

**Canal Quarter Regeneration Zone Framework Masterplan
Supplementary Planning Document (SPD)
Consultation Draft**

February 2018

About this Consultation

Purpose

Stratford-on-Avon District Council is holding a six-week public consultation on masterplan proposals for the Canal Quarter Regeneration Zone in Stratford-upon-Avon town. It is one of a number of Supplementary Planning Documents (SPD) that accompanies the Core Strategy. When finished (adopted), will be used by the Council to help deliver the regeneration of the Canal Quarter and make decisions on planning applications.


Structure of the Document

The document is divided into four parts or chapters each with a number of sub-sections. There are no specific consultation questions; you can comment on any aspect of the document.

How to Comment

The period for comments is from **Thursday 1st February 2018 to 5pm on Friday 16 March 2018**. Comments received after the deadline may not be considered. You can respond in the following ways:

 Using the online comment form at www.stratford.gov.uk/canalquarter-spd

 • Posting the comment form to: Freepost Plus RTYG-BGXS-ESLZ, Stratford on Avon District Council, Elizabeth House, Church Street, Stratford-upon-Avon, CV37 6HX – or handed in at the District Council offices in Stratford-upon-Avon

 Emailing the comment form to policy.consultation@stratford-dc.gov.uk

Availability of Documents

Copies of the consultation documents are available to view on the District Council's website at www.stratford.gov.uk/canalquarter-spd, at the District Council Offices and at Stratford-upon-Avon public library. Copies of the consultation document may also be purchased from the Planning Policy Team.

If you have any queries regarding this document please contact the Policy Team. If you find the text in this document difficult to read, we may be able to supply it in a format better suited to your needs.

Phone: 01789 260334

Email: planning.policy@stratford-dc.gov.uk

Write to: Policy Team, Stratford-on-Avon District Council, Elizabeth House, Church Street, Stratford-upon-Avon, CV37 6HX

Contents

1. Introduction	Page 3
Site Location and Description	
Site History	
What is a Framework Masterplan?	
Planning Policy Background	
Purpose of this Supplementary Planning Document	
Working with the Community and Stakeholders	
Working with Existing Businesses	
Urban Design Analysis	
Other Technical Evidence	
Sustainability Appraisal	
2. Context	Page 8
Situation	
Route Structure	
Townscape	
Land Use	
3. Framework Masterplan	Page 12
Vision for the Canal Quarter	
Connectivity	
Green Infrastructure	
Vitality	
Public Realm and building heights	
Canal Quarter Framework Masterplan	
Aims	
Key Design Principles	
4. Delivery	Page 22
How the Regeneration will be delivered	
Relocating Existing Businesses	
Site Constraints	
Utilities	
Delivering Infrastructure	
Indicative Phasing and Delivery	
Monitoring and Review	

Image Credits
Figures:
Figure 2: WCC
Figure 3: Built Form Resource
Figure 4: Built Form Resource
Figure 5: Built Form Resource
Figure 6: Built Form Resource
Figure 7
Before and after: Berkeley/Terence O'Rourke (ToR)
Figure 8: Berkeley/ToR
Figure 9: Berkeley/ToR
Figure 10: Berkeley/ToR
Figure 11: Berkeley/ToR
Figure 12 A & B: Berkeley/ToR
Photos:
Page 7: Built Form Resource
Pages 8, 10, 11, 12, 13, 14, 16, 17, 20, 22:
Berkeley /ToR
Page 16: Christopher Fowler
Page 20: the Londonist.com
Illustrations:
Page 7: Hepworth Acoustics
Page 16: Berkeley/ToR
Page 18/19 (including section): Berkeley/ToR

1. Introduction

This section of the SPD provides the background to both the site and the SPD itself.

1.1 Site Location and Description

1.1 The Canal Quarter Regeneration Zone comprises an area of land of approximately 27 hectares lying to the immediate north west of the Town Centre of Stratford-upon-Avon. It is dissected by the Stratford-upon-Avon Canal running east/west and the Birmingham to Stratford railway line running north/south. The routes of the canal and the railway divide the Canal Quarter into four sub-areas: Masons Road, Timothy's Bridge Road, Wharf Road and Western Road. Figure 1 shows the location of the Canal Quarter in relation to Stratford-upon-Avon.

1.2 The Stratford-upon-Avon Canal forms a narrow green corridor through the area, and some mature trees are evident along the canal and railway embankments. The canal and railway provide important ecological habitats.

1.3 The Canal Quarter is predominantly occupied by large scale industrial and commercial buildings with hard standing surfaces and car parking. Very few of the existing buildings hold a frontage onto the canal-side. It is generally flat in the western part of the area whereas the eastern part of the area rises up from a low point on Masons Road to a high point on Timothy's Bridge Road.

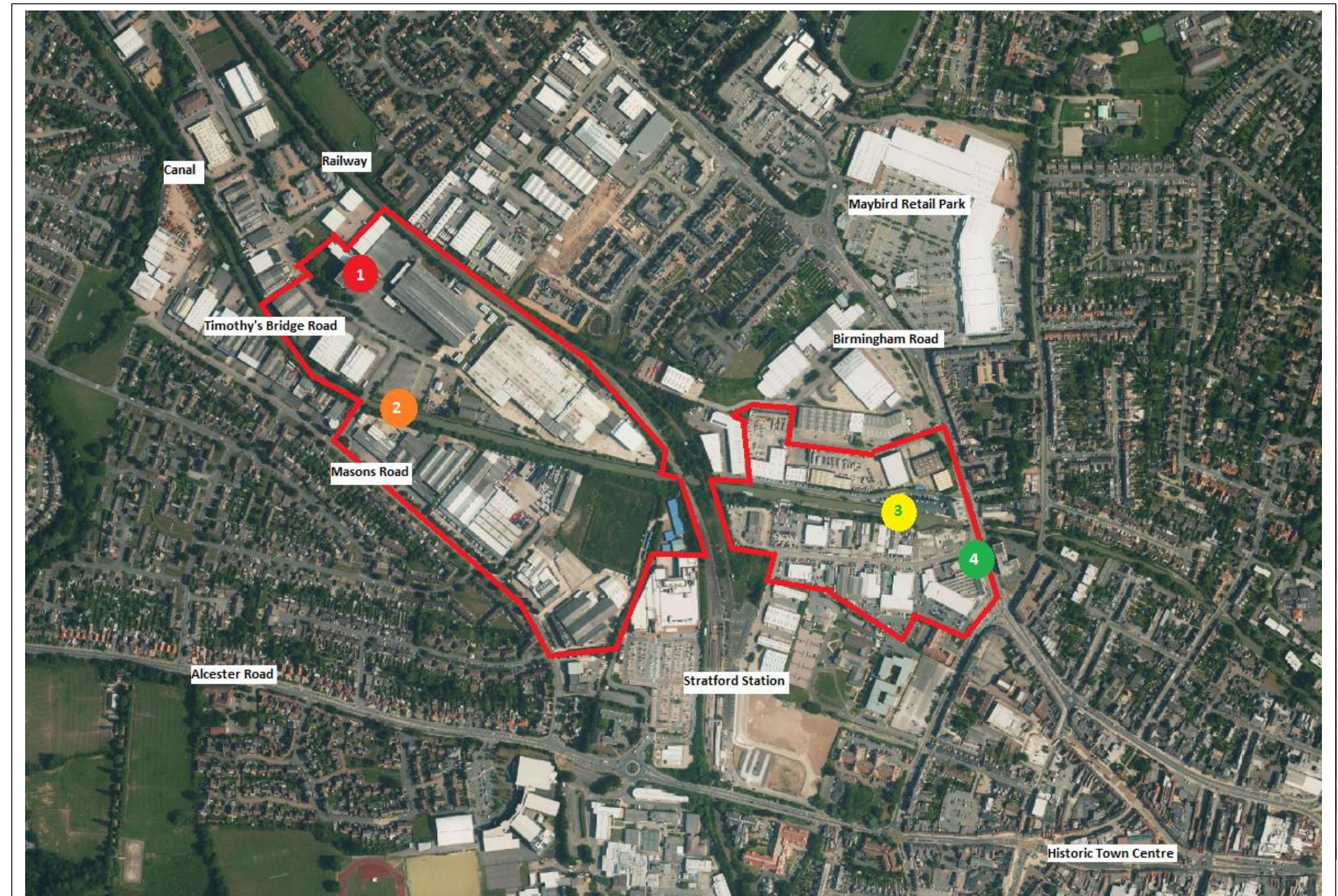
1.2 Site History

1.4 The Canal Quarter remained largely undeveloped until the mid-19th Century and the construction of the Stratford-upon-Avon Canal in 1816 (connecting the Worcester and Birmingham Canal with the River Avon) and the Stratford Railway via its branch from Hatton in 1860, which opened its original station on the Birmingham Road immediately to the north of the Canal Quarter. Shortly after in 1861, a new station was opened on its present site.

.5 Industrial development to the east of the railway and south of the canal continued although it was not until the second half of the 20th Century that the area around what is now Timothy's Bridge Road was developed.

1.6 Figure 2 (below) shows the Canal Quarter on an Ordnance Survey map from 1906.

Figure 1: The Canal Quarter



1.3 What is a Framework Masterplan?

1.7 A Framework Masterplan establishes the high-level design principles that the Council will use to guide development proposals and assess planning applications. Its role is not to set out a detailed design for what the Canal Quarter will look like, but rather to establish the principles that will guide individual development proposals to ensure that development comes forward in a co-ordinated manner that ensures that the wider public realm, community and infrastructure benefits are delivered, as well as the required housing and employment land.

1.4 Planning Policy Background

1.8 The planning policy context for the Canal Quarter is set by the Stratford-on-Avon Core Strategy (adopted July 2016). The policies and proposals included within the Core Strategy have been prepared within the context of the National Planning Policy Framework (NPPF), the overarching aim of which is to achieve sustainable development.

