



Stratford-upon-Avon *neighbourhood plan*

Your Town, your Plan... it's time to write the future

Stratford-upon-Avon Neighbourhood Development Plan 2011-2031 (Made Version)



Stratford-upon-Avon Town Council





FOREWORD

When the Council started the process of developing the town's much needed Neighbourhood Development Plan in 2011, never did we think that it would take seven long years to complete. Former Mayors Dowling, Lloyd, Walden, I Fradgley, T Bates, Short and Alcock all hoped that the Plan would be 'Made' under their tenure, and I feel very heartened and privileged this important planning document has been concluded during my Mayoralty.

Although the Plan has been facilitated by the Town Council, it has been produced as a result of incredible community engagement. An eclectic mix of volunteers, who care passionately about our town and want to protect things that matter to residents, came together and 'stuck at it through thick and thin'. As a result of their foresight and hard work, this Plan will improve the quality of development, it will protect our heritage and our green spaces, and seeks to ensure that infrastructure is in place before development. Importantly, this Plan will attract additional investment which will be spent on what we need here in our town, not in the wider district.

Stratford-upon-Avon Town Council joins me in paying tribute to every individual who played a part, large or small, in bringing this Plan to fruition, but particularly those on the management team of the Steering Group, so ably led by their Chairman, Mark Haselden. They should be justifiably proud of what they have achieved. This is one of the largest Plans in the country and has been acclaimed by the Independent Examiner as being 'extensive but straightforward, well written and generally well explained and expressed'.

I commend this Plan to you.

A handwritten signature in black ink, appearing to read 'John Bicknell'.

Councillor John Bicknell
Mayor of Stratford-upon-Avon 2018 / 2019

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Photo: Andrew Dow

1.0 Introduction

- 1.1 This Neighbourhood Development Plan aims to make Stratford-upon-Avon, Tiddington and Alveston even better places to live, work or visit. It sets out to ensure that future development respects the character of the town, is supported by adequate infrastructure and brings benefits to the community. It covers the period up to 2031, which is consistent with Stratford-on-Avon District Council's Core Strategy.**
- 1.2 National and local planning policy is fluid and changes over time. Similarly the evidence base underpinning this Plan can and will change over time. The Town Council therefore commits to regularly monitor changes in national and local policy and the way in which the Plan is implemented in planning decisions in the Neighbourhood Area. A review of the Plan will be necessary before 2031 to ensure that the policies contained within it remain effective and up to date. It is likely that a review will take place in the first 5 years.
- 1.3 It is recognised that the National Planning Policy Framework and successor documents will be subject to periodic review over the life of the Plan. Where references to the NPPF are contained within this Plan, they should be applied to subsequent paragraphs in revised national policy.
- 1.4 Neighbourhood Development Plans represent a significant change from the traditional approach to planning. They give local people an opportunity to influence directly what goes on in their area. The process is complex and time consuming but allows communities to help shape the place in which they live, to inform how development takes place and to influence the type, quality and location of that development ensuring change brings local benefit.
- 1.5 Stratford-upon-Avon has a long history of community engagement and has a number of local organisations and residents' associations made up of people who care passionately about the town and surrounding villages. Stratford-upon-Avon Town Council (the 'Town Council') has delegated the preparation of this plan to a non-political steering group made up of more than 40 volunteers including individuals with relevant skills and representatives of local organisations. The Town Council, Stratford-on-Avon District Council (the 'District Council') and Warwickshire County Council (the 'County Council') will share responsibility for implementation of the Plan. The implementation of the policies in this Plan will come forward through the development management process.



1.6 A Neighbourhood Development Plan allows the community to have a real say in local decision making in the following ways:

- **The District Council must have regard to policies included in a Neighbourhood Development Plan when making its planning decisions. Policies are shown in blue boxes;**
- **This Plan also includes a number of projects. These are shown in green boxes. Although these are not binding, they relate to matters which have been shown during consultation to be important to residents. The Town Council therefore undertakes to facilitate these projects although delivery may be dependent on availability of funding and support from other tiers of local government;**
- **As the plan will have gone through extensive public consultation and a referendum, it will be a record of where residents' priorities lie and how they would like to see the town develop. It will therefore provide public authorities with a clear local mandate for action;**
- **Developers are required to make financial contributions for infrastructure. The Neighbourhood Development Plan can influence how some of this money is spent. Appendix I sets out a list of projects to be funded from Community Infrastructure Levy (CIL) receipts.**

1.7 However, it also has limitations. The District Council, not the Neighbourhood Development Plan, decides the minimum number of dwellings that will be built in the Neighbourhood Area during the plan period through its Core Strategy. The Neighbourhood Development Plan must be in line with the Core Strategy on all strategic matters.

1.8 This Neighbourhood Development Plan is based on extensive research and engagement with the local community. In addition to the general public, throughout the process we have taken views from community organisations as well as public authorities and elected representatives.

1.9 This Plan contains more than one hundred pages of policies and projects which include:

- Siting developments in sustainable locations close to existing infrastructure;
- Promoting a joined up approach to the provision of additional infrastructure, including roads, parking and public transport, to support a growing population;
- Additional green infrastructure including open spaces, footpaths and cycleways;
- Improvements to the Town Centre;
- Respecting and protecting the character and heritage of the town as well as the natural environment.

2.0 The Neighbourhood Development Plan

- 2.1 Neighbourhood Development Plans were established under the Localism Act. This became law in 2011 and aims to give local people more say in the future of where they live. If approved by a local referendum, this Neighbourhood Development Plan (the ‘Plan’) will be adopted by the District Council as a plan which must be used in law to determine planning applications in the Neighbourhood Area. This Plan will become part of the statutory Development Plan for the Neighbourhood Area alongside the District Council’s Core Strategy (the ‘Core Strategy’). This is a great opportunity for people living in the Neighbourhood Area to decide how the area should evolve in the years up to 2031. The Plan contains a vision for the Neighbourhood Area and sets out clear planning policies to realise this vision.
- 2.2 This Plan is in conformity with the strategic direction of the Core Strategy.
- 2.3 This Plan also has appropriate regard to the National Planning Policy Framework 2018 (the NPPF) and related advice.
- 2.4 The area covered by this Plan is the same as the administrative area of the Town Council and includes the town of Stratford-upon-Avon as well as the villages of Tiddington and Alveston. This is defined as the “Neighbourhood Area” and was approved by the District Council on 20 May 2013.

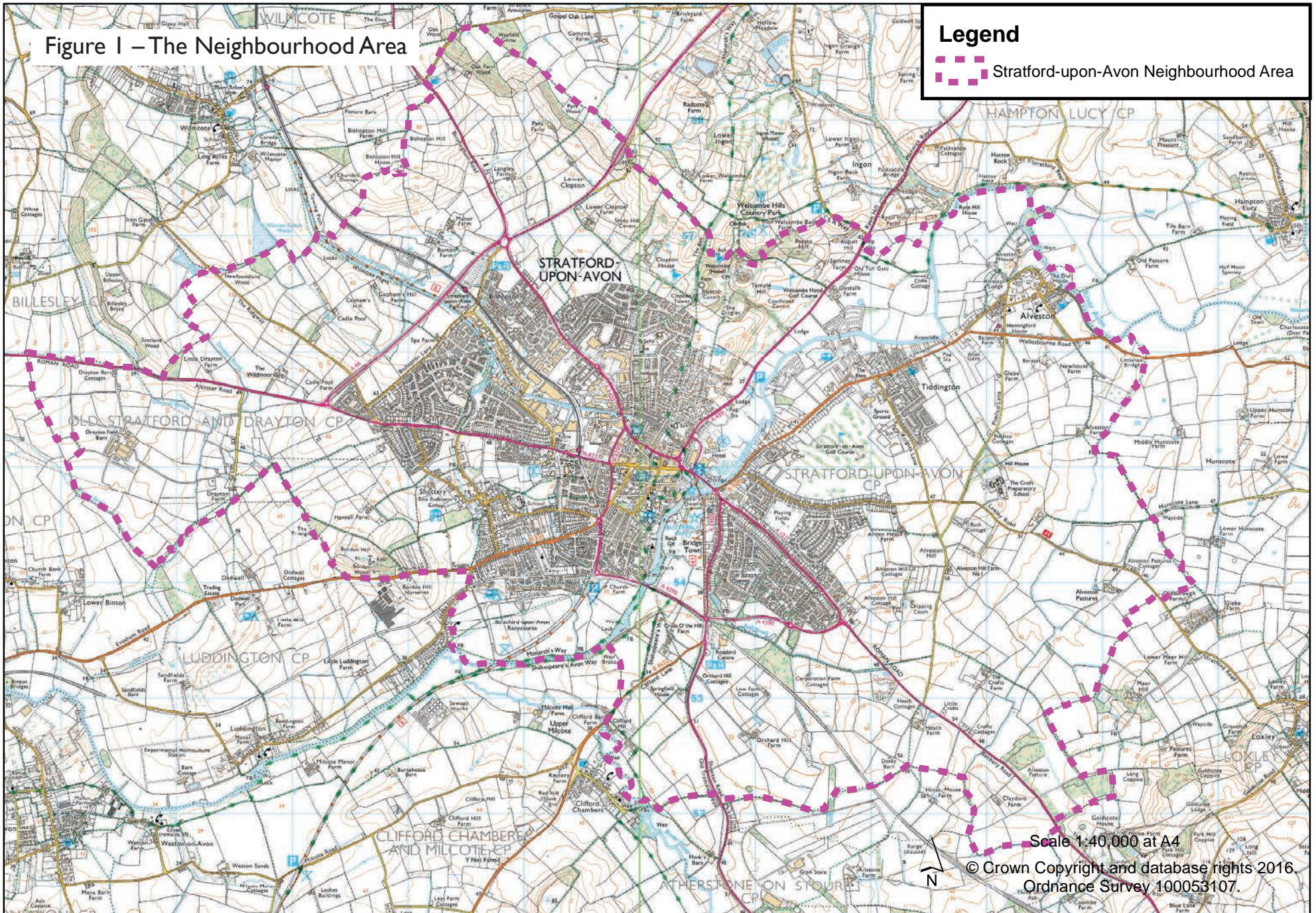
A map of the Neighbourhood Area is shown in [Figure 1] (see next page).



Figure I – The Neighbourhood Area

Legend

 Stratford-upon-Avon Neighbourhood Area



Scale 1:40,000 at A4

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Ordnance Survey 100053107.

3.0 Stratford-upon-Avon: History and Future

History

- 3.1 Stratford-upon-Avon has evolved into a world famous visitor destination due to its connection with Shakespeare and because it is a picturesque and historic English market town in a beautiful riverside setting.
- 3.2 The first record of settlement at Stratford-upon-Avon was in Neolithic times. By 691AD the first village had emerged in the Old Town area and was clustered around a church.
- 3.3 In 1196 a charter was issued for the creation of a New Town to the north of the Old Town. This remains a rare example of a medieval planned town. The shape of the new town development was determined by the alignment of the River Avon and the Alcester Road which was a Roman road linking Alcester and Shipston. The town's name comes from the river crossing at this point; "straet" from the Roman Road and "ford" from the river crossing. The town plan was a grid of four or five north south streets and three east west ones around the intersection of road and river. The main streets are now known as Bridge Street, Wood Street and Alcester Road. Physical constraints meant that the grid pattern was distorted.
- 3.4 When Shakespeare was born in Stratford in 1564, the town had a population of 2,000. Subsequently a number of fires destroyed buildings in several of the major streets and further damage was caused during the civil war at the end of the 17th Century.
- 3.5 The Stratford-upon-Avon Canal was completed between 1812 and 1816 and formed an important infrastructure route until the railway came to Stratford in the late 19th Century.
- 3.6 The first Shakespeare celebrations occurred in the 1760s when David Garrick organised a three day event of parades and speeches. This event (and the guests who attended) placed Stratford at the centre of attention on an international level. Infrastructure improvements from late 18th Century allowed more visitors to experience the Shakespeare legacy.
- 3.7 Since then tourism has been a key driver for Stratford's economy and its development. However, with around 28,000 inhabitants, Stratford also operates as the main commercial centre in the district and serves a wide area.



3.8 There was an old Roman settlement at Tiddington and the earliest reference to Alveston village is a charter dated 966AD. Alveston is mentioned in the Domesday Book of 1086 when it had 44 households, a church and three mills. It has evolved over the centuries but its essential appearance and rural nature with its mixture of open spaces, views, wooded areas and characteristic houses has largely endured. Most of the village is designed as a conservation area.

Future Development Issues

3.9 The District Council has made provision for at least 14,600 additional homes across the district of which approximately 3,500 new homes are allocated to Stratford-upon-Avon during the Core Strategy plan period which started in 2011. The Neighbourhood Development Plan must accommodate this level of development although approximately 2,400 have already been committed (built or granted planning permission) since 2011. This means that the Neighbourhood Development Plan must allow for a minimum of 1,100 more dwellings in the town. There will also be extensive development in neighbouring communities which will continue to use Stratford as a regional centre. These all bring both problems and opportunities:

- Stratford's character and individuality could be eroded by inappropriate development and pattern book urban sprawl;
- Stratford has already undergone significant development over the last two decades but infrastructure investment has lagged behind. There is a view in the town that the piecemeal approach to traffic management (particularly relating to traffic lights) has not worked and congestion is an issue;
- The medieval Clopton Bridge is still the principal river crossing point and, as a result of extensive development south of the river, this creates a bottleneck and adds to congestion within the town;
- The success of the visitor economy brings its own issues. At peak times pavements can become overcrowded and coaches, as well as delivery vehicles, affect the pedestrian environment in the historic Town Centre;
- Stratford-upon-Avon is at risk of flooding. New development within the identified floodplain and any new development or works to the River Avon should assist in reducing the risk of flooding.

3.10 However, there is an opportunity to address these concerns by siting well designed development in appropriate locations and a coordinated approach to investment in infrastructure.

4.0 Stratford-upon-Avon Vision Statement

Stratford-upon-Avon is a very special place. People chose to settle here and every year the town welcomes millions of visitors.

