1, STR.4, PR.10, EF.3, COM.2-COM.11, COM.16, COM.19, COM.21.
- 7.7.4 The policies and proposals which follow are specifically related to the town and derive from the issues set out above.

7.8 Town setting

Policy SUA.1

In considering proposals for the development and use of land outside the Built-Up Area Boundary, on the fringe of the urban area of Stratford-upon-Avon, regard will be given to their potential impact on the distinguishing features of the 'character areas' defined. Opportunities will be sought to manage and enhance landscape features in order to sustain them in the longer term.

[Recommended references: Policy PR.1]

Explanation

- 7.8.1 The character areas to which the policy refers have been identified through a landscape character assessment. Broadly speaking, landscape character is concerned with the inherent quality and distinctiveness of a landscape. Landscape character assessment looks at how the visual, natural and cultural elements of the landscape combine to make areas different from one another. Such an assessment helps to identify what gives a landscape its own unique identity and interest.
- 7.8.2 The 'character based' approach to landscape assessment is supported in PPS7, the Warwickshire Structure Plan and by the Countryside Agency, which helped develop the methodology. The Stratford Town's Urban Edge Study was carried out in accordance with the Countryside Agency's Interim Landscape Character Assessment Guidance (1999). The study builds on and refines the county-wide character assessment undertaken by Warwickshire County Council in association with the then Countryside Commission and published in 1993 as the Warwickshire Landscapes Guidelines.
- 7.8.3 The assessment started with a review of the individual components that make up a landscape type, eg. geology, soils, archaeology, and habitat biodiversity, and changes in land use, field pattern and tree cover. The next step involved a visual assessment of the landscape, recording important local features and identifying the key qualities that define landscape character.



7.8.4 Such an analysis involves examining the following aspects:

- the designation or coding of the parcel or feature;
- its key characteristics;
- how it relates to the urban edge;
- how it connects to the wider landscape type;
- its current condition; and
- its relationship to the landscape type.

7.8.5 Four distinct character areas have been identified through the assessment, as illustrated in Figure 1.

Proposal SUA.A

The creation of a wildlife area is proposed at Clopton in order to secure long-term nature conservation and enhancement measures.

[see Inset Map 1.1]

Explanation

7.8.6 The ecological significance of this area of land was clearly demonstrated in the Stratford-upon-Avon Landscape Study produced in 1992. Its character is especially valued by the local community. Future management should be geared to maintaining and enhancing the diversity of the flora and safeguarding the area as a local amenity. The District Council is seeking implementation of the proposal through agreement with the landowner, although it has indicated a willingness to consider other measures within its powers to secure the long term protection of the land.

7.8.7 The area has a close inter-relationship with the adjacent Welcombe Hills/Clopton Park Local Nature Reserve.

7.9 Town character

Policy SUA.2

In considering proposals within the built-up area of the town, regard will be given to the existing components of the built form. Any proposed scheme should complement rather than conflict with the character of the area to which it relates.

[Recommended references: Policy PR.1]

Explanation

7.9.1 An assessment of town character was carried out initially as part of the Stratford Town's Urban Edge Study. To that end, the assessment adopted a two-way view. On the one hand, the settlement is seen as part of the landscape. On the other hand, the landscape is seen as part of the town. This perspective led to the basic distinction of three main areas: the countryside surrounding the town; fringe features; and built-

up areas, mainly in residential uses. Fringe features are for the most part non-residential parts of the town that lie at the edge of town or did lie at what was the edge of the town historically. Examples of such features are churches, schools, hospitals, cemeteries and recreation grounds. The three-way distinction recognises that a built-up area boundary is an artificial designation and there will be landscape features within the boundary and built-up features outside the boundary.

7.9.2 As in the case of the landscape character assessment, one of the principal aims of the approach was to identify and describe areas of distinct landscape and townscape character within the urban area. In general this results in defining areas of broadly similar character and distinct sub-areas within them.

7.9.3 The survey of the built up area used a similar method to that of the landscape assessment but focused on different aspects. The principal components include the position of the feature within the town; the generic form of the area or feature (street/block patterns, streets, plot patterns, plots, planting and buildings); the dominant land use (commercial/industrial, institutional, recreational, residential) and the relative amounts of building and planting. The approach also focused on the historical development of the town and the contribution of that development to its present character. Assessment of the built-up area further involved a visual analysis recording important local features and identifying the key qualities that define character.

7.9.4 A Town Design Statement has been prepared which provides an important source of information and analysis when considering the effect of development proposals on the character of the town.

7.9.5 The District Council has prepared supplementary planning guidance setting out general design principles relating to mature residential areas and particular advice for specific parts of Stratford-upon-Avon.

7.10 Environmental enhancement

Policy SUA.3

Improvements to the appearance of Stratford-upon-Avon will be sought, in conjunction with developers, property owners and relevant organisations. Particular attention will be given to the following areas:

1. **the river environs, including Bridgeway;**
2. **along Birmingham Road; and**
3. **the canal and railway corridors.**

Explanation

- 7.10.1 Stratford-upon-Avon is an attractive town and its fabric and appearance is generally well maintained. However, parts of the urban area do suffer from intense pressure of activity or because they are becoming outworn.
- 7.10.2 The Riverside Environs Study identified a number of aspects of the area alongside the river which would benefit from a co-ordinated and comprehensive approach to the management of activities and development. The Waterfront Masterplan further assesses this part of the town which is fundamentally important to its character and the impression given to visitors. The character of Bridgeway needs particular attention as it is the main pedestrian route from car and coach parks to the town centre for large numbers of visitors. Currently, the experience of this route does not create a good impression of the town. Any scheme which seeks to enhance the character of the river environs must respect their existing open, informal and essentially rural nature.
- 7.10.3 Of all the main routes into the town centre, Birmingham Road is most dominated by commercial and industrial uses. In recent years major environmental improvements have been achieved through various redevelopment projects. This process of regeneration will continue through a number of development proposals in this Plan. The proposals provide a valuable opportunity to further upgrade the image of this area and should be promoted in association with improvements to roads and footways where possible.
- 7.10.4 As with many towns, the canal and railway corridors were the focus of industrial activity. Regrettably, little attention was previously given to the impression that people using these forms of transport gained of the town. British Waterways are custodians of inland waterways while Network Rail are responsible for managing the railway infrastructure. Both bodies are active in maintaining and improving the networks within their charge and a range of improvements have been made recently to the canal environment through the town.
- 7.10.5 There is a wish to build on the environmental improvements already achieved in the town and it is hoped that partnership arrangements with interested parties will bring forward further projects. The District Council will encourage developers to have full regard to the canal and rail corridors and, where appropriate, their enhancement will be secured through planning conditions and S106 agreements.

Proposal SUA.AA

The Waterfront area, as identified on the Proposals Map, is designated as an Action Area. The District Council, in partnership with Warwickshire County Council, has prepared a Masterplan for the future of the area to achieve the following objectives:

- (a) to create a world class public realm which complements any possible future development of the Royal Shakespeare Company's theatres and landholdings;**
- (b) to accommodate the needs of those who use the area and travel through it; and**
- (c) to improve the character and quality of the physical environment.**

To achieve these objectives, the Masterplan:

- (a) informs the preparation of detailed designs for the area;**
- (b) seeks to avoid conflict and to safeguard land use;**
- (c) forms the basis for securing and co-ordinating funding and resources;**
- (d) reflects the importance locally, nationally and internationally of the proposals; and**
- (e) allows for inclusive and effective consultation.**

Explanation

- 7.10.6 The Waterfront Action Area is shown on Inset Map 1.1b and extends from the Fisherman's Car Park in the north to Seven Meadows Road in the south. The District Council, in partnership with Warwickshire County Council, has prepared a Masterplan for the area following extensive public consultation.
- 7.10.7 Key proposals in the Masterplan include improvements to the Bancroft area, the creation of a pedestrian priority area in part of Waterside and Southern Lane, enhancement proposals for the Recreation Ground, including a new river crossing for cyclists and pedestrians, and urban design improvements to Bridgeway.
- 7.10.8 The Masterplan was adopted as supplementary planning guidance in December 2003. The further development and implementation of detailed proposals will be guided by the Masterplan and will proceed outside the statutory local plan preparation process.

7.11 Transport

Policy SUA.4

The provision of permanent park-and-ride facilities to serve Stratford-upon-Avon will be promoted in partnership with Warwickshire County Council. Any site which is proposed should:

- (a) **minimise any impact on the setting of the town and on the wider landscape;**
- (b) **be well-located in relation to the sources of potential users and the road network; and**
- (c) **be sufficiently large to accommodate the predicted level of use.**

Explanation

- 7.11.1 There are clear advantages in the establishment of park-and-ride facilities in Stratford-upon-Avon. Successful schemes will reduce traffic congestion, energy consumption and pollution and would thereby enhance the town centre environment. Attention will also need to be paid to security and to the internal landscaping and environment of the car parks.
- 7.11.2 Any scheme will require a fast route from the collection car park to the town centre to be most effective. Consideration will have to be given to bus priority at key junctions or on congested parts of the highway network.
- 7.11.3 This Plan does not itself propose a specific site for a park-and-ride facility. The County Council has created a facility on land to the north of Bishopton Lane which was taken to be the most appropriate initial location in operational terms. It is anticipated that at least three sites could eventually be provided, one of which would be south of the river.
- 7.11.4 The effective operation of a park-and-ride service will require a reduction in the number of parking spaces provided in the town centre and in public car parks. However, such a reduction will not be made until a park-and-ride facility which provides an equivalent number of parking spaces has been established.

[Proposal SUA.B has been deleted]

[Proposal SUA.C has been deleted]

Proposal SUA.D

The creation of new pedestrian and cycle links are proposed:

1. **between Masons Road and Western Road; and**
2. **between Shottery Brook Business Park and residential development off Birmingham Road**

[see Inset Maps 1.1 and 1.1a]

Explanation

- 7.11.5 The railway and canal create major physical barriers to movement between certain parts of the town on foot and by cycle. Two opportunities have been identified which will help to overcome this situation and make such journeys more convenient.
- 7.11.6 The District Council has worked in partnership with the County Council and with the Stratford Cycling Forum to promote and implement a network of Quality Cycling Corridors as part of the Local Transport Plan process. In this regard, the District Planning Authority recognises that other schemes could be identified and the policies of the Local Plan are adequate to deal with such proposals.

Between Masons Road and Western Road

- 7.11.7 There is currently no direct route between the Alcester Road and Birmingham Road areas of the town. Consequently, those on foot and cycle have to use a significantly longer and inconvenient route. Close liaison with British Waterways and Network Rail will be required to create the proposed link due to the proximity of the route to the canal and railway. It will also be important in the design of this new route to ensure that it is safe and secure for users, particularly at night.

Between Shottery Brook Business Park and Birmingham Road

- 7.11.8 The development schemes in the Bishopton area of the town provide an opportunity to create a new link for pedestrians and cyclists across the railway line. The layouts for the Business Park and the residential development to the east of the railway incorporate a route up to the line itself, although no provision is made for a bridge to be provided at this stage. Nevertheless, it is appropriate to indicate the intention for such a link to be secured and to safeguard the route accordingly.

Policy SUA.5

A range of measures will be encouraged within Stratford-upon-Avon town centre in order to improve the pedestrian environment. The following specific opportunities will be assessed further within the context set by the traffic management strategy for the town:

1. **the provision of widened footways, improved pedestrian crossings and traffic calming in Bridge Street, including its junction with Bridgefoot; and**
2. **the introduction of a pedestrian priority area in High Street.**

[see Inset Map 1.1a]

Explanation

- 7.11.9 There has been a longstanding intention of the District Council to extend pedestrian priority areas within the heart of Stratford-upon-Avon town centre. A number of phases have been implemented, most recently the scheme covering Meer Street and lower Henley Street which was completed in 2000.
- 7.11.10 The main objectives in taking a comprehensive approach to pedestrian priority are:
- to reduce energy consumption;
 - to reduce pedestrian/vehicle conflict and improve pedestrian safety;
 - to create, as far as possible, a traffic free environment which will be safer, healthier and provide increased amenity to those who live and work in or visit the town;
 - to safeguard the structure, stability and appearance of buildings and townscape, by reducing the impact of vehicles; and
 - to enhance the appearance of the town centre through the careful design and selection of appropriate treatment of new pedestrian areas.
- 7.11.11 It is proposed to introduce further phases on an individual basis in order to minimise disruption to traffic movement and to trade and also to limit the adverse impact of construction works. The detailed design of each phase will be dependent upon consultation and survey work which will be carried out in advance of each scheme.
- 7.11.12 Two areas are identified in the policy although the order in which they are listed is not necessarily the eventual order of implementation. This will be dependent on the wider transport strategy for the town and the availability of resources to implement the schemes.

Bridge Street

- 7.11.13 This is the main shopping street in the town but the high volumes of traffic and on-street parking has a deleterious effect on the quality of the environment for shoppers and visitors. The various functions performed by this street means that it would not be possible to remove all traffic. However, introducing a one-way traffic flow would create considerable opportunities to widen footways and to improve the safety of all road users, especially pedestrians and cyclists. The means of improving facilities for bus passengers will be thoroughly assessed.
- 7.11.14 A comprehensive scheme has already been prepared following extensive consultation but this will require reassessment before a commitment to its implementation can be given.

High Street

- 7.11.15 The creation of a Pedestrian Priority Area in High Street would improve pedestrian safety and enhance the appearance of one of the busiest shopping streets within the town centre. Initially a trial scheme is proposed to establish the success of the proposal before implementing a permanent scheme.
- 7.11.16 The Waterfront area has been designated as an Action Area as shown on Inset Map 1.1b. Within this area a Masterplan has been prepared which incorporates a comprehensive package of measures to improve the pedestrian experience of the whole area.

7.12 Town Centre

Policy SUA.6

Within the following streets of the town centre of Stratford-upon-Avon the redevelopment and/or change of use of property for retail and other forms of commercial use will be supported subject to the character of the area being maintained:

Arden Street (east-side), Bridge Street, Chapel Street, Greenhill Street, Guild Street (south-side), Henley Street, High Street, Meer Street, Rother Street (north of Ely Street), Sheep Street, Union Street, Windsor Street, Wood Street.

Explanation

- 7.12.1 The town centre is dependent on continuing confidence and investment, not only in new schemes but also in the redevelopment and refurbishment of existing premises. Due to changing circumstances over time it is likely that some sites may come forward for redevelopment. In principle, it is reasonable to accommodate such schemes in order to stimulate investment and commercial confidence.
- 7.12.2 However, the District Planning Authority does not wish to sacrifice the qualities of the historic fabric of the town centre in order to achieve this. Virtually all of the town centre lies within a Conservation Area, the character of which should be preserved or enhanced. Consequently any redevelopment scheme will have to be of the highest quality.
- 7.12.3 Such redevelopment schemes need not be restricted solely to retailing uses. An element of office or residential uses may be appropriate, for example, but it is stressed that retailing should be the predominant use, particularly on the ground floor.



7.12.4 The incursion of retail and other commercial uses into predominantly residential areas and frontages within the town centre would have the effect of changing their character in a detrimental manner. It would also result in the loss of dwellings, and therefore residents who contribute to the vitality and function of the town centre, and introduce forms of activity that would be inappropriate.

Policy SUA.7

Retail uses within Class A1 of the Town and Country Planning (Use Classes) Order will be expected to remain the predominant activity at ground floor level on the following primary shopping streets within the town centre:

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

Proposals for non-retail uses at ground floor level will be considered against the following criteria:

- (a) **the number of existing and permitted non-retail units along the particular frontage affected; and**
- (b) **the extent to which harm would be caused to the liveliness, character or amenity of the area.**

Non-retail commercial uses will generally be supported on upper floors of properties situated in the primary shopping streets.

[see Inset Map 1.1a]

Explanation

7.12.5 There is concern that in certain instances office-based businesses or food and drink outlets, particularly on the ground floor, can have a detrimental impact on the retail function of Stratford-upon-Avon town centre. This process could eventually affect its competitiveness against other centres, resulting in a decline which can be reflected in the general fabric of the buildings. It also reduces the level of shopping facilities available to local residents, especially the less mobile. In cases where such evidence is substantiated, the District Planning Authority will resist the change of use from a retail unit to an office or food and drink use.

7.12.6 In particular, the gradual influx of non-retail activities in many of the primary streets of Stratford-upon-Avon town centre has led to a change in the appearance and function of these streets. This has affected the quality of the conservation area due to the adoption of standard company styles of frontage and

signage and also the vitality of the shopping centre in terms of the range of goods sold. In order to prevent a further concentration of non-retail commercial premises in the core of the town centre, the District Planning Authority will apply a restrictive approach to such changes of use unless it is clear that the impact of a particular proposal will not undermine the primary shopping function of the core of the town centre.

Policy SUA.8

Particular attention will be given to the means of improving the appearance and function of secondary shopping areas in the town centre.

Explanation

7.12.7 While primary frontages may be restricted to retail use, the District Planning Authority will generally take a more flexible approach to the use of existing commercial properties along secondary frontages elsewhere in the town centre. It is in these areas that diversification has most to contribute to ensure that properties are fully utilised and the overall environment is maintained.

7.12.8 The western part of the town centre has an important role to play in providing shops and services that meet the day to day needs of local people as it lies beyond the area most frequented by visitors. The District Planning Authority would welcome a further diversification of retail outlets, particularly those selling food and other convenience goods.

7.12.9 Greenhill Street in particular presents opportunities for improvement. This street forms part of an important pedestrian route from the railway station to the town centre and has scope for regeneration. The implementation of Proposal SUA.M partly for retail uses will assist this process.

Policy SUA.9

The loss of existing commercial uses within and adjacent to the town centre will be resisted unless it can be demonstrated that the proposed alternative use will be of comparable benefit to the vitality and viability of the town centre.

[Recommended references: Policy COM.2]

Explanation

7.12.10 Both Planning Policy Statement 6: Planning for Town Centres (2005) and the Warwickshire Structure Plan emphasise the importance of maintaining a diversity of uses in town centres. This helps to ensure that a range of uses are accessible to people who live and work in or visit the area and makes an important contribution to ensuring the ongoing vitality and viability of the centre.

7.12.11 For the purposes of this policy, commercial uses cover Classes A1 (retail), A2 (financial and professional services), A3 (pubs, restaurants, etc) and C1 (hotels and hostels). The latter is justified given the role of Stratford-upon-Avon as a major tourist attraction and the importance of providing a wide range of opportunities for visitors to stay overnight in accommodation that is accessible to services provided in the town centre.

7.12.12 It is intended that a wide range of complementary uses should be located within town centres, including leisure and entertainment, hotel accommodation, and services such as banks and building societies, restaurants and cafes.

7.12.13 The District Planning Authority wishes to ensure that such established uses which are well related to the town centre are not squeezed out, particularly in the face of pressure to accommodate residential development within the urban area. Although alternative commercial, leisure or similar uses would be supported in principle, the complete conversion or redevelopment of such sites for residential use is likely to be resisted due to the detrimental effect this would have on the function of the town centre.

Policy SUA.10

The creation of dwellings in the town centre will be encouraged, except in circumstances where existing commercial uses would be lost. Residential uses will be sought as an integral part of development proposals within the town centre.

Explanation

7.12.14 Empty space above commercial premises in the town centre is a wasted asset. Where opportunities come forward to re-use this space, the District Planning Authority will normally support such initiatives. Upper floors may also assist in providing affordable housing, and in meeting the needs of single or elderly people, or others requiring convenient access to shops and facilities.

7.12.15 The provision of dwellings contributes to the vitality of town centres particularly during the evening. It can also help local businesses both from a revenue and a security point of view. However, on balance it would be inappropriate for residential uses to displace commercial premises in the town centre, particularly at ground floor level, as this would serve to undermine the viability and attractiveness of the centre to shoppers and visitors.

7.12.16 It will be necessary to provide separate means of pedestrian access to dwellings and to comply with other health and safety requirements.

7.12.17 The District Planning Authority will assess the scope which schemes for commercial development in the town centre present for incorporating dwellings into the design and will expect such provision to be made in appropriate circumstances.

7.13 Tourism, leisure and the Arts

Policy SUA.11

In considering proposals by the Royal Shakespeare Company for its artistic, production, administrative and support operations in Stratford-upon-Avon, regard will be given to the need to:

- (a) **encourage its contribution to the economic and cultural life of the town and region;**
- (b) **support its growth and development as a national and international arts resource;**
- (c) **recognise the historic and cultural importance of its links to the town and its role in the contemporary interpretation of Shakespeare's heritage;**
- (d) **recognise the RST/Swan and its environs at Waterside as a focal point for RSC activities including performance, production, education and support facilities; and**
- (e) **support initiatives to increase operational efficiency and improve accessibility.**

Proposals will be expected to:

- (a) **achieve an appropriate balance between the needs of the RSC and those of the local community;**
- (b) **ensure that any new or refurbished theatre is of the highest quality design and construction and is appropriate to the character and distinctiveness of the local area;**
- (c) **integrate the design of any development with improvements to the public realm in a comprehensive manner;**
- (d) **assess the impact of development on the transport network of the town, including car parking;**
- (e) **limit any commercial outlets to a level that is subsidiary to the main theatre use; and**
- (f) **incorporate opportunities to maximize the use of and access to the RSC's facilities to the local community.**

Explanation

7.13.1 The economies of Stratford-upon-Avon and the Royal Shakespeare Company (RSC) are interdependent and it is important to ensure the effective and viable operation of the company in the town. The RSC is seeking to rebuild and refurbish its artistic and operational base in the town in order to overcome a wide range of deficiencies.





- 7.13.2 Central to this approach is the provision of three theatre spaces of appropriate scale and specification including a new theatre or major refurbishment and enhancement of the existing main theatre which will meet the future expectations of actors, technicians and audience.
- 7.13.3 The design of such a theatre will be a highly sensitive issue given the prominent location of the site. It presents a major challenge and opportunity to devise a scheme which will make a bold architectural statement while, at the same time, not undermining the character and enjoyment of the established open spaces and the river.
- 7.13.4 The criteria set out in the policy indicate the wide range of issues which need to be satisfactorily addressed in considering the proposals when they come forward. It should also be emphasised that the main theatre is a Grade II* listed building. Consequently, the provisions of Policy EF.14 in this Local Plan will be taken fully into account in considering any proposal affecting the building.
- 7.13.5 Related to the RSC project is the Waterfront Masterplan which was adopted as Supplementary Planning Guidance in December 2003. The area covered by the Masterplan includes Bancroft and Riverside Gardens. It looks comprehensively at the function and appearance of this area and covers matters which have a bearing on the RSC proposals, such as traffic management, pedestrian movement and the use of the various public spaces adjoining the theatres. Opportunities to calm traffic on Waterside and to improve pedestrian safety are important proposals in the Masterplan.