Stratford-on-Avon District Core Strategy

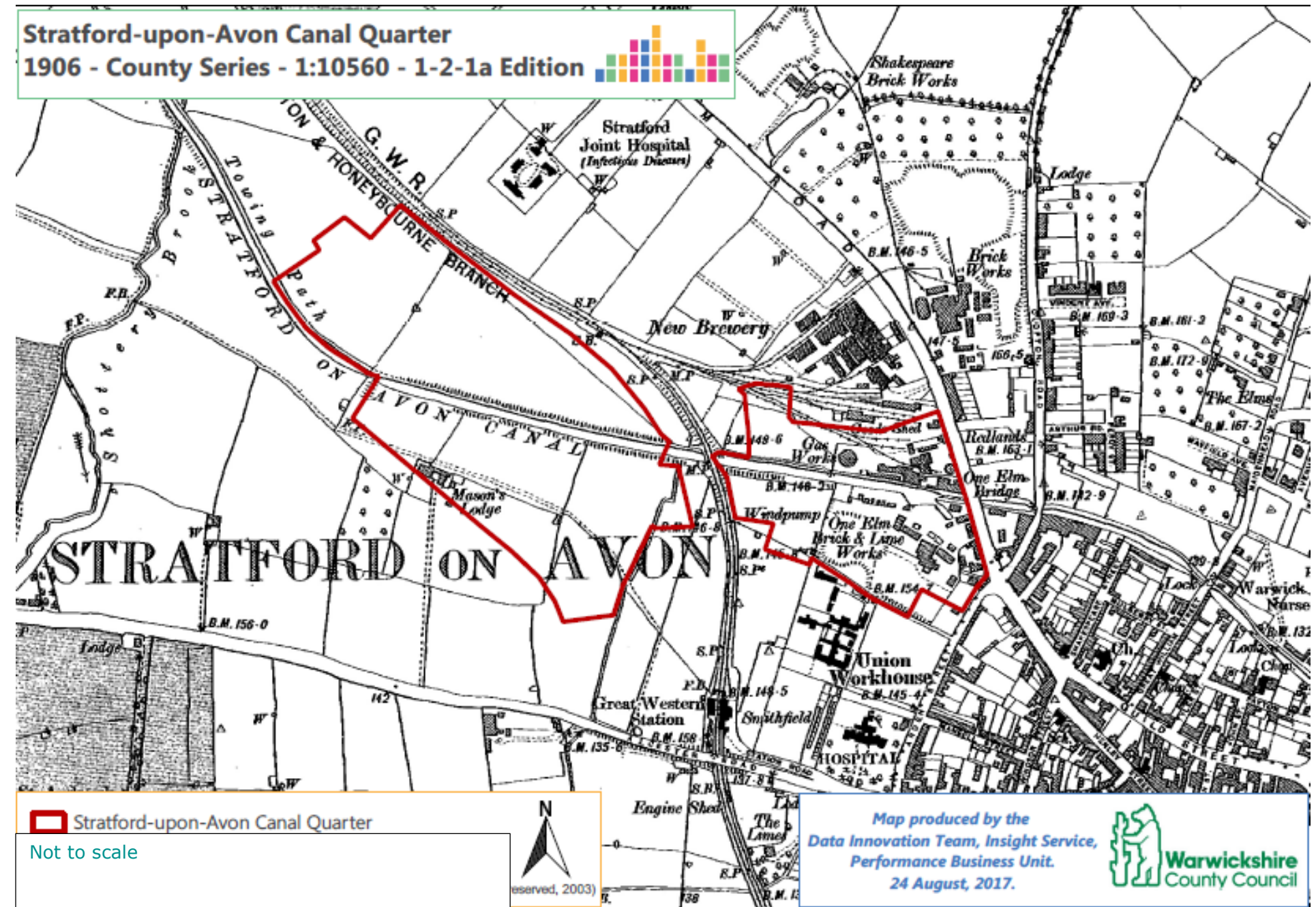
1.9 The Core Strategy sets out the overarching strategy and planning policies for meeting the development needs of the District to 2031. It identifies the Canal Quarter as a suitable site for future redevelopment. Policy AS.1 sets the strategy for managing change and identifies a number of development proposals for the town, including Proposal SUA.1 Canal Quarter Regeneration Zone which requires:

- Approximately 650 homes by 2031, of which 25% will be affordable
- 9,000 square metres of Class B1 employment floorspace
- Linear park alongside the canal
- Multi-purpose community facility (if required)

1.10 Proposal SUA.1 also requires that development will:

- secure environmental, ecological and recreational enhancement of the canal corridor
- provide pedestrian and cycle links through the area and with adjacent parts of the town and a vehicular crossing over the canal linking development off Masons Road and Timothy's Bridge Road
- deliver traffic management measures
- improve links to Stratford railway station
- ensure implementation of the Steam Railway Centre is not prejudiced
- secure appropriate treatment of any contamination
- de-culvert watercourses

Figure 2: Ordnance Survey Map from 1906



- 1.11 In respect of Stratford-upon-Avon, the Core Strategy Vision states that, by 2031:

Significant progress will have been made on the regeneration of an extensive area of mostly outworn and underused land adjacent to the canal. New and existing companies will have located on high quality employment land on the periphery of the town, with excellent access to the strategic road network. Traffic in the town centre will be managed more effectively to reduce its impact on the environment.

Stratford-upon-Avon Neighbourhood Plan

- 1.12 The Stratford-upon-Avon Neighbourhood Development Plan prepared by Stratford-upon-Avon Town Council supports the regeneration of the Canal Quarter. The neighbourhood plan sets out a number of policies for managing development in the town, including Policy SSB1 which relates to the Canal Quarter and sets the following specific requirements:
- New development along the canal should be no more than 4 storeys in height
 - The linear park should be at least 5m in width on at least one side of the canal
- 1.13 The neighbourhood plan is currently being examined and will proceed to referendum in 2018 subject to the Examiner's recommendations.

Find out more about the adopted Core Strategy and Proposal SUA.1 at www.stratford.gov.uk/corestrategy.

Find out more about the Stratford-upon-Avon Neighbourhood Plan at www.stratford.gov.uk/stratfordnp

1.5 Purpose of this Supplementary Planning Document (SPD)

- 1.14 Having identified the site for redevelopment in the Core Strategy, this Supplementary Planning Document (SPD) provides more detail on the design principles and sets out a masterplan to guide how this site will come forward for redevelopment. It therefore bridges the gap between the planning policies and proposals that are set out in the Core Strategy (Adopted 11th July 2016) and the detail that would be contained within individual planning applications.
- 1.15 To achieve both the aims of Proposal SUA.1 and to contribute to the Core Strategy vision, the SPD aims to:

- Demonstrate the Council's commitment to the delivery of the Stratford-on-Avon Core Strategy, and in particular the Canal Quarter Regeneration Zone;
- Increase developer and investor confidence in the redevelopment of the Canal Quarter to create a vibrant and sustainable new part of town;
- Facilitate the relocation (where and when appropriate) of the existing business occupiers to alternative and more advantageous sites;
- Secure the environmental, ecological and recreational enhancement of the Canal Quarter through the development of a network of green infrastructure centred on a new canal-side Linear Park;
- Improve the links between the Canal Quarter and the town centre, railway station and adjoining neighbourhoods, particularly for pedestrians and cyclists.
- Provide a framework for the development of a well-designed regenerated quarter of Stratford-upon-Avon.

1.16 Because the site comprises numerous land parcels in separate ownerships, the SPD will help ensure the co-ordinated delivery of a series of developments that will together create a new high quality urban community. The SPD will be used as a material planning consideration in the determination of planning applications for development within the Canal Quarter.

1.17 The SPD sets out:

- A vision and objectives for the regeneration of the Canal Quarter, including 650 homes and 9,000 square metres of employment by 2031;
- A masterplan and key design principles in relation to four main themes of connectivity, green infrastructure, vitality and public realm;
- A framework for delivering the associated infrastructure that will be required to support the redevelopment;

1.18 What the SPD does not do:

- The SPD does not provide a prescriptive Plan of what the area will look like.
- The SPD does not provide new policies but rather it builds on those already contained in the Core Strategy.
- The SPD does not envision an aggressive approach to the relocation of existing businesses via the use of Compulsory purchase powers.

1.6 Working with the Community and Stakeholders

- 1.19 The Council has sought to engage with landowners and occupiers within the Canal Quarter, primarily to understand their needs and aspirations. It has also engaged, and will continue to engage, with local stakeholders to bring the site forward for redevelopment. This consultation is the ideal opportunity for local residents and other interested parties to have their say on how they wish to see this underused area of the town regenerated.
- 1.20 Two workshops were held in early 2017 with local stakeholders including the Town Council, the Town Trust, Stratford Vision, Stratforward, the Stratford Society, Warwickshire County Council and the Canal & River Trust. The feedback from these sessions was used to inform the design analysis technical work (see below), and ultimately, therefore the content of this SPD.

1.7 Working with Existing Businesses

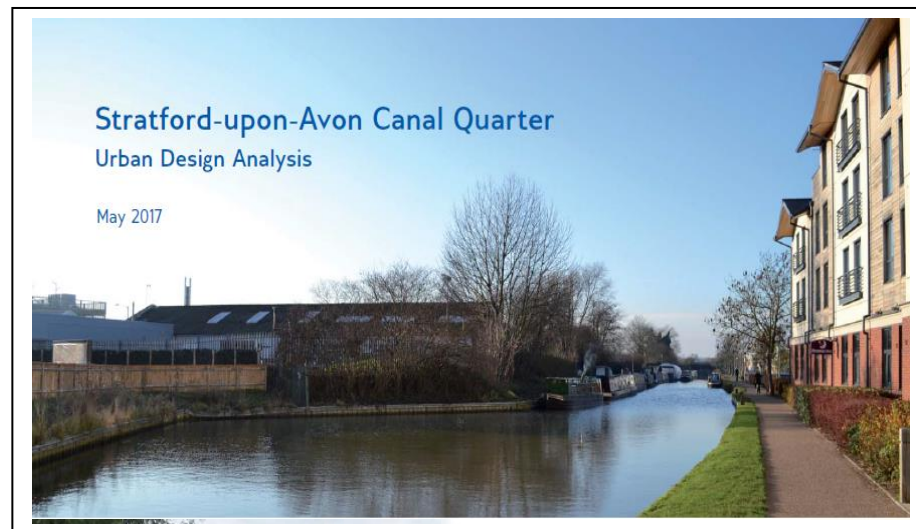
- 1.21 To help facilitate the delivery of the Canal Quarter, the Core Strategy also allocates land for two new employment sites:
- SUA.2 South of Alcester Road – 25ha (gross)
 - SUA.4 Atherstone Airfield – 10ha (gross) + 10ha (gross) reserve
- 1.22 The Council is also preparing a Site Allocations Plan and a Scoping [and Initial Options] Document is currently out for public consultation. This document suggests some revisions to Proposals SUA.2 and SUA.4 and also identifies an additional site (SUA.5) on land east of Shipston Road, for the relocation of specific businesses from Wharf Road.
- 1.23 Whilst the Council is encouraging businesses who wish to relocate, there is no expectation that all or any existing occupiers will, or need to, relocate to these new sites. The potential for modern, fit for purpose premises that meet the demands and current and future needs of businesses is considered to be a strong driver for change.
- 1.24 The Council is confident that there is sufficient capacity within the Canal Quarter to deliver its policy objectives on existing vacant land. There will also be scope for businesses to relocate within the Canal Quarter or within the immediate vicinity.

Find out more about the Site Allocations Plan consultation at www.stratford.gov.uk/siteallocations.

1.8 Urban Design Analysis

- 1.25 The key piece of technical evidence is the Urban Design Analysis undertaken on behalf of the Council by consultants Built Form Resource in May 2017. The study analysed a number of urban design topics, such as topography, route structure, townscape character and land use and then made recommendations as to the key principles that should be applied to development and underpin the masterplan.
- 1.26 There were three main objectives of the analysis:
- Identify the specific relationships between the site and the context in which it sits
 - Identify the potential relationship between the features within the site to be retained and land to be redeveloped
 - Identify the key relationships that will ensure development is integrated into the town as a whole and makes the most of the features within the site - most obviously the canal.

Find out more about the Canal Quarter Urban Design Analysis at www.stratford.gov.uk/canalquarter-spd



1.9 Other Technical Evidence

- 1.27 The SPD draws on a wide range of technical evidence prepared by independent experts on behalf of the Council. Many of the studies were prepared as part of the evidence base to support the Core Strategy.

Viability and Deliverability of Canal Quarter and Two Associated Employment Sites (Peter Brett Associates, April 2014)

- 1.28 This study sought to establish what scale of development the Canal Quarter could deliver, taking into account the local market and infrastructure requirements necessary to enable development. It concluded that around 600 dwellings could be realistically brought forward by 2031.

Water Cycle Study Update (AECOM, 2015)

- 1.29 This study assesses constraints associated with the water cycle, if and how the constraints can be resolved and how they may impact on phasing of development over the plan period to 2031. In respect of the Canal Quarter, the study identifies that the sewage treatment works at Stratford-Milcote has capacity for growth.

- 1.30 The study also considers sewerage and flooding issues. It is located in Flood zone 1. There are some areas of surface water flooding identified to the north east (north side of railway) and south of the strategic site. Current sewer capacity performance data indicates localised capacity issues in the existing sewerage network in the vicinity of this re-development area, however there are no reports of sewer flooding.

