



**Site Allocations Plan for Stratford-on-Avon District
to accompany the Core Strategy**

Regulation 18 Further Focused Consultation

February 2019

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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 260473

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

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

How to Comment

The deadline for submitting comments is **to 5pm on Monday 18 March 2019**.

You are strongly recommended to use the prescribed form as this will assist us in understanding which parts of the document you are making comments on.

Comments received after the deadline may not be considered.

You can respond in the following ways:



Do it online - use our INTERACTIVE DOCUMENT which allows you to click on specific sections, questions, etc. and comment online



Do it by email - download and fill in a comment form and email it to policy.consultation@stratford-dc.gov.uk

- Comment Form - pdf to download
- Comment Form - Word version (Save this RTF document as Word.doc to reduce memory size)



Do it by post – send your completed comment form to: Planning & Housing Policy, Stratford-on-Avon District Council, Elizabeth House, Church Street, Stratford-upon-Avon, CV37 6HX

or

Print off and complete a comment form and hand it in at the District Council offices in Stratford-upon-Avon

Availability of Documents

Copies of the consultation documents are available to view on the District Council's website at www.stratford.gov.uk/siteallocations, at the District Council Offices at Elizabeth House, Stratford-upon-Avon between 8.45am and 5.15pm Mondays to Wednesdays and between 8.45am and 5.00pm on Thursdays and Fridays.

Copies of the consultation documents can be obtained from the Planning Policy Team.

Paper copies of the form can be provided on request. A Word.doc version of the form can be emailed to you on request.

About this Consultation

What is the Site Allocations Plan?

Stratford-on-Avon District Council is preparing a Site Allocations Plan to sit alongside the Core Strategy and emerging Gypsy and Traveller Plan and, once adopted, will form part of the Development Plan for Stratford-on-Avon District. These documents, along with Neighbourhood Plans prepared by parish councils, set out the principles and policies against which planning applications are judged.



You can find out more about the Core Strategy and neighbourhood plans @ www.stratford.gov.uk/corestrategy and www.stratford.gov.uk/neighbourhoodplans

The Site Allocations Plan will also enable communities to know where new development may happen in the future. The Core Strategy (adopted in July 2016) provides the context for the Site Allocations Plan. The Council previously consulted on a revised scope and initial options in early 2018. The document was structured into 4 parts:

- Part 1 Approach to identifying Reserve Housing Sites
- Part 2 Definition of Settlement (Built-up Area) boundaries
- Part 3 Proposed approach towards Specific Sites
- Part 4 Self-Build and Custom Housebuilding



View the Revised Scoping and Initial Options Consultation @ www.stratford.gov.uk/siteallocations

What is the purpose of this consultation?

Following the previous consultation in Spring 2018, a number of additional specific proposals have emerged which the Council thinks is appropriate to include within the Site Allocations Plan. This document can be seen as an addendum to Part 3 of the previous Scoping Consultation Document. However, before taking these proposals forward, it is important that the Council seeks the views of stakeholders and the community, hence this 6 week public consultation. The Council will undertake a Sustainability Appraisal/Strategic Environmental Assessment (SA/SEA) to ensure that any significant impacts of the proposals are properly mitigated. The Site Allocations Plan must also conform to national planning policy and guidance as set out in the National Planning Policy Framework.

What will happen next?

The Council will take any comments received into account in the preparation of the 'Submission' version of the plan, which will then be subject to a further 6 weeks consultation to enable interested parties to make representations on its 'soundness'. The Plan itself, together with all representations, will then be submitted to the Secretary of State for examination. If it found 'sound' by an independent planning inspector, it can then be formally adopted by the Council.

Summer 2019	Submission Stage Public Consultation
Winter 2020	Examination in Public
Summer 2020	Adoption

1. Birthplace / Gateway Cultural Quarter

Background

Stratford-upon-Avon is the world-famous birthplace of William Shakespeare and home to the Royal Shakespeare Company (RSC) and the Shakespeare Birthplace Trust that manages a number of sites associated with the life of The Bard. Shakespeare's Birthplace is located on Henley Street, the main tourist street in the town. The Council, in partnership with the RSC, has recently been successful in bidding for funds from the Coventry and Warwickshire Local Enterprise Partnership in respect of creating a world-class setting at Shakespeare's Birthplace and restoring and providing public access to the RSC's costume workshop.