4.1 This vision for the Neighbourhood Area in 2031 is based on extensive consultation and feedback from residents:

- Stratford-upon-Avon will still be instantly recognisable as an historic market town in a beautiful riverside setting. It will have absorbed the additional housing required by Stratford-on-Avon District Council (SDC) but retained its charm and individuality; the historic core will have been sympathetically enhanced and run down areas redeveloped;
- For residents the town will be liveable: compact, walkable, attractive with good public spaces, culture, a strong local economy and housing choice;
- Stratford-upon-Avon will also continue to act as a centre for the surrounding area for shops, services and jobs;
- The town will be much better at accommodating and managing visitors;
- There will have been an integrated approach to investment in infrastructure and transport, traffic will be less intrusive, and congestion will have been reduced and managed effectively;
- Tiddington and Alveston will have retained their separate identities; and
- The Neighbourhood Area will be greener with the addition of appropriate landscaping; green corridors linking the built-up areas to the adjacent countryside, and appropriate blue infrastructure which can restore and enhance waterways and sustainably manage water.

4.2 The objectives and policies in this plan are intended to help achieve this vision.





Photo: Andrew Dow

5.0 Development Strategy and Housing

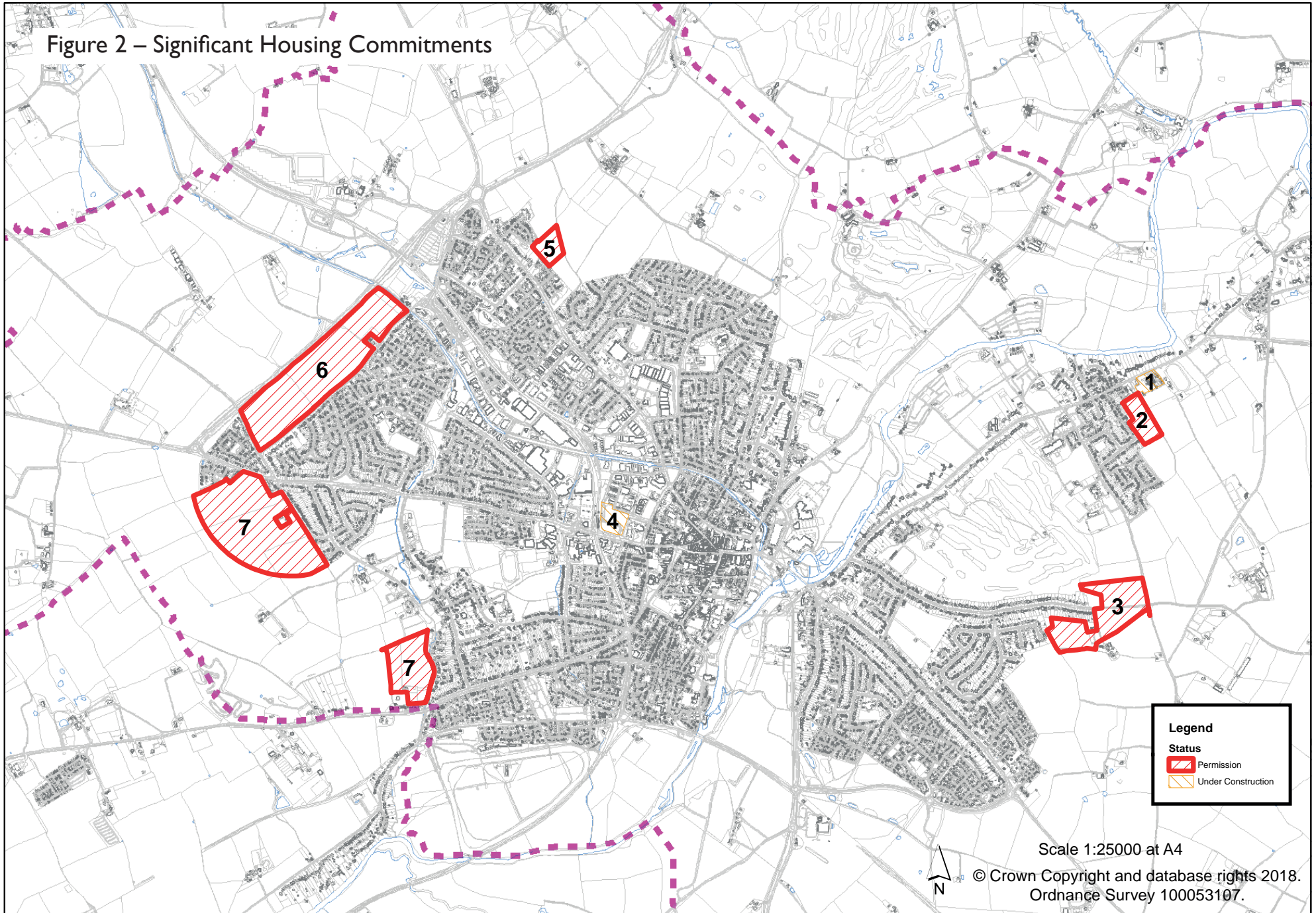
- 5.1 Stratford-upon-Avon is a wonderful place to live. The town is set in attractive countryside, with good transport links. Its unique Shakespeare connections and its resulting popularity as a tourist destination support better cultural, shopping and leisure facilities than most towns of a similar size. It is no surprise that the town is popular as a place to live and settle.
- 5.2 Popularity produces challenges which, unless properly managed, threaten the very qualities that made the town popular in the first place. House prices are high and there is always demand for more housing. Over the last few years this demand has put pressure on greenfield sites on the periphery of the town, creating urban sprawl and development uncoordinated with the necessary infrastructure, particularly the town's road network. Many of those in the 18-35 age range who work in the Neighbourhood Area have to commute from further afield because they cannot afford to live in the area. This puts added pressure on local roads.
- 5.3 These are complex problems. In seeking solutions, there are three questions to be asked. How many new homes are required? Where will they be best located? What type of housing will meet the needs of Stratford's population in the future? It is for the townspeople of Stratford to decide, through this Neighbourhood Development Plan, what priorities they wish to see in its design and infrastructure provision. However, the strategic allocation of future housing numbers required in the Core Strategy has to be accepted.

How many new homes are required?

- 5.4 The Core Strategy allocates approximately 3,500 new homes for the town of Stratford-upon-Avon (excluding Tiddington and Alveston) during the plan period 2011-2031 (see Policy CS.16). Site allocations contained within this Neighbourhood Development Plan are consistent with that level of development. Since 2011 approximately 2,400 new homes have already been committed (built or granted planning permission). The shortfall of approximately 1,100 dwellings will be provided through the Core Strategy allocations. Figure 2 shows the significant housing commitments within the town.



Figure 2 – Significant Housing Commitments



Where should new housing be located?

- 5.5 On the basis of consultation undertaken specially for this Neighbourhood Development Plan, a number of objectives have been identified for the location of new housing in the Neighbourhood Area. This Section of the Neighbourhood Development Plan proposes policies that discourage future residential development in a piecemeal and uncoordinated manner on the outskirts of the town focussing the new homes in sustainable locations on brownfield land as opposed to greenfield sites (see Policy H4) promoting the enhancement of the canal as a major feature of the town through regeneration (see Policy SSB1) and increasing the availability of affordable housing for young single people and young families (see Policies H6 and H7). Development on greenfield sites, particularly businesses displaced by new housing, is sited to make best use of existing infrastructure.
- 5.6 This approach is in line with one of the Core Planning Principles of the National Planning Policy Framework which seeks to “encourage the effective use of land by reusing land that has been previously developed (brownfield land), provided that it is not of high environmental value”.
- 5.7 New development will be focussed on the most sustainable locations within the Neighbourhood Area (see Policy H1). These areas are defined by the built up area boundaries as set out on The Proposals Map (Figure 3) and specific site allocations set out in Section 12.
- 5.8 The built form of the Neighbourhood Area is surrounded by countryside which contributes significantly to the character of the area. Progressive encroachment into the countryside by infilling parcels of greenfield land on the edges of the built up areas has begun to erode this character and further development should be avoided unless clear positive benefits for the Neighbourhood Area can be demonstrated.
- 5.9 In order to retain the individual and distinctive identities of Tiddington and Alveston and ensure they remain visibly separate from each other and from Stratford-upon-Avon, a Strategic Gap should be maintained within which development will be strictly controlled (see Policy H2).
- 5.10 Development of garden land will be resisted unless strict conditions can be met (see Policy H5).
- 5.11 The provision of new high quality homes on allocated sites within the Neighbourhood Area is necessary to meet the strategic aims of Core Strategy Policies CS.15 and CS.16. Additionally, the provision of new homes on appropriate windfall sites will be supported where they are in accordance with other policies in this Plan.



- 5.12 Development within areas identified as Flood Zone 3 will be resisted unless a deliverable strategy is presented that will reduce flood risk to the site in question and wider community.
- 5.13 Any land identified for flood risk management, by the Environment Agency, or equivalent statutory body holding similar such powers, will be safeguarded from new development, unless exceptional circumstances are presented.

What type of housing is required to meet the needs of Stratford's future population?

- 5.14 The demographic breakdown of Stratford-upon-Avon as identified in the 2011 Census differs from that of the country as a whole and also when compared with the rest of the county. There are noticeably fewer residents in the 18-35 age range, with a higher percentage of those aged over 40. This imbalance is forecast to get worse, with a corresponding increase in the older population. However, there is currently a shortage of suitable housing for young single people and the elderly¹ (e.g. bungalows).
- 5.15 This Neighbourhood Development Plan seeks to support policies that would increase the housing available to occupiers in the 18-35 age group and others working in the Neighbourhood Area who have difficulty finding suitable accommodation (see Objective B and Policies H6 and H7). It also addresses the need to cater for an increasing proportion of elderly residents.

Objective A: Promoting new high quality housing in appropriate locations

Policy H1 - Built up Area Boundaries

The following settlements within the Neighbourhood Area have defined built up area boundaries (BUAB):

- Stratford-upon-Avon (see Proposals Map Figure 3)
- Tiddington (see Figure 23)
- Alveston (see Figure 24)

¹ Stratford-upon-Avon Housing Needs Survey 2015

Proposals for new housing within these built up area boundaries will be supported in principle. All areas outside of the built up area boundaries are classed as Countryside. New housing within the Countryside will be strictly controlled and limited to dwellings for rural workers, Rural Exception Sites², replacement dwellings, conversion of buildings of a permanent construction, construction of houses with exceptional design and appropriate development of brownfield land beyond any BUAB in accordance with Policy H4.

In the event that during the plan period the strategic housing allocation for the Neighbourhood Area increases, any new residential development should be located to make best use of existing or planned infrastructure or new infrastructure to accompany the new residential units.

Explanation

- 5.16 New development will be focussed on the most sustainable locations within the Neighbourhood Area. Any development that is required, subsequent to a future housing needs assessment should be located to make best use of public transport and highways that have capacity or potential to serve the new development.
- 5.17 Generally, land within the Neighbourhood Area that is already developed would normally be considered sustainable and suitable for reuse or redevelopment for housing unless its current use meets the continuing needs of other objectives and policies in this Plan or the Core Strategy, or unless the land was clearly unsustainable for other reasons.
- 5.18 The built up areas of the Neighbourhood Area are surrounded by countryside which contributes significantly to the character of the area. Further development on surrounding countryside should be avoided unless supported by other policies in this plan.

²As defined in Annex 2 of the National Planning Policy Framework



Figure 4 - Aerial photograph showing part of Strategic Gap between Tiddington and Alveston



Policy H2 - Strategic Gaps

In order to prevent coalescence between Stratford-upon-Avon, Tiddington and Alveston, Strategic Gaps, as indicated on the Proposals Map (Figure 3), should be maintained in order to preserve the setting and individual character of these distinctive settlements. New development within the Strategic Gaps which fails to achieve this objective will not be supported.

Explanation

- 5.19 The purpose of maintaining the designated Strategic Gaps, which either serve as a buffer or visual break between rural settlements and adjacent urban areas or protect the character and setting of settlements, is to provide additional protection to open land that may be subject to development pressures. The designation helps to maintain a clear separation between smaller settlements and urban areas in order to retain their individual identity. Acceptable development proposals in such areas may include the reuse of rural buildings, agricultural and forestry-related development, playing fields, other open land uses and minor extensions to existing dwellings.

Policy H3 - Development in the Local Service Villages

In addition to the housing commitments identified on the Proposals Map (Figure 3), this Neighbourhood Development Plan supports windfall development within the built up area boundaries of Tiddington and Alveston.

Development proposals on allocated sites will be considered against the criteria set out in Section 12 of this Plan under Policy SSB3.



Explanation

- 5.20 Tiddington and Alveston are defined as Local Service Villages in the Core Strategy. Tiddington is classed as a Category 1 village and Alveston is classed as a Category 4 village. In the context of this Plan as a whole, large scale development in these villages would have a disproportionate impact on their character and priority is therefore given to other more sustainable locations within the Neighbourhood Area.
- 5.21 Policy CS.16 of the Core Strategy states that development in Tiddington should be 'no more than around' 113 dwellings (being 25% of approximately 450 homes allocated to Category 1 local service villages). This Neighbourhood Development Plan proposes that the allocation for Tiddington should be limited to windfall development and the specific sites indicated in Section 12 for the following reasons:
- The threat to coalescence between Tiddington and the built up area boundaries of Stratford-upon-Avon and Alveston and the potential loss of the character of Tiddington as a separate village and community³; and
 - Infrastructure constraints - including traffic congestion on the Clopton Bridge which makes Tiddington less sustainable than other locations identified within the Neighbourhood Area.
- 5.22 Policy CS.16 of the Core Strategy states that development in Alveston should be 'no more than around' 32 houses (being 8% of approximately 400 homes allocated to Category 4 local service villages). However, the majority of Alveston is a conservation area and there are a number of heritage assets within the village. The District Council has indicated that there should only be minimal development in Alveston during the plan period⁴. The position of this Neighbourhood Development Plan is therefore to support appropriate windfall development within the built up area boundaries of Alveston and Tiddington in accordance with Policy H5.
- 5.23 A further review of the District's 5 year housing supply may result in a need for additional housing land, when the BUAB for the two settlements will be reviewed.

¹Windfall development is defined in the Annex 2 of the NPPF ³See appeal decision reference 3132950 dated 14 March 2016 ⁴See appeal decision reference 2222479 dated 13 May 2015



Photo: Andrew Daw

St James' Church, Alveston



Policy H4 - Use of Brownfield Land

The redevelopment of brownfield land⁵ will be supported subject to the following criteria:

- a) The new use would be compatible with the surrounding uses;
- b) Any remediation works to remove contaminants are satisfactorily dealt with;
- c) The proposal would lead to an enhancement in the character and appearance of the site and would not result in the loss of any land of high environmental value; and
- d) New development will be designed to not exacerbate flood risk

Explanation

- 5.24 This policy is designed to encourage and promote the reuse of brownfield land. For greenfield land to be released for development, specific and relevant circumstances must be present which outweigh the harm caused through its loss.
- 5.25 Where any previous development is no longer apparent and the land has reverted to nature, the land should not be considered as “brownfield”.