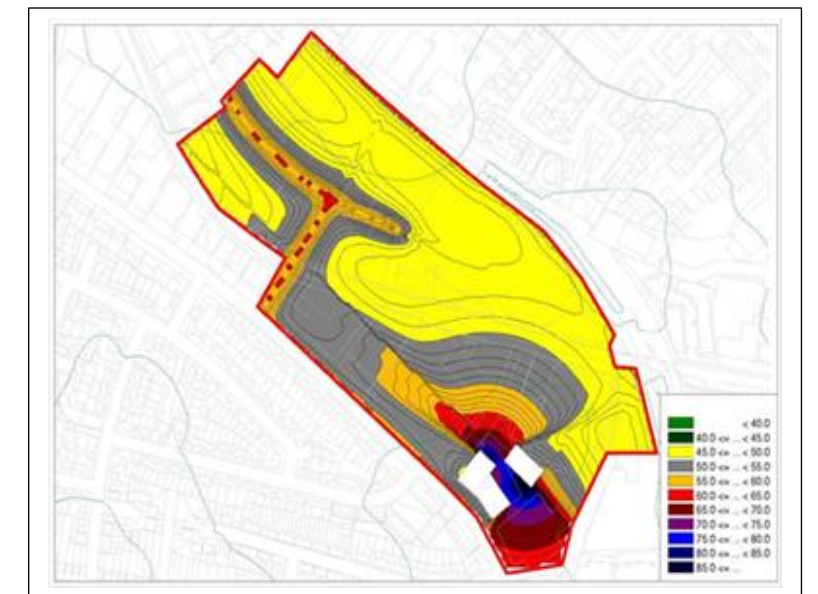
Berkeley Group/St Joseph/Terence O' Rourke

- 1.31 The Berkeley Group/St Joseph have acquired the DCS site which occupies a substantial area within the canal quarter. However, Terence O' Rourke have been appointed by St Joseph to prepare a framework master plan for the whole canal quarter to facilitate development coming forward in a co-ordinated manner. Some of these ideas have been captured and reflected in this SPD.

Canal Quarter Regeneration Noise Assessment (Hepworth Acoustics, September 2017)

- 1.32 Given the possibility that some existing industrial occupiers may remain on the Canal Quarter in the longer-term, the Council commissioned a noise assessment to:
- Assess the existing noise levels across the site;
 - Determine whether those noise levels are conducive to residential development;
 - Make recommendations to mitigate noise impact where deemed necessary.
- 1.33 The study covered only the western part of the canal quarter. The overall outcome of the study is that the majority of the Canal Quarter study area will be able to accommodate residences compliant with the BS8233 internal noise limits using standard noise mitigation measures. There was an exception to this where additional noise mitigation measures will need to be implemented and a range of alternative solutions are suggested.

Predicted LAeq,16 hr Noise Contours, Day, With Penalty Factors



Strategic Transport Assessment: Further Focused Assessment of Development Options in the Stratford-upon-Avon and Southam Areas (Vectos, July 2015)

- 1.34 To support the preparation of the Core Strategy, a Strategic Transport Assessment have been undertaken to assess the impacts of the planned development on the highway network. The study assesses the impacts of a range of development scenarios and then considers necessary mitigation.
- 1.35 As a result of this work, a package of improvements to the highway network in and around the town is being implemented as part of the wider delivery of the Core Strategy.

Draft Stratford-upon-Avon Transport Study (WCC and SDC, January 2017)

- 1.36 Warwickshire County Council and Stratford-on-Avon District Council are preparing a Transport Strategy for Stratford-upon-Avon town. An initial consultation document was published in January 2017 to consider a range of improvement options, particularly for the Birmingham Road. The feedback received is currently being considered by the County Council and the analysis is expected to be reported in March 2018.
- 1.37 Specific measures consulted on include improving traffic flow and the conditions for walking and cycling through junction improvements, the use of modern technology and specific measures for buses. In respect of the Canal Quarter specifically, the option for a new all-purpose link connecting Birmingham Road with Alcester Road via Western Road and either Wharf Road/Maybrook Road or Hamlet Way is being assessed as a potential way of reducing congestion on Birmingham Road. Also included are Birmingham Road corridor enhancements.

Photo-Stratford –upon-Avon Railway station



District Heating and Energy Masterplanning Study (Sustainable Energy and the Carbon Trust, 2016)

- 1.38 The purpose of this study is to identify and evaluate opportunities to develop new district heating networks in Stratford-on-Avon, including on the Canal Quarter. District heating can help reduce carbon emissions, reduce energy costs and fuel poverty by providing locally generated sources of energy.
- 1.39 The study found that the high density housing areas to be developed at the Canal Quarter site may present the best opportunity to develop a heat network in Stratford-on-Avon District. Based on the initial high-level proposals for the Canal Quarter, area heat density for this site is likely to be high and energy networks may be financially viable. There may also be an opportunity to utilise the canal as a water source for a heat pump or provide heat and power to the developments from Gas Combined Heat and Power (CHP).

1.10 Sustainability Appraisal

- 1.40 The Council is required, under the 2004 Planning and Compulsory Purchase Act and the 2001/42/EEC European Directive, to prepare a Sustainability Appraisal/Strategic Environmental Assessment (SA/SEA) of its planning policy documents to identify and assess the environmental, social and economic impacts of development and achieve sustainable development.

Core Strategy Sustainability Appraisal (SA) (LEPUS, various reports 2007-2016)

- 1.41 The SA examines the social, environmental and economic impacts of the Plan and where adverse impacts are identified mitigation measures are suggested. Mitigation has been developed through the iterations of the Core Strategy, and the development requirements in the SPD are considered to be sufficiently detailed and comprehensive to address any potential significant effects.
- 1.42 The SA particularly notes in relation to the canal quarter that inclusion of a park alongside the canal, coupled with the environmental enhancements to the canal corridor positively impact upon health and wellbeing (SA Objective 14) as well as biodiversity and landscape (SA Objectives 2 and 3). The requirement to treat any contamination appropriately is also likely to improve health and reduce pollution (SA Objective 8). The canal corridor is an important Green Infrastructure (GI) asset

and provides a multifunctional leisure, recreational and transport use. Creating pedestrian and cycle links through the area and into adjacent parts of Stratford-upon-Avon supports sustainable methods of transportation (SA Objective 10). An overall positive impact is therefore likely to ensue as a result of the redevelopment of the area in economic, social and environmental terms.

Canal Quarter Strategic Environmental Assessment (SEA) Screening Report (Enfusion, 2017)

- 1.43 SEA is a systematic process used during the preparation of plans and policies that aims to ensure a high level of protection for the environment. The SEA considers whether there are any significant environmental effects that likely to arise from the Plan. To do this, an initial screening assessment is undertaken to determine whether a full SEA is required.
- 1.44 The SEA Screening for the Canal Quarter SPD found that the site is not likely to have significant environmental effects. Although the site is within an Air Quality Management Area (AQMA) and near to designated heritage features, negative effects are unlikely as mitigation measures are provided and the site is focused on regeneration with the potential for positive effects.

Find out more about the supporting technical evidence and SA/SEA at www.stratford.gov.uk/canalquarter-spd

Photo- Premier Inn and canal lock



2. Context

This section of the SPD sets out the context for the masterplan. The full contextual analysis can be found in the Urban Design Analysis technical study.

2.1 Situation

- 2.1 Located to the northwest of Stratford-upon-Avon historic town centre, the Canal Quarter occupies a surprisingly central location within the town as a whole. As the crow flies, the centre of the site is within easy walking distance of a range of shops, services and facilities.
- 2.2 The defining features of the site are the canal and the railway which dissect the site into four. Passing through the site by train provides a disappointing and poor quality arrival to a historic town. The canal passes through the site almost unnoticed with buildings turning their backs on the watercourse.

Key (Figure 3)

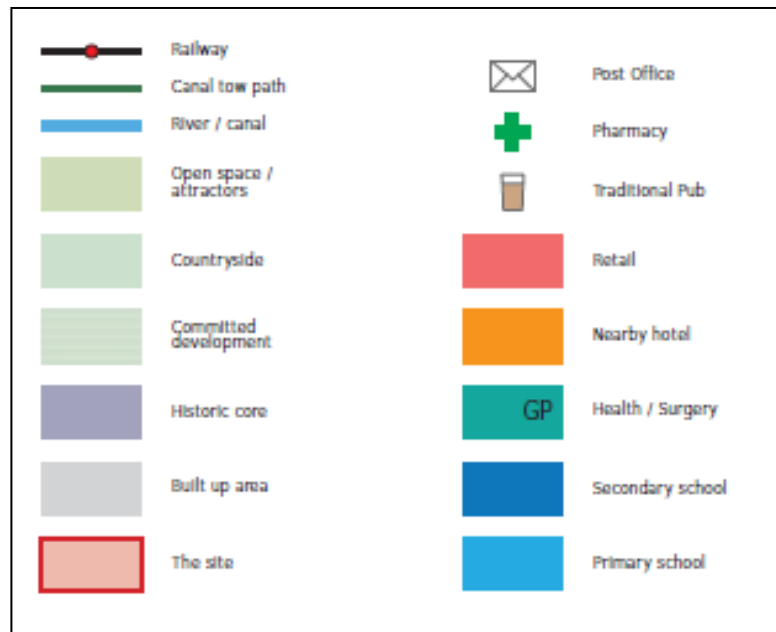


Figure 3: Situation



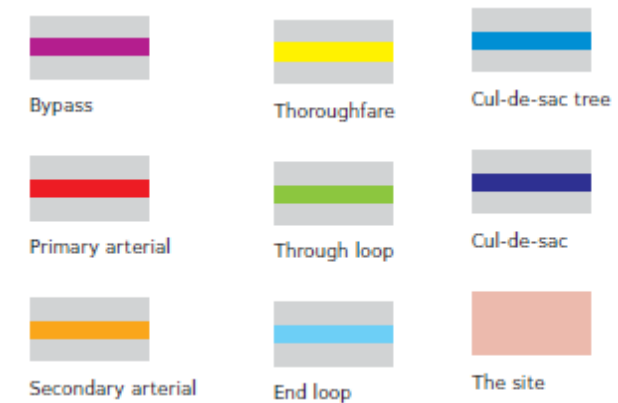
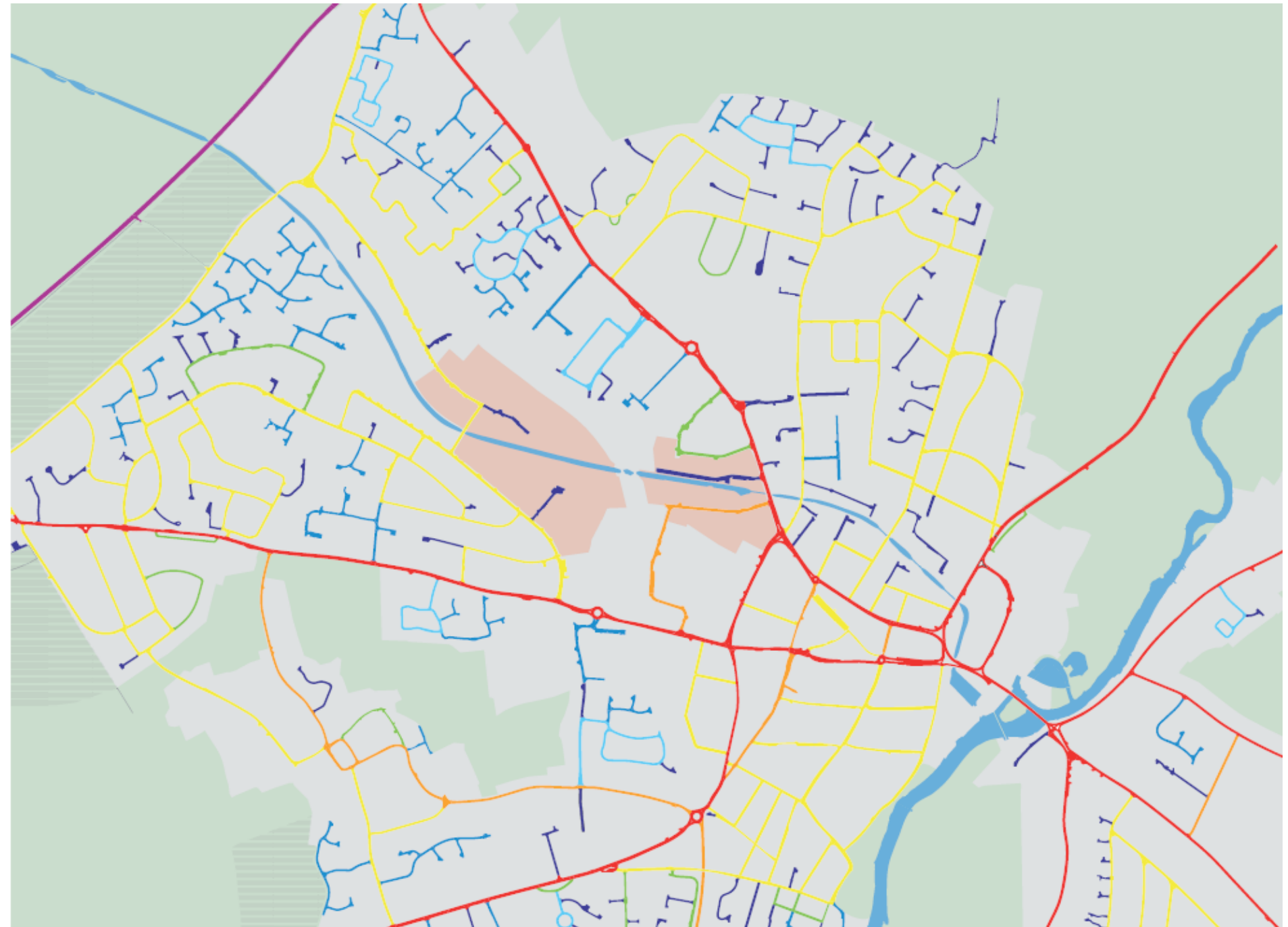
2.2 Route Structure