In December 2018 the Council adopted its Local Industrial and Economic Development Strategy (one of the first across the West Midlands) that sets out how the Council will work with partners to increase economic prosperity across the District. The Strategy includes an action plan setting out specific priorities to achieve this aim. The Strategy acknowledges the important role that tourism plays to the local economy.



Find out more about the Stratford-on-Avon Local Industrial and Economic Development Strategy @ www.stratford.gov.uk/enterprise

Henley Street runs from the centre of the town northwest towards the Birmingham Road at the junction with Windsor Street. To the west of Windsor Street are a Council-owned multi-storey carpark and a coach drop-off facility. The land between Windsor Street and Arden Street is largely commercial. On the west side of Arden Street is a surface carpark and Stratford Healthcare and Trinity Court Surgery with Stratford Hospital beyond. The junction of Guild Street, Clopton Road and Birmingham Road forms the boundary of the town centre and is a key gateway to the town. However, the quality of the public realm here is relatively nondescript and offers an extremely poor first impression to a town of international renown.

The Site Allocations Plan provides a formal planning basis to kick-start the rejuvenation of this part of the town centre. A co-ordinated approach to the land between Arden Street and Henley Street would not only improve the public realm but also provide a greater mix of leisure-led uses to establish a new cultural quarter for Stratford-upon-Avon.

The policy contest for enhancing the town centre is set out in the adopted Core Strategy (namely policies CS.23 and AS.1) and the made Neighbourhood Plan (namely Policy TC8), prepared by Stratford-on-Avon Town Council.



Find out more about the Stratford-on-Avon Core Strategy and the Stratford-upon-Avon Neighbourhood Plan @ www.stratford.gov.uk/corestrategy and www.stratford.gov.uk/neighbourhoodplans

Proposal

By working with a range of stakeholders, including landowners, this proposal seeks to encourage a co-ordinated and design-led rejuvenation of the Birthplace / Gateway Cultural Quarter. To help deliver this, the Council will prepare a Supplementary Planning Document (SPD) setting out a vision and framework masterplan to deliver the following policy principles:

- New landmark 'gateway' building at the junction of Arden Street, Clopton Road and Birmingham Road
- High quality buildings and public realm
- New permeable and legible pedestrian route from the junction of Arden Street, Clopton Road and Birmingham Road to Windsor Street
- Improvements to the junction of Arden Street, Clopton Road and Birmingham Road in terms of highway and pedestrian flows and the quality of the public realm
- A mix of uses will be supported including assembly & leisure (D2), office (B1), restaurants (A3), hotels (C1), non-residential institutions (D1) and residential (C3)
- Replacement/improved public car parking facilities
- Replacement/improved coach/bus station / drop-off facility
- Replacement/improved health facilities
- To take account of and fully integrate with the proposals for the adjacent Canal Quarter Regeneration Zone
- To ensure that any specific proposals enhance and do not dilute the vitality of the town centre

The Birthplace / Gateway Cultural Quarter Zone is shown in Appendix A.

Justification

Aside from taking a proactive approach to the future of the town, this proposal seeks to respond to the following:

The Local Industrial and Economic Development Strategy Action Plan includes the following action:

- *To explore the possibility of joint working with tourism organisations to articulate plans and marketing for the global brand of Shakespeare*

Core Strategy Policy AS.1 Part A Environmental:

- *Ensure the town presents an attractive image and experience given its international standing and significance.*
- *Improve the quality and appearance of the main corridors and gateways to the town centre, including the Birmingham Road/Arden Street area.*
- *Improve the way in which the town's historic environment and cultural heritage is conserved, interpreted and presented.*
- *Enhance the setting of Shakespeare's Birthplace to reflect its status as an international cultural attraction.*

Core Strategy Policy AS.1 Part B Social:

- *Support the provision of emergency services and the enhancement of health and medical facilities at Stratford Hospital.*

Core Strategy Policy AS.1 Part C Economic:

- *Provide opportunities for existing companies to expand and to attract new companies to the town.*
- *Investigate the potential for an Innovation Centre in the town.*
- *Provide additional non-bulky comparison goods retail floorspace in the town centre, ideally through the redevelopment of Town Square.*
- *Improve the physical and functional links between the town centre and the Maybird Retail Park.*
- *Support uses which create a diverse and prosperous night-time economy for residents and visitors.*
- *Improve the quality and variety of the visitor experience.*
- *Support the creation of a new learning and research centre on Henley Street for the enjoyment and study of Shakespeare.*
- *Investigate the provision of a major conference facility in or well-related to the town.*
- *Support the provision of a creative industries hub in or well-related to the town centre.*

Core Strategy Policy AS.1 Part D Transport:

- *Assess the provision of a bus station within the town centre.*



Question 1

Do you agree with the identification of a Birthplace / Gateway Cultural Quarter in Stratford-upon-Avon?

Question 2

Do you agree with the boundary of the Birthplace / Gateway Cultural Quarter Zone as shown in Appendix A?

Question 3

Do you agree with the proposed policy principles for the Birthplace / Gateway Cultural Quarter Zone?

2. Quinton Rail Technology Centre

Background

The Council's Local Industrial and Economic Development Strategy sets out how the Council will work with partners to increase economic prosperity across the District. It cites the Quinton Rail Technology Centre as a case study under the section 'Growing Businesses and Start-ups' in Aim 1: The Best Place to Start and Grow a Business:

The Rail Alliance is a B2B (business to business) networking organisation "that sits at the very heart of the rail supply chain". In partnership with RAIL Magazine, an annual outdoor exhibition called 'Rail Live' is staged at Quinton Rail Technology Centre located on the former Long Marston Depot. Rail Alliance works closely with the Rail Research UK Association (RRUKA) which is also based at Long Marston. Various rail-related tests can be carried out at Quinton Rail Technology Centre in connection with product development, certification and training. One section of the continuous test track is equipped with overhead catenary.

It is understood that the site plays a leading role in the development of rail battery technology. Although a different industry, there are potential synergies with national automotive battery centre being established in Coventry and the Council is keen to exploit the economic potential of such innovative research and development, located within the District.

Proposal

This proposal seeks to specifically identify the Quinton Rail Technology Centre in the Site Allocations Plan. The Council will support proposals for railway-related research and development and railway related employment development on the site. Acknowledging that business needs change over time, and that the site covers a large area, the Council will also support enabling development that helps secure the long-term future of rail activities on the site. Any such uses should be compatible with, and not undermine, the long-term function of the site as a centre for rail research and development.

The location of the Quinton Rail Technology Centre is shown in Appendix B.

Justification

Apart from being directly connected to the national rail network via the freight-only branch to Honeybourne, the Quinton Rail Technology Centre also has its own track for the testing of rail vehicles and technologies. As such, the site is not 'footloose' and its future is dependent upon its continued track access for its ongoing operations.



Question 4

Should the Quinton Rail Technology Centre site at the former Long Marston Depot site near Long Marston be specifically identified in the Site Allocations Plan?

3. A46 Safeguarding

Background

The A46 is part of the UK Strategic Road Network, connecting the M5 at Tewkesbury with the M6 at Coventry, and linking the towns of Evesham, Alcester, Stratford-upon-Avon and Warwick. The road is a mix of single and dual carriageway sections with various junction types including grade separated, roundabouts, slip roads and 'T' junctions. These inconsistent standards result in a road that has poor resilience, suffers from congestion and has a record of poor road safety. The road can also act as a barrier, dividing communities with large volumes of traffic and creating an unattractive environment for those towns and villages long its route.

Stratford-on-Avon District Council is one of a number of local authorities and organisations that have formed the A46 Partnership which is committed to driving forward improvements to the A46. The A46 is also a key project for Midlands Connect, the regional transport partnership, who have announced a 20 year improvement plan for the A46.



Find out more about the A46 Partnership @ www.gloucestershire.gov.uk/council-and-democracy/joint-ventures/a46-partnership

Find out more about the A46 Study @ www.midlandsconnect.uk/key-projects/the-a46/

Proposal

In order to facilitate improvements to the A46 within Stratford-on-Avon District, it is proposed to safeguard land at the following three locations, until such time that funding is available to implement the necessary improvements:

- Junction of A46 and A422 Alcester Road (Wildmoor)
- Junction of A46 and A3400 Birmingham Road (Bishopton)
- Junction of A46 and A439 Warwick Road (Marraway)

The purpose of the safeguarding is to introduce a presumption against development that would prejudice the implementation of A46 highway improvement schemes. The proposed extent of the safeguarding is shown in Appendix C.