Policy SUA.12

The provision of a conference venue, either purpose-built or in association with an existing facility, will be encouraged in the urban area of Stratford-upon-Avon. Any proposal that may come forward would be expected to:

- (a) **display a high standard of design and seek to enhance any external public spaces where applicable;**
- (b) **provide an integrated approach to assessing the impact of development on the town, in particular the transport network including car parking; and**
- (c) **have regard to the amenity and privacy of neighbouring residents.**

Explanation

- 7.13.6 The 1998 Tourism Strategy for the District identified business related tourism as a specific growth sector. Subsequent consultation with the conference business sector by the Stratford Town Management Partnership has confirmed a high demand for a significant 'theatre' seat conference venue. It is recognised that the expansion of conference facilities in the town could help to diversify the tourism industry and provide an additional source of income, particularly out of peak season for visitors, for a broad range of commercial and retail outlets.
- 7.13.7 This policy is intended to set out the District Planning Authority's in-principle support for a conference facility in Stratford-upon-Avon. Although it does not rule out a purpose built venue, careful consideration would need to be given to the viability of such a proposal and an assessment undertaken of the likely impacts that such a development might have on the town. In addition, the policy supports the principle of extending an existing facility, in association with other forms of commercial uses such as an hotel.

Policy SUA.13

Within the urban area of Stratford-upon-Avon the change of use of residential properties to guest houses and other forms of visitor accommodation will be limited to the following areas:

- **Evesham Place - both sides**
- **Grove Road - west side only**
- **Shipston Road - west side only**
- **Alcester Road - north side only, from the junction with Masons Road to Shottery Brook.**

[see Inset Maps 1.1 and 1.1a]

Explanation

- 7.13.8 The policy seeks to prevent this form of commercial use from becoming established in other areas of the town as it can generate patterns of activity which are disruptive to residents and have an adverse impact on the character of a residential area. The approach taken is to restrict such changes of use to those parts of the town which already support a high concentration of such premises.
- 7.13.9 It should not be implied that all properties on the roads identified are suitable for such a change of use or would necessarily receive planning permission. The District Planning Authority will expect any application to satisfy other relevant policies contained in the Local Plan relating to the impact of proposed uses on the character of the local area.

7.14 Facilities

Policy SUA.14

The retention of existing shops and services which meet the needs of the residents of Stratford-upon-Avon will be sought. In addition, the provision of new community facilities to serve the town will be supported in appropriate locations.

[Recommended references: Policies COM.2, COM.3]

Explanation

- 7.14.1 Policies elsewhere in the Local Plan seek to protect and enhance the provision of shops and facilities which serve local residents whether they live in rural communities or larger residential areas.
- 7.14.2 There are various shops and community facilities located within the urban area of Stratford-upon-Avon, outside the town centre, which are valued by local people. The gradual loss of such facilities has been detrimental to the quality and function of these areas and the District Planning Authority wishes to resist any further depletion.

Policy SUA.15

In assessing proposals at the Stratford-upon-Avon Leisure and Visitor Centre any scheme will be expected to:

- (a) **improve the level and range of facilities provided;**
- (b) **protect the character of the river environs;**
- (c) **retain the open nature of the Area of Restraint in accordance with Policy EF.3;**
- (d) **minimise any adverse impact on surrounding uses and properties; and**
- (e) **secure improvements to the visual appearance of the building and its surroundings.**

[see Inset Map 1.1a]

Explanation

- 7.14.3 The Stratford Leisure and Visitor Centre was opened in 1995 and provides a comprehensive range of recreation facilities for local residents as well as acting as a 'gateway' to the town for visitors arriving by car and coach. The District Council will continue to assess the opportunity to improve the facilities provided at the Centre and its overall operation. Any proposals which come forward will need to be considered carefully for their impact on the character of the area given the sensitive location of the site close to the river. It should also be recognised that the Centre is situated within a conservation area.

[Proposal SUA.F has been deleted]

Proposal SUA.G

Land off Arden Street, Stratford-upon-Avon, is reserved for medical and medical-related uses.

[see Inset Map 1.1a]

Explanation

- 7.14.4 The Government has set out a strategy of improving and extending primary and secondary health care. In order to provide scope for this strategy to be implemented at the local level it is proposed that the whole of the site currently and previously used by Stratford Hospital be retained for future medical and associated uses.
- 7.14.5 This proposal encourages the extension of the existing facilities and also provides for:
- the use of an accessible site with adequate parking;
 - the desire of local doctors' practices to relocate to this site;
 - the extension of primary care facilities to cover a wider range of treatments;
 - the relocation of other medical facilities which are currently dispersed within the town;
 - the needs of increasing numbers of elderly people in the town in future years, as forecast by the NHS; and
 - the provision of extra step-down beds to reduce visitors having to travel to more remote hospitals.
- 7.14.6 The disposition of medical and medical-related uses on the existing hospital site, including the relocation of surgeries and other uses onto the site, is essential within the context of the Government's strategy of improving and extending primary and secondary health care. The site is conveniently located in relation to the town centre and public transport and provides adequate on-site car parking.
- 7.14.7 On that basis, it is appropriate to reserve the entire hospital site for medical and associated uses and the area of land covered by this proposal is safeguarded for such uses.

Proposal SUA.HA

Land comprising approximately 5.0 hectares north of Bishopton Lane is allocated for the provision of public open space.

[see Inset Map 1.1]

Explanation

7.14.8 It is apparent from an assessment of the quantity, quality and distribution of public open space in Stratford-upon-Avon that there is a shortfall of provision in the Bishopton area. Given the lack of opportunities to meet this deficit elsewhere in this part of the town, the allocation of this land for public open space is justified. The area of land proposed provides scope to incorporate access to the canalside.

[Proposal SUA.HB has been deleted]

7.15 Housing, industrial and other development proposals

7.15.1 A wide range of sites are proposed for development in Stratford-upon-Avon. The scale of intended development accords with the objective of the Warwickshire Structure Plan that most development should take place in the 'main towns' of the County.

7.15.2 Apart from commitments which were identified in the previous Local Plan, all of the allocated sites in this Plan utilise previously-developed land in accordance with Government policy which seeks the re-use of such sites in preference to greenfield land.

7.15.3 In addition, three areas of land have been identified as 'Strategic Reserve Sites' but will not be released for development unless needed, in accordance with Policy STR.2A.

7.15.4 It is acknowledged that each site will have a degree of impact on the local area. Developers will be required to work within the constraints that apply to each site and to include mitigation measures to reduce the effects of development. The proposals identify many of these matters but may not be comprehensive in this respect. Other issues may emerge when planning applications are being considered or through the preparation of development briefs.

7.15.5 For those sites incorporating residential uses, affordable housing should be provided in accordance with the framework established by Policy COM.13. Developers are advised to work closely with the District Council's partner Registered Social Landlords in providing affordable housing.

7.15.6 An indicative dwelling capacity for individual proposals is provided at Annex 2.

7.15.7 The requirements identified for each development will be secured either through conditions on any planning permission that is granted, or through legal agreements negotiated between the District Planning Authority and the developer/owner of the site.

7.15.8 In addition to those matters specified within each proposal, various policies of this Local Plan will be applied as appropriate.

Proposal SUA.I

Land comprising approximately 2.4 hectares (gross) at the Cattle Market and adjacent to the railway station, to the north of Alcester Road, is allocated for mixed use development and the provision of a bus/rail interchange.

The development should incorporate residential (including a proportion of affordable units) and a significant amount of Class B1 (a) and (b) floorspace.

Other acceptable additional uses would be:

(a) **commercial leisure**

(b) **small-scale commercial outlets within Classes A1 and A3**

Provision should be made within the site for a minimum of 140 car parking spaces to meet the needs of users of the railway station.

[see Inset Map 1.1a]

Explanation

7.15.9 The site offers a major opportunity to regenerate an important site on the edge of the town centre which occupies a prominent location adjacent to the railway station.

7.15.10 A comprehensive approach to the treatment of the site is expected, to include facilities relating to the railway station and the use of public transport. The site provides a sustainable location for residential and employment uses. Consequently, it is expected that these uses will be the predominant ones in any development proposal. The site is suitable for a high density form of development.

7.15.11 For the avoidance of doubt the bus/rail interchange should provide adequate access and space for buses to put down, pick up and lay over adjacent to the railway station. Access for buses should be possible without undue manoeuvring or turning and facilities for shelter, seating and toilets should be provided at the interchange site. The facility should only be used for the short-term layover of buses or coaches.

- 7.15.12 It is unlikely that a scheme that did not incorporate a significant element of Class B1 floorspace would be acceptable. For this not to be the case, it will be necessary for the applicant to clearly demonstrate that there was no realistic prospect of, or demand for, such floorspace being developed and occupied during the plan period.
- 7.15.13 Leisure-based uses would be appropriate but it is not anticipated that this will be forthcoming and is not required of any development scheme. An element of Class A1 and A3 uses associated with the public transport facilities is encouraged.
- 7.15.14 The promotion of the site for development should take into account the need to:
- retain and enhance the historic physical relationship of the site to adjacent land and uses;
 - extend the level of access to the site and the degree of permeability through the site to other parts of the town, including the pedestrian route between the railway station and the town centre;
 - provide at least two access points to minimise the impact on the Arden Street/Grove Road junction. The definition of the access arrangements should be informed by a comprehensive Transport Assessment to be carried out as part of any scheme that comes forward for development. The transport assessment should be carried out to an acceptable standard to be verified and agreed by both the District and County Councils;
 - protect a route through the site to link with the transport corridor safeguarded in Policy PR.10.7;
 - provide extensive tree planting along the street frontages;
 - orientate the public frontage and principal entrances to buildings onto the access roads and towards the railway station; and
 - create a public space in front of the railway station.
- 7.15.15 A Development Brief has been prepared which provides more detailed aspects of the form of development anticipated on the site.

Proposal SUA.J

Land comprising approximately 0.5 hectares (gross) on Arden Street is allocated for mixed-use development. The development should incorporate residential (including a proportion of affordable units) and a significant amount of Class B1 (a) and (b) floorspace.

[see Inset Map 1.1a]

Explanation

- 7.15.16 This site was allocated in the previous Local Plan for a mix of employment and housing development. It is appropriate to retain the allocation in this Plan since it is anticipated that it will become available for development once alternative parking provision is made in the form of park-and-ride facilities.
- 7.15.17 It is unlikely that a scheme that did not incorporate a significant element of Class B1 floorspace would be acceptable. For this not to be the case, it will be necessary for the applicant to clearly demonstrate that there was no realistic prospect of, or demand for, such floorspace being developed and occupied during the plan period.
- 7.15.18 The release of this site for development will be subject to a test which requires that sufficient and appropriate alternative parking to compensate for the loss of the existing car park is available, to include a fully operational and effective park-and-ride facility. Once park-and-ride is fully operational, some existing long stay car parking facilities could be reallocated for short stay car parking.
- 7.15.19 The promotion of the site for development should take into account the need to:
- provide a replacement facility for the existing public car park;
 - design an access in association with that required to serve adjacent sites;
 - mitigate noise impact created by traffic on Arden Street; and
 - undertake an archaeological evaluation of the site.

Proposal SUA.K

Land comprising approximately 0.6 hectares (gross) between Arden Street/ Birmingham Road/Western Road is allocated for residential development (including a proportion of affordable units).

[see Inset Map 1.1a]

Explanation

- 7.15.20 This site lies at an important 'gateway' to the town centre and presents an opportunity to create a high density residential development in the form of a landmark building.
- 7.15.21 The promotion of the site for development should take into account the need to:
- ensure a comprehensive approach to the redevelopment of the site in order to maximise its development potential;
 - consider the relationship of the development to existing industrial uses on Western Road; and
 - mitigate noise impact created by traffic on Arden Street and Birmingham Road.



Proposal SUA.L

Land comprising approximately 9.0 hectares (gross) on Regal Road/Maybird Centre is allocated for mixed-use development.

Acceptable uses would be:

- (a) **residential (including a proportion of affordable units)**
- (b) **non-food retail warehousing and associated activities**

[see Inset Map 1.1a]

Explanation

7.15.22 The site comprises the existing retail warehouse park which was developed in 1990 and the Regal Road Industrial Estate. Treating this extensive area of land in a comprehensive manner provides the opportunity to secure significant environmental improvements along the frontage of an important route to the town centre.

7.15.23 Retail policy as set out in PPS6, the Warwickshire Structure Plan and Policy COM.19 in this Local Plan has already been fully taken into account and satisfied in order to justify the inclusion of a retail element in this proposal. The quantitative need for additional retail warehouse floorspace to serve the period to 2011 was established in the Retail Study commissioned by the District Council in 1997. There are no sites available to meet this need within or adjacent to the town centre. The site is also accessible by means other than the private car and provides scope for linked shopping trips.

7.15.24 Any expansion of retail floorspace and associated uses should take up no more than half the area of the existing Regal Road estate. This will provide scope for a high density residential development on the remainder of the area.

7.15.25 In order to ensure that additional retail floorspace on the site does not have a detrimental impact on the town centre, individual units should be limited to a minimum of 930 square metres (gross). This restriction will apply to the initial scheme and to any future proposals for sub-division.

7.15.26 This proposal seeks a comprehensive upgrading of the existing Maybird Centre in terms of the appearance of the facades, the quality of the landscaping and the manner in which it functions for vehicles and pedestrians. There may also be an opportunity to locate new buildings alongside Birmingham Road in order to partially enclose the site, thereby reducing the visual impact of the extensive area of car parking.

7.15.27 The promotion of the site for development should take into account the need to:

- upgrade the existing junction arrangements with Birmingham Road;
- achieve improved pedestrian and cycle links to Clopton Road;
- consider the physical appearance of the development when viewed from the adjacent elevated stretch of Clopton Road;
- undertake a survey of Great Crested and Smooth Newts which have been recorded on the site; and
- consider the effect of previous landfill operations on the site and undertake any further investigation and remediation measures found to be required.

Proposal SUA.M

Land comprising approximately 0.5 hectares (gross) on Greenhill Street/Grove Road is allocated for mixed-use development.

Acceptable uses would be:

- (a) **residential (including a proportion of affordable units)**
- (b) **retail**

[see Inset Map 1.1a]

Explanation

7.15.28 At the present time the site comprises a private car park and a builders yard. However, its location on the edge of the town centre presents an important opportunity to intensify the use of the site through a high density residential use incorporating minimal or no car parking. The inclusion of retail units on the Greenhill Street frontage would help to bolster the commercial function of this part of the town centre.

7.15.29 The promotion of the site for development should take into account the need to:

- identify an alternative site for the builders yard;
- create a high quality design which is appropriate to the position of the site within a Conservation Area;
- provide pedestrian routes through the site to improve linkages within the town centre; and
- assess and incorporate the most appropriate means of vehicular access.

Proposal SUA.N

Land comprising approximately 0.5 hectares (gross) off Windsor Street is allocated for mixed-use development. Acceptable uses would be:

- (a) **Class A2 and/or B1(a) office**
- (b) **residential (including a proportion of affordable units)**
- (c) **retention of a coach terminal**

[see Inset Map 1.1a]

Explanation

- 7.15.30 It is anticipated that the transport strategy for the town, in particular the provision of park-and-ride facilities, will allow a significant reduction in the number of parking spaces in the town centre. The multi-storey car park off Windsor Street is likely to be the most appropriate for redevelopment, particularly as its design is rather outmoded. However, the site is unlikely to become available in the short/medium term. The adjacent coach terminal operated by the Shakespeare Birthplace Trust is likely to remain in operation, although there may be scope to rationalise the area it utilises in order to increase the scope for redevelopment. A range of office-based uses will be sought given the location of the site within the town centre and the proximity of similar businesses.
- 7.15.31 The release of this site for development will be subject to a test which requires that sufficient and appropriate alternative parking to compensate for the loss of the existing car park is available, to include a fully operational and effective park-and-ride facility. Once park-and-ride is fully operational, some existing long stay car parking facilities could be reallocated for short stay car parking.
- 7.15.32 The promotion of the site for development should take into account the need to:
- create a high quality design which is appropriate to the position of the site within a Conservation Area;
 - incorporate a vehicular access into the site which is compatible with coach movements;
 - minimise the impact of development on adjacent residential properties; and
 - undertake an archaeological evaluation of the site.

Proposal SUA.O

Land comprising approximately 0.3 hectares (gross) on Guild Street (north-side) is allocated for residential development (including a proportion of affordable units).

[see Inset Map 1.1a]

Explanation

- 7.15.33 This small site is in a prominent location adjacent to the town centre but comprises a nondescript building. Although the retention of the site in a commercial use would be acceptable, it provides an excellent opportunity to provide a high density residential scheme which has immediate access to the town centre incorporating minimal or no on-site car parking.
- 7.15.34 The promotion of the site for development should take into account the need to:
- create a high quality design which is appropriate to the position of the site within a Conservation Area;
 - provide an access off Guild Street and an egress onto Warwick Road; and
 - undertake an archaeological evaluation of the site.

Proposal SUA.P

Land comprising approximately 0.3 hectares (gross) on Guild Street (south-side) is allocated for residential development (including a proportion of affordable units).

[see Inset Map 1.1a]

Explanation

- 7.15.35 This small site provides significant scope to further improve the frontage to Guild Street which has benefited from a number of attractive redevelopment schemes recently. While commercial uses on the site are not inappropriate, a high density residential development with minimal or no on-site car parking would increase the scope for town centre living.
- 7.15.36 The promotion of the site for development should take into account the need to:
- create a high quality design which is appropriate to the position of the site within a Conservation Area;
 - incorporate a pedestrian link into Henley Street utilising the existing alleyway; and
 - undertake an archaeological evaluation of the site.

[Proposal SUA.Q has been deleted]

[Proposal SUA.R has been deleted]



Proposal SUA.S

Land comprising approximately 2.9 hectares (gross) north of Evesham Road is allocated for residential development (including a proportion of affordable units).

[see Inset Map 1.1a]

Explanation

7.15.37 This site consists mainly of a large number of extensive rear gardens and associated domestic uses, together with two businesses. It is therefore in multiple ownership and requires a comprehensive approach to land assembly and promotion in order to secure an acceptable form of development. This approach will need to address issues regarding access arrangements, particularly the acquisition of properties fronting Evesham Road, and overall layout and design.

7.15.38 The promotion of the site for development should take into account the need to:

- ensure a comprehensive approach to the development of the site;
- identify the most appropriate locations for vehicular access;
- maximise opportunities for pedestrian and cycle links into and through the site as a means of integrating the development with other parts of the town;
- undertake an ecological evaluation of the site; and
- consider the relationship of the layout and design of the development to adjacent residential areas.

Proposal SUA.T

Land comprising approximately 0.8 hectares (gross) south of Bishopton Lane is allocated for residential development (including a proportion of affordable units).

[see Inset Map 1.1]

Explanation

7.15.39 The site is currently occupied by two detached dwellings set in extensive gardens. Over the years they have become surrounded by higher density residential development and little harm would be caused to the character of the local area should the site be redeveloped.

7.15.40 The promotion of the site for development should take into account the need to:

- provide appropriate visibility at the access onto Bishopton Lane together with any necessary traffic calming measures; and
- consider the relationship of the layout and design of the development to adjacent residential areas.

[Proposal SUA.U has been deleted]

Proposal SUA.V

Land comprising approximately 1.5 hectares (gross) west of Banbury Road is allocated for Class B1 (a) and (b) industrial development.

[see Inset Map 1.1]

Explanation

7.15.41 The Stratford-upon-Avon Business Park on Banbury Road has become well established in recent years comprising a range of office and technology companies. Although slightly detached from the urban area, the site is well-related to the town and is easily accessible from the new residential development at Bridgetown and the new road link between Banbury Road and Shipston Road. Further land is available adjacent to the Business Park which was formerly part of the Ordnance Depot. Originally this was intended to be used for a landscaping belt but it is now considered that the visual impact of the development from the town does not require such extensive screening.

7.15.42 The promotion of the site for development should take into account the need to:

- provide a substantial screen of landscaping along the northern boundary;
- ensure that the design of the buildings, in terms of height, scale and massing, complements and is compatible with the existing business units;
- incorporate a cycleway from the site northwards alongside Banbury Road ;
- consider the opportunities available to link the site with the existing and proposed residential areas in Bridgetown utilising existing and new rights of way; and
- produce a Green Transport Plan to help minimise the use of the private car by the workforce on the site.

Proposal SUA.W

Land to the west of Shottery is identified as a Strategic Reserve Site for mixed-use development. It is expected that the development will include the following components:

- approximately 15.5 hectares (gross) to the south of Alcester Road, for residential (including a proportion of affordable units) and associated uses**
- approximately 5.6 hectares (gross) to the north of Evesham Road, for residential (including a proportion of affordable units) and associated uses**

- (c) **a road link between Alcester Road and Evesham Road, incorporating a rear vehicular access to Anne Hathaway's Cottage, and associated traffic calming measures in the Shottery area**
- (d) **approximately 6 hectares of public open space**
- (e) **a local centre, to include a convenience store, a primary school and a doctor's surgery**
- (f) **areas of woodland west of the proposed residential development off Alcester Road and north-west of the proposed residential development off Evesham Road.**

[see Inset Map 1.1]

Explanation

- 7.15.43 The proposed development to the west of Shottery has been identified following a comprehensive assessment of a range of sites on the edge of Stratford-upon-Avon.
- 7.15.44 The timing of its implementation will be in accordance with the mechanism set out in Policy STR.2A.
- 7.15.45 The proposal offers a wide range of benefits to the local and wider community and provides scope to effectively mitigate the impact of development on the landscape and setting of the town. There are no overriding constraints to implementing the proposed scale of development and the infrastructure required to serve the development is capable of being provided.
- 7.15.46 It is expected that the residential development will achieve a minimum average of 30 dwellings per hectare, in accordance with PPG3: Housing, although the detailed layout and design is likely to incorporate areas of higher density development.
- 7.15.47 The provision of a road link between Alcester Road and Evesham Road will help to relieve Shottery of traffic which tends to rat-run through the area. A range of complementary traffic calming measures will be identified for the Shottery area, in liaison with the County Highway Authority, to ensure the effectiveness of the new road link. The new road should be designed to reflect its various functions; ie. providing access to new residential areas but also serving as a relief road. Its design should incorporate pedestrian and cycle crossing points to assist movement between different parts of the development. A speed limit of 30mph will be applied where the road passes through the southern development area and the design of the road should incorporate features that help to ensure compliance with this limit. The stretch of road outside the development areas should be unlit in order to minimise its impact on the landscape and the setting of Anne Hathaway's Cottage.
- 7.15.48 It is stressed that the link road illustrated on the Proposals Map is indicative only. Its precise alignment will be determined as an integral part of the design and layout of the development as a whole. The new link road will be designed to minimise the impact of traffic on the proposed housing areas. It is anticipated that a roundabout will be provided at the Evesham Road junction, incorporating an arm onto Luddington Road.
- 7.15.49 It is essential that the development does not have a material impact on the setting of Anne Hathaway's Cottage which is a Grade 1 Listed Building. The Shakespeare Birthplace Trust owns a substantial tract of land to the rear of the Cottage that will assist appropriate mitigation measures to be introduced. The Trust has identified an opportunity offered by the proposed road to create a rear access to Anne Hathaway's Cottage, to serve a new car and coach park. This will provide scope for a range of improvements to be made to the management of visitors to this popular attraction and further relieve Shottery of traffic.
- 7.15.50 A substantial area of public open space is incorporated into the proposal. This will, in part, serve the requirements of the new development, in accordance with Policy COM.5. It is also justified to help compensate for the deficiency of public open space in the Shottery area when assessed against the standards set out in Policy COM.4 and the principles on quantity, quality and accessibility of provision in PPG 17: Planning for Open Space, Sport and Recreation (2002). The area identified for public open space involves land which would be unsuitable for development as it contributes to the open setting of Shottery village and its relationship to open countryside to the west which merits protection.
- 7.15.51 There are limited facilities serving the Shottery area. The proposal provides the opportunity to improve the situation for existing and future residents by providing land for a local centre to incorporate a range of facilities:
- the Education Authority has identified the need for a new primary school to replace the existing Shottery Junior and Infant School which is at capacity and has no scope for expansion on its current site;
 - the South Warwickshire Primary Care Trust is seeking the provision of a new primary health care centre as the existing doctors' surgeries in the town are unable to take additional patients;





- there are a small number of shops in the Shottery area providing convenience goods and services but additional retail outlets would widen choice and be more accessible to residents of the proposed development. However, it is necessary to ensure that the scale of such provision would not attract customers from other parts of the town. On that basis, the total retail floorspace to be provided should not exceed 1000 square metres (gross) and no individual unit should be larger than 350 square metres (gross).