2.3 Generally, the town of Stratford-upon-Avon is characterised by a route structure of main radial routes converging on the centre, notably the grid of the Medieval New Town. The peripheral areas are characterised by a combination of thoroughfare routes, loops and cul-de-sacs typical of 20th century housing development.

2.4 Within this overall pattern, the limited route structure of the Canal Quarter becomes apparent with its wider connectivity frustrated by the lack of connections caused in part by the physical barriers of the railway and canal. With the exception of the east-west connection of the canal towpath, north-south connections are particularly poor.



Figure 4: Route Structure



2.3 Townscape

- 2.5 Although considered to be of relatively poor quality urban fabric, there are a number of townscape elements both within the site and on its periphery that provide opportunities to take forward through the masterplanning process. Such features of the townscape provide the foundation upon which a successful regeneration can be built.
- 2.6 Aside from the ecological value of the canal and associated greenery, Figure 5, identifies a number of other key elements of the townscape, including key views, nodes and frontages.

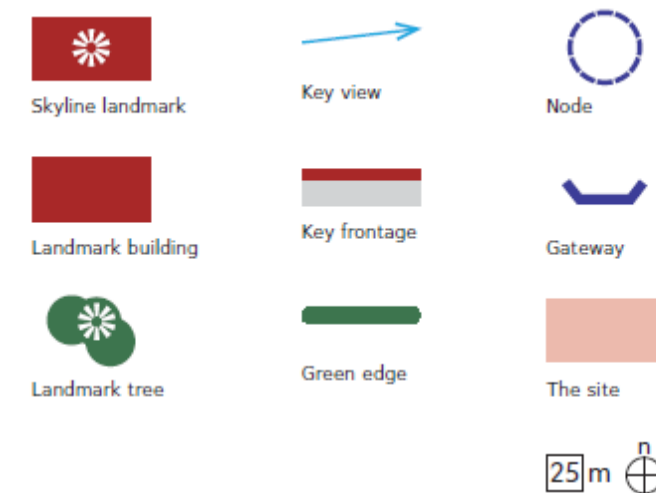
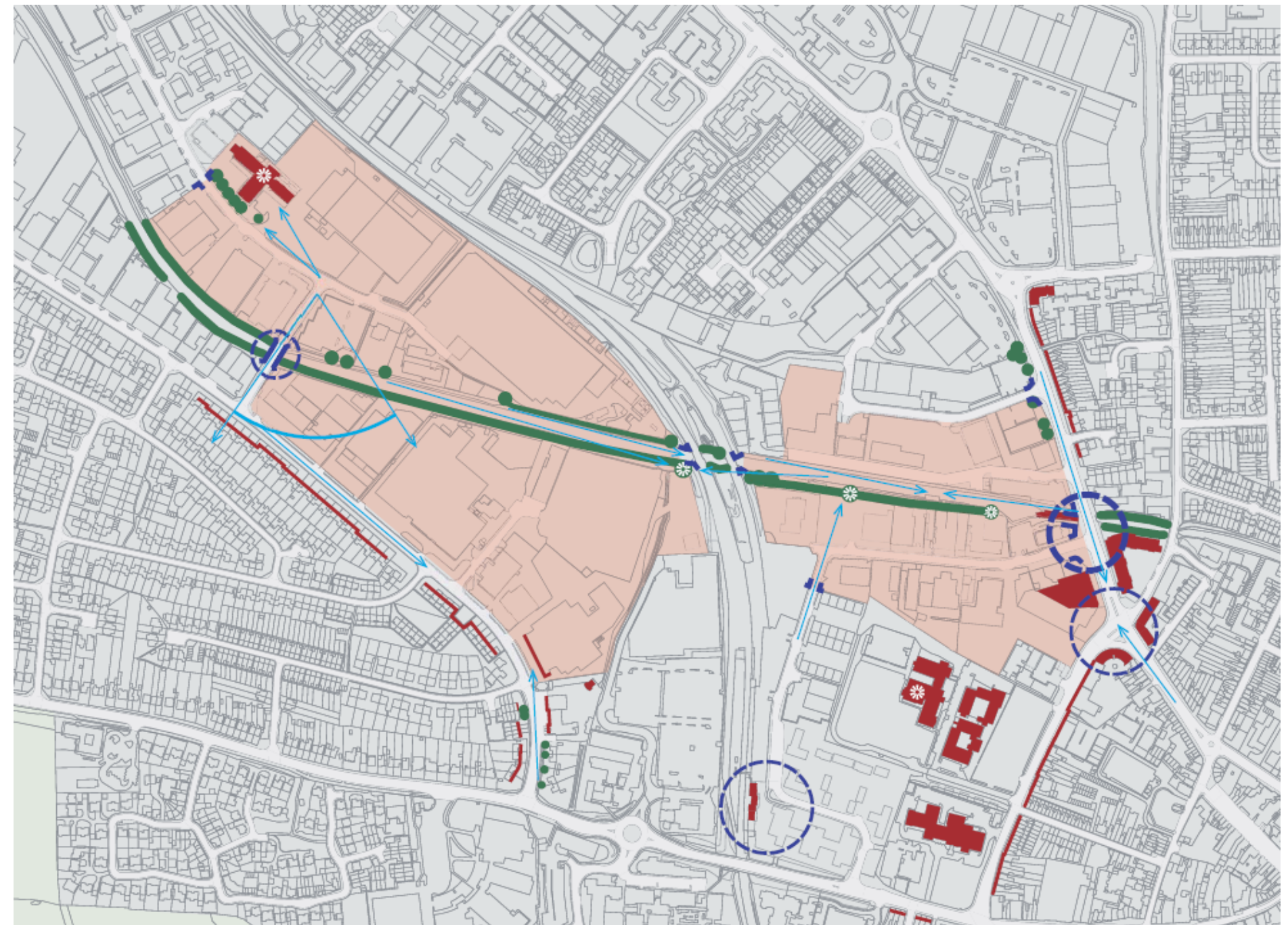
Photo- Clopton Road surviving brewery buildings



Photo- canal lock



Figure 5: Townscape



2.4 Land Use

2.7 The pattern of land uses reflects the current use of the Canal Quarter as an area of industry and employment. As shown in Figure 6, there is already an important distinction between those employment focused land uses to the west of the railway and the more mixed employment uses to the east, no doubt a reflection of this area's proximity to the town centre.

Photo-DCS



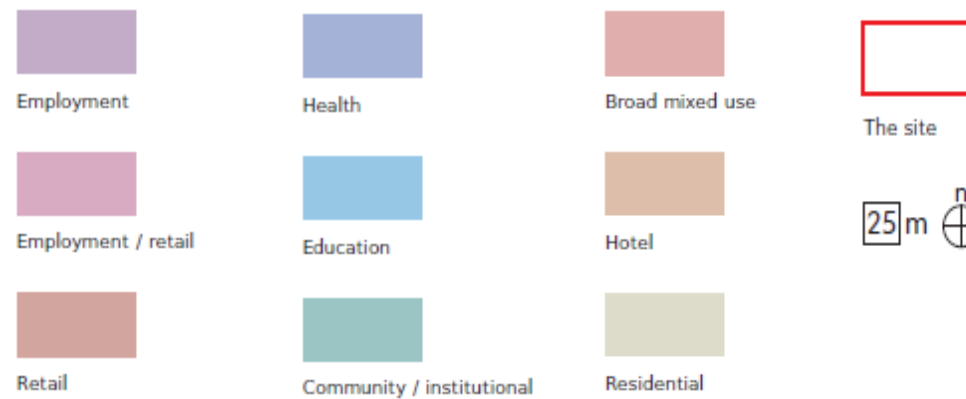
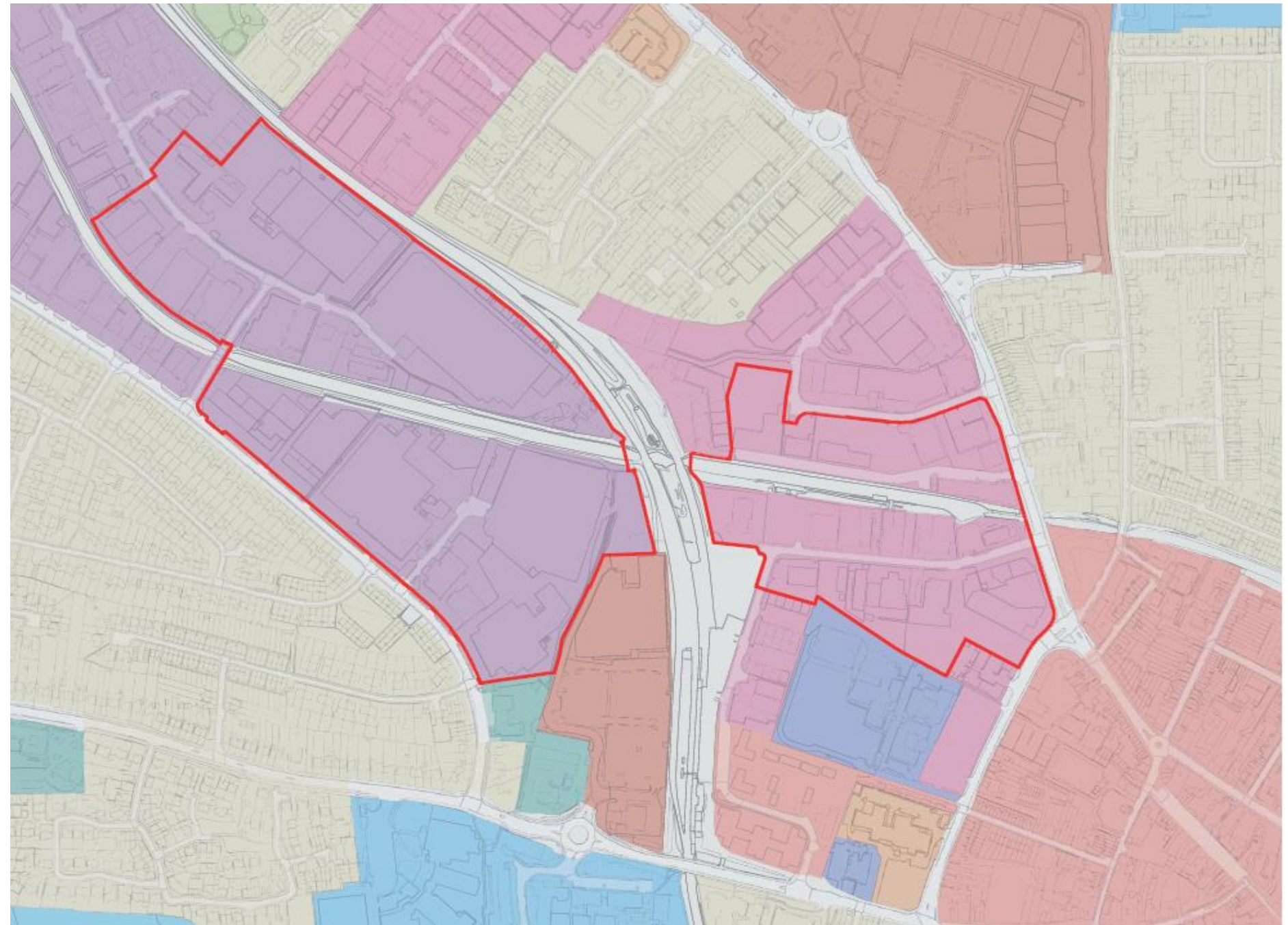
Photo-Morgan Sindall