⁵As defined in Annex 2 of the NPPF



Brownfield land on site adjacent to Stratford-upon-Avon Railway Station



Policy H5 - Use of Garden Land

Any development proposals that require formal consent, i.e. not deemed to be 'permitted' under the extant permitted development regulations or any replacement regulations, will be supported if they can demonstrate that they:

- a) Preserve or enhance the character of the area;
- b) Are in accordance with Policy BE2 of this plan;
- c) Do not significantly impact on the amenities of neighbouring properties;
- d) Provide satisfactory arrangements for access and parking; and
- e) Do not cause new flood risk or exacerbate any existing flood risk.

For clarity, this policy applies to any garden land within the defined BUAB's only.

Explanation

- 5.26 Development within the garden of existing houses can sometimes lead to inappropriate development with regard to adverse impacts on neighbouring properties and poor means of access. Unless an adequate land area is available or can be assembled and demonstrated to be accessible and sustainable without causing detrimental harm to the amenity of neighbouring dwellings or to the character of the area, development will be resisted. Detrimental harm to the amenity of a neighbouring property includes loss of daylight and sunlight (overshadowing), intrusive or overbearing development and loss of privacy (overlooking). Development on land at risk of flooding will be expected to comply with paragraph 155-161 of the NPPF 2018 (formerly paragraph 100 of NPPF 2012).

Objective B: Promoting high quality housing that meets the needs of the Neighbourhood Area

Policy H6 - Affordable Housing

Thresholds and tenures for affordable housing will be provided in accordance with Policy CS.18 of the Core Strategy.

In order to meet the specific needs of the Neighbourhood Area, affordable housing will be provided in general accordance with the following stock mix:

1-bed	2-bed	3-bed	4+ bed	Total
At least 20%	At least 40%	No more than 35%	No more than 5%	100%

The requirement for and provision of affordable housing within the Neighbourhood Area will continue to be monitored throughout the Plan period by the Town Council in order to ensure that the most up-to-date evidence is used to identify the current need. Such evidence will be used to inform the provision of affordable housing on qualifying sites.

Explanation

5.27 The Core Strategy sets out a broad approach to affordable housing size mix within the district (see table below).

District Wide Affordable Housing Mix	1-bed	2-bed	3-bed	4+ bed
Core Strategy Policy CS.19	15-20%	35-45%	35-45%	5-10%



5.28 The Stratford-upon-Avon Housing Needs Survey 2015, conducted over the period September - October 2015, records 103 households requiring general needs affordable housing. These break down as follows:

1-bed	2-bed	3-bed	4+ bed	Total
(64) 62%	(25) 24%	(9) 9%	(5) 5%	(103) 100%

5.29 The District Council housing list showed 593 households in housing need within the Neighbourhood Area (as at November 2015). Excluding pensioners and recipients of some benefits, those households with a general needs housing requirement were 472. Although bedroom numbers are not included in the data for these households, the data can be analysed to show the following dwelling size requirement (the assumption behind the range of numbers being that in some cases 2 children of the same sex could be accommodated in one bedroom):

1-bed	2-bed	3-bed	4+ bed	Total
Singles/Childless Couples	Pregnant – 2 children	2 - 4 children	4 - 4+ children	
(227) 48%	(123-203) 26-43%	(24-113) 5-24%	(5-10) 1-2%	100%

5.30 According to the District Council records, over the 4 years from 2011-12 to 2014-15, 207 affordable homes were completed in the Neighbourhood Area with a size mix as follows:

1-bed	2-bed	3-bed	4+ bed	Total
(1) 0.5%	(87) 42%	(91) 44%	(28) 13.5%	(207) 100%

5.31 The inference from these 3 data sets is that there is a high demand for 1 bed housing, which is not being met while the provision of 3 bed and 4+ bed housing is exceeding the locally identified need. While the Neighbourhood Development Plan must be broadly consistent with the Core Strategy, to correct the imbalance of Affordable Housing size mix in the Neighbourhood Area the requirement will be set at the top end of the range for 1 bed housing, at the bottom of the range for 4+ bed housing, and mid-range for the 2 bed and 3 bed housing, thus within the Neighbourhood Area the approach to affordable housing size mix is set out in Policy H6 above.

- 5.32 In order to ensure that affordable housing remains tenure blind, similar designs to market housing should be used along with an appropriate displacement throughout the development. The provision of affordable homes in small groups of no more than 10-12 dwellings avoids clustering and assists in stock management. It is important that developers consult with Registered Providers at an early stage to verify the appropriateness and deliverability of any particular stock and tenure profile.
- 5.33 A poor mix of housing tenure (especially if replicated over a number of developments) can result in an imbalanced social mix across the Neighbourhood Area, with the potential for a concentration of social exclusion and deprivation in the long term.
- 5.34 It is important to ensure that the tenure mix is well integrated into the layout and not concentrated into a single location or into locations with the worst environmental quality.
- 5.35 Where there are communal areas within a development (e.g. garden space or parking) that are shared between market and affordable dwellings, the appropriate management of such areas must be adequately addressed.
- 5.36 Affordable homes will be allocated based on a cascade approach but will see those with a local connection prioritised over those living in adjoining parishes and those outside the district. A local connection will be established by those who have lived or worked in the Neighbourhood Area for at least 5 years, or whose parents or children live in the Neighbourhood Area and have been resident for at least 5 years.





Photo: David Stephenson

Affordable housing, Glebe Road

Policy H7 - Market Housing

Developments of 10 or more homes should seek to meet the requirements identified by current up-to-date evidence such as the Stratford-upon-Avon Housing Needs Survey.

In order to meet the specific needs of the Neighbourhood Area, market housing will be provided in general accordance with the following stock mix:

1-bed	2-bed	3-bed	4+ bed	Total
10%	35%	40%	15%	100%

In order to attract new businesses and investment to the Neighbourhood Area, an appropriate mix of homes for employees, managers and senior executives should be provided.

Developments of 20 or more homes should include homes designed for an ageing population through the provision of at least 10% of the total number as bungalows or other suitable accommodation unless there are site specific reasons why this would not be appropriate.

Specialist accommodation for older people must be located in areas with easy access to public transport, to everyday amenities, to shopping needs and to primary health care facilities.

Explanation

5.37 The Core Strategy sets out a broad approach to market housing size mix within the district (see table below).

Market Housing Mix	1-bed	2-bed	3-bed	4+ bed
Core Strategy Policy CS.19 – District Wide	5-10%	35-40%	40-45%	15-20%



- 5.38 The demographic trends for Stratford-upon-Avon, illustrated by the 2011 Census, indicate that the number of older people in the town is increasing and will continue to do so as people live longer. Existing suitable homes should be retained and future developments need to take account of this trend by providing suitable homes such as single storey housing as well as making multiple-storey housing accessible for older people together with adequate private amenity space.
- 5.39 The presumption should be that 2-bedroom homes would only be delivered by apartments if they are on sites close to the Town Centre. They would be delivered by houses or bungalows on sites elsewhere within the town. Site specific reason why bungalows might not be appropriate relate primarily to high density Town Centre sites. Where bungalows are shown to be inappropriate other accommodation suitable for older people must be provided.
- 5.40 The demographic trends for Stratford-upon-Avon, as shown in the 2011 Census, indicate that the number of residents aged between 18-35 is significantly lower than national and county averages. Supported by the comments made by residents in the consultation for this Neighbourhood Development Plan, this implies that there is insufficient housing of a suitable size, location and price for those in that age bracket and this should be addressed in the housing supply.
- 5.41 The Stratford-upon-Avon Housing Needs Survey 2015, conducted over the period September - October 2015, shows that 78% of the responses were 1 or 2 person households, with a mean size of all households being 2 people. 80% of the households that responded were owner-occupied, and 68% of these were 3 bedroom or larger. The implication is that a majority of homes in the Neighbourhood Area are under-occupied. The number of respondents who declared they were in housing need and were seeking market housing (20) was too small to carry any significant weight, but even so the preponderant requirement was for 1 or 2 bedroom housing (19 of the 20). 268 households (out of 3,183) declared that someone in their household had moved elsewhere in the last 5 years due to the lack of affordable housing. This was predominantly from Stratford and Tiddington. This supports the conclusion that there is insufficient market housing of a suitable size and price.
- 5.42 While remaining within the Policy CS.19 range, the Neighbourhood Development Plan seeks to maximise the delivery of 1 bedroom housing.
- 5.43 Specialist accommodation for older people includes retirement villages, extra care living schemes and any other restricted accommodation.



Photo: Mike Flowers

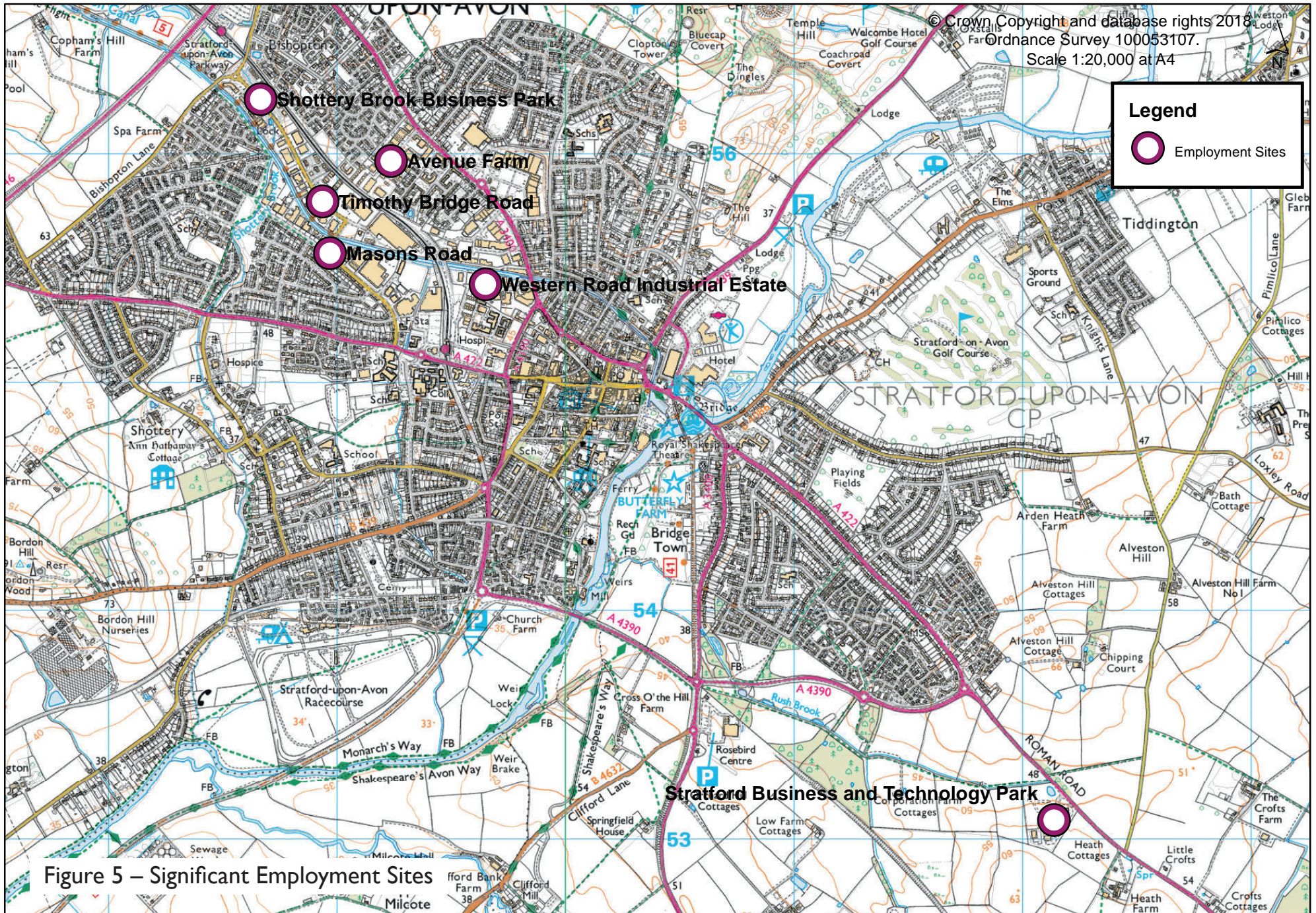
Retirement Homes - Tiddington



6.0 Employment

- 6.1 **Stratford-upon-Avon is the largest town in the district with a strong brand image as a desirable business location and a major tourist destination. It offers a high quality of life for those who live and work here. It has a high business density with a critical mass that would support the deliverability of new employment opportunities and development. It has a well-educated population, though many commute to work elsewhere.**
- 6.2 Stratford-upon-Avon currently enjoys relatively high levels of employment and this must continue as the town grows. The focus of this Neighbourhood Development Plan is therefore on retaining and supporting existing employers in the town (including those connected with the visitor economy) as well as encouraging additional, high value-added employment to relocate or start up in the town (see Objective A and Policies E1 and E2).
- 6.3 Stratford-upon-Avon is internationally renowned due to its association with Shakespeare and the presence of the Royal Shakespeare Company and the theatres. It remains a popular cultural destination and is an attractive place to live and work for artists, crafts people, and those working in the media and creative industries. Development that maintains or creates new employment in the areas of culture, media and tourism will be supported where appropriate (see Policy E3). Policy E4, which promotes mixed use development comprising workspace and living space, is one way of encouraging such development.
- 6.4 The National Planning Policy Framework 2018 (NPPF) identifies⁶ an economic objective as one of the three ways of achieving sustainable development. This involves building a strong, responsive and competitive economy, by ensuring that sufficient land of the right type is available in the right places and at the right time to support growth and innovation. The identification and coordination of development requirements, including the provision of infrastructure, is pivotal to achieving this aim. This Plan seeks to provide the local policy framework to help achieve the NPPF economic objective for the town.