7.15.52 Locating the local centre adjacent to the relief road will help to make the retail outlets more viable by attracting some passing trade. An indicative location is shown on the Proposals Map.

7.15.53 The northern residential area, off Alcester Road, affects rising land and breaches a ridgeline running north-south through the site. In order to mitigate the impact of development, a substantial area of woodland planting will be created adjacent to the western boundary of the site. This will effectively reduce the views of the development from the west and form a backdrop and partially enclose the development when viewed from various vantage points within the existing urban area.

7.15.54 The proposed area of woodland is on land currently in the same ownership as that taken by the northern part of the development and forms part of a larger estate. It is expected that the owners of the estate will be responsible for planting the woodland in advance of the commencement of development and for managing it in perpetuity. A legal agreement will be required to secure this situation.

7.15.55 It is intended that the woodland should be open to public access, although in a controlled manner as part of the management agreement in order to secure its long-term condition.

7.15.56 In addition to the requirements of other policies in the Local Plan, the promotion of this land for development should take into account the need to:

- submit a transport assessment to address the impact of the development on the trunk road network and identify any mitigation measures to be funded by the developer;
- submit a flood risk assessment to gauge the effect of development on the floodplain, the extent to which existing flooding problems would be exacerbated and put forward proposals to mitigate any adverse impacts identified;

- incorporate measures within and on the edges of the development to mitigate impact on the setting of the town;
- improve the character of existing rights of way to help integrate the development with adjacent parts of the existing urban area and to provide access to the countryside;
- protect the character of Shottery Brook and its margins from any adverse impact of development;
- undertake an ecological evaluation of the entire area covered by the proposal and incorporate measures to protect and enhance ecological features;
- investigate thoroughly the feasibility and visual impact of placing underground the electricity transmission lines which cross the northern development area; and
- make a financial contribution to secondary education in the town.

7.15.57 A Masterplan will be required to reconcile all the issues raised by the proposed development of the area.

Proposal SUA.X

Land comprising approximately 2.5 hectares (gross) at the Egg Packing Station, Bishopton Lane is identified as a Strategic Reserve Site for residential development (including a proportion of affordable units).

[See Inset Map 1.1]

Explanation

7.15.58 According to national definitions in PPG3 this is a greenfield site because it is used for agricultural-related purposes. However, it has the characteristics of previously-developed land due to the extensive structures and hardstanding that cover a large part of the site.

7.15.59 The redevelopment of the site provides an opportunity to remove the existing unattractive buildings and to create an appropriate edge to the built form of the town.

7.15.60 The promotion of the site for development should take into account the need to:

- provide a substantial area of landscaping and planting on the northern part of the site;
- investigate the provision of a pedestrian crossing on Bishopton Lane; and
- undertake an ecological investigation of the site.

7.15.61 The timing of its implementation will be in accordance with the mechanism set out in Policy STR.2A.

Proposal SUA.Y

Land comprising approximately 5.5 hectares (gross) south of Kipling Road is identified as a Strategic Reserve Site for the following uses:

- (a) **residential development (including a proportion of affordable units) on approximately 3.2 hectares**
- (b) **community woodland and meadowland on approximately 2.3 hectares**

[See Inset Map 1.1]

Explanation

7.15.62 The housing component of this proposal did not form part of the original concept for the Bridgetown development. However, it provides the opportunity to secure an extension to the Community Woodland and Meadowland. This will be achieved through a Section 106 Agreement or other effective mechanism relating to any planning application for the housing development.

7.15.63 It is anticipated that vehicular access to the development will be off Shipston Road and will require the acquisition of existing properties.

7.15.64 The promotion of the site for development should take into account the need to:

- create an attractive edge to the development along the southern boundary of the site;
- provide a suitable and acceptable access off Shipston Road in traffic and amenity terms;
- undertake an ecological evaluation of the site; and
- transfer land to the District Council or other appropriate body in order to extend the Community Woodland and Meadowland.

7.15.65 The timing of its implementation will be in accordance with the mechanism set out in Policy STR.2A.

Proposal SUA.Z

Land comprising approximately 3.9 hectares (gross) north of Banbury Road is allocated for residential development (including a proportion of affordable units).

[See Inset Map 1.1]

Explanation

7.15.66 The site comprises a number of large dwellings in extensive grounds. The mature trees and loose-knit nature of the area create an attractive entrance to the town, although the new roundabout has had an effect on this impression.

7.15.67 A co-ordinated treatment of the whole site is necessary in relation to access, layout, design and landscaping.

7.15.68 The promotion of the site for development should take into account the need to:

- ensure a comprehensive approach to the development of the site;
- provide extensive landscaping and planting around the eastern and southern boundaries of the site;
- retain the existing mature trees as far as possible, and in particular those subject to a Tree Preservation Order; and
- undertake an ecological evaluation of the site.

7

(ii) Main Rural Centres

7.16 Introduction

7.16.1 The Main Rural Centres of Stratford-on-Avon District comprise a range of small market towns and large villages. Each has its own unique character but the common theme which binds them together is their function as service centres, providing a focus for local jobs and facilities. The role of these larger settlements in rural areas is recognised in national planning guidance and in the Rural White Paper.

7.16.2 Policy STR.1 in this Plan identifies the following settlements as Main Rural Centres:

Alcester
Bidford-on-Avon
Kineton
Henley-in-Arden
Shipston-on-Stour
Southam
Studley
Wellesbourne

7.16.3 In the previous District Local Plan, these settlements were identified as Category One Settlements, apart from Kineton. It is now considered that Kineton justifies being defined as a Main Rural Centre given the level of services it supports, including a secondary school and industrial estate, and its important relationship with surrounding smaller villages.

7.16.4 During the previous plan period (1989-2001) each of these settlements experienced substantial housing development and varying degrees of growth in employment. The level of growth which is anticipated during the current plan period is much reduced and related specifically to local needs, in accordance with the provisions of the Warwickshire Structure Plan.

7.16.5 This Local Plan, in designating these settlements as Main Rural Centres, recognises the function that they already perform and seeks to promote and enhance their role. The Plan seeks to underpin the retail and commercial sector in these settlements, to ensure that public services are retained, to support existing businesses and attract new ones, to promote environmental enhancement, and to improve public transport links with neighbouring villages.

7.17 Context

7.17.1 Government policy as set out in the Rural White Paper 'Our Countryside: the future' (2002), recognises the critical role that market towns play in helping rural areas thrive. In particular, prosperous market towns can help regenerate the surrounding area as:

- a focus for economic development and regeneration including markets for local food and other products;
- centres which meet people's needs for access to retail, professional and public services;
- a hub for properly planned and co-ordinated public transport; and
- distinctive places to live with a fine heritage of historic buildings, attractive rural environments and centres for local cultural activity.

7.17.2 The objective of rural regeneration is a key aim of the Regional Spatial Strategy for the West Midlands. In order to achieve this objective, the RSS urges local authorities to support the vitality and viability of market towns and other local centres. It also supports limited development in these centres, although housing growth should be largely confined to that for local needs in order to limit any increase in car-based commuting. Employment growth is also envisaged in order to widen local job opportunities, but at a scale that is in keeping with the rural character of the area and that limits any increase in demand for housing.

7.17.3 Stratford-upon-Avon is the only settlement in the District which is identified as a main town in the WASP. The Main Rural Centres are therefore governed by the rural area policies which guide local plans to provide for development specifically to meet the needs of the local population and to support rural communities. In accordance with Policy RA.3 in WASP, the distribution of housing and employment development in the rural areas should be related to a hierarchy of settlements on a scale proportionate to job opportunities, and the availability of public transport and basic social facilities. The Local Plan seeks to reflect the WASP strategy by identifying the Main Rural Centres as the location for limited housing and employment growth to meet the needs of local communities.

7.18 Objectives

7.18.1 Stimulating rural centres is one of the 14 operational objectives which are central to the Local Plan strategy. This objective applies directly to the Main Rural Centres and the plan aims to support the function of these centres as a focus for facilities used by local people and businesses.

7.18.2 The Main Rural Centres also have a key role to play in achieving a number of the other operational objectives of the Plan, in particular:

- satisfying housing needs
- satisfying employment needs
- promoting alternative modes of transport to the car
- assisting rural diversification
- supporting sustainable tourism
- providing leisure opportunities.

7.19 Issues

7.19.1 Traditionally the small market towns and large villages of south Warwickshire have acted as focal points for commercial and social activity, places in which to find work, to buy and sell goods, and to find valued local services. This traditional role has, however, changed significantly over the last fifty years as a result of changes in society, the economy and agriculture. A number of key trends can be identified which are symptomatic of the changes affecting the Main Rural Centres in the District:

- the traditional hub role has been declining, with increased competition from larger retail, service, employment, education and entertainment centres. There is now a substantial net outflow of journeys from rural centres for shopping, work and leisure;
- increasing availability and use of personal transport means that the majority of people who live in rural areas can readily access the wider choice of facilities offered by larger centres. This is increasingly offsetting the benefits of local convenience and disadvantages certain sections of rural communities;
- changes in retailing, entertainment and financial services provision have favoured the larger towns at the expense of rural centres;
- changes in the agricultural economy have meant that the traditional market role of rural centres has either ceased or substantially declined; and
- the rationalisation of public services, such as health, education and public transport, has led to reduced provision in the rural centres.

7.19.2 These trends have been countered to some extent by continued growth in population and employment. The rural centres have experienced significant housing and employment growth over the past few decades, beyond that required to meet local needs. This growth has undoubtedly helped to slow the process of economic decline and the leakage of services to larger centres.

7.19.3 The Government's Rural White Paper recognises that, in the interests of sustaining prosperous rural communities, the role of market towns needs support to enable them to adapt to reflect people's changing needs, an increasingly mobile society, and highly competitive urban centres. The Countryside Agency's strategy 'Towards Tomorrow's Countryside' is actively promoting the role of market towns as the basis of sustainable rural communities in the future.

7.19.4 In responding to the national agenda, the Local Plan seeks to put in place a land-use planning framework which will achieve the objective of stimulating the Main Rural Centres and support their roles as foci for local housing, employment, and facilities used by local people and businesses.

7.19.5 The key aspects of this framework are summarised below:

- provision for appropriate levels of housing and employment development to meet local needs in accordance with the requirements of the WASP, and ensuring that this development maximises the scope to use previously developed land within the Main Rural Centres;
- promoting environmental enhancement to make the Main Rural Centres more attractive for local residents and those living in their rural hinterland who use the facilities which are provided;
- maximising the accessibility of the Main Rural Centres, by ensuring that they are the focus for local public transport services and by supporting improvements in the quality of walking and cycling links both within and into the Main Rural Centres;
- promoting the role of Main Rural Centres as local retail and commercial centres; and
- protecting existing facilities and providing new facilities which meet the particular needs of local communities.

7.19.6 The role and involvement of local communities in identifying and meeting their own needs will be an essential part of this process. The preparation of appraisals and design statements, now taking the form of Parish or Town Plans, provides the appropriate process for achieving this through their adoption as supplementary planning guidance.



7.20 Research

Warwickshire Market Towns Pilot Study

- 7.20.1 The Study was commissioned by Warwickshire County Council, North Warwickshire Borough Council and Stratford-on-Avon District Council to provide a framework for developing distinctive strategies for the long-term future of market towns in the County. It recognises the importance attached to such towns as the drivers of rural regeneration.
- 7.20.2 The pilot Study focussed on Coleshill, in North Warwickshire, and Southam. However, the common themes identified recur in similar settlements and the courses of action proposed can be applied to other centres.

Urban Capacity Study

- 7.20.3 The scope of the Study encompassed all the settlements which have been identified as Main Rural Centres. Through the study the District Planning Authority has considered comprehensively the opportunities within the Main Rural Centres to utilise previously developed sites for housing, industry and other uses.
- 7.20.4 The Study provided the basis for assessing the suitability of sites as potential allocations in the Local Plan in terms of impact, opportunity, marketability and deliverability.

Retail Study

- 7.20.5 The Study commissioned by the District Council in 1997 assessed the need to provide additional convenience goods shopping floorspace in Alcester, Shipston-on-Stour and Southam.
- 7.20.6 In each case, the Study concluded that very little additional provision needed to be made for this form of retailing. If demand materialises, the impact of any proposal would need to be carefully considered and the location assessed in terms of its potential to strengthen the particular centre's retail provision without having an adverse affect on its character. Only in the case of Southam did the Study indicate that there may be a case for providing a new food store, due to the extent that local residents shop in Leamington Spa.

7.21 Policies and Proposals

- 7.21.1 Many of the policies set out elsewhere in the Local Plan are applicable to the Main Rural Centres and should be referred to in gaining a full picture of the future planning of these settlements.
- 7.21.2 In addition, consideration should be given to the following policies which affect the future planning of the Main Rural Centres: Policies STR.1, STR.4, EF.3, COM.1-COM.11, COM.16, COM.19, COM.21, COM.22.

- 7.21.3 The policies and proposals which follow are specifically related to the Main Rural Centres and derive from the issues set out above.

7.22 Retail and commercial development

Policy MRC.1

Within the existing commercial cores of the Main Rural Centres proposals for new retail or commercial development, or the extension and improvement of existing retail or commercial premises, will be encouraged. For the purposes of this policy, Class A1(shops), Class A2 (financial and professional services), Class A3 (food and drink) and Class B1a (office) uses are acceptable in principle in such locations.

The change of use of existing Class A1, A2 and A3 premises to non-commercial uses, including residential, will not be permitted where this would harm, either individually or cumulatively with other proposals, the vitality and viability of the existing commercial centres.

Proposals for alternative uses will only be permitted where the provisions of Policy COM.2 are satisfactorily met.

Explanation

- 7.22.1 The Main Rural Centres are recognised as important local retail and commercial centres. The intent of this policy is to enable new retail and commercial activity to take place within the existing commercial cores of the Main Rural Centres and to retain existing retail and commercial uses in order to maintain and enhance the vitality and viability of these centres.
- 7.22.2 None of the Main Rural Centres are identified in the town centre hierarchy set out in Policy TC.2 in the WASP. Consequently, retail schemes in these centres should not exceed 1000 square metres (gross) in order to support the purpose of the hierarchy in achieving sustainable patterns of development.
- 7.22.3 The commercial cores of the Main Rural Centres are not specifically defined, but this policy is intended to apply to existing streets where commercial uses already have a significant presence and where further retail activities will not detrimentally affect the character of those streets.
- 7.22.4 It is acknowledged that the opportunities to provide new purpose built retail development are constrained by lack of space to accommodate both the premises and off street car parking. There may be opportunities for redevelopment of sites or the conversion of properties. In principle, it is reasonable to accommodate such schemes in order to stimulate commercial activity in the Main Rural Centres.

7.22.5 However, the District Planning Authority does not wish to sacrifice the qualities of the existing fabric of the commercial centres in order to achieve this. Many of the Main Rural Centres have designated conservation areas, the character of which should be preserved or enhanced. Consequently any redevelopment scheme will have to be of the highest quality.

7.23 Public transport

Policy MRC.2

In order to support the function of the Main Rural Centres, the District Planning Authority, in conjunction with Warwickshire County Council and transport operators, will promote the provision of improved and effective public transport services linking each centre with the rural hinterland it serves.

[Recommended references: Policies COM.7, COM.8]

Explanation

- 7.23.1 The provision of effective public transport services linking the Main Rural Centres to the smaller rural settlements they serve is essential to support their function as local service centres.
- 7.23.2 The District Planning Authority will work with transport operators, the County Council, local communities and other potential partners to ensure that public transport services in the Main Rural Centres are protected, improved and extended. Where conventional services cannot be made viable the District Council will work with partners to promote non-conventional public transport services which meet local needs. Particular support will be given to the work of the Rural Transport Partnership in improving the accessibility of the rural parts of the District.
- 7.23.3 In implementing Policy COM 7 and Policy COM 8, particular emphasis will be given to ensuring that the Main Rural Centres act as focal points for local public transport services.
- 7.23.4 Local communities can play a significant role in identifying potential improvements to local transport services through the preparation of Parish and Town Plans. Improvements identified could be eligible for grant aid from the District Council or other bodies such as the Countryside Agency.

7.24 Environmental enhancement

Policy MRC.3

Schemes which seek to enhance the environment of the existing commercial cores and the settlement fringes of the Main Rural Centres will be supported. Such schemes may include:

- **improvements to the management of traffic, including car parking;**
- **enhanced provision for pedestrians and cyclists to gain access to, and move within, the centre; and**
- **proposals which improve the character and appearance of the public realm.**

Explanation

- 7.24.1 Environmental enhancement can act as a stimulus for the local business and retail economy, and help to develop the key role which the Main Rural Centres play in the District. The attractive small-scale environments of the Main Rural Centres, combined with relative ease of access and parking, are key strengths which should be built upon wherever possible.
- 7.24.2 The District Council will work with the County Council, local communities and other partners to identify and promote opportunities for environmental enhancement schemes in the Main Rural Centres. Such schemes should aim to be as comprehensive as possible. Whilst physical improvements are valuable in their own right, it is also important to ensure that they bring longer term, sustainable economic and social benefits as part of a wider strategy for the Main Rural Centres.
- 7.24.3 The preparation of Parish and Town Plans provides local communities with the opportunity to identify local enhancement schemes and projects which could be eligible for grant aid from the District Council and other sources.

7.25 Community facilities

Policy MRC.4

The provision of new community facilities and leisure opportunities in the Main Rural Centres will be encouraged in appropriate circumstances. The improvement and extension of existing facilities will also be supported.

The loss of an existing community or leisure facility will not be permitted unless there is a proven lack of need for the facility or an adequate alternative is available or is to be provided.



Where justified, contributions from new development will be sought towards the provision of new or improved community and leisure facilities.

[Recommended references: Policies COM.2, COM.3]

Explanation

- 7.25.1 The Main Rural Centres are focal points for community facilities, including local services, shops and leisure opportunities. They provide a valuable and convenient service to local communities, reducing the need to travel by car and enabling those without a car to use such facilities easily. The District Planning Authority wishes to ensure the continued existence of such facilities and will encourage the development of new community facilities within the defined settlement boundaries of the Main Rural Centres.
- 7.25.2 The District Planning Authority will be seeking to promote the concentration of commercial and public sector activities within or close to the existing core of such centres in order to maximise accessibility and convenience for customers and users of these facilities. There is considerable scope to increase the scale of activity in these centres which will encourage the numbers of people using them and, in turn, improve their viability and the level of investment in them. It is important, therefore, that a range of choice is available. With respect to the provision of many types of goods or services in these larger rural centres, it is not sufficient for only one outlet to be available as it is important to preserve an element of competition.
- 7.25.3 Proposals which would result in the loss of a shop or facility will be assessed against the criteria set out in Policy COM.2. This assessment will include a thorough analysis of the viability of the business or facility concerned, the extent to which it has been marketed as a going concern, its importance to the local community, the availability of alternative provision and the scope for alternative community use of the building.
- 7.25.4 In accordance with Policy IMP.4, planning obligations will be used where appropriate to seek the increased provision of community and leisure facilities and the enhancement of existing facilities. The District Council will identify priorities for the provision and improvement of facilities. The negotiation of planning obligations relating to new development will be informed by these priorities and any local information sources such as Parish and Town Plans.

Proposal BID.AA

Land comprising approximately 0.2 hectares (gross) adjacent to the Fire Station, Bidford-on-Avon, is allocated for a medical centre.

[see Inset Map 2.2]

Explanation

- 7.25.5 There is a clear need to provide a replacement medical centre to serve the requirements of the local area. The existing facility is operating at capacity and there is no scope to expand on the current site. Land next to the Fire Station is well positioned within the village and readily accessible. It also provides scope to maintain the important functional relationship with shops and services in the village centre. Provision for a pedestrian/cycle route along the eastern edge of the site should be made.

7.26 Public open space

Policy MRC.5

Proposals for the provision of new areas of public open space will be supported where deficiencies in the level of existing provision have been identified against the standards set out in Policy COM.4.

Explanation

- 7.26.1 This policy intends to enable the provision of public open space in locations not specifically identified in the Local Plan. The basis for any provision will be measured against the standards in Policy COM.4. It must be noted that the District Council's ability to take on the costs of maintenance of public open space is limited by the availability of finance.
- 7.26.2 In seeking to implement this policy regard will be given to the provisions of Policy EF.6 and Policy EF.7 in relation to nature conservation.
- 7.26.3 A number of specific areas of land are promoted through this Plan which present potential opportunities to improve the level of public open space in the Main Rural Centres.

[Proposal ALC.AA has been deleted]

Proposal BID.AB

Land comprising approximately 3.0 hectares west of Dugdale Avenue, Bidford-on-Avon, is allocated for the provision of public open space.

[see Inset Map 2.2]

Proposal HEN.AA

Land comprising approximately 0.8 hectares south of Bear Lane, Henley-in-Arden, is allocated for the provision of public open space.

[see Inset Map 2.3]

Proposal KIN.A

Land comprising approximately 1.2 hectares west of Dene Close, Kineton, is allocated for the provision of public open space.

[see Inset Map 2.4]

[Proposal SHIP.A has been deleted]

Proposal SOU.A

Land comprising approximately 4.1 hectares west of Wattons Lane, Southam, is allocated for the provision of public open space.

[see Inset Map 2.6]

Proposal STUD.A

Land comprising approximately 4.3 hectares north of St. Jude's Avenue, Studley, is allocated for the provision of public open space.

[see Inset Map 2.7]

Proposal WELL.AA

Land comprising approximately 2.5 hectares alongside the River Dene, Wellesbourne, is allocated for the provision of public open space.

[see Inset Map 2.8]

Explanation

- 7.26.4 At the present time many of the settlements in the District suffer from poor provision of public open space. An audit of open space in Stratford-upon-Avon and in the Main Rural Centres has identified specific areas of shortfall when measured against the District Council's standards. Much of this shortfall relates to the quantity of provision and the proposals seek to address this identified problem.
- 7.26.5 Many of these proposals will require an upgrading of the existing access links, and even the creation of new ones, to make them accessible particularly on foot and by cycle. The District Planning Authority considers it appropriate that the land be generally used for informal open space rather than formal sports pitches so that landscape quality can be maintained or enhanced. Opportunities for nature conservation and ecological enhancement will also be sought. The land alongside the River Dene in Wellesbourne is known to be of high ecological importance and would not be appropriate for formal recreation activities.
- 7.26.6 There are a number of ways that the provision of these public open space can be secured. Local planning authorities are justified in seeking planning obligations where a deficiency of recreational provision exists or is likely to exist as a result of proposed development. In particular, they may be used to secure recreational facilities as a necessary part of a

broader development, helping to ensure that standards stated in the Plan are achieved. This is referred to in Policy IMP.4.