Photo-Masons Road



Figure 6: Land Use



3. Framework Masterplan

This section of the SPD establishes the vision and Masterplan, including the guiding principles for development. It is structured around 4 inter-related themes.

3.1 Vision for the Canal Quarter

3.1 Based on the contextual analysis and taking account of the aims and objectives of this SPD, the vision for the Canal Quarter that this masterplan will work to achieve is as follows:

The Canal Quarter becomes a new, exciting and distinctive neighbourhood that provides a range of housing, employment and leisure uses with close links with the Town Centre. Its canal side setting will have been exploited in a positive manner and will form the focus of a new urban park for the town.

Characteristics will include new high quality private and public spaces, with good connectivity and relationship to surrounding areas becoming not only a desirable place where people want to live and work but also to visit, with a range of retail and leisure uses.

Innovative approaches to dealing with potential constraints such as flooding and climate change will have been explored for example, though the use of green infrastructure, sustainable urban drainage systems and district heating.

3.2 To help deliver the vision, the masterplan is structured into 4 themes. These themes have been derived in response to the key constraints and opportunities:

- Connectivity
- Green Infrastructure
- Vitality
- Public Realm



3.2 Connectivity

3.3 The masterplan will break-down existing barriers to movement providing a permeable and legible street network, opening up access to the canal. Regeneration of the Canal Quarter provides the opportunity to reconnect this area to the town, improving connections both east-west and north-south.

3.4 The canal is the site's defining feature, connecting, but at the same time, dividing the site. New development will celebrate the canal. This will be achieved by enhancing the east-west connectivity that the canal offers and by creating new pedestrian and cycle crossings over the canal.

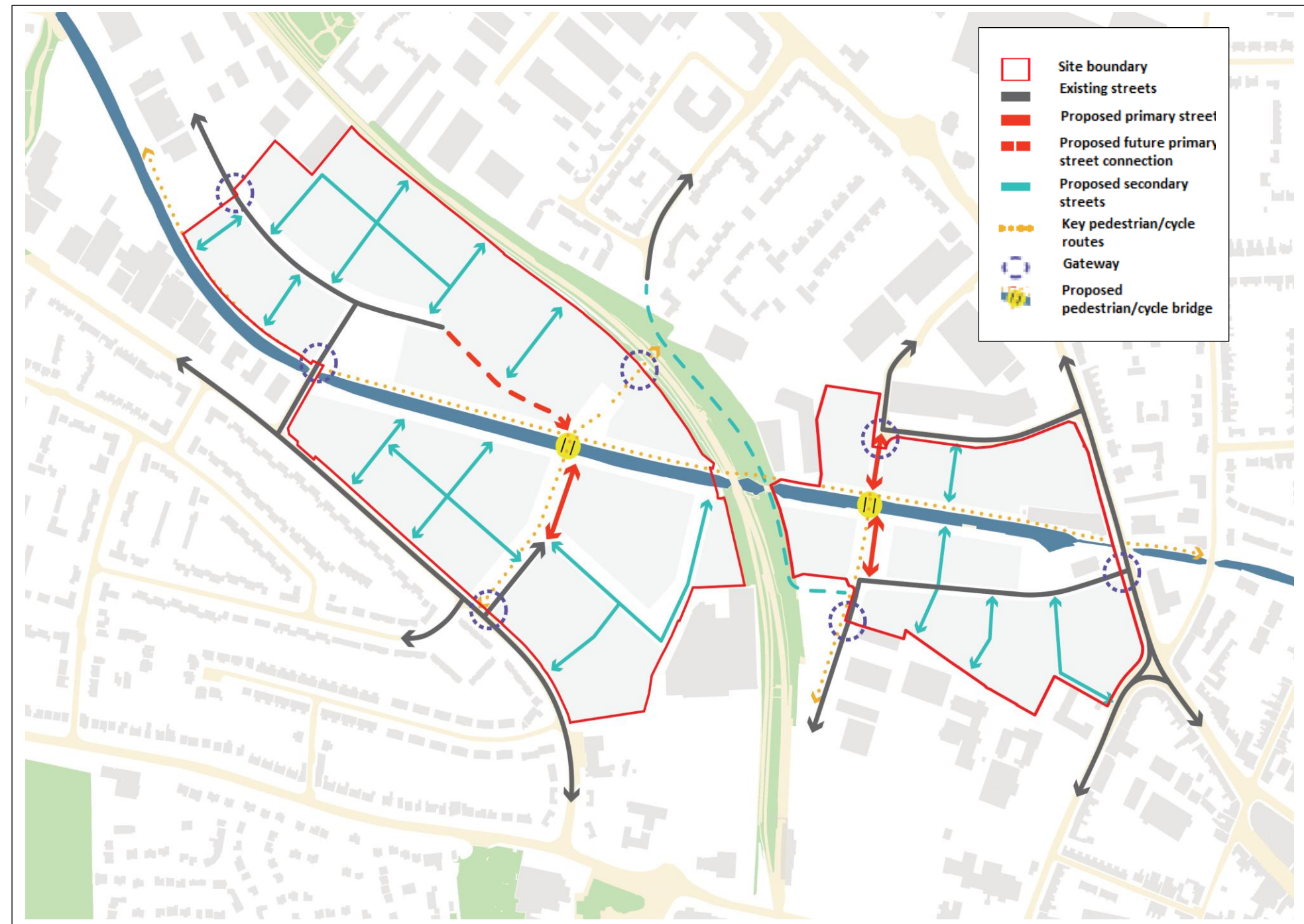
3.5 The Canal Quarter Masterplan is underpinned by the following connectivity design principles:

- Creation of a basic framework for access and movement is derived from utilising existing access points and streets
- Creation of relatively large blocks for development thus allowing for flexibility in the specific position of some streets.
- New key public streets and footpaths / cycleways have been created parallel to the canal and immediately abutting open spaces adjacent to the canal.
- Making the canal edge publicly accessible except where retained vegetation prevents it.
- New key public streets connect existing public streets to the new routes along the canal. New local public streets that extend into the site.