Justification

The A46 Study references possible interventions around Stratford-upon-Avon. However, there is a risk that by the time that funding becomes available, other development pressures have resulted in the land needed to implement improvements no longer being available, thereby preventing the improvements from happening. Whilst detailed junction designs still need to be worked-up, safeguarding the land likely to be required will ensure these much-needed improvements can happen in due course.



Question 5

Do you agree with the proposal to safeguard land for A46 improvements at:

[Question 5a: Junction of A46 and A422 Alcester Road \(Wildmoor\)](#)

[Question 5b: Junction of A46 and A3400 Birmingham Road \(Bishopton\)](#)

[Question 5c: Junction of A46 and A439 Warwick Road \(Marraway\)](#)

4. Employment Exception Sites

Background

Evidence suggests there is a shortage of available and affordable 'sub-prime' employment land; e.g. 'second-hand' premises and premises of less than 20,000sqft. The cause of this market failure appears to be two-fold: firstly, allocated employment sites coming forward for more profitable employment uses (e.g. logistics) and Government policy driving the conversion of brownfield employment sites to housing.

The Council's Local Industrial and Economic Development Strategy seeks to deliver jobs and economic growth across the District both through indigenous business growth and retention and through new inward investment from the UK and abroad. In relative terms, the local economy is strong with high rates of GVA per head and low rates of unemployment. However, the District has low job self-containment (with only 47% of residents actually working in Stratford-on-Avon) and (despite the high level of NVQ4+ qualifications in the District) a mismatch/imbalance between supply and demand of skills.



Find out more about the Local Industrial and Economic Development Strategy @ www.stratford.gov.uk/enterprise

Proposal

Proposals for employment development within the District that are not specifically provided for in Policies CS.22 and AS.10 in the Core Strategy will be considered on their merits. Where such sites will be located outside of the built-up area of a settlement they should be located on the edge of, or in close proximity to, the settlement to meet a general or specific need for business floorspace and employment. Applicants will be expected to demonstrate that there are not suitable and/or available sites within the built-up area.

All such proposals will need to be thoroughly justified by the applicant, taking into account the economic and social benefits that would accrue from the proposed development and the impact it would have on the character of the local area and the local community.

The proposed development will be assessed against the following specific factors:

- (a) The evidence of need for opportunities for business uses and jobs to be provided, taking into account the Council's Local Industrial and Economic Development Strategy.
- (b) Whether the location is appropriate for the intended use/occupier of the site, taking into account:
 - physical and functional relationship of the site to the adjacent settlement;
 - impact on the amenity of occupiers of neighbouring or nearby properties;
 - relationship to, and impact of traffic on, the local highway network and on the amenity of the local area;
 - scope to access the site conveniently and safely by foot and cycle and;
 - the availability of existing public transport services; and
 - the provisions of relevant policies in the Core Strategy.

This form of development would only be acceptable in the Green Belt if it met an employment need identified by the local community, in accordance with Policy CS.10 in the Core Strategy.

Development falling within Use Classes B1, B2 and B8 is appropriate in principle, although other business activities will be assessed on a case-by-case basis.

Schemes will only be supported where at least 10% of the gross internal floorspace is provided at a maximum of 80% of local market rents. This affordable rent will apply in perpetuity.

In granting permission, the Council will remove Permitted Development Rights which would otherwise allow conversion of the development to non-business uses. The granting of permission for business uses under the provisions of this policy, irrespective of whether the permission is implemented, will in no way establish a principle in support of other forms of development on the site.

Justification

There is a relationship between the provision of new homes and jobs and the Core Strategy allocates a sufficient quantum of new employment land to meet the expected number of jobs generated from its housing requirement for the plan period to 2031. However, the Core Strategy will deliver additional homes over and above the requirement of 14,600. This policy is seeking to remedy the balance by encouraging employment development on sites otherwise not identified for development. Permitting windfall employment sites could also encourage development directly by employment providers as opposed to site promoters who tend to sell to the highest bidder.



Question 6

[Do you agree with the proposal for an Employment Exceptions Sites Policy?](#)