⁶ Paragraph 8 (paragraph 7 of NPPF 2012)



Existing Commercial Provision

- 6.5 Major employment-generating uses in the Neighbourhood Area include those in Use Class A2 (Financial and Professional services accessed by the public); B1 (a) (Offices other than those in A2); B1 (b) (Research and Development, laboratories, studios); B1 (c) (Light Industrial); B2 (General Industrial) and B8 (Storage or Distribution).
- 6.6 There are several business parks and industrial estates in the Neighbourhood Area, as well as office uses in the Town Centre or in individual buildings throughout the Neighbourhood Area. Many units are of good quality and are likely to attract occupiers and future investment. However some are of poor quality or are not conveniently located. These are unlikely to attract the necessary investment and should be re-provided in a more sustainable location.
- 6.7 It is important to remember that retail and leisure activities associated with Use Classes A1, A3, A4, A5, D1 and D2 are also a vital source of employment in the Neighbourhood Area but these are addressed in the Town Centre section of this Plan.
- 6.8 The Employment Land Study produced for the District Council in 2011 lists a number of Use Class B employment sites (which includes a wide range of business and industrial activities) that are within the Neighbourhood Area (see Figure 5). These are summarised as:

Name/Location	Quality of Stock	Quality of Environment	Strategic Road Access	Public Transport Provision	Access to Amenities
Western Road Industrial Estate (units adjacent to railway)	Poor	Poor/Very Poor	Average	Good	Good
Masons Road	Poor	Reasonable	Average	Good	Good
Timothy's Bridge Road	Average	Good	Good	Good	Good
Shottery Brook Business Park (Timothy's Bridge Road)	Good	Good	Good	Good	Good
Avenue Farm (Birmingham Road)	Average	Reasonable	Good	Good	Good
Stratford Business and Technology Park (Banbury Road)	Good	Good	Good	Poor	Poor

- 6.9 In addition, although not mentioned in the Employment Land Use Study, there is the large NFU Mutual Insurance Company headquarters at Tiddington which is a BI (a) use, and small industrial units established in converted farm buildings north of the A46 at Burton Farm (Bishopton Hamlet), Cadle Pool Farm (off the A46) and Langley Farm (off A3400 Birmingham Road).

New Commercial Provision

- 6.10 The Employment Land Study carried out in 2011 stated that there is a need for additional employment land in the form of a business park in Stratford-upon-Avon to attract new companies to the town and recommended that this should ideally be located close to the A46 and the Stratford Parkway Railway Station.
- 6.11 Consultation with Stratford-upon-Avon residents showed considerable support to go further than the suggestion in the Employment Land Study 2011, by creating a larger employment site or sites close to the A46 in order to remove unneighbourly or poorly sited uses from current industrial estates at Western Road, Wharf Road, Masons Road and Timothy's Bridge Road and relocate them to a more sustainable location where it would also allow commercial traffic such as HGV's to access these businesses directly from the A46 without passing through the town. This preference is reflected in Policy E2 and is consistent with the Core Strategy.



Objective A: Promoting new high quality employment opportunities in appropriate locations and encouraging the retention of existing employers in the Neighbourhood Area

6.12 This objective is in accordance with the District Council's Corporate Strategy (February 2011) and Business and Enterprise Strategy adopted in 2012.

Policy E1 - Protecting Existing Employment Sites

Proposals for the change of use or redevelopment of land or premises identified for or currently in employment use will only be supported provided one or more of the following criteria are met:

- a) There is a sufficient supply of sites for a range of employment uses to meet both immediate and longer term requirements over the Plan period; and
- b) The applicant can demonstrate that the site/premises is no longer capable of meeting employment needs; or
- c) Development of the site for other appropriate uses will facilitate the relocation of an existing business to a more suitable site; or
- d) Unacceptable environmental problems are associated with the current use of the site and the proposal will remove them; or
- e) The site is located in the Town Centre and the proposed use will contribute to the vitality and viability of the centre or forms part of a regeneration project; or
- f) Relocation of the employer will make better use of existing or planned infrastructure.

New development that has the potential to increase flood risk, within areas identified as Flood Zone 3, should be accompanied by a deliverable flood risk strategy.

Explanation

6.13 The supply of existing employment land in the Neighbourhood Area, as set out in the introduction above, needs to be maintained in order to provide an appropriate level of local and district jobs.



Employment site, Timothy's Bridge Road



Policy E2 - Promoting New Employment Opportunities on the Outskirts of the Town

Proposal SUA.2 of the Core Strategy includes a proposal to establish a new employment site on Land South of the Alcester Road (A46).

This Neighbourhood Development Plan supports the inclusion of this employment allocation as identified on the Proposals Map (Figure 3). Development proposals on the allocated site will be considered against the criteria set out in Policy SSB2.

In the event that this allocation were not to materialise during the plan period, or if it were to prove insufficient, this Policy would support other suitable locations that might then come forward in order to deliver the employment objective.

Any additional site/s should be located north of the River Avon and have easy access to the A46. However, if a site south of the river, were to be proposed, this Plan would only support such a proposal if coherent and significant road infrastructure changes were provided.

A detailed masterplan or development brief must be carried out to establish general design principles and parameters for any new employment site in accordance with Policy BE3.

Explanation

- 6.14 Over the plan period the Employment Land Study 2011 recommends that there is a need for allocation of additional employment land in the form of a business park for B1 uses (which includes certain types of offices and light industry) at Stratford-upon-Avon, suggesting this should be around 5 hectares (ha) in size, though an allocation of over 5 ha might be justified. The best location for new employment development would be close to the A46 and the Stratford Parkway Railway Station. The Study also suggests that there is potential for selective release of existing poorer quality employment land in Stratford-upon-Avon and recommends that mixed-use redevelopment of poorer quality, older stock on Masons Road and within the Western Road Industrial Estate is considered.



Example of high quality business park



Policy E3 - Promoting Employment Associated with Culture, Media and Tourism

Proposals for cultural, media and tourism based services within the Neighbourhood Area will be supported subject to other relevant policies within the NDP relating to design, impact on the character of the area, infrastructure provision (including off road parking) and impact on neighbouring land users.

Explanation

- 6.15 The economic benefit to the Neighbourhood Area from tourists and visitors to cultural venues is already significant and further associated employment creation in these sectors should be supported.



Royal Shakespeare Theatre

Policy E4 - Work/Live Units

Proposals for small scale work/live development (comprising new build or conversion of property which does not benefit from permitted development rights), comprising of workspace and living space, will be supported within the BUAB's, providing that the proposed development meets the following criteria:

- a) Has suitable independent access to both uses;
- b) Has an appropriate level of off-road parking to serve both uses;
- c) Layout and design ensures that residential and work uses can operate without conflict;
- d) Where it is a new build, it is in a reasonably accessible location to service facilities by means other than a private vehicle;
- e) In the case of conversions, is of a permanent and substantial construction, structurally sound and capable of conversion without major rebuilding or extension;
- f) In the case of rural conversions, has an adequate residential culture without having a detrimental impact on the building and its setting;
- g) Would not conflict with the amenity of neighbouring uses;
- h) The proposals do not exacerbate flood risk and are supported by flood resilience measures; and
- i) Proposals beyond the BUAB in countryside locations would need to present clear and sustainable justification, having regard to the criteria within NDP Policy HI.

Explanation

- 6.16 Mixed use schemes, where an occupier can work and live within the same planning unit, have the benefit of removing the necessity to travel to work and therefore such schemes are a relatively sustainable form of development and may include development that would otherwise not be supported in rural locations.
- 6.17 The internal arrangement within these schemes should be flexible enough to allow a business to expand, as well as being adaptable to changes in technology. This also means the dimensions of the living space should allow for flexibility. Consequently, there is no definitive ideal workspace size. However, a large single space lends itself to sub-division as a result of changing needs rather than a series of rooms.
- 6.18 Proposals that simply show a small study space within a predominantly domestic layout will not be considered acceptable as a Work/Live scheme. Such schemes will continue to be considered as residential uses and assessed accordingly.





Photo: Andrew Dow

7.0 Town Centre

- 7.1 The historic Town Centre has a rich past as well as a distinctive charm and character, founded both on Stratford's status as a market town and the place where Shakespeare was brought up and to which he returned. The town has prospered over the centuries, its attraction to residents and tourists alike has grown and the Royal Shakespeare Theatre has come into a splendid maturity. We are fortunate in our public gardens and open spaces, as well as the survival of many beautiful buildings from different periods.
- 7.2 Continued success cannot be taken for granted. This Plan sets out a strategy to secure it. We need to strengthen and revitalise shopping and consolidate the visitor and tourist economy. To do this we need to improve the public realm; remove clutter from the streets; and make it easier and more pleasant for people to move around the town. This will make a visit to the town a more relaxed and enjoyable experience. It will also make the town's retail and entertainment offer more attractive.

Shopping and Commercial Vitality

- 7.3 Shopping and commerce in the town have evolved into the mix we have today - multiple and national traders, offices, restaurants and coffee shops. Independent businesses form a high and valued proportion. But there are signs of change:
- The expansion of the town over the last 25 years, which has brought about a changing demographic make-up and a corresponding change in demand for shopping and services;
 - An increasing pattern of remote shopping using the internet;
 - The loss of nationally recognised chain traders from the Town Centre, some relocating to the Maybird Centre;
 - A lack of choice, as for example in female fashion, where there is a particular gap in the 25-45 age range.



- 7.4 No single initiative can assure strengthening prosperity. Rather a range of individual measures need to be taken together. They do not include substantial new shopping development other than in Bell Court, since the District Council's Core Strategy has clearly stated that there is no need to provide additional non-bulky comparison goods shopping⁷ within the town until at least 2021.
- 7.5 The first step is essentially about marketing. It is proposed that the main interests in the town come together in an effective strategic partnership committed to the task of improving the perception of the town, overseeing a drive to highlight the town's attractions, and advocating initiatives to create a coherent and welcoming shopper and visitor environment (see TC Project 1).
- 7.6 However, promotion is not enough. Positive steps also need to be taken to inject new life into the shopping offer. There are two proposals to do so:
- Bring Bell Court fully into use with a second phase to the scheme that opens it up for new shopping and entertainment (see Policy TC1);
 - Encourage Rother Street and Rother Market to become a more secure anchor for shopping and as a place of public interest (see Policy TC2).
- 7.7 The Plan then turns to specific Environmental Improvement Areas of the town where shopping has an important place. The common theme in the proposals for each Improvement Area is the community's concern that something needs to be done to improve the area's appearance and overall ambience. Each is in a critical position within the town. The Improvement Areas are:
- Greenhill Street and Arden Street - a much used access to the town and a location for secondary shopping, affording a good location for popular independent traders unable to meet the rental levels of the primary areas (see Policy TC3 and TC Project 2);
 - Rother Triangle - an important gateway to the town. A mix of uses here should include any further shopping the town might need within the lifetime of the plan if economic circumstances and shopping patterns change (see Policy TC4);
 - Birmingham Road, Arden Street and Windsor Street - again an important gateway to the town with a proposed range of mixed uses, which include shopping on a highly visible, open frontage to the Birmingham Road (see Policy TC5);
 - Town Centre to Maybird Centre - also an area of mixed uses but which contains the busiest traffic entrance to the town. Policies for this will serve not only to improve the appearance over time but create a far better ambience to link the existing Town Centre through the new shopping area in Policy TC6 and onto the Maybird shopping area. It is consistent with policies to address congestion on Birmingham Road with measures for calming traffic (see Policy TC5 and TC Project 3).

⁷ Comparison retailing is the provision of items not obtained on a frequent basis. These include clothing, footwear; household and recreational goods.



Photo: Mike Flowers

Greenhill Street Environmental Improvement Area





Photo: Andrew Dow

Housing alongside retail in Rother Street

Housing in the Town Centre

- 7.8 The Town Centre is a popular location for housing. It is essential for the town's vitality and adds much to community life, supports the retail economy and reduces dependency on the car (see Policy TC7).

Visitors in the Town Centre

- 7.9 The visitor economy is vital to Stratford. Visitors come from all over the world to enjoy the theatre and wider Shakespeare experience, as well as shopping, the river and all the other attractions that make up the town's heritage. They add to the vitality of the town and they contribute to its prosperity. This Plan recognises that there is a continuing need for reasonable growth and modernisation of visitor facilities. As a tourist and visitor destination the town needs to be contemporary and competitive; that is why the proposed improvements to the overall ambience to the Town Centre as set out in this plan are important. But no less so is the need to allow Henley Street to evolve into an attractive cultural quarter with museum, education and public exhibition facilities (see Policy TC8).



Photo: Andrew Daw

Visitors enjoying Henley Street

- 7.10 The other significant development proposed is a conference centre for which a site is identified should the need be fully established (see Policy TC9).

The Town's Visual Heritage

- 7.11 Visitors and residents are attracted by what the town looks and feels like as a whole and how its individual attractions and features interact to create a unified environment. Improving the shopping and tourist offer is not enough. It is the whole town that attracts: its history and heritage; relaxing parks; streets without clutter with buildings that are obviously cherished; and overall a town in which people can move freely. People want to come and spend time in such a town. Its ambience adds to the strength of the local economy benefiting shopping, commerce and tourism alike.



Top of Sheep Street

7.12 Two proposals are directly aimed at protecting this environment:

- The first is a proposal to establish design review panels. This will ensure that in any new development, or where changes are proposed in sensitive areas, the principles of good design are given high priority by planners, architects and owners (see BE Project 1);
- The second is to set standards of design for shop front renewals appropriate to the historic centre (see Policy TC10). There is a related project to reinstate and extend the successful support scheme for the renewal of shop fronts (see TC Project 4).

Access and Moving Around the Town

7.13 The Plan includes proposals to ease the movement of people in the town, and it also looks at the all-important, yet difficult, issue of getting into the Town Centre.



Large vehicles in Church Street



Pavement obstructions in Ely Street

- 7.14 Contemporary surveys of users of historic towns have shown that Stratford, which comes out well on many indicators, does less well on the issue of whether people feel safe and comfortable in the presence of traffic in the town. This Plan introduces measures to create a better balance between different forms of traffic and pedestrians, recognising that easier movement in key streets, and with a public realm that is better cared for, will be a more pleasant experience for both visitors and residents.
- 7.15 The first of these proposals is a project for improving Bridge Street to give greater pedestrian capacity and improved ambience with landscaping whilst maintaining two way vehicular traffic and improved space for buses picking up passengers. The second is an experimental scheme for the closure of High Street. After that experiment, a more complete judgement will be possible about the design and extent of a permanent scheme (see TC Project 5). Further, to advance the theme of improving non-vehicular movement within the town, there are projects for cycling, designating routes for coaches and dealing with congestion on the pedestrian access over the river currently limited to the Tramway Bridge. These are intended to support the same objectives (see TC Projects 6, 7 and 8).
- 7.16 Residents and visitors must not be put off coming to the town by either congestion on access routes or by difficulties in parking and inadequacies of public transport. Consolidating and improving existing train services and providing appropriately for bus services in the town are essential to resolve issues that arise from an increasing population, as are measures to relieve growing congestion on the town's access routes. The policies in Section 10 are intended to address these issues.