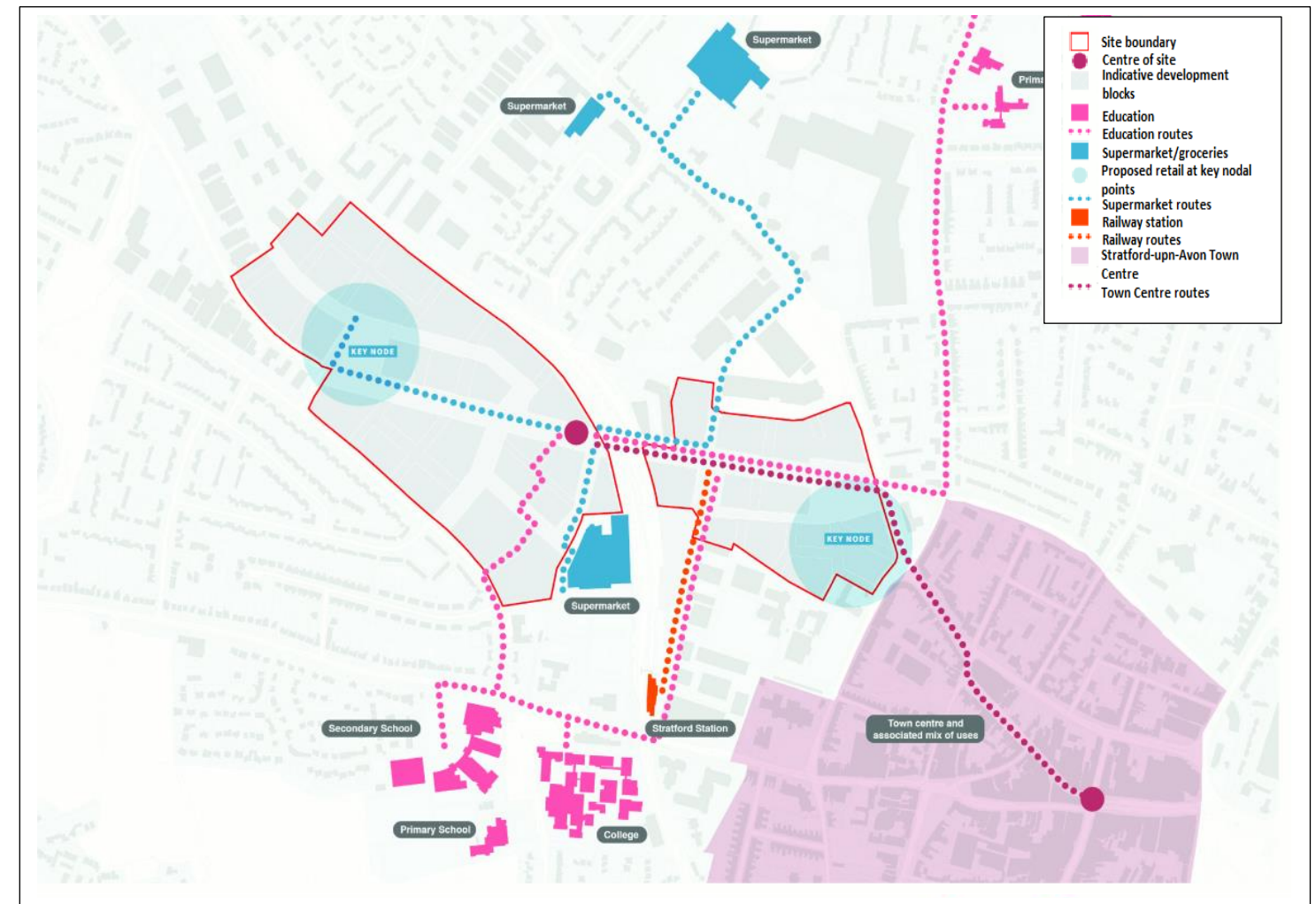
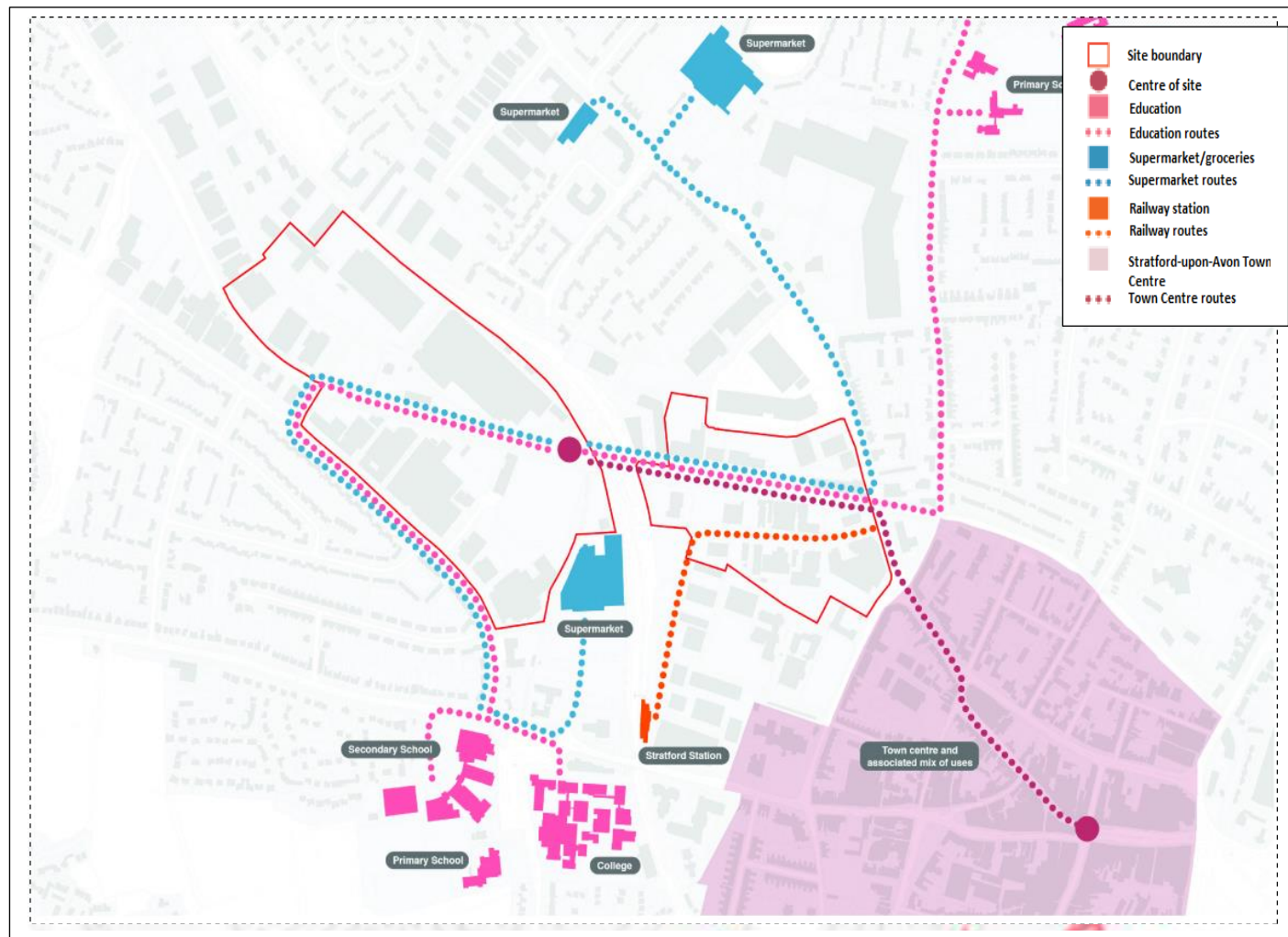
Photo- Canal and Timothy's Bridge Road bridge

Figure 7: Framework Masterplan- Connectivity



Before

After



Shops

There are currently 3 supermarkets within walking distance of the Canal Quarter- Morrisons, Aldi and Tesco. There is also an M&S Simply Food at the Maybird Centre. These will be more easily accessible and new centres will further improve retail provision in this part of the town.

Education

The area is within a comfortable walking distance to local educational facilities; primary school, secondary school and college. Improved permeability and connections will improve accessibility to these key facilities for new and existing residents.

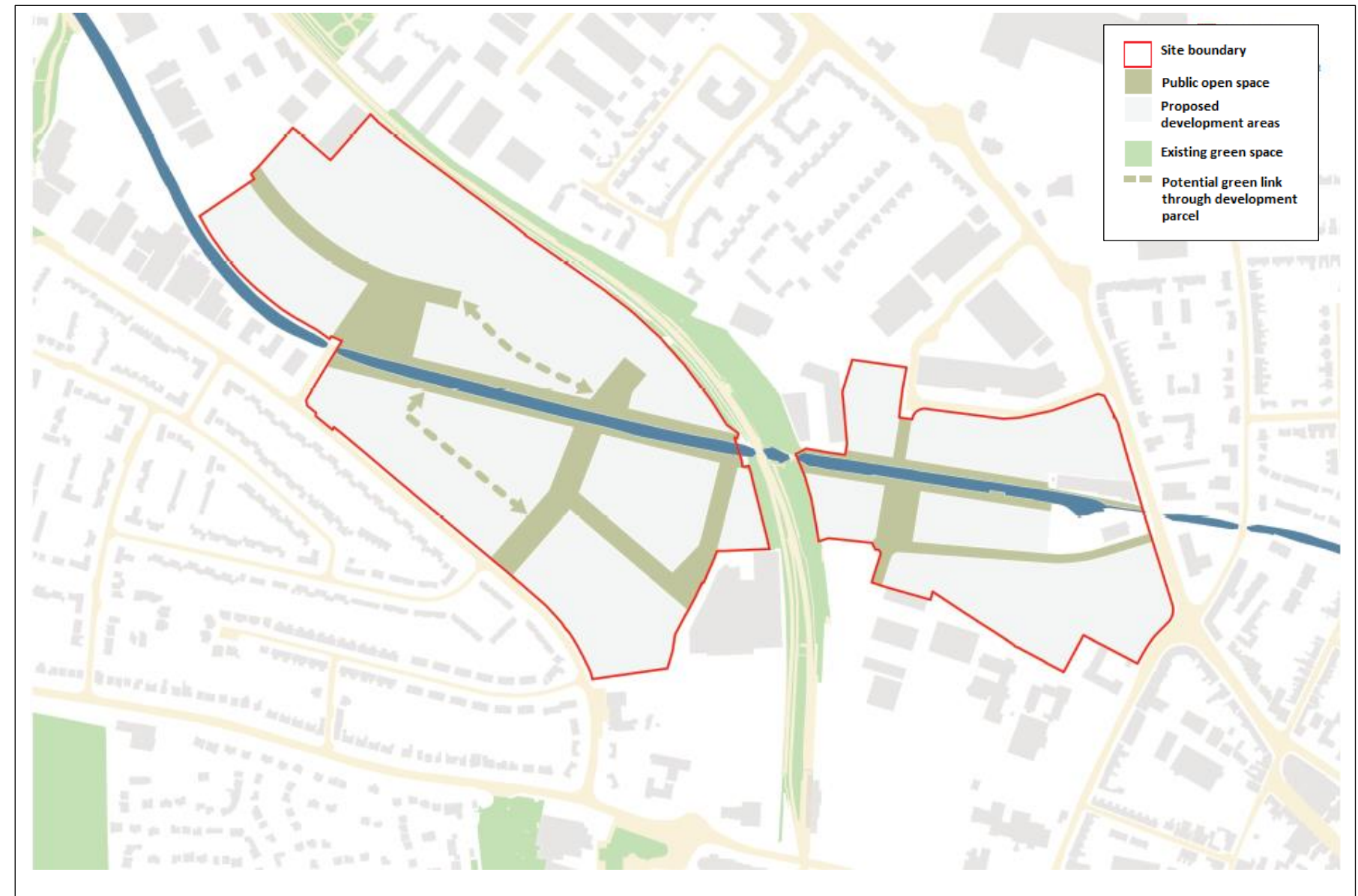
Town centre and train station

The area is within walking distance of both the train station and the town centre both of which are just over 1 km away. More direct connections to both the station and town centre are provided through delivery of the masterplan.

3.3 Green Infrastructure (GI)

- 3.6 The masterplan will provide new ecological benefits by not only enhancing the canal itself but also providing new green spaces.
- 3.7 The canal is the site's defining feature but is an underused resource. New development will celebrate the canal. This will be achieved by widening the canal corridor and creating new parkland providing ecological and leisure benefit to the town, which will be used by both residents and visitors alike.
- 3.8 The Canal Quarter masterplan is underpinned by the following GI design principles:
- *Creation of publicly accessible open spaces as linear parks parallel to and abutting the canal except where retained vegetation prevents it.*
 - *Creation of a public park /open space on the high point north of the canal and immediately east of Timothy's Bridge.*
 - *Maintaining and enhancing the vegetation along the canal. In particular, retain the naturalised vegetation on the south side of the western section of the canal and allow only limited access to the canal edge in that location.*
 - *Maintaining and enhancing vegetation along the watercourse running south from the canal to Masons Road along the eastern edge of the site.*
 - *Maintaining the setback of buildings from the southern edge of the canal to create an open space of sufficient width and to ensure the open space receives sufficient sun throughout the year.*

Figure 8: Framework Masterplan –Green Infrastructure



3.4 Vitality

- 3.9 The masterplan will transform the Canal Quarter from an area people simply either work or pass through, to a destination in its own right with a vibrant mix of homes, businesses, retail outlets and public spaces.
- 3.10 The canal is the site's defining feature but is not somewhere where you want to stop and spend time. New development will celebrate the canal. This will be achieved by creating two new 'nodes' focused on where routes intersect the canal offering new destinations for a mix of employment, retail and leisure uses.
- 3.11 The Canal Quarter masterplan is underpinned by the following vitality design principles:
- *Creation of a vibrant mixed-use area with concentrations of commercial / retail on the eastern end and employment on the western end in order to integrate with and take advantage of the existing pattern of uses.*
 - *Accommodation of approximately 650 dwellings up to 2031 (approximately a further 360 dwellings after 2031) and 9,000 square metres of B1 employment space, including office and/or light industrial.*
 - *Provision of a community facility*
 - *Provision of employment uses in particular on the western, Timothy's Bridge Road end of the area and Mason's Road.*
 - *Provision of a mixed-use development at key nodes.*