- 7.26.7 For small developments, it may be more appropriate for the developer to establish or contribute to the provision of a facility nearby. Circular 05/2005: Planning Obligations, explains the relationship between the proposed development and a benefit to be sought through individual planning permissions. Such an agreement may also cover maintenance and management arrangements.
- 7.26.8 In some cases, it may be suitable for the District Council to enter into agreements with the landowners to negotiate for their land to be brought into public use. In these cases there may be limitations imposed on the purpose for which the land can be used.
- 7.26.9 The District Planning Authority also has the option of compulsory purchase should it be concluded that this is the only course of action available to secure a facility in the public interest.

7.27 Housing, industrial and other development proposals

- 7.27.1 A wide range of sites are proposed to be allocated for development in the Main Rural Centres. The scale of intended development in these settlements accords with the objective of the Warwickshire Structure Plan that most development should take place in the 'main towns', which in the case of this District is Stratford-upon-Avon.
- 7.27.2 Apart from commitments which were identified in the previous Local Plan, the sites identified in this Plan utilise previously-developed land in accordance with Government policy which seeks the re-use of such sites in preference to greenfield land.
- 7.27.3 It is acknowledged that each site will have a degree of impact on the local area. Developers will be required to work within the constraints that apply to each site and to include mitigation measures to reduce the effects of development. The proposals identify many of these matters but may not be comprehensive in this respect. Other issues may emerge when planning applications are being considered or through the preparation of development briefs.
- 7.27.4 For those sites incorporating residential uses, affordable housing should be provided in accordance with the framework established by Policy COM.13. Developers are advised to work closely with the District Council's partner Registered Social Landlords in providing affordable housing.

- 7.27.5 An indicative dwelling capacity for individual proposals is provided at Annexe 2.
- 7.27.6 The requirements identified for each development will be secured either through conditions on any planning permission that is granted, or through legal agreements negotiated between the District Planning Authority and the developer/owner of the site.
- 7.27.7 In addition to those matters specified within each proposal, various policies of this Local Plan will be applied as appropriate.

Alcester

Proposal ALC.B

Land comprising approximately 0.7 hectares (gross) on Bleachfield Street, Alcester, is allocated for residential development (including a proportion of affordable units).

[see Inset Map 2.1]

Explanation

- 7.27.8 The removal of the existing industrial uses on the site has brought environmental benefits to the adjacent residential areas and a positive effect on the local highway network. Redevelopment provides an excellent opportunity for an urban design led approach comprising a high density residential scheme. The site is ideally located in relation to services and facilities.
- 7.27.9 The promotion of the site for development should take into account the need to:
 - enhance the street scene and the setting of the adjacent listed buildings;
 - incorporate pedestrian links between the site and adjacent parts of the town;
 - assist in the relocation of the industrial use; and
 - undertake an archaeological evaluation of the site.

[Proposal ALC.C has been deleted]

[Proposal ALC.D has been deleted]

Bidford-on-Avon

[Proposal BID.B has been deleted]

Proposal BID.C

Land comprising approximately 0.8 hectares (gross) at Marleigh House, Waterloo Road, Bidford-on-Avon, is allocated for residential development (including a proportion of affordable units).

[see Inset Map 2.2]

Explanation

- 7.27.10 The site was occupied by a substantial dwelling set in extensive grounds. Over the years it became surrounded by residential development. Although attractive in its own right, there is an opportunity to utilise the site more intensively.
- 7.27.11 The promotion of the site for development should take into account the need to:
 - make appropriate allowance for the gradient within the site, particularly with respect to the access off Waterloo Road;
 - incorporate the existing mature trees within the site as far as practicable;
 - undertake an archaeological evaluation of the site; and
 - consider the relationship of the layout and design of the development to adjacent residential areas.

[Proposal BID.D has been deleted]

Proposal BID.E

Land comprising approximately 7.7 hectares (gross) at Friday Furlong, Waterloo Road, Bidford-on-Avon, is allocated for mixed-use development. Acceptable uses would be:

- **residential (including a proportion of affordable units) on approximately 3.0 hectares (net) south of the track**
- **specialist accommodation for elderly people on approximately 0.5 hectares (net) south of the track**
- **open space for recreation and amenity purposes on land north of the track**

[see Inset Map 2.2]

Explanation

- 7.27.12 A large part of the site has been occupied by travellers, although there are a number of permanent dwellings within it. A range of unauthorised uses, including caravans, storage and tipping are also present. Many of these activities became increasingly problematic for local residents as the village has expanded northwards and now abuts the site.
- 7.27.13 Due to this prevailing situation there is a strong measure of support within the local community for the site to be developed for a mix of uses. However, despite its current condition, much of the site is 'greenfield' according to the definition in PPG3 (Annex C). Furthermore, based on the strategic approach to the location of development, there is no justification for releasing greenfield land for housing development in Bidford. This proposal is justified due to the particular circumstances that prevail but it is necessary for the extent of

the residential component to reflect the amount of brownfield land involved. It is for this reason that the net area of the site to be utilised for housing is specified in this case.

- 7.27.14 The need to provide specialist accommodation and facilities for the elderly in the village has been indicated and this site would be appropriate for such a use. However, this is not a requirement of the development since it will be dependent on responsible agencies to instigate.
- 7.27.15 A substantial area of public open space should be provided to serve the development itself and to reflect the imbalance in the location of open space in the village as a whole. Much of the existing open space is concentrated to the south of the river and is inconvenient for a large proportion of the village.
- 7.27.16 The promotion of the site for development should take into account the need to:
- remove all the existing uses and activities on the site;
 - approach the redevelopment and re-use of the site in a comprehensive manner;
 - incorporate a pedestrian/cycle link to The Bank; and
 - create an attractive edge to this part of the village through appropriate design and landscaping.
- 7.27.17 A Development Brief should be produced for the site to establish the detailed nature and disposition of uses.

Henley-in-Arden

[Proposal HEN.B has been deleted]

Proposal HEN.C

Land comprising approximately 1.2 hectares (gross) at the Cattle Market, Warwick Road, Henley-in-Arden, is allocated for mixed-use development. Uses should include:

- **residential (including a proportion of affordable units)**
- **Class B1 (a) and (b) industrial**
- **a small-scale retail use**

[see Inset Map 2.3]

Explanation

- 7.27.18 The redevelopment of this site presents an opportunity for environmental enhancement which, in its present form, detracts significantly from the adjacent Conservation Area. The site is suitable for a high density form of residential development. The opportunity should also be taken to provide business space for office-based companies and a small-scale retail unit(s) to

serve local residents. The site is protected by an Environment Agency Flood Alleviation Scheme which may place a constraint on the extent and design of the development.

- 7.27.19 The promotion of the site for development should take into account the need to:
- consider the relocation of the Cattle Market;
 - provide an access via a new estate road linking Prince Harry Road and Warwick Road;
 - liaise closely with the Environment Agency to overcome the flooding constraint;
 - promote a high quality design which will enhance the setting of the Conservation Area; and
 - undertake an archaeological evaluation of the site.

Proposal HEN.D

Land comprising approximately 1.5 hectares (gross) off High Street, Henley-in-Arden, is allocated for mixed-use development. Acceptable uses would be:

- **residential (including a proportion of affordable units)**
- **Class B1 industrial**

[see Inset Map 2.3]

Explanation

- 7.27.20 Until recently this site has been in industrial use and supported an important local employer. The town has been prone to losing businesses and the economic base of the community has suffered as a consequence. Given these circumstances, it is appropriate to ensure that a significant proportion of the site is retained in an industrial use. Any use falling within Class B1 of the Town and Country Planning (Use Classes) Order is acceptable in principle.
- 7.27.21 The promotion of the site for development should take into account the need to:
- upgrade the existing access to the site from High Street, including a segregated pedestrian provision;
 - improve the junction with High Street, incorporating safety measures;
 - investigate any potential effects on the adjacent Scheduled Ancient Monument; and
 - ensure that the design of the development minimises its impact on the character of the adjacent countryside.





Kineton

Proposal KIN.B

Land comprising approximately 0.2 hectares (gross) on King John's Road, Kineton, is allocated for residential development (including a proportion of affordable units).

[see Inset Map 2.4]

Explanation

7.27.22 The site initially consisted of two short terraces of dwellings which have long rear gardens. Planning permission was subsequently granted for residential development on part of the original allocation. There is potential to effectively intensify the residential use of the remaining area.

7.27.23 The promotion of the site for development should take into account the need to:

- approach the redevelopment of the area in a comprehensive manner; and
- introduce traffic management measures to ensure that access to the primary school is safe.

Proposal KIN.C

Land comprising approximately 0.9 hectares (gross) on Banbury Road, Kineton, is allocated for residential development (including a proportion of affordable units).

[see Inset Map 2.4]

Explanation

7.27.24 There are various components to this site, including a vacant garage, three dwellings and an area of hardstanding used for storage. The capacity of the site would be increased through comprehensive redevelopment but this is not a prerequisite of any scheme.

7.27.25 The promotion of the site for development should take into account the need to:

- liaise with the Environment Agency regarding the impact of development on the River Dene floodplain; and
- promote a form of development which provides an appropriate entrance feature to the village.

Shipston-on-Stour

Proposal SHIP.B

Land comprising approximately 3.2 hectares (gross) off Darlingscote Road, Shipston-on-Stour, is allocated for Class B1, B2 and B8 industrial development.

[see Inset Map 2.5]

Explanation

7.27.26 A large part of this proposal is carried forward from the previous Local Plan. The site has an important role to play in attracting new employment opportunities to the town.

7.27.27 Given the recent loss of the Tilemans site from employment uses there is merit in compensating for this by extending the previous allocation onto adjacent, albeit greenfield, land. Such an increase in area should make the provision of infrastructure more viable and help to bring the whole site forward for development.

7.27.28 As the land involved rises gradually to the west and is visible from the Fosse Way and from distant views to the east of the town, it is important that substantial planting is provided along the western boundary to reduce the impact of development on the landscape.

7.27.29 The promotion of the site for development should take into account the need to:

- ensure that the design of the development minimises its impact on the character of the adjacent countryside; and
- consider the relationship of the site to recent development on adjacent land.

Proposal SHIP.C

Land comprising 1.0 hectare (gross) at Shipston House, Tileman's Lane, Shipston-on-Stour, is allocated for residential development (including a proportion of affordable units).

[see Inset Map 2.5]

Explanation

7.27.30 The redevelopment of this site provides the opportunity to ensure the preservation of Shipston House, a Grade II listed building that was originally built as a workhouse. It is expected that any development scheme should include the conversion of Shipston House.

7.27.31 The promotion of the site for development should take into account the need to:

- preserve the existing open setting of Shipston House in an appropriate manner;
- remove unsympathetic extensions to Shipston House as part of any conversion scheme; and
- consider the relationship of the site to adjacent industrial activities to the east.

Southam

Proposal SOU.B

Land comprising approximately 1.0 hectare (gross) on High Street, Southam, is allocated for mixed-use development. Acceptable uses would be:

- **community facilities**
- **retail (including a supermarket)**
- **residential (including a proportion of affordable units)**

[see Inset Map 2.6]

Explanation

7.27.32 This site offers a major opportunity to create a focal point at the heart of the town centre which will help it to perform its role as an important service centre. The site lies within a Conservation Area and any scheme must be sensitive to its character. In fact, redevelopment of the area provides considerable scope to enhance the appearance and function of the town centre. A wide range of uses would be acceptable but at this stage it is not appropriate to specify the preferred approach.

7.27.33 The promotion of the site for development should take into account the need to:

- approach the redevelopment of the area in a comprehensive manner;
- devise a layout and design which make a positive contribution to the function and appearance of the town centre;
- include a library and police station within the scheme or provide a suitable alternative site(s) for the facilities;
- consider thoroughly the impact and role of a foodstore in this location;
- provide a single junction from High Street/Coventry Street with a secondary access from Park Lane;
- widen Park Lane from its junction with High Street as far as The Rectory; and
- undertake an archaeological evaluation of the site.

Proposal SOU.C

Land comprising approximately 2.1 hectares (gross) on Wattons Lane, Southam, is allocated for residential development (including a proportion of affordable units).

[see Inset Map 2.6]

Explanation

7.27.34 The site comprises a decommissioned sewage works and a number of commercial properties. It is situated in a sensitive location adjacent to and partly within an Area of Restraint. This designation relates to the importance of the valley of the River Stowe in creating a wedge of undeveloped land into the heart of Southam. In addition, the topography of the site presents a major design challenge to ensure that the purpose of the Area of Restraint is not undermined and the open character of the area is not severely compromised.

7.27.35 This suggests that the design of development will vary significantly between the two parts of the site. That on the former sewage works should comprise low density housing with extensive planting to assist its assimilation into the Area of Restraint. The remainder should be at a much higher density reflecting the scale of the commercial buildings it will replace and the adjacent Wattons Lodge. The development of the site will be expected to help deliver the proposed public open space on adjacent land (see Proposal SOU.A).

7.27.36 The promotion of the site for development should take into account the need to:

- approach the redevelopment of the area in a comprehensive manner;
- enhance the nature conservation value of the river environs which are designated as an Ecosite;
- undertake an archaeological and an ecological evaluation of the site;
- improve Park Lane to acceptable standards and provide a traffic calming scheme on St James' Road in relation to the primary school;
- improve the access to the site from the St James' Road/Park Lane junction; and
- incorporate a sustainable drainage system which will assist flood management in the Stowe Valley and the Leam Catchment.



Studley

Proposal STUD.B

Land comprising approximately 0.3 hectares (gross) on Alcester Road, Studley, is allocated for residential development (including a proportion of affordable units).

[see Inset Map 2.7]

Explanation

7.27.37 The redevelopment of this site presents an opportunity to regenerate a very prominent site in the centre of the village and to enhance the setting of the listed buildings in Priory Square. The previous foodstore has been replaced with a smaller unit, thus providing scope for a high density residential development on this site.

7.27.38 The promotion of the site for development should take into account the need to:

- produce a high quality design to deliver a sensitive form of development which will reflect and enhance the character of the village centre;
- undertake an archaeological evaluation of the site;
- provide vehicular access solely off Alcester Road; and
- incorporate pedestrian links through the site to improve access to other parts of the village centre.

Wellesbourne

[Proposal WELL.B has been deleted]

Proposal WELL.C

Land comprising approximately 2.8 hectares (gross) off Loxley Road, Wellesbourne, is allocated for Class B1, B2 and B8 industrial development.

[see Inset Map 2.8]

Explanation

7.27.39 This site covers land within the curtilage of the existing industrial estate. This proposal reflects the residual areas of land which remain to be developed.

7.27.40 The promotion of the site for development should take into account the need to:

- assess and incorporate the most appropriate means of vehicular access;
- secure a financial contribution towards the provision of highway improvements in and around the village of Barford;
- submit a comprehensive transport assessment as part of any proposal; and
- undertake an archaeological evaluation of the site.

(iii) Countryside

7.28 Introduction

- 7.28.1 The Rural White Paper 'Our countryside: the future' (2002), confirmed rural issues as an urgent political issue of national significance. Stratford-on-Avon District is predominantly a rural district and hence its countryside deserves specific attention in this Local Plan. It is conceivable that we have reached a defining moment in the relationship between rural economies and the survival of rural life and the management of the countryside as a whole. Dealing with some of the emerging issues of the rural economy, such as farm diversification, requires changes to be made in the way that Local Plan policies are presented and applied.
- 7.28.2 There is no doubt that rural areas have undergone significant changes in recent years due to global economic trends, technological developments, changes in agricultural practices, and improved transport and communication systems. The recent BSE and Foot and Mouth crises have exacerbated these changing trends. In particular, adverse impacts on rural tourism and recreation have signalled the importance of a comprehensive and holistic approach to dealing with rural problems. Similarly, the implications of changes to the Common Agricultural Policy are not yet known. The Local Plan should anticipate and facilitate this transition to the benefit of the countryside.
- 7.28.3 Rural services have declined significantly in recent years through the processes of centralisation and rationalisation. Stratford-on-Avon District has the lowest proportion of parishes with key services, such as a general store, post office and doctor's surgery, of any part of Warwickshire. Public transport is poor or non-existent in a number of rural settlements. Consequently, many people such as the elderly and the young who have no or limited access to private cars find themselves isolated from key services and facilities. The need for the Local Plan to facilitate the regeneration of the rural economy and promote effective access to services for all, whilst at the same time protecting the special character of the rural environment, is apparent.
- 7.28.4 House prices are higher in the District than the average for Warwickshire. Consequently, in many parts of the District there is a significant need for affordable housing. This has been confirmed by various Housing Needs Surveys commissioned by the District Council and through more detailed assessments carried out by individual communities.

- 7.28.5 The attractive environment, combined with relatively low crime and unemployment rates, make rural parts of Stratford-on-Avon District attractive places to live, work and visit. This exerts enormous pressure for development in the countryside. The importance of maintaining and enhancing the environmental quality of the countryside whilst, at the same time, providing for the proven needs of rural people, is a critical function of this Local Plan.

7.29 Context

- 7.29.1 A top down – bottom up approach to policy formulation has been adopted in developing policies and proposals for the countryside. The West Midlands Regional Spatial Strategy and the Warwickshire Structure Plan (WASP) provide clear guidance on the location of development in the District. The WASP identifies Stratford-upon-Avon as the main town where most development should be concentrated. Development elsewhere would only be justified to meet proven local need and should take account of the availability of job opportunities, local facilities and public transport.
- 7.29.2 Strong regard is also given to local initiatives in identifying key issues which affect rural communities. This approach has significant policy implications for planning the future of the countryside in the District and will be an important material consideration in determining planning applications. The policies in the Local Plan relating to the rural parts of the District should not be treated in isolation but as an integral part of the Council's drive to improve the life of people living in our rural areas. Some of the existing initiatives include:
- Parish Plans
 - Village Design Statements
 - Anti-Poverty Strategy
 - Rural Transport Partnership.

7.30 Objectives

- 7.30.1 Of the fourteen objectives which form the basis of this Local Plan, it is reasonable to claim that all but one has a direct relevance to the wish to enhance the quality of life of those who live in the rural parts of the District and to improve the environment of the countryside.
- 7.30.2 The objective to stimulate the role of the Main Rural Centres in providing a wide range of functions which serve rural hinterlands will help to strengthen the relationship between town and country which is emphasised in Government policy.

7.31 Issues

7.31.1 The key issues facing the rural parts of Stratford-on-Avon District are set out in the District Council's Rural Strategy. This Strategy is intended to assist and guide the Council and its partners in focusing on rural issues, in determining priorities and in taking action.

Local Economy

7.31.2 Since 1985, in common with most of Europe, there has been a gradual but relentless decline in agricultural employment in the District as a result of mechanisation and the Common Agricultural Policy. Consequently, there is an ever-widening diversity in rural employment, with tourism and the service sector in the ascendancy. It is important to ensure that a wide range of new job opportunities are created, particularly to meet the needs of people who live in rural areas.

Affordable housing

7.31.3 Whilst the housing stock in rural areas is diverse in style, size and age, house prices are 10% above the average for Warwickshire. Consequently, there is a shortfall in rural housing which can be afforded by many local families and young people who wish to stay in the area rather than have to move to urban areas. There continues to be an unrelenting and widespread need for affordable housing in rural communities as has been demonstrated by successive housing need surveys in the District.

Accessibility

7.31.4 Public transport services in rural areas are generally limited although there has been a recent increase in funding. The railway network links Stratford-upon-Avon with Birmingham and, to a lesser extent, to London via Leamington Spa. Together, the two lines provide only a handful of communities with a limited service. Bus services are equally tenuous, many relying on public subsidy and frequently being unrelated to work patterns or access to essential facilities.

Services

7.31.5 Rural services and facilities generally tend to operate at the margins of economic viability. There has been a dramatic reduction in village services in recent years and few settlements retain a general store, post office or school. Because of the economies of scale, the relatively small and dispersed population and transport costs, goods and services are often not competitively priced. Public services have also tended to be rationalised although, where possible, efforts are being made to reverse this trend.

Environment

7.31.6 Underpinning the primary rural issues outlined above is the need to actively conserve the rural environment as one of the District's major assets. It is essential that the valuable features of our environment are thoroughly documented and protected from inappropriate development and activity. Furthermore, it is important to encourage landowners to maintain those features for which they have responsibility.

7.32 Research

Rural Economic Issues Study

7.32.1 The Study commissioned by the District Council in 1996, while focussing on the future of the District's rural economy, went to the heart of all the issues outlined above. It emphasised the close interrelationship between economic, social and environmental factors. The Study concluded that a range of job opportunities must be available for rural dwellers in or near the communities where they live. This will necessitate the availability of a range of sites and premises for new and expanding businesses. The planning system should be positive and responsive to these needs whilst maintaining the environmental quality of the District.

7.32.2 However, the Study stressed that initiatives related solely to employment and business development would not, on their own, achieve significant improvements to the well-being of rural communities. Other actions are also required in relation to affordable housing, public transport and the provision of rural services.

7.33 Policies and Proposals

7.33.1 Many of the policies set out elsewhere in the Local Plan are applicable to the countryside, including the villages and hamlets which lie within it, and should be referred to in gaining a full picture of the future planning of the rural parts of the District.

7.33.2 In addition, consideration should be given to the following policies which affect the future planning of the countryside: Policies STR.1, STR.4, PR.2, PR.4, PR.10, EF.1, EF.2, COM.1, COM.2, COM.3, COM.7, COM.8, COM.11, COM.16, COM.17, COM.21, COM.22, COM.23.

7.33.3 The policies and proposals which follow are specifically related to the countryside, including all settlements not specifically named in Policy STR.1 (ie. Stratford-upon-Avon and the Main Rural Centres), and derive from the issues set out above.

7.34 Control over development

Policy CTY.1

All forms of development in the countryside, other than those in accordance with provisions elsewhere in the Local Plan, will generally be resisted in order to preserve its character and to ensure that resources are protected.

Proposals for forms of development and activity in the countryside that are not covered elsewhere in the Plan will have to be fully justified and show that they would not be contrary to the overall strategy of the Plan and that their impact on the character of the area would not be harmful.

Explanation

- 7.34.1 It is Government policy that the countryside should be safeguarded for its own sake and in order to afford protection for non-renewable and natural resources. Accordingly, the emphasis of the Local Plan is to accommodate appropriate forms of development in the countryside, in a manner which minimises its impact, but otherwise to apply rigorous controls.
- 7.34.2 Provision is made in various policies throughout the Plan whereby the merits of various forms of development and activity in the countryside can be assessed. In general terms, these uses can either only reasonably be located in the countryside or have an important contribution to make to the function of rural areas.
- 7.34.3 In all other respects, it is anticipated that development proposals have no necessity to be located in the countryside or would not bring sufficient benefits to override the general principle of restraint.