Congestion on Bridge Street

7.17 Parking in the Town Centre is of general community concern. The demand for parking is dynamic; it changes as other circumstances change, such as levels of congestion, the success of public transport and the commercial and shopping economy. Above all, it responds to changes in charging policy. The Plan strongly advocates that parking and traffic in the Town Centre should be kept under immediate and constant review by an Advisory Body drawn from all interests in the town. It should be established at an authoritative level and its recommendations respected. Park and Ride is essential, but its contribution to combating congestion will depend crucially on how it relates to other issues, in particular the local economy and car parking policies (see TC Project 9).



Sheep Street



Objective A: Promoting the vitality and commercial viability of the Town Centre

Policy TCI - Bell Court

The redevelopment and/or refurbishment of Bell Court is supported in order to enhance the vitality and viability of the Town Centre. This Neighbourhood Development Plan supports continued redevelopment of Bell Court through the demolition of the existing NCP car park as a second phase to the regeneration of this important Town Centre location. Proposals for further redevelopment should include Town Centre compatible uses, e.g. retail, leisure, cultural uses and offices, residential and make provision for any necessary alternative car parking.

Proposals should:

- **Create an enhanced high quality pedestrian link between Rother Street and High Street together with improved public realm;**
- **Open up vistas into and through the site particularly where it connects with Rother Street and create attractive and open spaces; and**
- **Be of a high quality design and on a scale compatible with the historic Town Centre.**

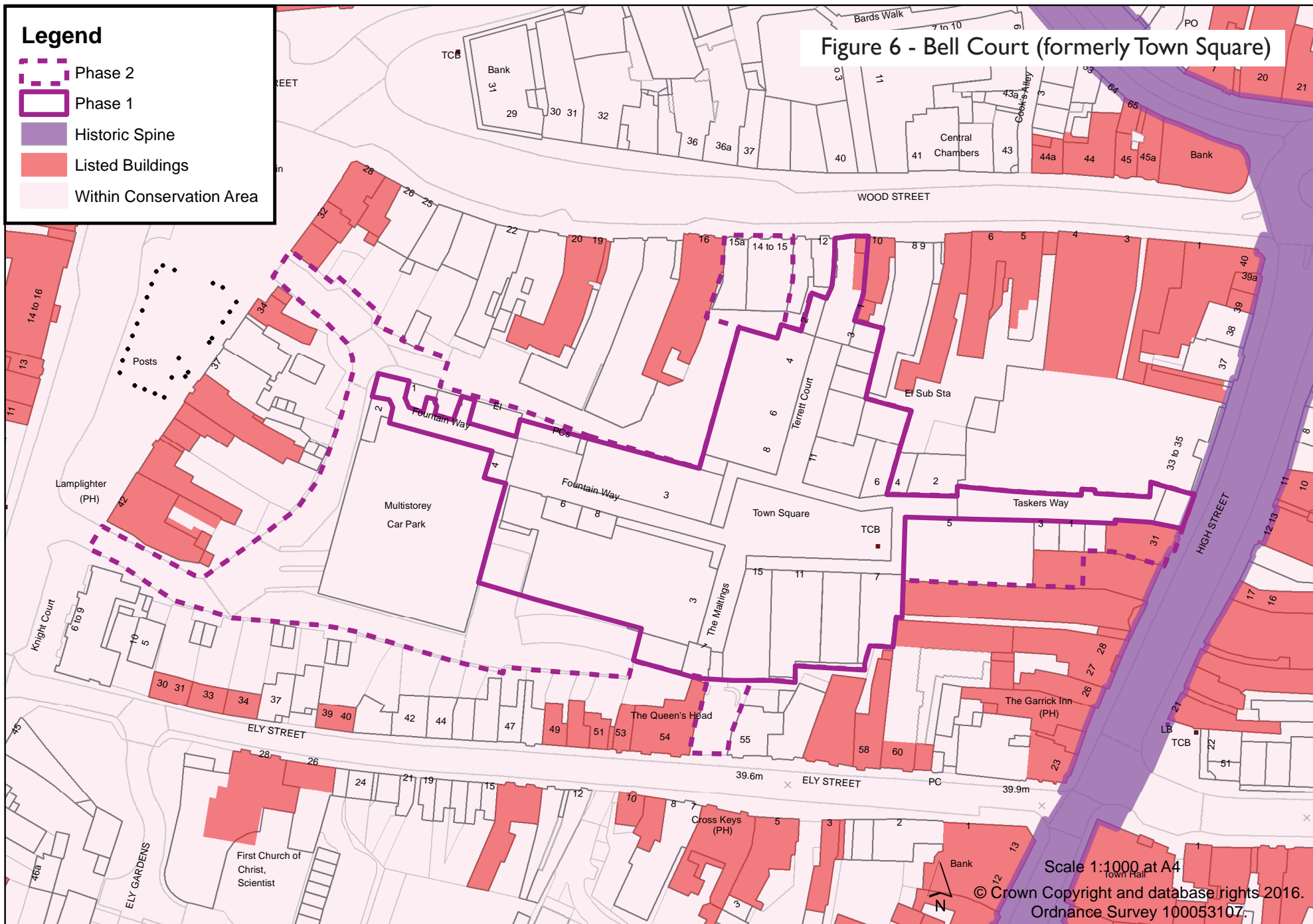
Explanation

- 7.18 A second phase to the redevelopment of Bell Court will ensure that the site opens into Rother Market with an attractive and high quality design and will therefore further meet the objective. This development will need to be coordinated in respect of traffic, car parking and service considerations and the principles and parameters of PolicyTC4.

Figure 6 - Bell Court (formerly Town Square)

Legend

- Phase 2 (dashed purple line)
- Phase 1 (solid purple line)
- Historic Spine (purple shaded area)
- Listed Buildings (red shaded area)
- Within Conservation Area (pink shaded area)



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Policy TC2 - Rother Street and Rother Market

Proposals to encourage Rother Street shopping and the Rother Market to become more established as a key anchor area shall be supported through:

- Improving the pedestrian environment by reducing street clutter and introducing soft landscaping; and
- Permitting the sensitive conversion of existing buildings fronting Rother Street and Rother Market and new buildings designed sympathetically for complementary uses including hotels and restaurants.






Proposals which would conflict with the objectives of this policy will be resisted.

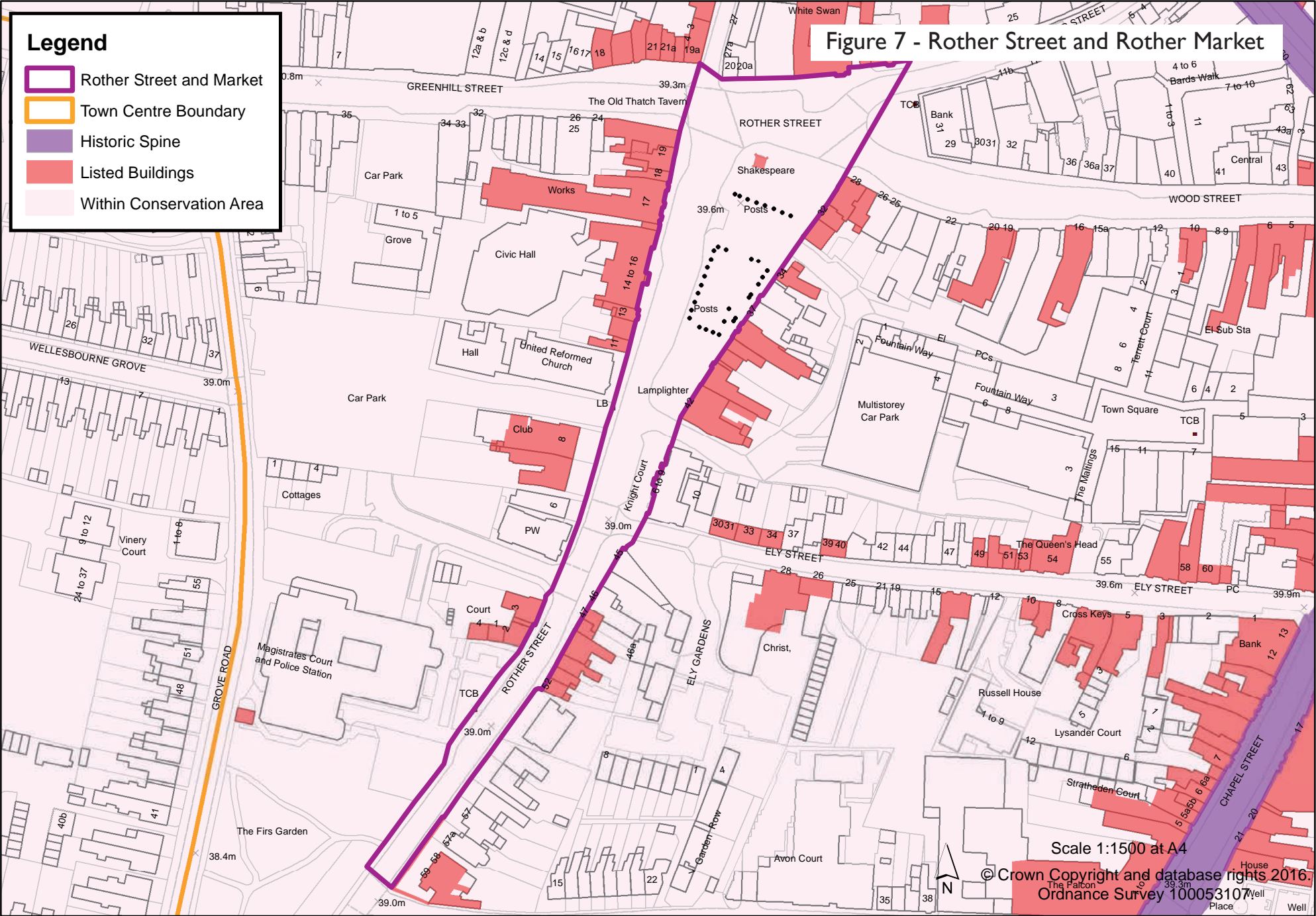
Explanation

- 7.19 The Rother Street market is popular and makes a positive contribution to life on the west side of the town where shopping use is weakest. Promoting and expanding the traditional market use and its frequency and promoting the area as a place of public interest will be a high priority.
- 7.20 The market is strategically placed, with Bell Court on the one side, a critically important site which when redeveloped will provide an attractive open link to High Street. On the other side of the market is Greenhill Street, which is rapidly losing its earlier character as a lively trading street with a variety of small independent shops and becoming dominated by fast food.
- 7.21 For these reasons Rother Street, Rother Market and the buildings facing this area, as defined on Figure 7, are an important focus for attention and catalyst for regenerating Bell Court and Greenhill Street.

Figure 7 - Rother Street and Rother Market

Legend

-  Rother Street and Market
-  Town Centre Boundary
-  Historic Spine
-  Listed Buildings
-  Within Conservation Area



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Policy TC3 - Greenhill Street and Arden Street Environmental Improvement Area

Greenhill Street, Station Approach and the Arden Street junction is designated as an Environmental Improvement Area with the primary objective of enhancing one of the main entrances to the town for residents and visitors with high quality pedestrian and cycle links.

This is to be achieved through the following means:

- **Restricting ground level uses to primarily shops (Class A1), cafés and restaurants (Class A3); and**
- **Controls over the display of advertisements in accordance with Policy BE8.**

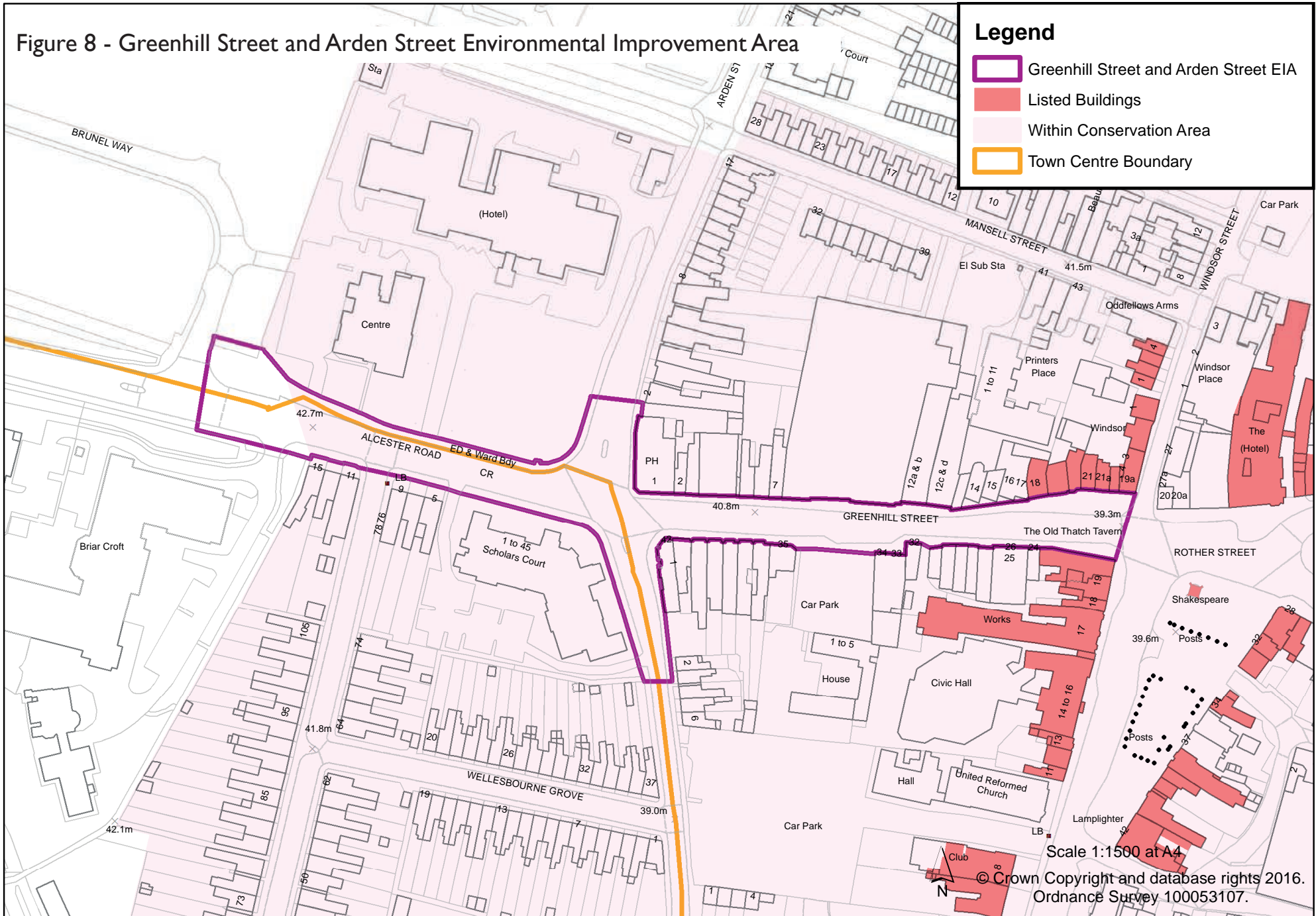
Proposals which positively contribute to and enhance the Environmental Improvement Area will be supported.