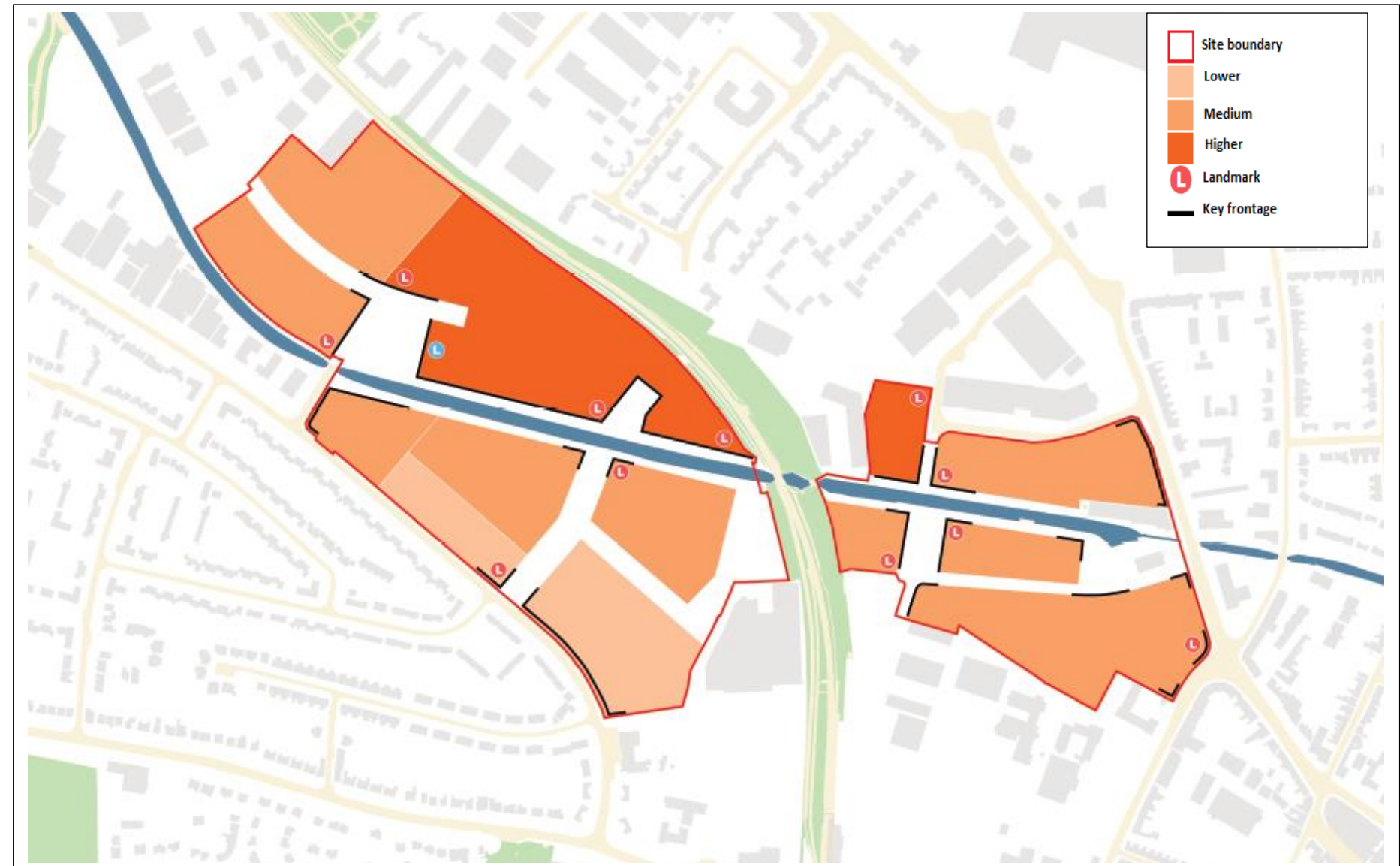
Figure 9: Framework Masterplan - Vitality



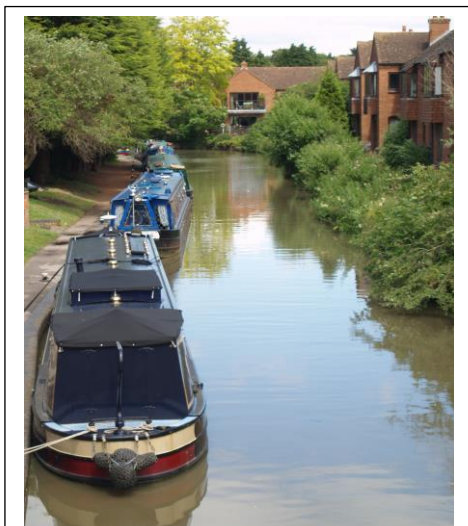
Figure 10: Public Realm and building heights

3.5 Public Realm

- 3.12 The masterplan will significantly improve the quality of the public realm and built form creating new streets and spaces with active frontages, a range of building heights and new landmarks and landmark buildings to act as both signposts and destinations.
- 3.13 The canal is the site's defining feature but is incidental to the public realm. This is not helped by the fact that current industrial development turns its back on the canal. New development will celebrate the canal. This will be achieved by ensuring buildings front the canal and streets leading to it.
- 3.14 The Canal Quarter masterplan is underpinned by the following public realm design principles:
- *Providing for a range of building heights and densities to suit and adapt to particular situations within the site and relative to adjacent areas.*
 - *Creation of landmarks associated with key nodes and locations visible from multiple viewpoints. A landmark should be a visually prominent element relative to its surroundings that terminates key view lines and vistas and can also be seen on the skyline within and outside the quarter.*
 - *Creating visual accent features that terminate key view lines and vistas. An accent feature should be an element (individual building or sub-element) that is emphasised and/or articulated by height and/or projection relative to elements either side.*



Section



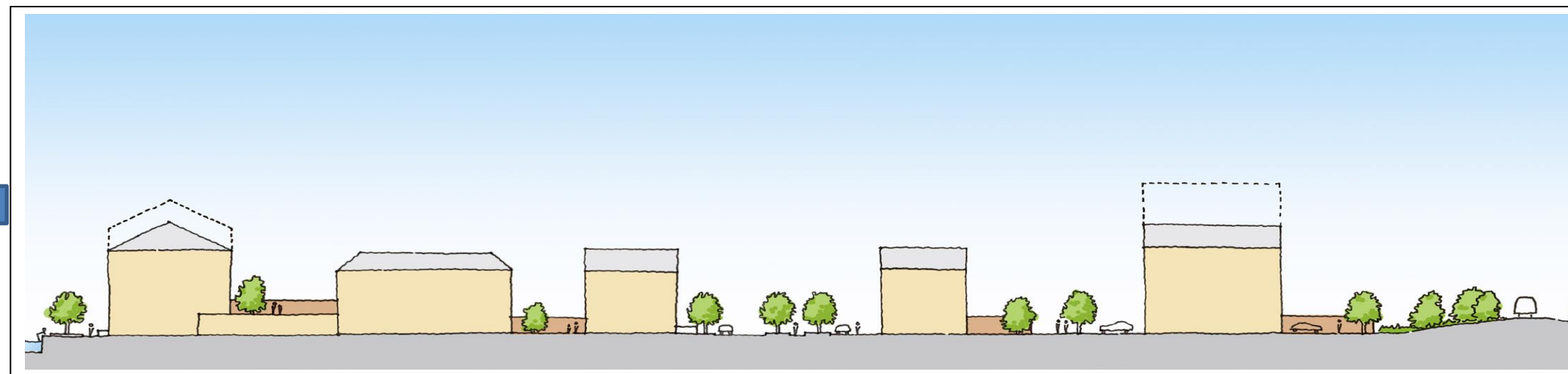
3.6 Canal Quarter Framework Masterplan

3.15 The 4 themes of connectivity, green infrastructure, vitality and public realm can now be brought together into an overarching framework masterplan for the Canal Quarter (shown in Figure 11 below).

3.16 The Canal Quarter masterplan is underpinned by the following general design principles:

- 1) *Creation of patterns of development (streets, plots and buildings) that are specific to the place and the circumstances of each part of the area and retain selected features and alignments as traces of its history.*
- 2) *Opening up the canal as the focus of a publicly accessible open space and central asset of the site in order to make the most of the canal for public benefit.*
- 3) *Creation of quieter, residential streets in the intervening areas that take advantage of proximity to the canal, other areas of vegetation and existing residential streets.*

Section (solid black line)



4) *Integration of the Canal quarter with the wider area in terms of:*

- *Land use – maintain continuity with adjacent areas and create clusters of uses*
- *Access – use and extend the existing street network to open up land for development and create more links to the surroundings and within the area*
- *Open space and vegetation – retain and enhance existing vegetation for habitat and in association with public open space*
- *Built form – maintain continuity of frontage orientation and height with surrounding areas and avoid abrupt or disproportionate variations*
- *Townscape – incorporate existing and create new features to act as memorable townscape elements and enhance the physical environment*



3.7 Aims

(1) Arriving along Timothy’s bridge Road, the visitor is greeted with a landscaped vista opening up to the canal, with the community building being of the high architectural quality providing a landmark feature to terminate the view.

(2) Lower density housing fronts Masons Road respecting the character of this area and providing a transition between old and new. (3) New primary and secondary routes permeate through the site creating new connections to/from and routes through the Canal Quarter. Provision of new pedestrian and cycle bridges criss-cross the canal significantly improving connections through the site.

(4) Medium density housing fronts the canal and linear open space giving definition to the key feature of the site. (5) Medium density development on the western half of Timothy’s Bridge Road with higher densities towards the railway to the east, reflecting the varying topography of this area.

(6) Mix of uses including employment and retail (on ground floor) at key nodes; the focus of this new destination being a public park with the community facility set in landscaped gardens.

(7) Opening up the underpass beneath the railway and linking it to the new route to Hamlet Way creates a crucial north-south link, directly connecting for the first time the part of town with the Birmingham Road and Maybird Shopping Centre.

(8) New open space and GI provides a natural buffer to employment uses.

(9) In addition to the community building and open space, infrastructure also includes a District Heating Facility, Steam Railway Facility and residential canal boat moorings.

(10) Landmarks and landmark buildings and key frontages create active streets and provide a legible, pedestrian friendly neighbourhood.

(11) Mix of uses towards Birmingham Road focused on the existing canal lock, becoming a new focus for leisure activities and the evening economy. Potential closure of Wharf Road to improve traffic flow on Birmingham Road.

(12) Medium density blocks provide for a transition as one moves from the town centre and out of the town.



Figure 11: Canal Quarter Framework Masterplan



3.8 Key Design Principles

- 3.17 The visualisation of the masterplan is set out in Figures 7 to 11 above. Development proposals should conform to the key components of the masterplan in respect of connectivity, green infrastructure, vitality and public realm.
- 3.18 In addition, and to provide further guidance on the implementation of the masterplan, development proposals should conform to the following key design principles:



- CQ1 Create incidental public open spaces within development blocks. Such spaces must be adjacent to a well-used route, well overlooked by adjacent development and receive as much sun as possible over the course of a day over most of the year.
- CQ2 Include new, and retain existing street trees. Maintain and enhance the vegetation along the canal.
- CQ3 New key and local streets should have footways on both sides unless deemed unnecessary due to low predicted traffic levels.
- CQ4 The width of new key and local streets should allow for on-street parking on one or both sides as part of the mix of measures to satisfy the Council's parking standards included in the Development Requirements SPD. Also consider areas for leisure use parking.
- CQ5 Principal entrances to buildings should be on the main public front of the building facing the public highway that gives access to the building.
- CQ6 Private outdoor spaces/gardens abutting public highways or open spaces should be defined by physical boundary features.
- CQ7 Where development abuts a new street, public open space and/or the canal as indicated in the plans (including variable location streets and any new streets created to sub-divide the blocks), the development must be oriented so that buildings present an active public front (i.e. including entrances and windows) facing onto the public highway and/or open space.
- CQ8 Where the boundary of the area abuts an existing public highway and/or public open space, new development must be oriented so that buildings present an active, public front (i.e. with both entrances and windows) facing onto the public highway and/or open space.
- CQ9 Where the boundary of the area abuts an existing side or back boundary, new development should be oriented to present a side or back face to the existing boundary (i.e. with enclosed private outdoor space, limited or no entrances/windows or a service entrance).
- CQ10 On buildings above four storeys the top storey should be set back from the main façade by a minimum of 900mm. The resulting perimeter roof surface can be used as accessible outdoor space.
- CQ11 Landmarks can exceed the height of adjacent buildings, typically by 1 or 2 storeys. They should be treated with appropriately active façades and detailing as seen from principal viewpoints.
- CQ12 Buildings of four storeys and above should have shallow pitched (below 32 degrees) or flat roofs.
- CQ13 Create visually prominent frontages that terminate local views and vistas but do not warrant an accent feature. Visually prominent frontages should be treated with appropriately active façades and detailing as seen from principal viewpoints.
- CQ14 Accent features should be treated with appropriately active façades and detailing as seen from principal viewpoints within the area.
- CQ15 Use built form, building set back, building materials and details, planting and other townscape features to establish a visual hierarchy of streets.
- CQ16 Allow for and actively encourage live/work accommodation, employment and commercial / retail throughout the Canal Quarter such as along key routes and at landmarks, although the primary focus of the mix of uses should be at key nodes.
- CQ17 Allow for and actively encourage ground floor commercial / leisure uses at key nodes.
- CQ18 Create an enhanced environment around selected existing assets and features to reinforce the identity and distinctiveness of the area. Key assets shown on the plan include but are not limited to:
- Specimen trees and groups of trees
 - Bridges
 - Canal lock
 - Watercourses and drainage channels
 - Topographic features and distinctive changes of level

4. Delivery

This section of the SPD sets out how the masterplan will be delivered, including identifying the key infrastructure components and an indicative phasing plan.