7.35 Re-use of rural buildings

Policy CTY.2

Proposals for the conversion of existing rural buildings to industrial, commercial, tourism or recreation uses will generally be supported. All conversion schemes will be subject to the following criteria being satisfied as appropriate:

- (a) **the building should be capable of accommodating the proposed use without significant rebuilding, alteration or extension;**
- (b) **the scale of the proposals should not be such as to jeopardise sustainability objectives, particularly in relation to the generation of car and goods vehicle traffic;**
- (c) **proposals for Class B8 (warehousing) uses should not be located where they would cause an increase in heavy goods vehicles on roads in the vicinity which are unsuitable for such traffic;**

- (d) **proposed uses should complement the special qualities and features which help to create the distinctiveness of the locality, including those highlighted in Parish and Town Plans (and their equivalent), Conservation Area reports and landscape character assessments, and as reflected in any designation affecting the site;**
- (e) **proposals should be appropriate to a rural setting, particularly in relation to the scale of proposed extensions and the treatment of building elevations and curtilages, and should be consistent with the rurality of the area;**
- (f) **in the case of an agricultural building of modern construction it will be necessary to prove that the building was genuinely required and used for farming purposes; and**
- (g) **proposals should retain and respect the special qualities and features of listed buildings and buildings of local historic interest.**

All proposals require an assessment to be made of the presence of protected species. Appropriate measures will be identified to ensure that protected species are not harmed or disturbed.

The scale of any retail use of such a building will be restricted to that which is directly related to the sale of goods produced on the site.

Proposals for the conversion of buildings in the countryside to self-catering holiday accommodation will also be assessed against the above criteria. If permission is granted it will be subject to a condition limiting occupancy to short-term holiday lets.

The potential environmental impact of permitted development rights will be assessed in each case and will be withdrawn where they would otherwise have significant environmental implications.

For schemes within the Green Belt, the proposed use should not jeopardise the openness of the Green Belt, or the purposes of Green Belt designation, through the significant extension of buildings, the provision of extensive ancillary facilities such as external storage, vehicle parking/manoeuvring space, or boundary walling/fencing. The potential cumulative impact of schemes will also be taken into account.

[Recommended references: Policies EF.7A, COM.1, CTY.4, CTY.6, CTY.14]





Explanation

- 7.35.1 This policy applies to buildings in all settlements other than Stratford-upon-Avon and the Main Rural Centres, as well as isolated buildings in the open countryside.
- 7.35.2 The purpose of the policy is to provide a positive framework for the growth and diversification of the rural economy. Industrial, commercial, tourism and recreational uses are well placed to enable this objective to be achieved compared with residential development.
- 7.35.3 However, the policy is not only about promoting development that is important to the rural economy but also protecting the qualities of the countryside that are valued. It is therefore important to acknowledge that maintaining the essential rurality of the countryside is an equally important objective of the Plan. A holistic approach that looks at the scale, location, design, character and nature of a proposal is essential in considering any scheme to convert rural buildings.
- 7.35.4 Government guidance seeks both to promote appropriate forms of economic activity in the countryside in PPS7 and to reduce overall levels of travel and car-based journeys in PPG13. In most cases, proposals for converting rural buildings to business use should be acceptable on transport grounds. However, there may be cases where the location, scale and nature of the proposed activity will be inappropriate due to the pattern of vehicular movement that would be generated.
- 7.35.5 Comprehensive and accurate before and after elevations, sections and layouts should be submitted with a planning application to help assess the impact of the conversion scheme on the character of the building. In addition, a full structural survey, prepared on a professional basis, will normally be required. If the building is in a poor condition, planning permission may be conditional on the early execution of an agreed schedule of repairs.
- 7.35.6 PPS7 does not seek to prevent the re-use of modern buildings. However, the District Planning Authority wishes to ensure that a building was initially constructed for an agricultural purpose and not with the intention of putting it to a different purpose. Consequently, it will require clear evidence to be submitted that the building has been used for agricultural activities.
- 7.35.7 There are various sources of information available, such as the District Design Guide, Village Design Statements, Parish Plans and landscape character assessments, to help assess the impact of conversion schemes on the character of the countryside affected.

- 7.35.8 Retail use of any rural building will only be supported when it is directly related to the sale of goods produced on the site. An assessment of the economic viability of the whole operation will be required in order to justify the contribution of the retail activity. The impact of the proposal on retail activities in villages nearby will also be taken into account.

Policy CTY.2A

Proposals for the permanent residential conversion of rural buildings will be resisted unless a specific justification is established in one or more of the following ways:

- (a) **a mixed use conversion scheme where a dwelling would be ancillary to an existing or proposed business use. This will only be permitted where clearly necessary for and subordinate to the efficient and secure operation of these business use; or**
- (b) **where residential conversion provides the only appropriate means of protecting from deterioration:**
 - **a listed building;**
 - **an unlisted building of local historic interest; or**
 - **an unlisted building which is situated within a settlement and which makes an important contribution to the character and amenity of the settlement.**

In the case of an unlisted building, permission will only be granted where it is clearly demonstrated that business use is not a feasible option.

The provisions of Policy CTY.2 will be applied where appropriate.

Explanation

- 7.35.9 The District Planning Authority will not support permanent residential conversion of rural buildings unless it is to meet a proven local need. Proposals for the conversion of rural buildings to permanent residential use will be subject to the same controls applied to new dwellings in the countryside. This approach is supported by the clear objective of the Warwickshire Structure Plan to restrict the number of new dwellings created in rural areas in order to concentrate development in the main urban area of Stratford-upon-Avon.
- 7.35.10 However, mixed-use schemes with an element of residential development will be considered when a dwelling is proven to be essential for the efficient and secure operation of a business use. Sufficient evidence will be sought by the District Planning Authority through a comprehensive appraisal of the business in order to justify permanent residential accommodation. A business plan should be submitted with a

planning application to demonstrate the degree of linkage between the business and residential uses. In all cases the scale of the residential element must be directly related and subsidiary to the business uses. Any dwelling approved on this basis will be subject to a strict occupancy condition.

- 7.35.11 There may be circumstances where the conversion to residential use of a rural building of historic interest, situated within a settlement or in open countryside, offers the only viable prospect of maintaining that building in a good state of repair. Except in the case of listed buildings, evidence must be produced to show that the building has been marketed for a business use.
- 7.35.12 In the case of a listed building it will be necessary to demonstrate that business use is not a viable option because of the particular characteristics of the building and/or its site and surroundings. For example, a building may be in such a poor condition that urgent and substantial action is required to secure its future, action which may only be financially viable in the context of residential conversion. In such cases the District Council will require stabilisation and repair work to be undertaken as a matter of urgency.
- 7.35.13 Non-domestic buildings constructed of traditional materials, such as brick or stone, contribute to the physical fabric and general environment of rural settlements. It would be detrimental to their character for such buildings not to be retained in some form of positive use. The emphasis of PPS7 and this policy is that business uses should take preference over residential use. However, there will be cases where it is claimed that a business use is not feasible or appropriate.
- 7.35.14 In order to assess the situation in a specific case, the District Planning Authority will require detailed evidence to be submitted regarding the extent of the marketing exercise undertaken to attract a business use, the nature of any interest shown and an assessment of why the building may not be suitable for this form of use.
- 7.35.15 While no boundaries for rural settlements are defined in the Local Plan, to be within the confines a building should have a clear physical and functional relationship to the settlement.

Policy CTY.3

Outside the Green Belt, consideration will be given to providing scope for the expansion of existing groups of rural buildings for industrial uses where they are readily accessible by means of transport other than the private car from Stratford-upon-Avon or a Main Rural Centre, or similar sized settlements in adjoining Districts.

In assessing such proposals, it will be necessary to ensure that the scale and nature of activities to be accommodated on the site are appropriate to the character of the local area and would not cause undue harm to features of acknowledged importance.

The criteria set out in Policy CTY.2 are applicable to the operation of this policy.

Explanation

- 7.35.16 Over and above the provisions of Policy CTY.2 regarding the conversion of existing rural buildings, there may be cases where a modest increase in the amount of floorspace on a site would be an appropriate means of supporting the rural economy and job opportunities.
- 7.35.17 It is essential that the merits of any proposal of this nature are thoroughly assessed. In the first place, the impact of a development and the activities it supports must not be harmful to the character of the area with respect to landscape, other properties and the nature of the road network which serves the site.
- 7.35.18 In addition, however, there needs to be a strong justification for overriding the normal presumption against new development in the countryside. This policy allows for a case to be made based on the proximity of the site from the larger centres of population in the District which would allow people to walk, cycle or use public transport to reach their place of work.

7.36 Agriculture and farm diversification

Policy CTY.4A

Proposals for buildings and structures related to agricultural, horticultural and forestry activities will be permitted where:

- (a) **they are genuinely required for such purposes; and**
- (b) **the siting, design and intended use of the proposed building or structure would not have a detrimental impact on the environment.**

Explanation

- 7.36.1 The Town and Country Planning (General Permitted Development) Order 1995 effectively grants permission for a range of agricultural



buildings and works through a system of prior notification. As a consequence, it is the case that many proposals of this nature do not require planning approval from the District Planning Authority.

7.36.2 In considering applications through the notification process, and in cases where the grant of planning permission is required, the District Planning Authority will take fully into account the requirements of agriculture but will also wish to ensure that any impact on the character and enjoyment of the countryside is minimised. For example, issues relating to visual impact, vehicular movements and relationship to other properties will be assessed.

7.36.3 Applicants will be required to demonstrate a functional need for the proposed building. This should take the form of a statement accompanying the application explaining the purpose of the building or other works in relation to the existing or proposed operations. An independent assessment of the case will be undertaken on behalf of the District Planning Authority where necessary. The separate sale of agricultural land and buildings has tended to increase the number of proposals for new buildings on existing or new farm holdings. In certain cases, it will be necessary for the applicant to justify any previous disposal of suitable buildings.

7.36.4 The position of a building or structure in the landscape can be of particular importance. Where possible, they should be located adjacent to existing buildings, unless it can be shown that this is not possible for functional reasons. Development that affects the skyline from public vantage points should be avoided. Proposals should incorporate appropriate landscaping measures but not use extensive earthwork.

7.36.5 Intensive livestock production, ie. the rearing of livestock such as pigs and poultry permanently indoors, is classed as an agricultural activity. However, permitted development rights applicable to agricultural buildings do not extend to those to be used for rearing livestock where they are situated within 400 metres of a residential curtilage. In considering any such proposal, it will be necessary to ensure that there is no detrimental impact on the local environment such as noise and smell, particularly in relation to residential properties. The District Planning Authority may require an Environmental Assessment to be submitted with an application for intensive livestock activities.

7.36.6 In granting planning permission, a condition may be applied requiring the removal of the building should it no longer be required for agricultural purposes or if it is considered unsuitable for any other appropriate use.

Policy CTY.4

Proposals which seek to diversify farm-based operations will generally be supported. All proposals will be assessed against the following criteria:

- (a) **whether best and most versatile agricultural land is affected;**
- (b) **the extent to which existing buildings can be utilised in preference to new buildings being required;**
- (c) **whether the scale and nature of the proposed activity can be satisfactorily integrated into the landscape without being detrimental to its character;**
- (d) **the effect of the proposed activities on existing properties and settlements and on the road network;**
- (e) **the potential generation of vehicular movements, the adequacy of the proposed means of access and the provision of parking on the site;**
- (f) **the cumulative effect of activities on the character of the local area; and**
- (g) **the potential impact of the proposal on the natural and historic environment and on protected species.**

In assessing the merits of such proposals, the extent to which they would contribute to and not conflict with the long-term operation and viability of the existing farm holding will be taken into account.

In addition, the role of proposals in the implementation of Whole Farm Plans will be taken into account.

[Recommended references: Policies CTY.2, CTY.3, CTY.10, CTY.14

Explanation

7.36.7 There is an urgent need to facilitate the diversification of farm-based operations in order to support agricultural operations and to sustain the rural economy. However, the Plan seeks to promote forms of diversification which are sustainable in the countryside. In particular, the utilisation of rural buildings often provides opportunities to support new businesses in the countryside in a sympathetic manner. Any activity must not detract from the character of the local area with respect to landscape and amenity. In particular, the transport impacts of any proposal must be fully mitigated. The Warwickshire Landscape Guidelines provide useful advice on the way in which development and activities can be assimilated successfully into the countryside.

- 7.36.8 Agriculture is still the backbone of the rural areas of the District. Consequently, it is important to ensure that diversification schemes will bring genuine, long-standing benefits to individual farm operations and to the wider rural area. There is little to be gained from supporting schemes which merely dispose of the assets of the farm holding once and for all. The test of the merits of a particular proposal is the extent to which it would help to secure the long-term viability of the farm involved. The role of Whole Farm Plans are encouraged in this respect, whereby the relationship of a proposal to the wider farm operations can be fully assessed.
- 7.36.9 A good example of a form of farm diversification that can help to sustain the viability of holdings is on-farm food processing. This is given much prominence in Government reports on the future of farming and food and is highlighted in the Countryside Agency's 'Eat the View' initiative. Local processing of local produce can have a range of economic and environmental benefits and there are examples of such businesses in the District which are already making a useful contribution to the local economy.
- 7.36.10 The District Council has produced an Advice Note to assist farmers in bringing forward diversification schemes.

7.37 Housing 'exception' schemes

Policy CTY.5

The development, in exceptional circumstances, of affordable dwellings to meet local housing need in perpetuity may be permitted in settlements where residential development is normally resisted.

Such schemes will be supported within or adjacent to existing settlements provided that:

- (a) **it has been demonstrated that there is a local and long-term need for affordable housing;**
- (b) **the content of the scheme reflects and can reasonably be expected to meet identified local need;**
- (c) **the scheme has been initiated from within the local community concerned and has the support of the relevant Parish Council, or is identified in an adopted Parish Plan (or equivalent);**
- (d) **satisfactory prior arrangements for the management and occupation of the properties have been made to ensure that the homes to be provided will meet identified local housing needs, both initially and in perpetuity; and**

- (e) **the need to ensure that other relevant policies of the Plan are not undermined in the location and design of the scheme.**

Proposals will only be acceptable if they are submitted in the form of a full planning application and accompanied by:

- (a) **a local housing needs assessment; and**
- (b) **a financial appraisal.**

[Recommended references: Policies STR.1, COM.1]

Explanation

7.37.1 The particular housing pressures experienced by rural communities have been widely acknowledged by research at national and local level in recent years. The District Council therefore wishes to encourage and support local communities in meeting their own housing needs. One way of doing this is through the development of so-called rural 'exception' schemes. These are housing schemes on land which would not otherwise receive planning permission for development, where the occupancy of the homes is restricted to households who wish to live in the community but cannot afford to buy a property on the open market.

7.37.2 The full participation and support of the local communities concerned is critical to the success of such schemes. Any initiative must originate from rural communities themselves with the support of the relevant Parish Council. However the District Council and its Partnership Registered Social Landlords (RSLs) are keen to provide help and support to ensure their realisation.

7.37.3 The 'exception' initiative is aimed at meeting the housing needs of smaller settlements, particularly those with a population of under 3,000. However, it does not apply to any of the Main Rural Centres or the Local Centre Villages because Policy COM.1 and Policy COM.13 provide a framework for meeting their local housing needs. There is no specific minimum qualifying size for settlements to benefit from 'exception' schemes. However, it will be necessary to ensure that a settlement has the necessary infrastructure and facilities to support such a development. In practice this may rule out some very small villages and hamlets. The role of Parish Plans in assessing the suitability of settlements to accommodate schemes will be important.

7.37.4 The District Council's Housing Service and Warwickshire Rural Housing Association are able to advise on the carrying out of local housing needs assessments.



7.37.5 The policy applies to land both inside or adjacent to the existing physical form of villages. It is important that schemes should be physically well-related to their host village and not be located in open countryside. 'Exception' schemes are also acceptable in the Green Belt according to PPG2 and Policy PR.2 in this Plan.

7.37.6 The content of any scheme must be tailored as closely as possible to the identified need, relating to the characteristics of the development, such as the number, type and size of homes proposed. It will only be possible to verify that this has been done if the scheme is submitted in the form of a full planning application; outline planning applications will not be acceptable within the terms of the policy. In practice it is expected that prospective applicants will discuss their proposals with the District Council prior to finalising a project brief with an RSL.

7.37.7 The management and occupation of the properties will need to be controlled by way of a legal agreement to ensure that the homes are used only to meet the identified local housing need. Occupancy of homes will therefore be restricted in perpetuity to households with a strong connection to the parish or parishes concerned. General market housing, or mixed developments consisting of high-value housing to cross-subsidise affordable housing on the same sites, are inappropriate on 'exception' sites. This is in order to ensure that no 'hope' value ever attaches to such developments. Similarly, the inclusion of clauses in planning obligations which would enable lenders of private finance to dispose of properties on the open market (sometimes known as 'mortgagee in possession' clauses) are unacceptable. Copies of a model agreement used by the District Council for 'exception' schemes are available.

7.37.8 The best way of ensuring the requirements of this policy are met will be through the involvement of one of the Partnership RSLs. They have the expertise to both develop and manage schemes on behalf of local communities, although they could act just as development agents on behalf of a community body. Alternatively, if a local community specifically prefers, there may be scope for the involvement of another body such as a charitable village trust to develop a self-financing scheme. However, such alternative arrangements are not normally recommended and are unlikely to be viable due to the non-availability of financial support from the District Council.

7.37.9 It is anticipated that most homes built under this policy will be for rent under assured tenancies. Whilst in theory other forms of tenure such as shared ownership or shared equity are equally acceptable provided they meet identified needs, restrictions in relation to staircasing to full equity and the prohibition on 'mortgagee in possession' clauses are likely to mean that, in practice, the scope for such alternatives will be limited.

7.37.10 In order to maintain the confidence and support of rural communities for the 'exception' initiative, it is vital that all schemes are built to the highest standard in terms of their appearance and quality of construction. In addition to the requirements of this policy, 'exception' schemes must fully accord with all other relevant design and environmental criteria in this Plan.

7.38 Rural workers' dwellings

Policy CTY.6

Proposals for a permanent dwelling for occupation by a person engaged in an agricultural operation, or another form of use which can only reasonably be located in the countryside, will only be supported if all the following criteria are met:

- (a) **there is a clearly established functional need for such a dwelling to be provided in order for the activity to be sustained;**
- (b) **the need is based on a full-time worker, or one who is primarily employed in the activity to which the application relates;**
- (c) **the activity has been established for at least three years, has been profitable for at least one year, is currently financially sound, and has a reasonable prospect of remaining so; and**
- (d) **the need could not be met by an existing dwelling on the holding, or any dwelling in the vicinity which is suitable and could reasonably be made available for occupation by the worker concerned.**

The size of any such dwelling should be reasonably related to the functional requirement which is established and appropriate in scale to its setting and surroundings.

Any permission granted will be subject to an 'occupancy' condition. The variation or removal of such a condition will only be granted if it is clear that its original purpose is obsolete and no longer required.

Where appropriate, a legal agreement will be sought in order to maintain the functional relationship of the dwelling to the use of the land to which it is initially associated.

Proposals for the stationing of temporary accommodation for occupation by an agricultural worker will be assessed against the provisions of this policy.

[Recommended references: Policy CTY.13]

Explanation

- 7.38.1 One of the few circumstances in which isolated residential development in the countryside may be justified is when accommodation is required to enable farm workers, or those engaged in other forms of activity located in the countryside, to live at or in the immediate vicinity of their place of work. Whether this is essential in any particular case will depend on the needs of the business or operation concerned and not on the personal preferences or circumstances of any particular individual.
- 7.38.2 The District Planning Authority will require sufficient evidence to demonstrate that there is an essential need for a person or persons to be present on the site at all times sufficient to justify the provision of residential accommodation. A case based solely on grounds of security will not necessarily be sufficient. It is also important that the sustainability of the enterprise should be taken into consideration along with established functional and financial tests.
- 7.38.3 Proposals for permanent or temporary accommodation will also be expected to meet all other relevant criteria of this Plan. The proposed dwelling should be located wherever possible as part of a complex of farm buildings or next to existing dwellings. Landscaping should be provided to assist with the assimilation of the dwelling into the rural environment.
- 7.38.4 In order for it to be demonstrated that the provisions of this policy are satisfied, the District Planning Authority will require all proposals to be supported by sufficient evidence. This should take the form of a comprehensive appraisal of the holding and business. It is advisable for such evidence to be prepared by a suitably qualified consultant, such as a chartered surveyor specialising in rural practice. This information will be assessed by the Authority's expert consultants.
- 7.38.5 Where planning permission is subsequently granted:
 - a standard 'agricultural occupancy' condition will be imposed restricting the occupation of the accommodation to a person locally employed in agriculture and the dependants of such a person;

- in certain circumstances, the District Planning Authority may impose an occupancy condition on any other dwelling on the agricultural unit concerned; and
- permitted development rights normally available to extend dwelling houses may be removed by condition to prevent agricultural dwellings being extended disproportionately in relation to the productivity of the holding.

Compliance with such conditions will be monitored.

- 7.38.6 Annex A in PPS7 makes specific mention of the role of temporary agricultural dwellings to support new farming activities during the first three years of operation. The tests and controls set out in the policy are equally applicable to temporary dwellings, such as caravans or wooden structures. However, for the avoidance of doubt, it is accepted that, in such cases, it would not be necessary to prove that the activity had been established for at least three years. Neither is proof of profitability required in order to justify a temporary dwelling.

7.39 Gypsy sites

Policy CTY.7

Proposals for the provision of permanent gypsy sites will be supported where all the following criteria are met:

- (a) **monitoring indicates that there is a significant unmet need for further provision within the District;**
- (b) **the proposed site would not cause harm to the character of the local area or to features of acknowledged importance, or unduly affect any neighbouring properties or activities; and**
- (c) **appropriate facilities are provided to meet the requirements of people living on the site.**

Explanation

- 7.39.1 The former duty of local authorities under the Caravan Sites Act 1969 to provide accommodation on caravan sites for gypsies was repealed by the Criminal Justice and Public Order Act 1994. Government advice nevertheless advises local planning authorities to continue to have regard to the need to provide accommodation for gypsies.
- 7.39.2 The District Council is not aware of the need for further accommodation at the present time. Nevertheless, if as a result of monitoring, there appears to be a significant deficiency in accommodation, then small-scale proposals may be permitted as an exception to the normal policies of restraint over development in the countryside.



- 7.39.3 It will be necessary for the requirements of Circular 3/99 to be met in respect of the disposal of foul sewage, particularly where non-mains sewerage facilities are to be provided.
- 7.39.4 The provision of gypsy sites is also subject to the licensing regime established by the Caravan Sites and Control of Development Act 1960.

7.40 Mobile homes

Policy CTY.8

Proposals for new sites in rural areas for positioning mobile homes or caravans for permanent accommodation, including individual units, will be resisted.

The small-scale expansion of existing sites may be permitted where it is proven that environmental or other forms of benefits will be secured.

Ancillary development to improve the amenities and facilities available to existing sites may be permitted.

Explanation

- 7.40.1 The planning implications of mobile home and caravan sites for residential occupation are broadly similar to those relating to permanent housing. On that basis, all proposals for such dwellings will be considered against the generally restrictive housing policies of the Local Plan.
- 7.40.2 The District Planning Authority will, however, consider the specific planning merits of individual proposals for park homes. This could include, for example, an assessment of the contribution which a scheme could make to satisfying a need for low cost housing in a particular area.

7.41 Holiday accommodation

Policy CTY.9

In assessing proposals for new, or extensions to existing, sites for touring caravans, holiday chalets, static holiday homes or camping, planning permission will only be granted where the proposals are compatible with the character and amenity of the area and do not cause harm to features of acknowledged importance.

Proposals should be well related to a main road and not have a significant impact on the local highway network.

The amount of new building associated with the proposal should be kept to a minimum and, where practicable, existing buildings should be utilised.