Proposals which fail to take account of the objectives of the Environmental Improvement Area will be resisted.

Explanation

- 7.22 This area is an important secondary shopping street and busy thoroughfare between the railway station and the Town Centre. It is in desperate need of investment and physical modernisation. Improvements to the public realm and the quality of the built form along this corridor will be given great weight in the consideration of development proposals. Improving this area will link with and complement the already improved Station Approach. Bringing back into use empty units with appropriate uses should be encouraged.
- 7.23 This policy is supported by TC Project 2.

Figure 8 - Greenhill Street and Arden Street Environmental Improvement Area



Legend

- Greenhill Street and Arden Street EIA
- Listed Buildings
- Within Conservation Area
- Town Centre Boundary

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Policy TC4 - Rother Triangle Environmental Improvement Area

The site known as the Rother Triangle (i.e. the whole site bound by Greenhill Street, Grove Road, Rother Market and Rother Street) should form a key gateway to the Town Centre and shall be safeguarded for future redevelopment for mixed uses that may include retail, education, conference and hotel facilities and open space.

All development within this Improvement Area will be expected to demonstrate how it will not compromise the wider redevelopment objectives of the area. Any large-scale development⁸ within the Improvement Area should be accompanied with:

- A comprehensive Master Plan addressing scale, layout, land uses, links with the surrounding area and transport implications;
- An appropriate impact study justifying the need and demand for any of the uses proposed not outlined above; and
- A Design Brief for all aspects of the development.

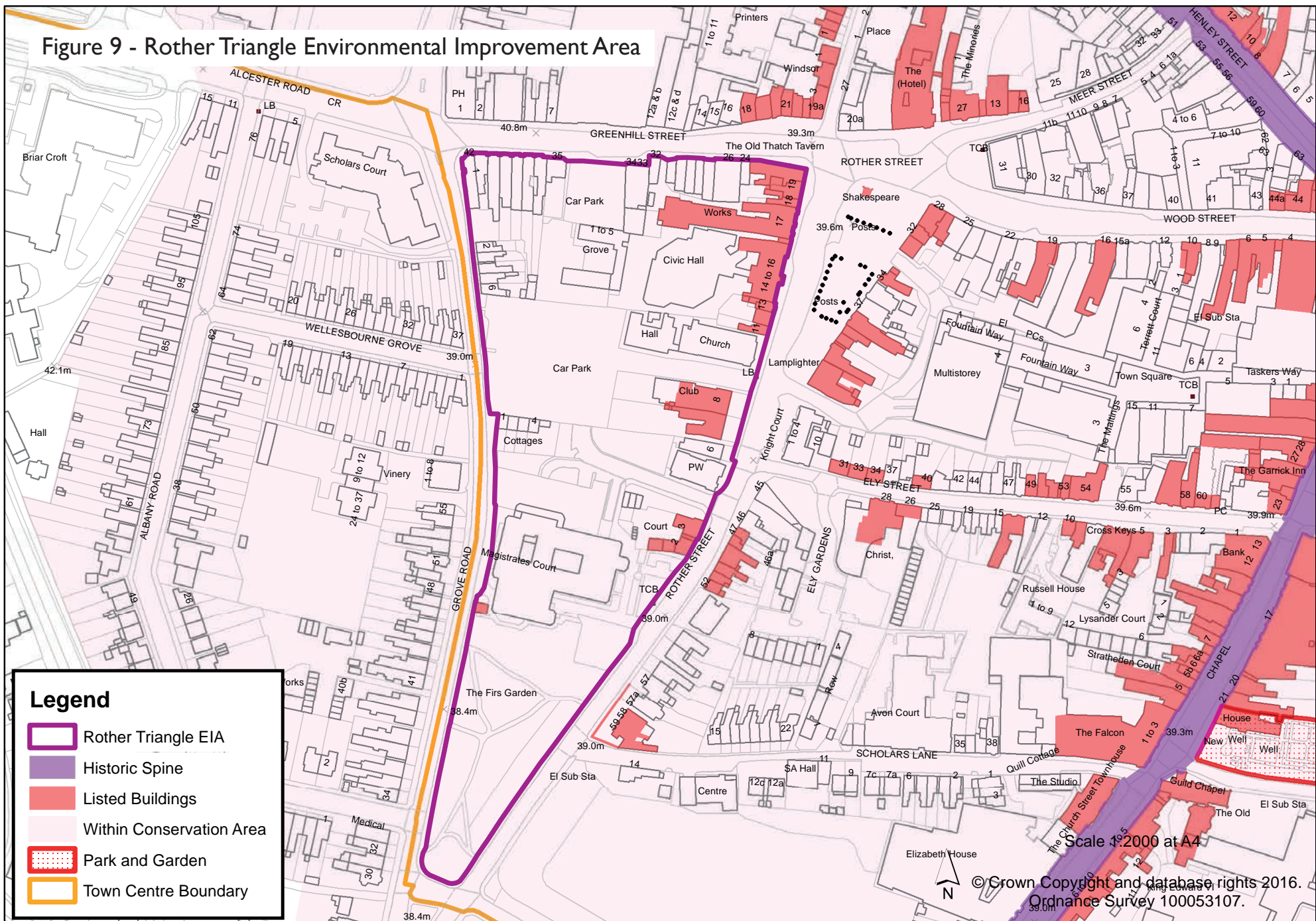
Full public consultation should be carried out prior to the submission of any application for large-scale development. Piecemeal development without a Master Plan will be discouraged.

Explanation







- 7.24 There is currently a mix of retail, offices, leisure uses and open space within this key area of the Town Centre. There are important listed buildings as well as unsightly redundant 20th Century buildings. There is an ideal opportunity to improve the physical and social contribution this area makes to the wider regeneration of the town which includes Bell Court, Rother Street, Rother Market, Greenhill Street and Arden Street Environmental Improvement Areas.
- 7.25 The redevelopment of the site could also accommodate the possibility of further car parking (see TC Project 9) and provide a site for a conference centre or hotel.

⁸ "large-scale development" shall have the same meaning as 'major development' as defined in Part 1, Paragraph 2 (interpretation) of the Town and Country Planning (General Development Management Procedure) (England) Order 2015 (as amended).

Figure 9 - Rother Triangle Environmental Improvement Area



Legend

-  Rother Triangle EIA
-  Historic Spine
-  Listed Buildings
-  Within Conservation Area
-  Park and Garden
-  Town Centre Boundary

Scale 1:2000 at A4



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Policy TC5 - Birmingham Road, Arden Street and Windsor Street Environmental Improvement Area

To support the evolution of the cultural quarter the site bounded by Birmingham Road, Arden Street, Mansell Street and Windsor Street shall be safeguarded principally for hotel, educational, residential and office uses, including ground floor frontage for shopping or other uses with public access so as to be in keeping with the Environmental Improvement Area as identified in Policy TC6.

All development within this Improvement Area will be expected to demonstrate how it will not compromise the wider redevelopment objectives of the area. Any large-scale development⁹ within the Improvement Area should be accompanied with:

- A comprehensive Master Plan addressing scale, layout, land uses, incorporating direct pedestrian links through the site from the northern corner to Windsor Street and transport implications including a clear strategy for car parking having regard to TC Project 9;
- An appropriate impact study justifying the need and demand for any of the uses proposed not outlined above; and
- A Design Brief for all aspects of the development

Full public consultation should be carried out prior to the submission of any application. Piecemeal development without a Master Plan will be discouraged.

Explanation

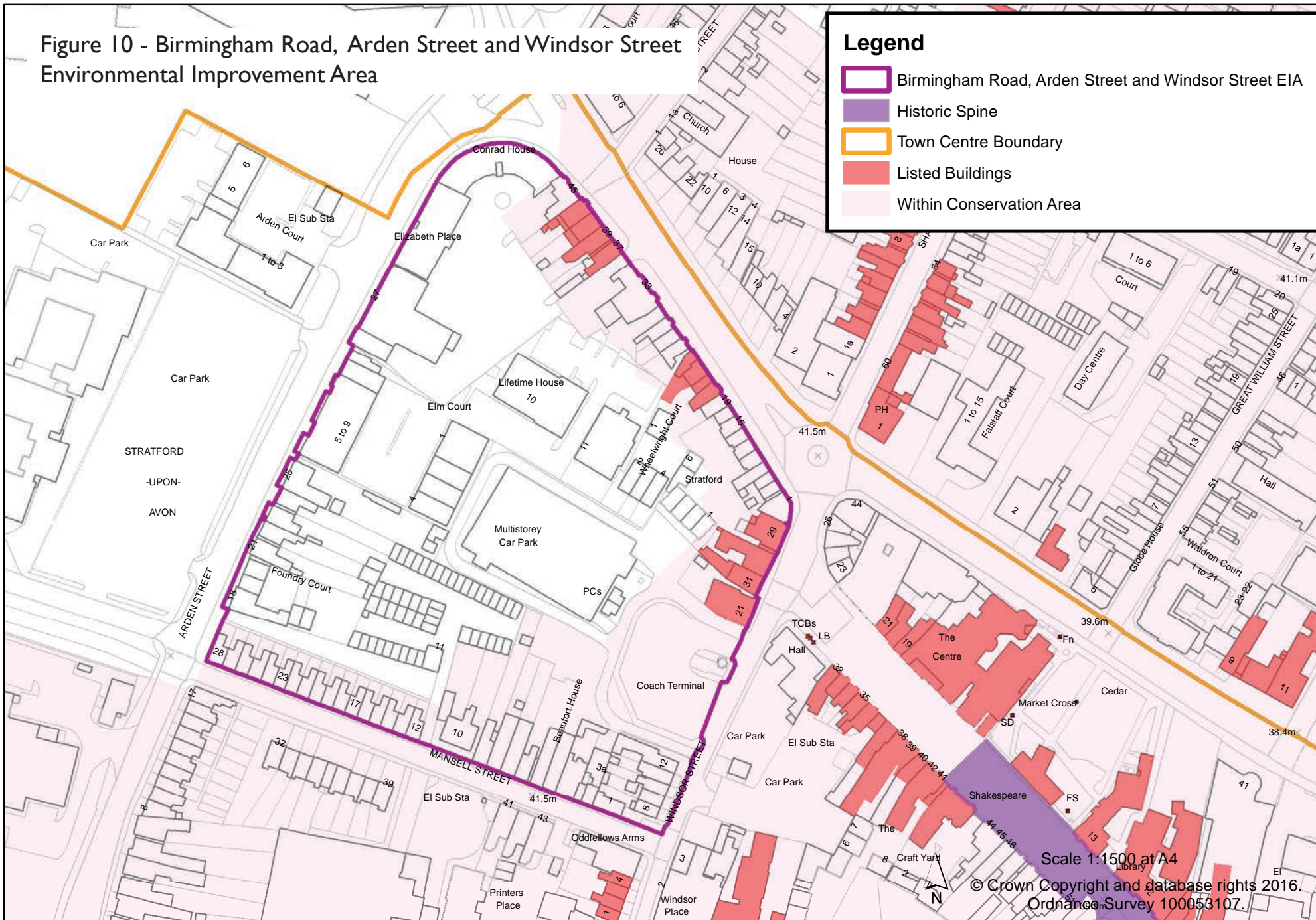
- 7.26 Environmental enhancements to the public realm, the renewal of unsympathetic buildings and improved pedestrian and cycle access will all be encouraged in order to improve connectivity between the Maybird Centre and the Town Centre. There is an ideal opportunity to improve the physical and social contribution this area makes to the wider vitality and viability of these centres.

⁹ "large-scale development" shall have the same meaning as 'major development' as defined in Part 1, Paragraph 2 (interpretation) of the Town and Country Planning (General Development Management Procedure) (England) Order 2015 (as amended).

Figure 10 - Birmingham Road, Arden Street and Windsor Street Environmental Improvement Area

Legend

- Birmingham Road, Arden Street and Windsor Street EIA
- Historic Spine
- Town Centre Boundary
- Listed Buildings
- Within Conservation Area



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Policy TC6 - Town Centre to Maybird Centre Environmental Improvement Area

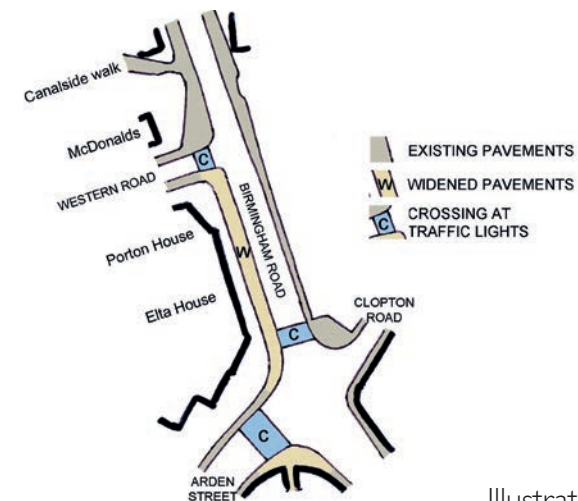
In order to improve the route between the Town Centre and the Maybird Centre, proposals which create a livelier and more active street frontage and improved public realm along Windsor Street and Birmingham Road involving a mix of uses, including residential linked to the canal site development outlined in SSBI, will be supported. Widened footpaths, attractive pedestrian and cycle crossings and street planting will be encouraged.

Explanation

7.27 The route between the Maybird Centre and the Town Centre is reasonably well used and provides a vital link between these two retail centres. In order to continue to encourage further pedestrian and cycle links, the current route needs enhancement by increasing capacity and safety, improving the experience along the route and encouraging further use. This Policy is supported by TC Project 3.