4.1 How Regeneration will be Delivered

- 4.1 Regeneration will be delivered through partnership working between the Council, landowners, developers and the businesses that are currently operating from the Canal Quarter. The needs of businesses will be supported, either through continued accommodation within the Canal Quarter or through suitable relocation.
- 4.2 Given the multitude of landownerships, it is likely that the Canal Quarter will be developed piece-meal or in a 'jigsaw' fashion, with individual land parcels being brought forward by individual landowners.
- 4.3 By establishing a masterplan, this SPD will ensure that the piece-meal redevelopment happens in a co-ordinated way and the wider environmental, social and economic benefits offered by regeneration are secured for the benefit of the town.
- 4.4 By preparing this SPD, the Council is giving clear guidance to landowners and site promoters as to what type of development the Council expects to see, thus giving certainty and reducing the risks often associated with development. In return, the Council will seek to approve development proposals that accord with the masterplan principles without delay.

4.2 Relocating Existing Businesses

- 4.5 Relocation from the CQRZ could be either to the sites identified in Core Strategy Proposals SUA.2 (South of Alcester Road) or SUA.4 (Atherstone Airfield) or to other appropriate sites within, or close to, the town. The Council will encourage relocations to sites within Stratford-on-Avon District so that the economic activity and job opportunities can benefit local people.
- 4.6 The timing of relocation may be related to the operational needs of the businesses, the costs of relocation, or the costs of accommodation in a new location in comparison with the costs that may apply within the CQRZ. The phases of relocation will need to be carefully co-ordinated to facilitate an orderly and comprehensive redevelopment of each of the CQRZ sub-areas.
- 4.7 The viability and deliverability report (2014) concluded that the value of the potential housing schemes would be

sufficient to provide for planning obligations and the costs of relocation, and achieve an acceptable return for the developer and landowner.

4.3 Site Constraints

- 4.8 The Canal Quarter comprises previously developed or brownfield land. Whilst the redevelopment of such land is encouraged, there are likely to be challenges arising from the history of the site. The Council has sought to acknowledge this by tempering its policy requirements in respect of its Community Infrastructure Levy and affordable housing (see below).

Ground Conditions and Contamination

- 4.9 It is possible that some previous uses may have caused limited contamination. Full and detailed site investigations will therefore be necessary when bringing forward development proposals. Industrial uses which have been present on the Canal Quarter in the past include:

- Animal by-products processing
- Automotive engineering
- Brewing
- Ceramics manufacture
- Engineering works
- Garages and depots
- Gas works
- Hide and skin processors
- Railway land

Flood Risk and Drainage

- 4.10 The Stratford-on-Avon canal runs through the canal quarter. The Level 1 Strategic Flood Risk Assessment (2013) shows that the records of flooding (canal overtopping) are mainly in rural areas, with the exception of one record in the urban area of Stratford-upon-Avon but this was not in the canal quarter. Furthermore there are no historical records of fluvial flooding and according to Environment Agency records the canal quarter is not located within a flood warning area. The risk of breach/overtopping is likely to be very low. The Canal and Rivers Trust should be contacted in the preparation of a Flood Risk Assessment.

4.4 Utilities

- 4.11 Industrial buildings often have different utility (i.e. water, gas, electricity) requirements than homes. It should not be taken for granted that each land parcel has a connection to the main utility networks. Stratford-on-Avon District Council recommends that developers

contact the utility network providers for further information and guidance.

Electricity

- 4.12 National Grid owns, maintains and operates the electricity transmission network in England and supplies energy from generating stations to local distribution companies. The local distribution company in Stratford on Avon District is Western Power distribution. It is their role to provide electricity to homes and businesses. Western Power Distribution has stated that the electricity distribution networks can cope with the scale of growth predicted in the plan. They would wish to be consulted, however, at an early stage, on the development of any strategic sites.

Gas

- 4.13 National Grid Gas owns and operates the gas distribution networks through which gas is transported to users. It also is the gas supplier in the West Midlands. It has reported that it can cope with the scale of growth predicted in the Core Strategy¹. On any individual site, connection to the network is the responsibility of the developer.

District Heating / Heat Networks

- 4.14 District heating offers significant benefits to developers and occupiers, not least a reduction in costs associated with the provision and supply of energy. The Heat Mapping and Masterplanning study (see Section 1) indicates that the Canal Quarter is a viable opportunity for district heating network. As such, developers shall use reasonable endeavours to connect all buildings within the Canal Quarter to the District Heating Facilities unless it can be demonstrated that it is not economically viable.

Water and Sewerage

- 4.15 The sewage treatment works at Stratford-Milcote has capacity for the expected levels of growth. More detailed hydraulic modelling will be required once specific development proposals are available but provided surface water run-off from existing impermeable areas is managed sustainably and any connections to the foul/combined sewer removed then the additional foul only flows from this redevelopment are not envisaged to cause any significant capacity issues.

¹ Source : SDC Infrastructure Delivery Plan – Revised version November/December 2015

4.5 Delivering Infrastructure

- 4.16 The key infrastructure components relating to the Canal Quarter are set out in Figure 12.
- 4.17 Successful delivery of the Canal Quarter is dependent upon effective co-operation between the Council, landowners, developers and a number of statutory agencies. The Council will expect to see evidence of collaboration between all stakeholders in developing complementary proposals. The Core Strategy Infrastructure Development Plan (IDP) sets out the infrastructure requirements. Each part of the development will contribute to infrastructure costs, and each proposal should consider its wider role in the provision of infrastructure.
- 4.18 The Council adopted its Community Infrastructure Levy (CIL) in December 2017. A rate of £85 per square metres will be sought from liable types of development comprising 11 homes or more. This rate is lower than elsewhere in the District reflecting the additional costs associated with redeveloping this complex brownfield site. Affordable housing will continue to be secured through S106, and is not liable for a CIL contribution.

Find out more about the Community Infrastructure Levy (CIL) at www.stratford.gov.uk/cil

Canal Boat Moorings

- 4.19 There are existing canal boat moorings within the Canal quarter on the south-side of the Canal at Western Road. They provide moorings for residents and visitors alike. The masterplan is supportive of retaining and enhancing these facilities and also enlarging them to attract additional visitors to not only the Canal Quarter but to the town itself.

Steam Railway Facility

- 4.20 Steam trains regularly run (under the auspices of the Shakespeare Express) to Stratford-upon-Avon bringing numerous tourists to the town. Currently, such trains must be kept in the station platform blocking use for timetabled trains. The masterplan is supportive of providing a storage siding, turntable and associated facilities to manage the arrival of steam trains and encourage additional steam services to the town. Please note: part of this facility is on land adjacent to but outside of the Canal Quarter.

Table 1: Infrastructure Components

What	When	Where (see Figure 12)	Who	Why	Risks
Primary Pedestrian and Cycle Canal Bridges	Short-term	1	Developer, County Council, Canal & River Trust, Network Rail	Essential – creates the connections to improve access to/from and within the Canal Quarter	Low
Secondary Pedestrian and Cycle Canal Bridges	Not time critical	2	Developer, County Council, Canal & River Trust, Network Rail	To further improve permeability and connectivity within the Canal Quarter	Low
Pedestrian link to Hamlet Way	Medium-term	3	Developer, County Council, Network Rail	Creates a crucial north-south connection to/from the western half of the Canal Quarter	High – delivery of this item challenging but significant connectivity benefits if achieved.
Canal side park	Short-term	4	Developer, District Council, Canal & River Trust	Essential – key component of the vision to create new open space and enhance the social and ecological value of the canal	Medium – challenge is ensuring the delivery of meaningful open space
District Heating Facility	Not time critical	5	Developer, District Council,	To assist in delivering the wider environmental objectives of regeneration, particularly in light of favourable high-level assessment.	Medium – detailed viability case still to be made. Provision on SDC land could make delivery more certain.
Canal Boat Moorings	Not time critical	6	Developer, District Council, Canal & River Trust	To retain and enhance the existing canal boat moorings adding to the vitality of the canal quarter and mix of residents and visitors.	Low
Steam Railway Facility	Not time critical	7	Developer, Vintage Trains	To support the aspirations of Vintage Trains in terms of seeing regular steam-hauled train services to Stratford, therefore boosting tourism.	Low – although negotiations required with Network Rail and critical relationship with new link to Hamlet Way.
Community Facility	Medium-term	8	Developer, District Council, Town Council, Town Trust	Provides for a mix of uses and ensures that the Canal Quarter is a destination in its own right	Low

Primary and Secondary Routes

4.21 As explained above, the successful delivery of the Canal Quarter regeneration is predicated on greatly improving its connectivity and permeability and key primary routes in particular, are identified that will provide new crossings over the canal. However, the masterplan also identifies a number of secondary routes which are also important (not least in creating new accesses to the canal), but whose location is not yet fixed.

4.6 Indicative Phasing and Delivery

4.22 Figure 13 shows the indicative phasing plan. The purpose of this phasing plan is to set out when areas of the Canal Quarter may be likely to come forward for development. It is, however, purely indicative as delivery of individual land parcels is dependent upon individual landowners. As such, the phasing plan is purely indicative and will not be used to restrict development coming forward.

4.23 Given the complex pattern of landownership, it is expected that the Canal Quarter will be developed piecemeal. It is necessary to prevent the scenario that development of one land parcel is delayed or frustrated because of infrastructure 'expected' to be delivered on an adjacent land parcel. As far as possible, each land parcel should be capable of being developed as a self-contained scheme, within the context of the overall masterplan.

4.24 The Core Strategy expects some 650 homes to be built in the Canal Quarter by 2031, assuming the indicative housing trajectory (homes per year) as set out below.

Indicative housing trajectory (homes per year):

2017/18	41	2024/25	60
2018/19	41	2025/26	60
2019/20	0	2026/27	60
2020/21	0	2027/28	60
2021/22	30	2028/29	60
2022/23	60	2029/30	60
2023/24	60	2030/31	60

Figure 12: Canal Quarter Indicative Phasing



4.25 The first 82 homes on the former Warwick House site (east of Birmingham Road) have already been built (slightly ahead of the trajectory). For the remaining 540 homes, an average annual rate of delivery is assumed. However, in reality, the rate of delivery will follow delivery of individual land parcels, reflecting their development capacity. Houses tend to be completed one-by-one whereas flats tend to be completed block-by-block.

4.7 Monitoring and Review

4.26 The Council will monitor the delivery of the Canal Quarter. This will be part of the Authority's Monitoring Report (AMR) which is published annually. If there is evidence that the SPD is failing to guide successful delivery, it will be reviewed.