Explanation

- 7.41.1 In certain parts of the District proposals for these forms of holiday accommodation will be vigorously resisted because of their sensitivity to development and activity. Within the Cotswolds Area of Outstanding Natural Beauty, Special Landscape Areas and the various Areas of Restraint it is considered that new or extended caravan, chalet and camping sites are likely to cause harm to the character and amenity of these areas. Caravan, chalet and camping sites are not considered to be appropriate development within the Green Belt and as such there will be a general presumption against such proposals.
- 7.41.2 The issue of scale will also be considered when dealing with planning applications. Sites that are small in nature are capable of being assimilated into the landscape more readily. The District Planning Authority will therefore have regard to this issue when determining planning applications. However, there may be circumstances where the impact of existing sites can be reduced through limited expansion. Where this is the case, further consideration will be given to the proposal.
- 7.41.3 Due to the potential for traffic generation, it is important that these forms of activity are readily accessible from a main road, ie. Class A roads in most cases, to reduce the impact of vehicles on local communities.
- 7.41.4 Sites consisting of up to five caravans do not require planning permission or a caravan license if they are subject to a certificate of approval issued by 'exempted organisations'. These are usually specialists in arranging locations at which their members can park touring caravans. They have been granted a certificate of exemption from some of the limitations on the location of caravan sites imposed by the Caravan Sites and Control of Development Act 1960 and also by the Town and Country Planning Act 1990.

7.42 Rural recreation

Policy CTY.10

Proposals which seek to provide and extend the benefits of small-scale recreation and leisure facilities in the countryside will be supported.

In considering specific proposals regard will be given to the potential for nuisance to be caused to local residents, the effect on the tranquillity of the area as a result of the activities involved, and any harm likely to be caused to features of acknowledged importance.

For proposals in the Green Belt the provisions of Policy PR.2 will be applied.

[Recommended references: Policy CTY.4]

Explanation

- 7.42.1 Countryside recreation and leisure makes a significant contribution to the rural economy. Farmers are increasingly looking at other ways of supplementing their income. Under the scope of this policy, small scale schemes which support the greater use of the countryside will be permitted providing that any proposals are sympathetic to the rural area, landscape and natural and cultural features. Any proposal will be expected to include proper management measures to avoid unacceptable environmental impacts and must respect the countryside.
- 7.42.2 The countryside is mostly in private ownership and is the workplace for many people as well as the means of production. Conflict is bound to occur where visitors amble at will without due regard and respect for those living and working on the land. Such situations can be avoided or at least limited by the use of legal access or management agreements. Such agreements are available to the District Planning Authority to enter into with landowners and tenants. In appropriate instances the diversion of rights of way may similarly avoid potential conflicts of interest.

Policy CTY.11

Where opportunities arise, improvements to the network of recreational footpaths, bridleways and cycle routes in the countryside will be supported and promoted.

The concept of 'quiet lanes' will be promoted, in conjunction with Warwickshire County Council.

Explanation

- 7.42.3 The countryside is a major source of enjoyment for informal recreation and opportunities should be taken to assist people to gain access to it in an authorised manner. The County Council is responsible for ensuring that public rights of way are kept open and are properly maintained and waymarked.
- 7.42.4 The District Planning Authority will support environmental improvements to, and the upgrading of, recreational routes which provide ready access to the countryside, in line with the Countryside and Rights of Way Act 2000. Initiatives that will make these sustainable forms of transport in rural areas more convenient and attractive will be encouraged. People with disabilities often require special arrangements to enjoy the countryside and these will be incorporated into schemes to improve existing facilities or to provide new routes.

7.42.5 Quiet lanes provide an excellent opportunity to extend the network of rights of way in the countryside for walking, cycling and horse riding. Although vehicles are still permitted to use these lanes, speed limits are significantly reduced in order to ensure the safety of all users.

7.42.6 A number of proposals to create new recreational footpaths in the Alcester and Bidford-on-Avon area are carried forward from the previous Local Plan. These are illustrated on the Proposals Map.

Proposal CTY.A

The District Planning Authority will create lengths of recreational footpaths in and around the town of Alcester. These will link existing well-used footpaths in order to provide pleasant traffic free walks within the town, and easy access to the network of public footpaths in the countryside surrounding the town:

1. **from the disused railway along the west side of the River Arrow to Gunnings Bridge;**
2. **along the north bank of the River Alne from the vicinity of Oversley Mill to the footpath (AL47) linking with the old Stratford Road;**
3. **from the Stratford Road bridge to the road at The Cherry Trees Nursing Home along the south bank of the River Alne, bridging the Alne near White Hill Farm Estate;**
4. **along the north bank of the River Alne from Kinwarton Park to Sernal Lane; and**
5. **from Sernal Lane along the disused railway line and then along The Heart of England Way (AL63) to Kinwarton Road.**

Proposal CTY.B

The District Planning Authority will develop a recreational footpath from Welford-on-Avon to Bidford-on-Avon, utilising a section of derelict railway from Binton Bridge to Blackcliff and existing rights of way (SD22, SD23 and SD23C).

Proposal CTY.C

The District Planning Authority will develop a recreational footpath from Welford-on-Avon to Barton, via Dorsington, utilising existing rights of way (SD32, SD34, SD34D and AL176).

Proposal CTY.D

The District Planning Authority will develop a recreational path between Alcester and Salford Priors, using the line of the disused railway, for use by walkers, horseriders and pedal cyclists.



7.43 Golf courses

Policy CTY.12

In considering proposals for golf courses, driving ranges and associated facilities, the following criteria will be taken into account:

- (a) **the impact of the proposal on the landscape and features of ecological, archaeological or historic significance;**
- (b) **the appropriateness of the form and scale of the proposal, particularly the design and siting of buildings and other structures;**
- (c) **the protection of water resources;**
- (d) **the effect of the proposal on land drainage and existing aquatic habitats;**
- (e) **the potential generation of vehicular movements and the adequacy of the proposed means of access to the site;**
- (f) **the provision of adequate space for parking and manoeuvring of cars and service vehicles;**
- (g) **the protection of the amenity value and the safety of users of public rights of way;**
- (h) **the provision of landscaping and screening using indigenous species in order to minimise visual intrusion and to make a positive contribution to the appearance of the landscape;**
- (i) **the extent to which the proposal affects the best and most versatile agricultural land;**
- (j) **the effect on amenity, safety and visual intrusion of any form of external illumination;**
- (k) **the cumulative impact of proposals which are in close proximity; and**
- (l) **the extent to which the proposal will meet an identified need for golf courses or related facilities.**

Proposals which involve the construction of substantial new buildings which would detract from the character and appearance of the open countryside will not be supported.

The provision of new visitor accommodation will not be supported, except where this would comply with the requirements of Policy COM.21.

For proposals in the Green Belt the provisions of Policy PR.2 will be applied.

[Recommended references: Policies PR.7, DEV.7]

Explanation

7.43.1 While golf as a land use may be generally appropriate in the countryside, it must not be assumed that all sites will be acceptable. In order to enable the District Planning Authority to properly assess the impact of proposals, the submission of adequate details will be required at the initial stage. Applications must include the following information:

- a course layout plan, including the siting and size of any buildings and car parking;
- plans showing the existing and proposed contours of the site;
- a landscaping scheme identifying existing features to be removed, existing features to be retained, and proposed new planting; and
- supporting on the envisaged effects of the development on the landscape, drainage, wildlife, archaeology, existing buildings, the highway network, nearby local residents, and any proposed floodlighting.

7.43.2 In certain circumstances, where proposals affect a particularly sensitive landscape, the District Planning Authority may require the submission of an Environmental Statement in accordance with the Town and Country Planning (Environmental Impact Assessment) Regulations 1999.

7.43.3 Special attention should be paid to the siting and design of any new buildings to minimise visual intrusion. The design of new buildings and the materials used in their construction should respect the local vernacular. In order to protect the countryside, proposals for new buildings will be strictly limited to those facilities which are essential to serve the facility, such as a clubhouse (including changing rooms, office, refreshment facilities) and maintenance buildings. In the design and landscaping of new golf courses encouragement will be given to the use of water features and 'hazards' as methods of floodwater control.

7.43.4 The advice of Sport England and The English Golf Union will be sought in respect of all applications for golf courses.

7.44 Equestrian activities

Policy CTY.13

Proposals for the development of, or an extension to, an equestrian establishment will be supported provided that there would be no significant adverse effects upon neighbouring properties or on the character of the landscape or on features of acknowledged importance.

Consideration will also be given to the extent to which roads and bridleways would be used by horses as a result of the development, and the impact of the activity on traffic generation.

The utilisation of existing buildings and structures will be encouraged to reduce the amount of new building in the countryside. Where new structures are proposed they should be located adjacent to existing structures wherever possible.

Where the proposal involves the provision of a dwelling, the criteria in Policy CTY.6 will be taken into account.

For proposals in the Green Belt the provisions of Policy PR.2 will be applied.

Explanation

- 7.44.1 This policy applies to all forms of equestrian-related development that require planning permission. It aims to provide a positive approach towards such activities but also to ensure that the rural environment is respected.
- 7.44.2 It is inevitable that there will be some minor problems arising from equestrian activities which will impact on people living in the countryside. The District Planning Authority will have regard to the likely impact of these upon neighbouring properties, especially in relation to noise and smell. There may, however, be circumstances where the provision of equestrian facilities would lead to an unacceptable impact on the character of the local area, such as on the road network.
- 7.44.3 In cases where a new building is proposed, it should be situated where any visual effect can be mitigated and minimised, for instance by locating it in close proximity to existing buildings.
- 7.44.4 For applications involving a new dwelling, it will be necessary to prove that it is essential for the operation of the business. There may be cases where the functional need for a dwelling can be fulfilled by existing residential accommodation in the area.

7.45 Farm shops

Policy CTY.14

The establishment of new farm shops and the extension of existing farm shops will be supported where the proposal:

- (a) **involves the conversion of an existing rural building where this is feasible, or where it involves the erection of a small-scale new building or extension to an existing building, in either case being well-related to existing farm buildings; and**
- (b) **would not have an adverse impact on existing village shops in the local area.**

A condition will be applied to any permission to control the proportion of goods to be sold which is not produced locally.

[Recommended references: Policies CTY.2, CTY.4]

Explanation

- 7.45.1 Stratford-on-Avon District includes land which is used for intensive fruit and vegetable growing. Over the years, growers have set up shops on their land in order to sell produce direct to the public. In some cases pick-your-own businesses have been developed. The District Planning Authority recognises the importance of fruit and vegetable production to the local economy and accepts that farm shops are a means of assisting the commercial success of the operations.
- 7.45.2 It is important to ensure that the countryside does not become over-commercialised due to the lack of sufficient controls over retailing activities. However, it has to be appreciated that, legally, it is possible for goods produced on a farmholding to be sold on the site without the need for planning permission if the retail operation remains an ancillary use.
- 7.45.3 The policy allows, in principle, for the re-use of rural buildings for retail uses but any scheme will be subject to strict controls in order to safeguard the appearance of the countryside and to ensure that road safety is not jeopardised. On this basis it is likely that only the use of small-scale buildings situated within a farm complex will be acceptable. There may be occasions when small-scale new building or extensions within an existing farm complex are sought in order to make the operation of a farm shop viable. Such proposals will be considered on their merits taking into account the relevant policies of the Plan.
- 7.45.4 Farm-based shops should sell mainly locally produced foodstuffs and products. The sale of a wider range of goods would require more substantial premises, often out of character in a rural area and generating considerable traffic and activity. Retailing of this nature, not related primarily to the sale of goods grown or produced locally, should be directed to the existing shopping centres.
- 7.45.5 In certain circumstances it may be appropriate to replace an existing access with one which would be more conducive to highway safety. The District Planning Authority will normally rely on the advice of the Highway Authority in such cases. Policy DEV.4 provides detailed guidance on access design.



7.46 Cattle Market relocation

Policy CTY.15

In determining any application for the relocation of Henley-in-Arden Cattle Market, particular regard will be given to:

- (a) **the relationship of the proposed site to the strategic road network;**
- (b) **the extent of screening provided by natural contours and other features in the landscape;**
- (c) **whether the site is large enough to accommodate the proposed development and the necessary landscaping.**

Any proposal should incorporate comprehensive mitigating measures in order to overcome any adverse effects which would otherwise be caused by the development on the landscape and settlements.

[Recommended references: Policy PR.2]

Explanation

- 7.46.1 Because the Local Plan proposes the redevelopment of the existing cattle market site at Henley-in-Arden (see Proposal HEN.C), it is appropriate to include a policy against which any site proposed for its relocation can be assessed.
- 7.46.2 It has to be appreciated that livestock markets are becoming more extensive in their operations as the network of provision is rationalised. Operators now seek sites which are outside urban areas, mainly due to the more rigorous controls applied by the EU, and which offer a high standard of accessibility.
- 7.46.3 They can be known as 'agricultural parks', which incorporate a comprehensive range of services to agriculture, including feed supplies, machinery, insurance, bulk trade-related retailing, as well as the traditional livestock activities.
- 7.46.4 It should not be assumed that such a development in Stratford-on-Avon District should take the form of an agricultural park. However, it is possible that advantage will be taken through the relocation process to rationalise the provision of livestock market activities.
- 7.46.5 The policy establishes that any proposal which is brought before the District Planning Authority will be judged against the principles controlling the location and form of development set out in various policies in the Plan. This policy particularly stresses the attention that will need to be given to ensure that the impact of such a large-scale form of development in the countryside is minimised. It may well be that the most appropriate type of site will utilise an existing farm complex where buildings already exist.

- 7.46.6 In accordance with the guidelines contained in the Town and Country Planning (Environmental Impact Assessment) Regulations 1999, the requirement for a comprehensive environmental assessment to be submitted with any planning application for this scale and form of development may be justified.

7.47 Gaydon Site

Policy CTY.16

The expansion of operations at the Gaydon Site will be restricted to the research, design and testing of motor vehicles and ancillary activities. The manufacture and assembly of motor vehicles would not be appropriate unless it is of a scale and nature which reasonably relates to the established uses on the site.

In considering any planning application on the site, the following factors will be taken into account:

- (a) **the impact on existing properties at Lighthorne Heath and on the surrounding rural area;**
- (b) **the need to provide comprehensive structural landscaping around the perimeter and within the site;**
- (c) **the impact on ecological and archaeological features within the site;**
- (d) **the effects of the proposed development on the demand for housing and local services;**
- (e) **the effects of the proposed development on the need to travel;**
- (f) **the need to improve the access from the B4100 and any other part of the road network in accordance with the requirements of the County Highway Authority; and**
- (g) **the effect of increased vehicular movements at Junction 12 on the M40 and any upgrading that might be required by the Highways Agency.**

New buildings should be contained within the area identified on the Proposals Map.

[see Inset Map 5.2]

Explanation

- 7.47.1 The former RAF Base at Gaydon was originally acquired in 1977 in order to establish a vehicle proving ground. Since that time a wide range of facilities has been located there to carry out advanced design, development and testing of vehicles. During the 1990s, a significant expansion of activities took place including a design and engineering centre.

7.47.2 In addition to the need to assess the effect on the local area of activities at the Gaydon Site, further major expansion has the potential to raise strategic planning issues. The District Council values the major contribution which the operations at Gaydon make to the local and national economy. However, it is necessary to limit the nature of activities carried out on the site to those which are already established there, including the research, design and testing of motor activities.

7.47.3 Generally speaking, the manufacture of motor vehicles is not considered as an appropriate use on the site. Any such proposal will only be supported by the District Planning Authority if it can be justified to be of a scale and nature which reasonably relates to the established uses on the site and would satisfy the criteria established in the policy. It is on this basis that Aston Martin has been granted permission to produce a comparatively small number of cars which does not involve heavy engineering processes or assembly lines.

7.47.4 In addition, care needs to be taken to ensure that the scale and type of activities based at the Gaydon Site do not place undue pressures on the character of the local area. Inset Map 5.2 indicates the area of the site where it is intended that any further buildings which may be required in the future should normally be located. Inside this area, and elsewhere within the site, it is expected that landscaping will continue to be strengthened, particularly along the boundary with the B4100 and adjacent to Lighthorne Heath.

[Policy CTY.17 has been deleted]

7.48 Engineer Resources Depot, Long Marston

Policy CTY.18

The redevelopment of the former Engineer Resources Depot at Long Marston, as shown on the Proposals Map, is considered appropriate provided that:

- (a) the proposed development deals with the site on a comprehensive basis;**
- (b) the proposed development does not provide for needs accommodated elsewhere in the Plan; and**
- (c) the proposed development does not cause prejudice to the strategies of the Development Plan.**

The site is, subject to the assessment of the other matters set out in this policy, considered suitable for a major leisure village. In addition or alternatively, other specific forms of development may be considered, taking into

account the criteria outlined above and other relevant issues. For the avoidance of doubt, residential or employment development may be appropriate provided that its scale is consistent with the needs of the local population or is ancillary or directly related to the eventual form of any other development and use of the site.

For all forms of development proposed in respect of the site the following factors must be addressed in assessing the impact of a particular proposal:

- (a) the need for comprehensive structural landscaping around and within the site, to be implemented as an integral component of any development, and arrangements for its long-term maintenance;**
- (b) the provision of an effective public transport service linking the site with Stratford-upon-Avon, including (where possible) the utilisation of the former Stratford-Cheltenham railway line;**
- (c) the findings of a Transport Assessment which will be required to be submitted as part of any comprehensive development proposal;**
- (d) the impact of buildings, activities and associated features on views across the site, particularly from public vantage points around the periphery of the site and from Meon Hill;**
- (e) the extent to which existing properties and land uses would be affected and the need to mitigate satisfactorily any adverse impacts;**
- (f) the relationship of any tourist or leisure related attraction to the function of Stratford-upon-Avon and the nature of any impact it would have on the existing tourism facilities in the town and in the neighbouring area;**
- (g) the potential effect on natural features within and adjacent to the site and the opportunity to enhance such features;**
- (h) the retention and enhancement of the extensive open landscape areas and woodland plantations within the site as an integral part of any development scheme; and**
- (i) the removal of all existing buildings and structures on the site to be phased with the redevelopment (if any), apart from those which are capable of beneficial use within the proposed form of development.**

Development proposals will need to be supported by a Masterplan for the approval of the District Planning Authority in consultation with the owners of the site, local communities, neighbouring local authorities and other interested parties.

[see Inset Map 5.3]



Explanation

- 7.48.1 The final closure of the Depot by the Ministry of Defence in 1999 has raised the issue of what alternative uses would be appropriate on this extensive tract of land. The site extends to some 190 hectares, containing woodland and fields as well as significant areas of development. It is situated about eight kilometres south-west of Stratford-upon-Avon on the B4632. The prominent feature of Meon Hill lies to the south, marking the fringe of the Cotswolds Area of Outstanding Natural Beauty.
- 7.48.2 The District Council liaised closely with the Ministry of Defence Estates and the County Council over the future use of the site. A wide range of land use proposals have been considered, including various substantial single uses such as a film studio, national sports facility or holiday complex. To date, no leisure or tourist use has been attracted to the site.
- 7.48.3 The overriding factor in considering the appropriateness and merits of any scheme is the manner in which the Warwickshire Structure Plan (WASP) provides a strategic position on the matter. It is clear in Policy GD.7 of the WASP that the scale of residential or employment development on large 'brownfield' sites in rural locations should not be promoted as an alternative to locating development in existing urban areas. It is on that basis that the District Planning Authority maintains that the scale of residential and employment development should be consistent with the needs of the local population or is ancillary or directly related to the eventual form of any other development and use of the site.
- 7.48.4 Having regard to the strategic planning context an appropriate form of use of the site could lie within the tourism and leisure sectors. However, because of the uncertainty over the nature of any development which might be promoted, the view is taken at this stage that the site should not be allocated but that an 'enabling' policy should be incorporated into the Local Plan.
- 7.48.5 The resulting policy sets out the wide range of factors to be taken into account in considering the merits and impact of a proposal. Of particular significance is the relationship of the site to Stratford-upon-Avon and the importance of establishing effective transport links between the two, including the scope to utilise the line of the former Stratford to Cheltenham railway. The redevelopment of the site presents a significant challenge with regard to issues such as traffic management, layout and design, relationship with nearby settlements and services, provision of public transport to the site, management of the ecological assets of the

site and the structural landscaping that will be required to protect the amenity of the local area. A comprehensive assessment of all the above factors will be an essential requirement of any development proposal. This assessment will be essential to identify adequate mitigation measures to enable the objectives of the Local Plan to be met.

- 7.48.6 In accordance with the guidance set out in PPG13: Transport (2001), a Transport Assessment should be submitted in support of development proposed by this policy. The Transport Assessment should include the accessibility of the site by all modes of transport, the likely modal split of journeys to and from the site, the measures proposed to mitigate transport impacts and the measures proposed to improve access by public transport, walking and cycling. The likely traffic movements generated on the B4632 to the north and south of the site and on the minor road network in the area will be a key consideration in the assessment of any proposal.
- 7.48.7 A Masterplan will be required to reconcile all the issues raised by the prospective redevelopment of the site. An Environmental Impact Assessment may be required to be submitted with any planning application depending on the scale of the development promoted and its potential impact on features of acknowledged importance.
- 7.48.8 The ecological value of this site has been recognised by Warwickshire Museum through its designation as an Ecosite, parts of which are considered to be of substantive value in terms of PPG9: Nature Conservation (1994). The impact of development on ecological features and protected or notable species needs to be fully assessed. Opportunities to enhance such features should also be identified.
- 7.48.9 A Green Transport Plan will also be required, in accordance with Policy IMP.7, to manage the travel needs of those employed at and visiting the site.

7.49 Southam Cement Works

Policy CTY.19

Land at the former Southam Cement Works site, Long Itchington, is considered suitable for light and general industrial, leisure, tourism and recreational uses. The following factors will need to be addressed in assessing the impact of a particular scheme:

- (a) **the expectation that new buildings should be restricted to the previously developed parts of the site, as shown on the Proposals Map;**

- (b) **the need for a comprehensive assessment of the ecological value of the site, with appropriate provision made to protect important habitats and species;**
- (c) **the need for a comprehensive assessment of features of geological and archaeological interest to be protected as part of any development;**
- (d) **the need for comprehensive structural landscaping around and within the site, to be implemented as an integral component of any development, and arrangements for its long-term maintenance;**
- (e) **the provision of an effective public transport service linking the site with nearby settlements, particularly Southam;**
- (f) **the findings of a Transport Assessment which will be required to be submitted as part of any development proposal;**
- (g) **the extent to which nearby settlements and land uses would be affected and the need to satisfactorily mitigate any adverse impacts;**
- (h) **the potential effect on natural features within and adjacent to the site and the opportunity to enhance such features;**
- (i) **the impact of buildings, activities and associated features on views across the site, particularly from public vantage points around the periphery of the site; and**
- (j) **the removal of all existing buildings and structures on the site apart from those which are capable of beneficial use within the proposed form of development.**

The case for other specific forms of use will be considered on its merits, taking into account the criteria outlined above and other relevant issues.

Residential uses are not considered to be appropriate other than those that meet a proven local need or are ancillary or directly related to the eventual form of development and use of the site.

A Masterplan should be prepared in conjunction with the owners of the site, local communities and other interested parties.

An Environmental Impact Assessment should be undertaken and submitted with any planning application.