Artists impression of possible Birmingham Road improvements

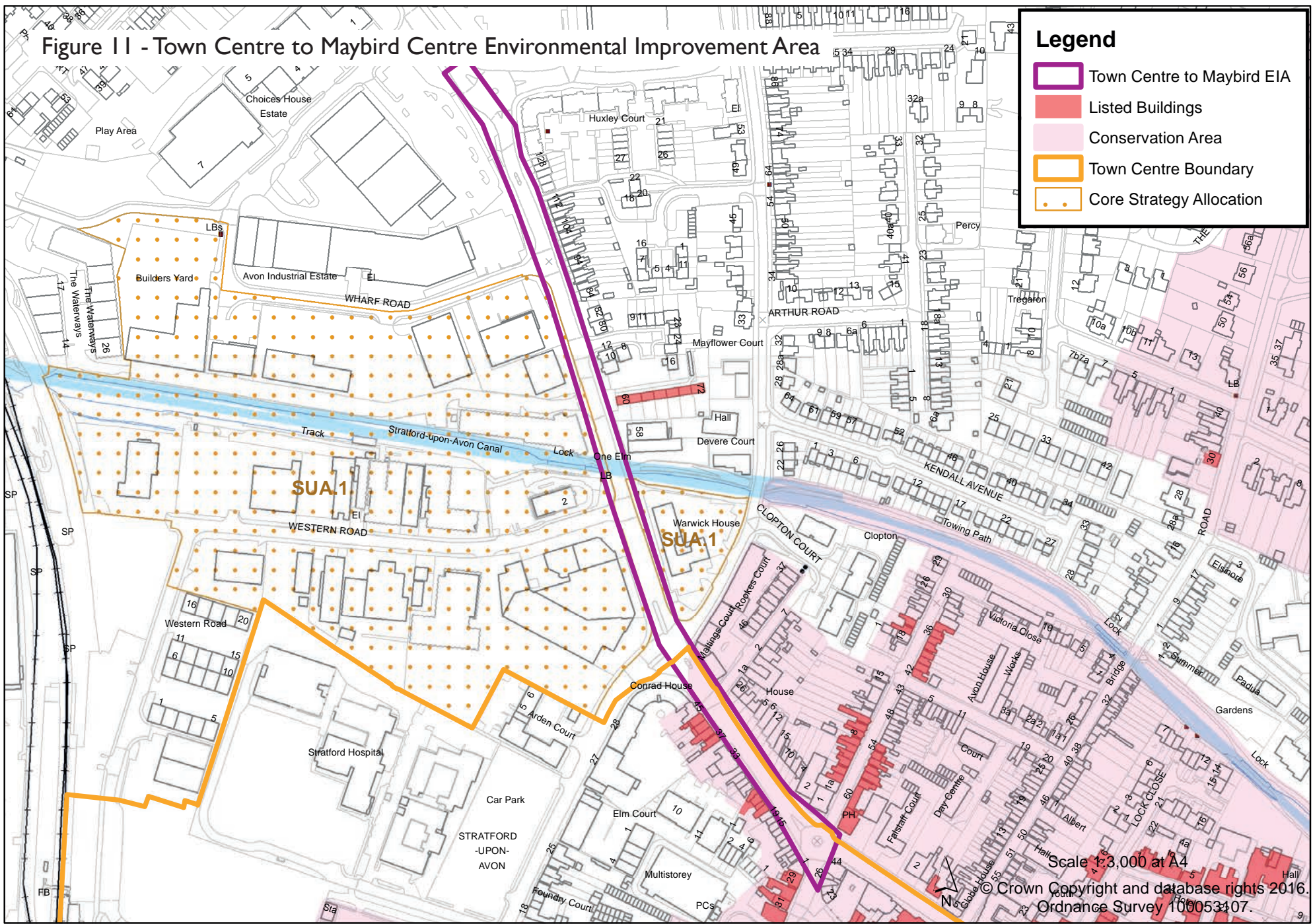


Illustrations: Colin Davis

Figure 11 - Town Centre to Maybird Centre Environmental Improvement Area

Legend

-  Town Centre to Maybird EIA
-  Listed Buildings
-  Conservation Area
-  Town Centre Boundary
-  Core Strategy Allocation



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7.28 Although these projects are not binding in the same way as the policies contained within this Plan, they relate to matters which have been highlighted during public consultation as being important to residents.

TC Project 1 - Town Centre Strategic Partnership

A Town Centre Strategic Partnership comprising of key stakeholders and led by a Town Centre Manager should be formed and tasked with preparing, implementing and monitoring a Town Centre Strategy to address key issues such as:

- **Improving the perception and image of the town;**
- **Improving the visitor experience;**
- **Footfall, spend per visitor and associated infrastructure requirements;**
- **Supporting independent businesses;**
- **Liaising with established retailers to encourage the desired mix of retailers;**
- **Further developing a markets policy to include an entrepreneurs' market;**
- **Advocacy and administration of parking and traffic policies;**
- **Improving the pedestrian and cyclist experience in accordance with Policy CLW5 and TC Project 5;**
- **Shopmobility;**
- **Building on the recognised contribution that creative industries make to the town's prosperity; and**
- **Enhancing the overall appearance of the town and public realm including pedestrian and vehicle signage.**

Additional Considerations

7.29 The Town Council should be responsible for setting up the Town Centre Strategic Partnership which should include representatives of the three Local Authorities (Warwickshire County Council, Stratford-on-Avon District Council and Stratford-upon-Avon Town Council), the RSC, the Shakespeare Birthplace Trust, the Town Trust and Stratforward.

TC Project 2 - Greenhill Street and Arden Street Environmental Improvement Area

This project will supplement Policy TC3 through the following means:

- Improving the public realm by better quality landscaping, paving and signposting;
- Improving the Arden Street junction for pedestrians and cyclists through a new crossing; and
- Creating an attractive pedestrian and cycle route from the station into the Town Centre.

TC Project 3 - Town Centre to Maybird Centre Environmental Improvement Area

This Project will supplement Policy TC6.

Improvements to the route from the Town Centre at the junction of Windsor Street and Birmingham Road to the Maybird Centre will be encouraged by implementing various schemes including:

- The creation of a pedestrian and cyclist priority crossing at the junction of Birmingham Road and Clopton Road; and
- The creation of a pedestrian and cycle link using the existing disused railway bridge over the canal to facilitate links with the Canal Quarter Regeneration Zone as well as with the Maybird Centre via the canal towpath.



TC Project 2 Environmental Improvement Area, Greenhill Street



Corner of Birmingham Road and Arden Street

Objective B: Increasing the presence of housing in the Town Centre

Policy TC7 - Homes in the Town Centre

Where planning permission is required, proposals for new homes within the Town Centre will be supported particularly where schemes involve the re-use of upper floors for accommodation.

New build development must make appropriate provision for parking and proposals that involve the re-use of buildings, including upper floors, must demonstrate how parking has been taken into account.

Where relevant, new development will be required to demonstrate that flood risk is not exacerbated.

Explanation

- 7.30 The provision of Town Centre housing should exploit opportunities to introduce new sites and encourage the conversion of vacant or underused first floor premises. Where the conversion of first floor premises involves historic buildings, schemes need to be sensitively designed to avoid harm.
- 7.31 Particular locations for housing development or conversions are Bell Court, the Birmingham Road and the canal frontage. This plan stresses the importance of locating new housing to meet overall housing needs as close to the Town Centre as possible and ensuring that there is a choice of modes of access to the Town Centre from those sites. Housing within the Canal Regeneration Zone will have access on foot or cycle along an improved canal side and into Birmingham Road with enhanced attractiveness as outlined in the previous section.

Objective C: Improving the visitor experience in the Town Centre

Policy TC8 - Promoting a Cultural and Learning Quarter

Development proposals which promote cultural or learning activities, including new public exhibition space, in Henley Street between Meer Street and Windsor Street will be supported subject to other relevant policies within the NDP relating to design, provision of suitable infrastructure such as off road parking, and impact of adjacent land users.

To the south side of Henley Street further sensitive shopping and cafes will be supported.

All large-scale developments¹⁰ should either be accompanied by a Master Plan or a Design Brief addressing scale, layout, land uses and incorporating pedestrian links through the site and how it integrates with the Quarter as a whole.

Explanation






- 7.32 Consolidated retail uses around the existing courtyard shopping on the south side of Henley Street and new educational uses within the Windsor Street/Birmingham Road Environmental Improvement Area (see Policy TC5) will help achieve Core Strategy Policy AS.1 by capitalising on the international cultural attractions surrounding Shakespeare's birthplace.

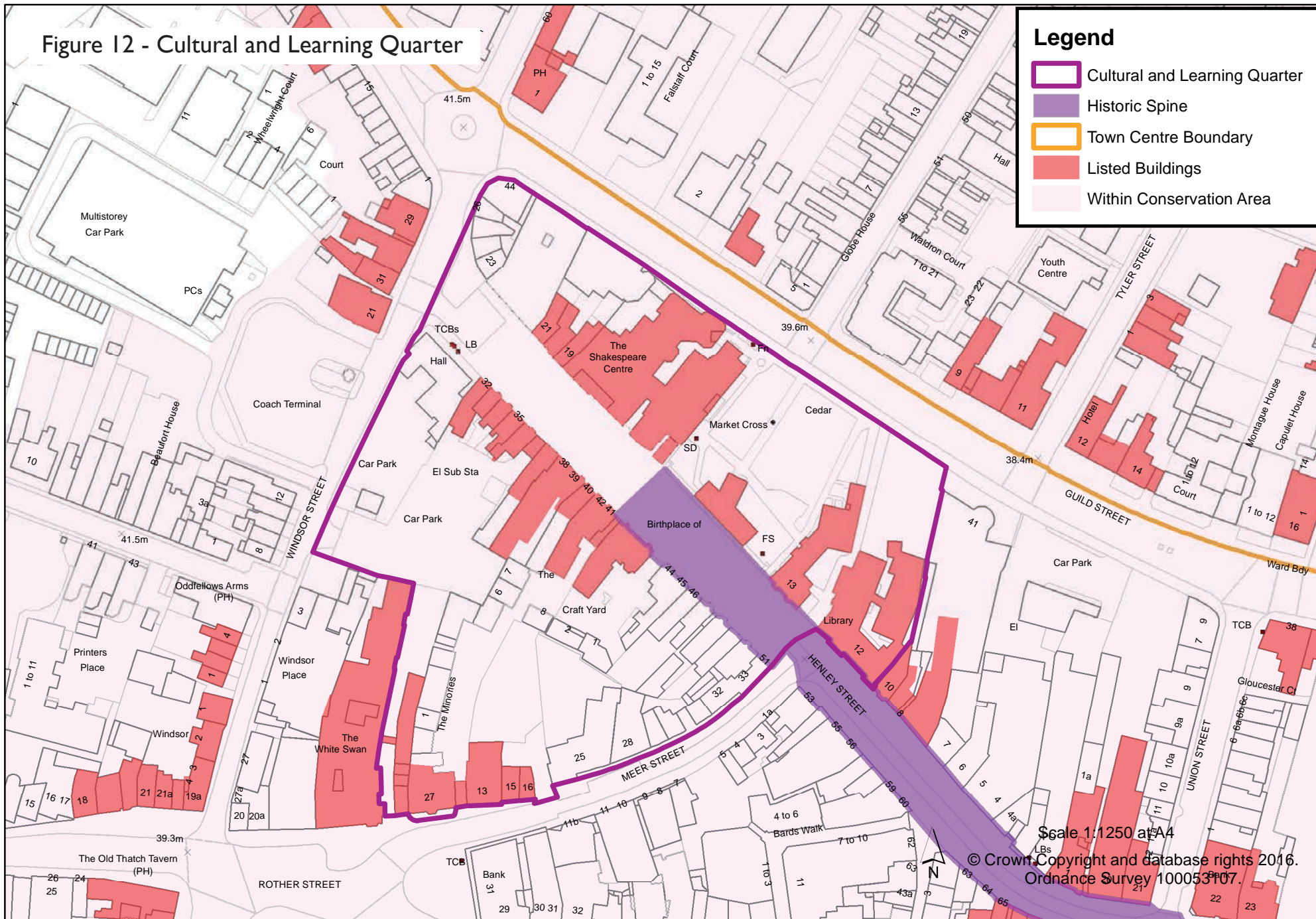
¹⁰ "large-scale development" shall have the same meaning as 'major development' as defined in Part 1, Paragraph 2 (interpretation) of the Town and Country Planning (General Development Management Procedure) (England) Order 2015 (as amended).



Figure I2 - Cultural and Learning Quarter

Legend

-  Cultural and Learning Quarter
-  Historic Spine
-  Town Centre Boundary
-  Listed Buildings
-  Within Conservation Area



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Policy TC9 - New Conference Facilities in the Town Centre

Proposals for new purpose built conference facilities should be located within the Bridgeway area or Rother Triangle unless justification for an alternative location can be provided.

Explanation

- 7.33 Policy AS.1 of the Core Strategy identifies the desire for new conferencing facilities within the town. This Plan supports appropriate facilities in the Bridgeway and Rother Triangle areas due to its central / accessible location and easy access to transport, interchanges, hotels and the town centre.

Objective D: Protecting the town's heritage

Policy TC10 - Shop Fronts

All new shop fronts or changes to existing shop fronts should be in keeping with the supplementary guidance found within the Stratford-upon-Avon High Street Study¹¹ (2005) and any relevant replacement guidance that will have been the subject of public consultation.

Any new shop fronts or changes to existing shop fronts, should have regard to all statutory heritage designations.

¹¹ Stratford-upon-Avon High Street Study, April 2005 (www.stratfordsociety.co.uk)



Explanation

- 7.34 In order to maintain and enhance the character and appearance of the historic Town Centre, it is important to ensure that shop fronts are sympathetically and appropriately designed. The Stratford-upon-Avon High Street Study contains guidelines which achieve this objective. Proposals should be consistent with any Shop Front Design Guide produced as part of TC Project 4.
- 7.35 Although these projects are not binding in the same way as the policies contained within this Plan, they relate to matters which have been highlighted during public consultation as being important to residents.