[see Inset Map 5.4]

Explanation

7.49.1 Southam Cement Works finally ceased operating in 1999 after more than 150 years of quarrying and cement production. The site is situated between Southam and Long Itchington and comprises the works and associated infrastructure and a deep quarry to the south

and east. In total, the site covers an extensive area but the works themselves affect only about 22 hectares. The site supports a range of habitats and geological features as well as aspects of industrial archaeology and transport features which linked the works to the canal and railway system.

7.49.2 The District Council has been liaising closely with the owners (now RMC), local communities and the County Council over the future use of the site. It has generally been accepted that a redevelopment scheme should focus on the creation of new job opportunities, but taking the opportunity to promote the site's considerable recreational and tourism potential.

7.49.3 The overriding factor in considering the appropriateness and merits of any scheme is the manner in which the Warwickshire Structure Plan (WASP) provides a strategic position on the matter. It is clear in Policy GD.7 of the WASP that the scale of residential or industrial development on large 'brownfield' sites in rural locations should be restricted to that which meets a local need and should not be promoted as an alternative to locating development in existing urban areas.

7.49.4 The District Planning Authority maintains that the site should not be identified for residential uses, although justification might be made for a small-scale scheme to meet a proven local need for homes. However, given the long-established employment use of the site it would be appropriate to consider the merits of industrial development. In considering any proposal for the site, the District Planning Authority will ensure that the scale of activity would not compromise the employment strategy of the Plan and the character of the area. Any such development would only be acceptable on the footprint of the cement works itself.

7.49.5 The redevelopment of the site presents a significant challenge with regard to issues such as traffic management, layout and design, relationship with nearby settlements and services, provision of public transport to the site, management of the ecological, geological and archaeological assets of the site and the structural landscaping that will be required to protect the amenity of the local area. A comprehensive assessment of all the above factors will be an essential requirement of any development proposal. This assessment will be essential to identify adequate mitigation measures to enable the objectives of the Local Plan to be met.



7.49.6 In accordance with the guidance set out in PPG13: Transport (2001), a Transport Assessment should be submitted as part of any planning application. The Transport Assessment should include the accessibility of the site by all modes of transport, the likely modal split of journeys to and from the site, the measures proposed to mitigate transport impacts and the measures proposed to improve access by public transport, walking and cycling. The likely traffic movements generated on the A423 to the north and south of the site and on the minor road network in the area, including the Leamington Road and Welsh Road to Leamington Spa, will be a key consideration in the assessment of any proposal.

7.49.7 The resulting policy sets out the wide range of factors to be taken into account in considering the merits and impact of a proposal. Of particular significance is the relationship of the site to Long Itchington and Southam and the importance of establishing effective public transport and other linkages between them.

7.49.8 A Masterplan will be required to reconcile all the issues raised by the prospective redevelopment of the site. An Environment Impact Assessment will be required to be submitted with any planning application due to the likely scale of the development promoted and its potential impact on features of acknowledged importance.

7.49.9 A Green Transport Plan will also be required, in accordance with Policy IMP.7, to manage the travel needs of those employed at and visiting the site.

7.50 Harbury Cement Works, Bishops Itchington

Policy CTY.20

Land at the depot and former cement works at Bishops Itchington together with adjoining land to the west, as shown on the Proposals Map, is suitable for mixed use development in accordance with a Masterplan to be prepared by Stratford District Council in conjunction with the owners of the site, the County Council, the Parish Councils of Harbury, Bishops Itchington and Ladbroke, and other interested parties such as the Warwickshire Wildlife Trust.

The uses which will form part of that development will include light and general industry together with leisure and recreational uses. Other uses may be included where they would not conflict with the general locational strategy of the Plan and not be likely to cause material harm to the ecological value of the site or to the amenities of those living and working nearby. Any residential development will be

strictly limited to that identified by the local community under Policy COM.1 to meet specific local needs, including for affordable housing.

The following factors will need to be addressed in assessing the acceptability of a particular scheme:

- (a) **the likelihood that a rail freight transhipment facility or a passenger railway station will be provided;**
- (b) **the provision of an effective public transport service linking the site with nearby settlements;**
- (c) **the conclusions of a comprehensive Transport Assessment which will be required to be submitted as part of any development proposal;**
- (d) **the expectation that new buildings should in general be restricted to the previously developed parts of the site;**
- (e) **the results of a comprehensive assessment of the ecological, geological, archaeological, arboricultural and landscape value of the site with appropriate provision through a Wildlife Management Plan to protect important habitats, species and features;**
- (f) **the need for comprehensive structural landscaping around and within the site to be implemented as an integral component of any development and arrangements for long term maintenance;**
- (g) **the impact of buildings, activities and associated features on views across the site, particularly from public viewpoints around the periphery of the site; and**
- (h) **the extent to which nearby settlements and land uses would be affected and the need for effective mitigation of any material adverse impacts.**

[see Inset Map 5.5]

Explanation

7.50.1 The site is a very large one situated between Bishops Itchington and Harbury and it comprises two distinctive component parts - the Bishops Bowl lakes to the west of the B4451 and the former cement works, the depot site and railway sidings otherwise known as the Harbury Estate to the east. It covers some 85 hectares in total and a significant part of the Harbury Estate can be defined as previously developed land.

7.50.2 The overriding consideration of the appropriateness and merits of any proposal is the manner in which such a proposal complies with the strategic policies of the development plan for the area.

- 7.50.3 The strategy of the Warwickshire Structure Plan (WASP) and Regional Spatial Strategy (RSS) is to concentrate most new development in the main urban centres. However, Policy GD.7 in the WASP allows scope for development on large brownfield sites in locations such as the Harbury Estate if it would not provide for needs that should be accommodated elsewhere in the District and in more sustainable locations. Uses essentially related to the proximity of the railway and with a direct connection to the railway could be justified under the terms of Policy GD.7. A rail freight transshipment facility is considered to be an appropriate use that could be justified in this way.
- 7.50.4 There is currently an over provision of employment land in the District assessed against the WASP requirement to 2011. Any further significant provision of employment land for general industrial use that is not designed to meet an identified local community need would be considered contrary to the strategy of the Local Plan and WASP. However, the provision and active use of a sustainable and effective rail connection, together with sidings, as an integral part of a proposed general industrial development of the site could provide a specific justification for development over and above that which is designed to meet an identified local need in accordance with Policy COM.1. It is the proximity of the railway that is the main positive and unique feature of the site and hence the main reason for justifying significant employment use of the site. With the exception of those uses which would meet a local need identified through the provisions of Policy COM.1, the District Planning Authority is unlikely to allow general industrial development on the site unless it provides and makes active use of a railway connection.
- 7.50.5 The District Planning Authority does not have an objection in principle to open recreational use of the site, particularly within the Bishops Bowl part of the site. However, it will be concerned to ensure that this does not compromise the ability to protect and enhance the ecological assets of the site.
- 7.50.6 The District Planning Authority maintains that the site is not a suitable location for residential development, although justification might be made for small scale schemes to meet an identified local need in accordance with the requirements of Policy COM.1. It is anticipated that any such development should be well related to the existing facilities of Bishops Itchington.
- 7.50.7 A need for further uses on the site will have to be proven and would only be acceptable where they would not conflict with the general locational strategy of the Plan and not be likely to cause material harm to the ecological value of the site or to the amenities of those living nearby. The acceptability of a scheme of this nature, including such operational development as might take place, will only be considered after the completion of a more thorough ecological appraisal and consideration of the potential effectiveness of mitigation.
- 7.50.8 The policy sets out a wide range of factors to be taken into account in considering the merits and impacts of a proposal. Of particular significance is the scope to reinstate the rail infrastructure on the site, the importance of establishing effective transport links between the site and its surrounding areas and the need to protect and enhance the ecological value of the site.
- 7.50.9 The redevelopment of the site presents a significant challenge with regard to issues such as landscaping, traffic management, provision of public transport to and from the site, management of the ecological assets of the site and the protection of important habitats, species and features on the site.
- 7.50.10 The site is of high ecological value and has been recognised as such by the Warwickshire Museum to be of substantive value in terms of PPG9: Nature Conservation (1994). It provides valuable habitats for important species of wildlife. The impact of development on ecological features and protected or notable species needs to be fully assessed. Opportunities to enhance such features should also be identified.
- 7.50.11 Overall, the justification for any significant development on the site is based on its proximity to the railway infrastructure. The reinstatement of the railway facilities on or near the site will be an essential pre-requisite to development of the site which is over and above that which might be justified under Policy COM.1.
- 7.50.12 In accordance with the guidance set out in PPG13: Transport (2001), a Transport Assessment should be submitted as part of any planning application. This should include the accessibility of the site by all modes of transport, the likely modal split of journeys to and from the site, the measures proposed to mitigate transport impacts and the measures proposed to improve access by public transport, walking and cycling. The likely traffic movement generated on the B4451 and on the minor road network in the area will be key considerations in the assessment of any proposal.



- 7.50.13 A Green Transport Plan will be required in accordance with Policy IMP.7 to manage the travel needs of those employed at and visiting the site.
- 7.50.14 A Masterplan will be required to reconcile all the issues raised by the prospective redevelopment of the site, in particular the location of the various uses on the site. Significant weight will be given to a Masterplan that is widely consulted upon and has the involvement of all the interested stakeholders in its preparation.
- 7.50.15 An Environmental Impact Assessment will be required to be submitted with any application due to the likely scale of the development promoted and its potential impact on features of acknowledged importance.

7.51 Development proposals

Proposal CTY.E

Land off Banbury Road, Kineton is allocated for the creation of a Battle of Edgehill Visitor Centre.

[see Inset Map 2.4]

Explanation

- 7.51.1 The Battle of Edgehill, fought in 1642, was the first battle of the English Civil War. The battlefield stretches from the edge of Kineton eastwards to the Edge Hill scarp and is registered by English Heritage. Much of the battlefield lies within the ownership of the Ministry of Defence. The District Council has expressed a wish to support the creation of a visitor centre which would also provide a home for the long established collection of battle artefacts. A site has been identified on the edge of Kineton which is readily accessible and provides extensive views across the battlefield. This location has the added advantage of helping to support the shops and facilities in Kineton itself.
- 7.51.2 The promotion of the site for development should take into account the need to:
 - assimilate all buildings, structures, parking and service areas satisfactorily within the site;
 - ensure that the design of the visitor centre is sympathetic to a rural location and the setting of the Battlefield and can accommodate the necessary range of facilities;
 - minimise the impact of activities on the countryside and neighbouring properties;
 - identify appropriate arrangements for vehicles to gain access to the site through the use of signposting;
- implement appropriate traffic management measures within Kineton;
- consider the functional relationship between the visitor centre and attractions in the village;
- develop a network of footpaths between the visitor centre and the battlefield using existing rights of way and new links where possible; and
- undertake an archaeological, ecological and other environmental evaluation of the site.

Proposal CTY.F

Land comprising approximately 6.0 hectares (gross) at Napton Brickworks is allocated for mixed-use development to incorporate Class B1 industrial uses, residential units tied specifically to businesses on the site, holiday accommodation and canal-based recreation.

[see Inset Map 5.6]

Explanation

- 7.51.3 This site was allocated in the previous Local Plan for employment development. Although it has been cleared and an access road constructed off the A425, no progress has been made to bring the site forward for development. The District Planning Authority acknowledges that the site requires attention but wishes to control the form of development to that which is appropriate in a rural location. In particular, residential uses on the site would not be acceptable unless related specifically to businesses operating on the site. A marina with associated workshops, chandlery and facilities would be an appropriate use for the site and is encouraged.
- 7.51.4 The promotion of the site for development should take into account the need to:
 - maximise the relationship of the site to the canal through the overall design concept;
 - respect the character of the area with regard to its setting in open countryside and its relationship to the village of Napton-on-the-Hill;
 - preserve and enhance footpath links between the site and the adjacent area, including the village;
 - restrict vehicular access to that provided off the A425;
 - protect the ecological value of the site and the adjacent claypit and canal; and
 - restrict residential uses, through design and legal agreement, to those which are physically and functionally interdependent with businesses operating on the site.

Section 8

Implementation

8.1 Introduction

- 8.1.1 The successful implementation of the policies and proposals of the Local Plan will require the co-operation of all those who are involved in the development process. Most of the direct investment in land, buildings and supporting infrastructure will be made by the private sector.
- 8.1.2 The District Planning Authority's primary role is to ensure that the determination of planning applications conforms to the provisions of the Development Plan. However, it has other important roles to play in the development process; by assisting in the formulation of high quality development proposals, in negotiating with developers on behalf of the community and through the direct provision of certain facilities and services.

8.2 Supporting information

Policy IMP.1

Development proposals will only be considered where the District Planning Authority is satisfied that the application contains or is supported by sufficient information in order to fully assess:

- (a) **the nature and extent of the proposed development itself;**
- (b) **the existing site and the relationship of the proposed development to its surroundings;**
- (c) **the nature and level of likely impact which the proposed development would cause; and**
- (d) **intended arrangements for the implementation of the proposed development.**

The level of information specified above will be required even if the application is an outline planning application.

Explanation

- 8.2.1 To assist the decision making process of the District Planning Authority, adequate and accurate information about a proposal is required from the applicant. The onus will be on the applicant to supply that information to demonstrate that any potential impact of the proposed development is fully assessed and taken into account. The scale, location and nature of a proposal will have a bearing on the type of information that will be required.

- 8.2.2 A Planning Practice Note was adopted by the District Council in November 1996 providing advice on the level of information that is expected to accompany a full application for new building development.

- 8.2.3 The Government expects most applications to be accompanied by a design and access statement to ensure that development is of a high quality. This should set out the design principles incorporated into the scheme and how access has been provided for people with disabilities. The District Planning Authority will seek the submission of such a statement.

- 8.2.4 Accurate information should be provided about the existing site, normally including a survey showing site levels. Full planning applications should include comparable information about proposed finished levels. In the case of proposals for new building or extensions, applicants should provide accurate elevations in relation to existing neighbouring buildings and the wider context, together with adjacent ground level information.

- 8.2.5 The primary purpose of AONBs and conservation areas is the protection and enhancement of their character. Whilst planning policies do not intend to place an embargo on development in such areas, outline planning applications do not contain adequate information to enable a proper assessment of the impact of a proposed development on these important designations. Consequently, any application for development should be accompanied by sufficiently detailed information which can only be provided through a full planning application.

8.3 Supplementary Planning Guidance

Policy IMP.2

When determining planning applications, the District Planning Authority will have regard to adopted supplementary planning guidance which is applicable to the site and/or the proposed development.

Explanation

- 8.3.1 Supplementary planning guidance (SPG) can provide an additional level of information which is inappropriate for inclusion in the development plan itself. It can cover detailed advice on specific topics which should be taken into account in the formulation of a planning application. SPG is also useful in providing clear and consistent advice on complex issues which need to be addressed. To have the status of SPG it is necessary to take it through a thorough consultation process as required by PPG12: Development Plans (1999) and for it to be adopted by the District Planning Authority as a material consideration. Due regard will be given to any relevant SPG when determining planning applications.
- 8.3.2 The preparation of supplementary planning guidance has been replaced through the provisions of the Planning and Compulsory Purchase Act 2004. Such guidance is now to be provided in Supplementary Planning Documents that will form part of the Local Development Framework.

Policy IMP.3

In appropriate cases, the District Planning Authority will prepare a Development or Design Brief to provide detailed guidance on the form which the development of the site should take and the nature of any requirements associated with the development.

Explanation

- 8.3.3 Development or Design Briefs are a form of supplementary planning guidance. They cover specific issues which need to be addressed in formulating a development scheme on the site but which are too detailed to be covered by the Local Plan itself. The purpose of such Briefs is to improve the effectiveness of the planning process in the implementation of high quality development.
- 8.3.4 There are a number of development proposals in the Local Plan which, due to their complexity and/or sensitivity, merit the preparation of a Brief. The District Planning Authority will work in partnership with all appropriate stakeholders, including landowners, neighbouring uses, statutory bodies and other interested parties, to prepare a Brief for selected sites.

8.4 Infrastructure provision

Policy IMP.4

The District Planning Authority will only grant planning permission where it is satisfied that proper arrangements have been put in place to secure the provision of the full range of physical and social infrastructure necessary to serve and support the development proposed.

In order to ensure the effective implementation of this policy applicants will be required to demonstrate that the likely impact of their proposed development has been properly assessed. Particular attention will need to be paid to the impact of the proposed development on the local community. The form of assessment required will be proportionate to the nature and scale of the proposed development.

The District Planning Authority will seek to negotiate planning obligations with developers where these would secure provision, either on- or off-site, of the necessary physical and/or social infrastructure.

Explanation

- 8.4.1 The planning system operates in the public interest and should aim to foster sustainable development, providing homes, jobs and facilities in ways which add to rather than detract from the quality of the environment. These objectives are achieved through the preparation of development plans and the exercise of development control functions. It is essential that the District Planning Authority strives for the adequate provision of physical and social infrastructure necessary to support development which is undertaken.
- 8.4.2 The District Planning Authority will ensure, through legal agreements, that adequate measures and/or contributions are secured to resolve any adverse impact of a development. To achieve fairness in the operation of this process, the District Planning Authority will seek agreements which comply with the criteria set out in Circular 05/2005: Planning Obligations.

Policy IMP.5

The District Planning Authority will assess each planning application to gauge the level and form of contribution towards transport-related facilities required as a result of the development, taking into account the following factors:

- (a) **the need for measures to deal with the infrastructure requirements of the development;**
- (b) **the need to mitigate any consequential loss to the community in terms of amenity and character;**
- (c) **an assessment of the cumulative impact of the proposal together with other related development in the locality.**

In Stratford-upon-Avon developer contributions will be calculated using a revised methodology. Details of the methodology will be provided through supplementary planning guidance.

Outside Stratford-upon-Avon, each application will be considered on its own merits and the level of contribution will take into account the location, scale and impact of the proposal on the locality.

Explanation

- 8.4.3 Securing developer contributions for transport schemes is fully supported by PPG13 and the White Paper on Transport. The principle also has the weight of Circular 05/2005, the Warwickshire Structure Plan and the Local Transport Plan behind it. The transport problems of the District are evident and there is a consensus amongst the general public about the need to address the matter. There is no doubt that traffic generated by the development proposals in this Plan, as well as 'windfall' schemes, will exacerbate the existing transport situation to some extent.
- 8.4.4 The District and County Councils have committed significant funding to implement schemes that would help to resolve many of the transport problems in the District. However, public funding alone will not be enough to meet the level of investment required to deal with the situation. It is therefore reasonable that developers are required to make a contribution to mitigate the impact of their development. Contributions could be towards off-site improvements, identified schemes in the transport strategy for Stratford-upon-Avon or schemes otherwise identified in this Plan, the Local Transport Plan and Parish Plans (or their equivalent).
- 8.4.5 The District Council has produced a methodology for calculating developer contributions, which is fair, simple and justifiable and meets the criteria set out in Circular 05/2005. At the present time this methodology applies only to Stratford-upon-Avon where transport related schemes have been specifically identified. However, some of the principles it sets out are equally applicable to other parts of the District should appropriate circumstances arise. The methodology takes into account the scale, location and trip generation rates of a proposed development. Contributions will be secured through Section 106 Agreements.

8.5 Transport Assessments

Policy IMP.6

Development proposals which generate significant traffic movements will be expected to be accompanied by a Transport Assessment. Such an assessment should set out fully all significant transport impacts, appropriate mitigation measures and a programme of implementation.

Explanation

- 8.5.1 The concept of Transport Assessment replaces the conventional Traffic Impact Assessment and is intended to be more extensive in order to embrace measures to improve access by public

transport, walking and cycling and to reduce the need for car parking. Guidance is provided in PPG13 on the types of development where such an assessment might be required. Any Transport Assessment should accord with the requirements set out in PPG13, Circular 04/2001 and the New Deal for Trunk Roads in England.

8.6 Green Transport Plans

Policy IMP.7

A Green Transport Plan will be required to be submitted as part of a planning application, or produced through the terms of a Section 106 Agreement, where a development proposal would:

- (a) **cause significant traffic impacts, particularly with respect to pollution, congestion or the character of the area;**
- (b) **generate a significant amount of car travel within any part of the District; and/or**
- (c) **be situated in an area where public transport facilities are limited.**

Explanation

- 8.6.1 A Green Transport Plan is a way by which organisations manage, monitor and evaluate the transport needs of their staff and encourage, through an agreed programme, a shift from car-based travel to environmentally friendly alternatives such as walking, cycling, public transport and car sharing.
- 8.6.2 There is a widely held view that organisations contribute significantly to the transport problem and need to be part of the solution, not least because of their knowledge about how and why their staff travel. By making Green Transport Plans a requirement of certain types of development the District Planning Authority is able to introduce the concept at the beginning of the development process. It also enables the Authority to influence a change in the culture of developers to take into account the travel needs of the eventual occupiers at an early stage of the development process.
- 8.6.3 To be effective, Green Transport Plans need to be monitored and requirements enforced to ensure that stated and agreed targets are met. Section 106 Agreements will be used as a legal framework to ensure compliance with the requirements of a particular Plan.
- 8.6.4 The District Council's guidelines on Green Commuter Plans are set out in a Planning Practice Note. Guidance contained in Transport and Roads for Development – the Warwickshire Guide (2001) and the Practice Note on Travel Plans for Developers produced by Warwickshire County Council should also be taken into account.



Section 9

Monitoring of the Plan

9.1 Introduction

- 9.1.1 This Plan is led by its overall goal, three core aims and the operational objectives which flow from these. In order to ensure that the goal, aims and objectives are being achieved it is vital that an effective monitoring framework is in place to measure the performance of the Plan. This section sets out such a framework for the Plan which aims to provide a consistent basis for measuring performance.

9.2 The Proposed Monitoring Framework

- 9.2.1 The proposed framework does not seek to measure every single policy in the Plan, but addresses key aspects of the objectives which are at the heart of the Plan's strategy.
- 9.2.2 The indicators which are listed in the Table below are not comprehensive at this stage and will be refined as best practice in this field continues to develop. The framework concentrates on performance indicators which the Local Plan can have a direct influence over. It avoids the use of general environmental, economic and social capital indicators, which are only influenced to a limited extent by land-use planning. These indicators are monitored elsewhere by the Council through its work on Local Agenda 21 and the Eco Management and Audit System (EMAS).
- 9.2.3 The monitoring framework will assist the determination of how the Plan should be reviewed in the future and will provide data to assess the Plan's influence over a period of time. Where possible the indicators will be measured against specific targets set out in the Plan's policies.
- 9.2.4 The 'plan monitor and manage' approach to the delivery of housing in PPG3 will be fully addressed by the Plan's monitoring framework. Monitoring will assist the managed release of land for housing, and will indicate whether the Plan's intended approach to phasing is working and inform the timing and extent of any future review of policies and proposals..

Operational Objective	Performance Indicators
To satisfy housing needs	<ul style="list-style-type: none"> • Housing land supply measured against Structure Plan requirements. • Supply of affordable housing as a percentage of overall housing supply. • % of new homes built on previously developed land • The density achieved in new housing developments • The types and mix of sizes of housing
To satisfy employment needs	<ul style="list-style-type: none"> • Industrial land supply measured against Structure Plan requirements • % of new industrial development on previously developed land
To secure high quality design	<ul style="list-style-type: none"> • The number of design statements submitted with planning applications
To protect landscape character	<ul style="list-style-type: none"> • Area of green field development allowed in the AONB, Special Landscape Areas and the Green Belt
To foster biodiversity	<ul style="list-style-type: none"> • Area of development allowed within an LNR, SSSI or Ecosite
To protect historic heritage	<ul style="list-style-type: none"> • Number of developments resulting in the loss or destruction of a Scheduled Ancient Monument or Listed Building
To promote alternative modes of transport to the car	<ul style="list-style-type: none"> • % of new homes built with access to public transport and other modes • The number of Green Transport Plans completed • Value of developer contributions towards sustainable transport • Car parking provision in new development
To facilitate energy conservation	<ul style="list-style-type: none"> • Number of schemes incorporating energy conservation measures • Number of renewable energy schemes supported
To sustain water resources	<ul style="list-style-type: none"> • Area of development allowed within floodplains • Number of developments incorporating sustainable urban drainage systems
To assist rural diversification	<ul style="list-style-type: none"> • Number of diversification schemes supported.
To stimulate rural centres	<ul style="list-style-type: none"> • Area of new commercial development permitted in Main Rural Centres • Loss of existing commercial and community facilities
To promote Stratford-upon-Avon town centre	<ul style="list-style-type: none"> • Measures of vitality and viability
To support sustainable tourism	<ul style="list-style-type: none"> • Location and scale of new visitor accommodation provided in the District
To provide leisure opportunities	<ul style="list-style-type: none"> • Area of public open space provided in new development • Value of developer contributions towards public open space • Area of existing public open space lost to other forms of development.



9.3 Monitoring Reports

9.3.1 The District Council will produce and publish an Annual Monitoring Report which will include all of the above indicators. An assessment will be made of the changes in these indicators during the plan period and the Council will review the Plan's policies and proposals where monitoring indicates that this is necessary. document)



Proposals Map

TO FOLLOW

Annexe 1 has been deleted





Annexe 2

TO FOLLOW

Annexe 3

Guidelines for defining Built-Up Area Boundaries

1. Built-Up Area Boundaries have been defined for Stratford-upon-Avon and the eight Main Rural Centres identified in **Policy STR.1**. Much of the boundary line between a settlement and the open countryside is clear-cut. However, subjective judgements have been necessary in respect of some areas of land on the periphery of settlements. It is important to achieve a high degree of consistency, whilst accepting that in some cases a particular local interpretation was justified. As a guideline, the land uses mentioned below, where they are located on the periphery of a settlement, were treated in the following manner:
 - i. Included within the confines of a settlement:
 - churchyards;
 - community buildings and their immediate curtilage (ie. playing fields are excluded);
 - areas of residential curtilage unless these areas are clearly paddocks more appropriately defined as 'non-urban'.
 - ii. Excluded from the confines of a settlement when on the edge of the built-up area:
 - playing fields, including public, private and school playing fields;
 - modern agricultural buildings;
 - miscellaneous uses which may be located on the fringe of a settlement, eg. sewage treatment plants, electricity sub-stations, railway land, etc;
 - allotments.



Annexe 4

Framework for applying Car Parking Standards

Objectives of the Car Parking Standards

- to reduce traffic congestion in urban areas;
- to provide effective access to town centres;
- to sustain and improve upon the economic viability of the District;
- to assist in achieving an effective balance between car based travel and environmentally friendly alternatives such as walking, cycling and public transport;
- to ensure safety in the use of transport;
- to assist in improving upon the aesthetic quality of towns and villages.

Approach to be adopted in reviewing and applying Car Parking Standards

- variable car parking standards between Stratford-upon-Avon and the remainder of the District;
- variable car parking standards between different zones within Stratford-upon-Avon;
- maximum car parking standards will apply in all cases.
- Commuted Sum payments have been abolished and replaced by a new formula for calculating developer contributions towards transport schemes in Stratford.
- comprehensive approach to car parking standards which link them to green commuter plans and parking charges.

Annexe 5 has been deleted



Appendix 1

Parks and Gardens of Special Historic Interest

Parish	Name	Parish	Name
Arrow	Ragley Hall	Preston-on-Stour	Alscot Park
Charlecote	Charlecote Park	Radway	Radway Grange
Clifford Chambers	Clifford Manor	Stratford-upon-Avon	Anne Hathaway's Cottage
Compton Verney	Compton Verney	Stratford-upon-Avon	New Place
Farnborough	Farnborough Hall	Upton	Upton House
Honington	Honington Hall		

Appendix 2

Sites of Special Scientific Interest

Parish	Name	Parish	Name
Alderminster	Knavenhill Wood	Napton-on-the-Hill	Calcutt Locks Meadows
Atherstone-on-Stour	Ailstone Old Gravel Pit	Napton-on-the-Hill	Napton Hill Quarry
Aston Cantlow	Copmill Hill	Sambourne	Rough Hill & Wirehill Woods
Aston Cantlow	Wilmcote Quarry	Snitterfield	High Close Farm
Bearley & Snitterfield	Snitterfield & Bearley Bushes	Stockton	Stockton Railway Cutting & Quarry
Bidford-on-Avon	Broom Railway Cutting	Stratford-upon-Avon	Racecourse Meadow
Bishops Itchington	River Itchen	Stretton-on-Fosse	Stretton-On-Fosse Pit
Butlers Marston	Lobbington Hall Farm	Tanworth-in-Arden	Clowes Wood & New Fallings Coppice
Cherington	Drybank Meadow	Tanworth-in-Arden	River Blythe
Claverdon	Oak Tree Meadows	Tanworth-in-Arden	Windmill Naps Wood
Combrook	Oxhouse Farm	Tredington	Midsummer Meadow
Fulbrook and Snitterfield	Sherbourne Meadows	Ufton	Ufton Fields
Great Wolford	Wolford Wood & Old Covert	Ullenhall	Merriman's Hill Farm Meadows
Harbury	Harbury Quarries	Ullenhall	Ullenhall Meadows
Harbury	Harbury Railway Cutting	Welford-on-Avon and Binton	Welford Field
Haselor, Aston Cantlow Billesley	Aston Grove & and Withycombe Wood	Whichford	Whichford Wood
Langley	Railway Meadow		
Little Compton	Cross Hands Quarry		
Long Itchington & Ufton	Long Itchington & Ufton Woods		
Loxley	Church Meadow		
Morton Bagot	Bannams Wood		

Source: English Nature

Appendix 3

Local Nature Reserves

Parish	Name	Parish	Name
Alcester	River Arrow	Stratford-upon-Avon	Welcombe Hills & Clopton Park
Stockton	Railway Cutting	Ufton	Ufton Fields

Appendix 4

Main Ancient Woodlands recorded in the District

Parish	Name	Parish	Name
Alcester	ASN Replanted Oversley Wood	Barton-on-the-Heath	Semi Natural Hill Barn Coppice
Alcester	Semi Natural Ennister Wood	Barton-on-the-Heath	Semi Natural Hopyards Coppice
Alcester	Semi Natural Hanging Well	Barton-on-the-Heath	Semi Natural Gravels Coppice
Alcester	Semi Natural Asplands Husks Coppice	Barton-on-the-Heath	Semi Natural Barton First Grove
Alcester	Semi Natural Earth Work Wood	Barton-on-the-Heath	Semi Natural Lynch Grove
Alderminster	Semi Natural Goldicote Coppice	Bearley	Semi Natural Knowle's Wood
Alderminster	Semi Natural Nut Wood/Heath Wood	Bearley	Semi Natural Twelve Acre Wood
Alderminster	ASN Replanted Knavenhill Wood	Bearley	ASN Replanted Hawke's Wood
Alderminster	ASN Replanted Shennington Wood	Bearley	Semi Natural Bearley Bushes West
Alderminster	ASN Replanted Rough Hill Wood	Billesley	Semi Natural Billesley Brake
Arrow	Semi Natural Three Oak Hill Wood	Billesley	ASN Replanted Billesley Wood North
Arrow	Semi Natural Old Park Wood	Bishop's Itchington	ASN Replanted Itchington Holt
Arrow	Semi Natural Thornhill Wood	Brailes	Semi Natural Ashen Coppice
Arrow	Semi Natural Pearson's Wood	Chapel Ascote	Semi Natural Nuns Bushes
Arrow	Semi Natural Cockerham's Wood	Cherington	Semi Natural Margett's Hill Coppice
Arrow	ASN Replanted Ladies/Evesham Wood	Chesterton and Kingston	Semi Natural Mill Pool Coppice
Arrow/Alcester	Semi Natural Cold Comfort Wood	Chesterton and Kingston	Semi Natural Ewe Field Coppice
Aston Cantlow	ASN Replanted Aston Grove	Chesterton and Kingston	Semi Natural Chesterton Wood
Aston Cantlow	Semi Natural Roundhill Coppice	Chesterton and Kingston	Semi Natural Church Coppice
Barton-on-the-Heath	ASN Replanted Barton Far Grove	Claverdon	Semi Natural Gannaway Wood

Parish	Name
Claverdon	Semi Natural Meadow Coppice
Claverdon	Semi Natural Hillkitchen Coppice
Claverdon	Semi Natural Barnes's Coppice
Claverdon	Semi Natural Hanging Wood
Claverdon	Semi Natural Barnmoor Wood
Claverdon	Semi Natural Bonehill Wood
Combrook	Semi Natural The Rides
Combrook	Semi Natural Brick Kiln Coppice
Compton Verney	Semi Natural Lighthorne Rough
Coughton	Semi Natural Butler's Coppice
Ettington	Semi Natural Thornton Wood
Ettington	Semi Natural Ettington Grove
Ettington	Semi Natural Willoughby Covert
Gaydon	Semi Natural Gaydon Coppice
Great Alne	Semi Natural Alne Wood
Great Alne	Semi Natural Newslands Wood
Great Wolford	ASN Replanted Wolford Wood
Great Wolford	Semi Natural Old Covert
Hampton Lucy	Semi Natural Hampton Wood
Hampton Lucy	Semi Natural Hatton Rock Wood
Haselor	Semi Natural Withcombe Wood
Haselor	Semi Natural The Night Cap
Haselor	Semi Natural Red Hill Wood
Haselor	Semi Natural Alcocks Arbour

Parish	Name
Haselor	ASN Replanted Westgrove Wood
Haselor/Exhall	Semi Natural Longbrake Wood
Ilmington	ASN Replanted Windmill Hill Plantation
Langley	Semi Natural Beck's White Wood
Langley	Semi Natural Millhill Plantation
Langley/Bearley	Semi Natural Songar Wood
Long Compton	Semi Natural Redliff Hill Barn Coppice
Long Compton	ASN Replanted Long Compton Woods
Long Compton/Stourton	Semi Natural Stourton Coppice
Long Itchington	Semi Natural Debdale Wood and Spinney
Long Itchington	ASN Replanted Thorpe Rough
Long Itchington/Ufton	Semi Natural Long Itchington Wood
Loxley	Semi Natural Oakham Coppice
Moreton Morrell	Semi Natural Moreton Wood
Morton Bagot	Semi Natural Poole's Wood
Morton Bagot	Semi Natural Bannam's Wood
Old Stratford and Drayton	Semi Natural Windpump Woods
Old Stratford and Drayton	ASN Replanted Oak Farm Woods
Oldberrow	Semi Natural Long Wood
Oldberrow	Semi Natural Round Wood
Oldberrow	Semi Natural Owl Wood
Pillerton Priors	ASN Replanted Mollsgrave Copse
Pillerton Priors	ASN Replanted Brick Kiln Gorse

Parish	Name
Preston Bagot	Semi Natural Eggwell Wood
Preston Bagot	ASN Replanted Hazel Wood
Radway	Semi Natural Knowle End Wood
Radway	Semi Natural Edge Hill Wood
Salford Priors	Semi Natural Poole Wood
Salford Priors	Semi Natural Berry Coppice
Salford Priors	ASN Replanted Salford Coppice
Sambourne	Semi Natural Saddler's Hill Coppice
Sambourne	Semi Natural Sambourne Reins South
Sambourne	Semi Natural Rough Hill Wood
Sambourne	Semi Natural Sambourne Reins North
Sambourne	ASN Replanted The Moors
Sambourne	ASN Replanted New Coppice
Shelfield/Wootton Wawen	Semi Natural Stoopers Wood
Snitterfield	Semi Natural Bearley Bushes East
Snitterfield	Semi Natural Snitterfield Bushes
Sperrall	Semi Natural Sperrall Park/Clouse Wood
Sperrall	ASN Replanted Morgrove Coppice
Stourton	ASN Replanted Field Barn Coppice
Stourton/Whichford	ASN Replanted Long Cliff Coppice
Stratford-upon-Avon	Semi Natural Alveston Pasture
Studley	Semi Natural Grove Wood
Studley	Semi Natural The Alders
Studley	ASN Replanted Conduit Coppice

Parish	Name
Studley	Semi Natural Cranhills Wood
Tanworth-in-Arden	Semi Natural Clarksland Coppice
Tanworth-in-Arden	Semi Natural Mows Hill Dingles
Tanworth-in-Arden	Semi Natural Old Grove Wood
Tanworth-in-Arden	Semi Natural Big Spring Coppice
Tanworth-in-Arden	Semi Natural Alderhangers Wood
Tanworth-in-Arden	Semi Natural Clowes Wood and New Fallings Coppice
Tanworth-in-Arden	Semi Natural Pool's Wood
Tanworth-in-Arden	Semi Natural Bissell's Coppice
Tanworth-in-Arden	Semi Natural Chalcot/Arnold's Wood
Tanworth-in-Arden	Semi Natural Acorn Coppice
Tanworth-in-Arden	Semi Natural Brown's Green Wood
Tanworth-in-Arden	Semi Natural Checkleys Coppice
Tanworth-in-Arden	Semi Natural Graves Coppice
Tanworth-in-Arden	Semi Natural Blackoak Wood
Tanworth-in-Arden	Semi Natural Wood's Coppice
Tanworth-in-Arden	Semi Natural Chamber's Coppice
Tanworth-in-Arden	Semi Natural Jonathan's Coppice
Tanworth-in-Arden	Semi Natural Windmill Naps and Ladbrookpark Coppice
Tanworth-in-Arden	Semi Natural Windmill Naps
Tysoe/Radway	Semi Natural Edgehill Covert and Grove Corner
Ullenhall	Semi Natural Hobditch Coppice
Ullenhall	Semi Natural Mockley Wood



Parish	Name
Ullenhall	Semi Natural Rams Hill Coppice
Upper & Lower Shuckburgh	ASN Replanted Long Hill Wood
Upper & Lower Shuckburgh	Semi Natural Calcott Spinney
Upper & Lower Shuckburgh	Semi Natural Goarn Spinney
Warmington	ASN Replanted Warmington Wood
Warmington	ASN Replanted Arlescote Wood
Weethley	Semi Natural Weethley Wood
Weethley	Semi Natural Bush Wood
Wellesbourne	Semi Natural Bowshot Wood
Wellesbourne	Semi Natural Smatchley Wood
Wellesbourne	Semi Natural Walton Wood
Wellesbourne	Semi Natural Wellesbourne Wood West
Wellesbourne	Semi Natural Hell Hole
Wellesbourne	Semi Natural Bath Hill Wood
Wellesbourne	Semi Natural Eight Mens Math
Wellesbourne	Semi Natural Hanging Brake
Wellesbourne	Semi Natural Friz Hill Wood
Wellesbourne	ASN Replanted Wellesbourne Wood
Whichford	Semi Natural Whichford Wood
Wolverton	Semi Natural Bargain Wood
Wolverton	Semi Natural Blacon Coppice
Wootton Wawen	Semi Natural Ashen Coppice
Wootton Wawen	Semi Natural Foreign Park/Dry Leasowes

Parish	Name
Wootton Wawen	ASN Replanted Dry Leasowes
Wootton Wawen	ASN Replanted May's Wood
Wootton Wawen	Semi Natural Five Acre Wood
Wootton Wawen/ Claverdon	Semi Natural Austy/Thistly Wood

Appendix 5

Scheduled Ancient Monuments

Parish	Name	Parish	Name
Admington	Medieval Settlement at Lark Stoke	Chesterton and Kingston	Chesterton Windmill
Alcester	Oversley Castle	Chesterton and Kingston	Medieval settlement remains at Chesterton Green
Alcester	Beauchamp Court moated site	Chesterton and Kingston	Roman rural settlement at Windmill Hill Farm
Alcester	Alcester Roman Town	Chesterton and Kingston	Roman villa & medieval settlement remains immediately N of Ewefields Farm
Alcester	Alcester Abbey		
Alderminster	Long barrow on Long Hill		
Aston Cantlow	Ringwork castle, 80m NW of St John the Baptist's Church	Claverdon	Barnmoor Wood camp
		Compton Verney	Compton Verney Bridge
Beaudesert	Beaudesert Castle: motte & bailey castle & two fishponds	Coughton/Alcester	Dane`s Bank
		Coughton	Medieval Settlement at Coughton Court
Bidford-on-Avon	Bidford Bridge	Coughton	Medieval settlement at Mill Ford Farm
Billesley	Medieval settlement at Billesley Trussell inc Church & churchyard	Ettington	St Nicholas' Church, Ettington Park
Brailes	Castle Hill Motte	Ettington	Thornton deserted medieval village
Burton Dassett	Beacon Tower	Ettington	Double ditched enclosure E of Thornton Farm
Burton Dassett	Chapel Barn (formerly Old Chapel & Priest's House)	Fenny Compton	Gredenton Hill camp
Butlers Marston	Standing cross immediately N of Church of St Peter and St Paul	Fulbrook	Duke of Bedford`s Castle 140mSE of Castle Farm
Butlers Marston	The Bank	Fulbrook	Two moated sites & fishponds & assoc. area of ridge & furrow W & NW of Court Farm House
Chadshunt	Standing Cross immediately S of All Saints Church		
Charlecote	Cursus and bowl barrow 450m SE Jackson's Barn	Gaydon	Roman villa N of Ireland Farm (site of)
Charlecote	Thelsford Priory	Great Wolford	Moated site
Charlecote & Wellesbourne	Charlecote Bridge	Halford	Halford Bridge
		Halford	Motte Castle 110m NW of St Mary's Church
Chesterton and Kingston	Moated site & Mediaeval settlement remains at Church End, 600m E of Ewefields Farm	Hampton Lucy	Enclosure N of Old Pasture Farm

Parish	Name
Hampton Lucy	Site of building and enclosure 500yds (460m) E of Hatton Rock Farm
Hampton Lucy	Settlement site E of Hatton Rock Farm
Henley-in-Arden	Village Cross
Hodnell and Wills Pastures Manor	Medieval settlement remains at Hodnell
Honington	Honington Bridge
Ilmington	Rectangular earthwork on Nebsworth
Kineton	King John's Castle
Kineton	Medieval settlement at Brookhampton
Kinwarton	Kinwarton dovecote
Kinwarton	Standing Cross in St Mary's churchyard
Little Compton and West Oxon DC	Portal dolmen 400m SE of Burnt Hill
Long Compton	Iron Age enclosed settlement and part of a trackway 150m north east of the King Stone
Long Compton and West Oxon DC	The Rollright Stones; King Stone; Kings Men Stone Circle; Whispering Knights
Morton Bagot	Moated site 80m SE of Church Farm
Preston Bagot	Moated site 240m NW of Preston Hill Farm
Priors Hardwick	Medieval settlement of Priors Hardwick
Quinton	Multivallate hillfort on Meon Hill
Ratley & Upton	Motte and Bailey Castle 130m NW of Manor Farm
Ratley & Upton	Churchyard Cross, St Peter ad Vincula churchyard
Ratley & Upton and Warmington	Nadbury camp
Salford Priors	Enclosures 3/4 mile (800m) N of Salford Priors
Southam	The Holy Well
Sperrall	Site of Cookhill Priory & 16th Century farmhouse

Parish	Name
Stratford-upon-Avon	Clopton Bridge
Stratford-upon-Avon	Tiddington Roman Settlement
Stretton-on-Fosse	Romano-British cemetery and settlement site
Studley	Studley Old Castle: a motte castle
Sutton-under-Brailes and Stourton	Moated site 300m E of Stourton Methodist Chapel
Tanworth (Ullenhall)	Hob Ditch earthworks
Tanworth-in-Arden and Solihull MBC	Moated site & fishpond at Salter Street Farm
Temple Grafton	Settlement site W of Welford Weir
Tidmington and Cotswold DC	Packhorse Bridge
Tysoe	Standing cross immediately S of the Church of Assumption of Blessed Virgin Mary, Middle Tysoe
Ullenhall (Tanworth)	Hob Ditch earthworks
Upper and Lower Shuckburgh	Medieval Settlement N and 170m S of St John the Baptist Church
Upper and Lower Shuckburgh	Medieval Settlement to S and E of Shuckburgh Park
Wellesbourne	Enclosures 600yds (550m) E of King's Mead, Wellesbourne Mountford
Whatcote	Churchyard cross St Peter's churchyard
Whichford	Moated site, 230m W of St Michaels Church
Whitchurch	Medieval Settlement & Moated Site at Bruton
Wixford	Churchyard cross in St Milburga's churchyard
Wootton Wawen	Ponds SW of Wootton Bridge
Wootton Wawen	Earthworks W of St Peter's Church
Wootton Wawen	Aqueduct
Wormleighton	Medieval settlement at Wormleighton

Source: English Heritage

Appendix 6

Conservation Areas

Abbots Salford (Salford Priors)	Little Compton
Alcester	Little Kineton (Kineton)
Alveston (Stratford & part Hampton Lucy)	Long Compton
Ardens Grafton (Temple Grafton & Exhall)	Long Itchington
Arlescote (Warmington)	Lower Shuckburgh
Arrow (part in Alcester)	Luddington
Ashorne (Newbold Pacey)	Moreton Morrell
Aston Cantlow	Newbold Pacey
Avon Dassett	Oxhill (part Tysoe)
Barton (Bidford)	Pillerton Hersey
Barton-on-the-Heath	Preston-on-Stour
Bearley	Priors Hardwick
Bidford-on-Avon	Priors Marston
Binton	Radway
Brailes (Lower)	Ratley
Broom (Bidford)	Salford Priors
Charlecote & Hampton Lucy (part Wellesbourne)	Sambourne
Cherington & Stourton (as a result of the review of Stourton conservation area, Cherington & Stourton are now combined but have separate appraisal reports)	Shipston-on-Stour (part Barcheston)Shottery
Claverdon (2 parts)	Shotteswell
Clifford Chambers	Snitterfield
Combrook & Compton Verney	Southam
Coughton (part Sambourne)	Stratford-upon-Avon
Darlingstott (Tredington)	Stretton-on-Fosse
Dorsington	Sutton-under-Brailes
Exhall	Tanworth-in-Arden
Farnborough	Temple Grafton
Fenny Compton	Tredington (part Honington, part Halford)
Great Alne	Tysoe (Upper & Middle) (2 parts)
Great Wolford	Warmington
Halford (part Tredington)	Welford-on-Avon (part Temple Grafton)
Harbury (2 parts)	Wellesbourne
Haselor & Walcote	Whichford
Henley-in-Arden (part Beaudesert, part Wootton Wawen)	Wilmcote (2 parts - Aston Cantlow)
Honington	Winderton (Brailes)
Ilmington	Wootton Wawen
Kineton	Wormleighton
Ladbroke	
Lighthorne	



Glossary

TO FOLLOW





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