Church Street shop front before improvements



Church Street shop front after improvements



Illustration: Colin Davis

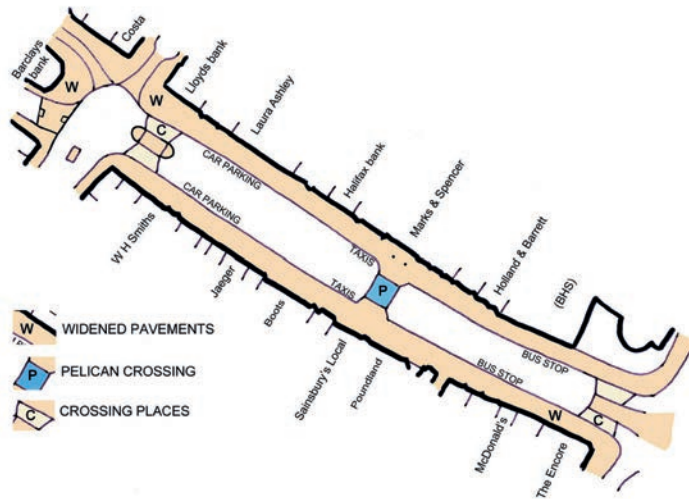
Artist's impression of possible improvements to the top of Bridge Street



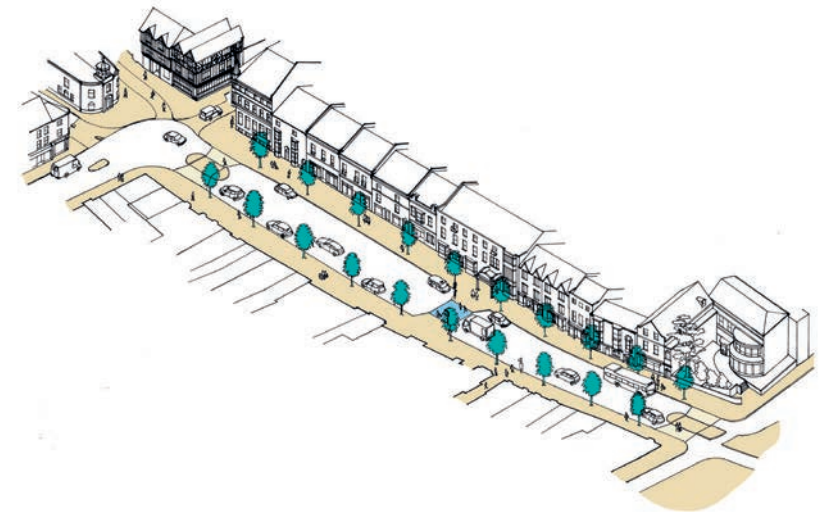
Before



After



Artists impression of Bridge Street improvements



Illustrations: Colin Davis

TC Project 4 - Shop Front Scheme

A Town Centre shop front scheme will be produced, adopted and administered jointly between the District Council, the Town Council and the Stratford Society, in which:

- a) Architectural advice is given to owners or lessees or prospective lessees on appropriate new shop fronts, improvements or changes to existing ones; and
- b) Funding will be provided to support principles of sympathetic design consistent with the character of the historic Town Centre.

Objective E: Improving access and movement within the Town Centre

TC Project 5 - Improving the balance between vehicles, pedestrians and cyclists

The following schemes will be promoted in consultation with the County Council Highways Department to provide improvements within the Town Centre:

- a) In Bridge Street - The widening of footways and the narrowing of carriageways; redesigned car parking; redesigned taxi ranks; redesigned bus stopping bays on both sides; continued two way traffic flow; 20mph speed limit; and improved public realm and landscaping
- b) In High Street (between Bridge Street and Sheep Street) - An experimental pedestrian priority area for 6 months with no access for vehicles between 11am and 4pm except for emergency vehicles, taxis and blue badge holders; 20mph speed limit; continued two way traffic with restricted loading. Subject to the results of the experiment, any permanent change to High Street will include a redesigned carriageway; widened footways; 20mph speed limit; and improved public realm and landscaping



- c) **Bridge Street and Wood Street roundabout: Redesign the Bridge Street roundabout to make for better general pedestrian flow and particularly to give improved pedestrian movement from High Street to Henley Street**

Incorporation of additional on street parking within the Town Centre will be explored to accommodate the displacement of spaces as a result of the above initiatives.

The implementation of a 20mph speed limit for the whole of the Town Centre will significantly improve the environment for cyclists and pedestrians and should therefore be an integral part of the above initiatives.

TC Project 6 - Cycling in the Town Centre

Proposals for safer cycling within the Town Centre will be actively encouraged and implemented in consultation with the County Council and amenity groups. This will include a priority to establish safe and connected cycle-to-school routes, which, wherever possible, will be segregated from traffic.

Priority will be given to enhancing connectivity throughout the Town Centre and improving the following road junctions:

- a) **Alcester Road with Arden Street**
- b) **Evesham Road with Seven Meadows Road**
- c) **Clopton Road with Birmingham Road**

TC Project 7 - Coaches in the Town Centre

Agreements with coach operators will be encouraged between the Town Centre Strategic Partnership and the various Town Centre hotels and tour operators in order to:

- a) Avoid the use of unsuitable narrow streets and facilitate smooth and easy access to pick up and drop off points; and**
- b) Relieve congestion in key Town Centre locations such as the Bridge Street/Waterside area.**

The introduction of designated coach set down areas within the Town Centre will be encouraged including the dual use of existing loading bays.

This project builds on progress already made by the Local Transport Group. The agreed routes would be secured by voluntary arrangement between operators and the Local Transport Group with the support of the County Council as Highway Authority.

This project should be read in conjunction with INF Project 9.



TC Project 8 - Alleviation of congestion on the Tramway Bridge

In light of the current levels of use of the Tramway Bridge proposals to relieve congestion and improve accessibility and pedestrian safety will be encouraged.

Further explanation is provided in INF Project 6 which draws attention for the need to provide additional pedestrian and cycle capacity across the River Avon. This is driven in part by the congestion on the Tramway Bridge, especially when events and festivals are in progress, and the need to provide ease of access to the Town Centre as utilisation of the Recreation Ground Car Park increases (see INF Project 1).



Coach congestion, Windsor Street



Pedestrian Congestion, Tramway Bridge

TC Project 9 - Parking in the Town Centre

The strategic objective for car parking in the Town Centre, both on and off street, should be the prosperity, vitality and competitiveness of the town's businesses and shops whilst having full regard to the following:

- The significance of car parking to the economic and financial well-being of the community;
- Convenience of Neighbourhood Area residents;
- Convenience for shoppers;
- The levels of traffic congestion in and around the Town Centre and the impact of those levels on the town; and
- The operation of the park and ride schemes

A Car Parking Advisory Body should be set up to monitor:

- The use of car parks;
- The operation and patronage of the park and ride;
- The level of charges;
- Advise on their effectiveness in meeting these strategic objectives; and
- The provision of electric charging points.

The Car Parking Advisory Body should be administered by the Town Centre Strategic Partnership with membership from the Local Transport Group, members of the local authorities and representatives from the key commercial interests in the town.

With the exception of the NCP car park on Rother Street and the Windsor Street Car Park, all existing car parks within the Town Centre will be protected and where necessary expanded in order to ensure that appropriate levels of parking are maintained to support the economic viability of the Town Centre.



8.0 Built Environment and Design

- 8.1 The Neighbourhood Area is dominated by Stratford-upon-Avon which is a planned medieval town at its centre consisting of a wealth of historic buildings which has grown concentrically over the years. It is a market town in a riverside and canal-side setting, located in an attractive rural landscape. The Neighbourhood Area also contains the settlements of Tiddington and Alveston along with a scattering of individual dwellings, businesses and farmsteads.
- 8.2 The Neighbourhood Area is a place of pilgrimage for many, having a unique connection to Shakespeare. It attracts many visitors and tourists because of its many charms. This Neighbourhood Development Plan seeks to maintain, preserve and enhance the unique character of the Neighbourhood Area and its very special sense of place.

High Quality Design

- 8.3 Design is more than just about materials and appearance. Good design must start from a concept of making places excellent in which to live and work. This standard applies both to the extension or replacement of a single dwelling, and to a new building set within its own surroundings. The same concept must apply to large developments that create their own sense of character. These developments must have a clear sense of community and internal coherence. All developments must demonstrate their relationship and connectivity to the rest of the neighbourhood.
- 8.4 Proposers of all development irrespective of scale are advised to seek pre-application advice from the District Council as well as pre-application engagement with the Town Council and other local stakeholders. Advice given should be taken into account and documented in the supporting evidence, such as a Design and Access Statement, submitted with any planning application.

- 8.5 Applicants should undertake local consultation on their proposals, including on design issues, prior to any formal planning application being submitted. For householder development this consultation may only need to extend to immediate neighbours, but for larger scale developments consultation with local residents from a wider area would be expected. In all cases advice on the extent of local consultation should be sought prior to undertaking it. It may be appropriate that this local consultation is incorporated with the pre-application advice.
- 8.6 The Commission for Architecture and the Built Environment (“CABE”), in its publication ‘Making Design Policy Work¹²’, defines good design as “making places that are functional, durable, viable, good for people to use, and that reflect the importance of local character and distinctiveness.”
- 8.7 Paragraph 125 of the National Planning Policy Framework (NPPF) 2018 states that Neighbourhood Development Plans “...can play an important role in identifying the special qualities of each area and explaining how this should be reflected in development” (formerly paragraph 82 of NPPF 2012). This section of the Plan seeks to achieve this objective.

Preserving and Enhancing the Historic Environment

- 8.8 The Plan seeks to promote the conservation and enjoyment of the Neighbourhood Area’s historic environment, buildings and monuments. The introduction of new or converted buildings to a design standard that is in sympathy with and complements the historic environment can enhance the old without imitation as many historic centres have shown. This Neighbourhood Development Plan is also concerned with access to and free movement within the Neighbourhood Area so that the historic environment can be enjoyed in a safe and convenient way by residents and visitors.

Promoting Urban Renewal and Regeneration

- 8.9 There are sites within the Neighbourhood Area which are unused and underused. The presence of such sites creates an opportunity through urban renewal and regeneration to bring back into use derelict sites and remove incompatible uses through comprehensive well planned redevelopment.

¹²CABE, ‘Making Design Policy Work’, June 2005



Objective A: Promoting high quality sustainable design

Policy BEI - Creating a Strong Sense of Place

All developments must demonstrate a high standard of design and layout. All large-scale developments¹³ will be encouraged to achieve this through the following ways:

- a) **Permeability** - the ability to move freely and effectively through a development to reach destinations by a choice of access routes, clear definition of public and private spaces and the integration and connection of the development into the surrounding area and adjoining developments;
- b) **Variety** - the experience of a choice of varied uses and activities, building types and forms, and the interaction of buildings, uses and people within a development and quality of the public realm; and
- c) **Legibility** - the quality and function of a place defined by nodes, landmarks, strong building blocks and lines, linkages and community cohesion.

Developments that do not demonstrate high standards of design and layout will be resisted.

Explanation

- 8.10 Permeability, variety and legibility are important principles when creating a high quality design and layout. Whilst individual design is often a subjective matter, how a development functions, the creation of an interesting and diverse development and making sure it is clear and logical provides a solid foundation for creating a strong sense of place.

¹³ "large-scale development" shall have the same meaning as 'major development' as defined in Part 1, Paragraph 2 (interpretation) of the Town and Country Planning (General Development Management Procedure) (England) Order 2015 (as amended).

Policy BE2 - Responding to Local Character

All development proposals must demonstrate how local character has been taken into account during the conception and evolution of a design.

Proposals that do not positively contribute to local character will be expected to explain why and clearly demonstrate the reasons behind the alternative approach.

Explanation

- 8.11 It is important to ensure that local character, including its relationship with the countryside¹⁴, is preserved and where appropriate enhanced. New development that is at odds with a distinctive local character can be harmful so will be treated cautiously.
- 8.12 The purpose of this policy is to manage development so that the most appropriate design is found for the site having regard to local character to ensure that all developments are of high quality and reflect the character of the areas around them in spatial layout, scale, density, materials, design and landscape terms.
- 8.13 This policy is not intended to impose a particular architectural style or stifle innovation, originality or innovative design.

¹⁴National Character Area Profile 106: Severn and Avon Vales 2014



Policy BE3 - Master Planning

Housing developments of 25 dwellings or more or developments exceeding 1,000sqm of non-residential floor space should be accompanied by a Master Plan (for outline applications) or a Contextual Plan (for detailed applications) which demonstrates how the development integrates into the existing community by encouraging social cohesion and how it integrates with existing infrastructure.

The Master Plan/Contextual Plan must take account of committed and potential future development on adjacent sites so as to provide a degree of future-proofing both within the context of wider site and within the context of existing infrastructure.

The master planning process must demonstrate consideration of means to ameliorate the additional demand that the development would place on the highway system, through a Transport Assessment¹⁵, and on services such as schools and medical facilities, as well as the need to provide public open space, fibre optic broadband and environmental improvements through an Infrastructure Plan.

Explanation

- 8.14 Stratford-upon-Avon is a medium sized market town set in attractive Warwickshire countryside. In addition to its resident population it also attracts several million visitors each year. While it has an historic core and a number of historic buildings around the outskirts, there has been gradual expansion over the years in discrete areas which each have their own character. It is important to the residents that all future development is of high quality and reflects the character of these areas in spatial layout, scale, materials, design and landscape.
- 8.15 Small-scale developments do not normally need master planning. However, large-scale developments can often benefit from such an exercise. Due to their increased complexity, developments of 25 or more usually require consideration of the wider context due to the scale of land and numbers of homes involved and therefore should be informed by a masterplan. Such schemes often require joined up thinking to achieve high quality results. The master planning process enables this to be at the forethought of design from concept to build out.

¹⁵ See Paragraph 111 of the NPPF 2018 (paragraph 32 of NPPF 2012) and Policy CS.26 of the Core Strategy

- 8.16 Development should not compromise future development opportunities on adjacent sites within the Environmental Improvement Areas identified in this Plan.
- 8.17 There have been many recent developments of between 25-75 homes which have overlooked the wider context and how they integrate with neighbouring developments through joined up land use based planning. This has been particularly true of additional traffic leading to increased congestion, but also of the lack of provision of local public open space and public meeting rooms in or near new developments.
- 8.18 Master Plans can also be supplemented by design codes, which are a set of illustrated design rules and requirements, which instruct and advise on the physical development of a site or area. The graphic and written components of the code are detailed and precise, and build upon a design vision. It serves as a quality benchmark for the whole development, but need not be overly prescriptive.
- 8.19 Design codes and Master Plans will also be encouraged for smaller scale developments especially where there is a particular sensitivity affecting the site.



St Peters Way



Poppy Close

BE Project I - Design Review Panels

This Neighbourhood Development Plan supports the formation of a local Design Review Panel made up of members with experience in architecture, conservation and planning disciplines, amongst others. The formation, monitoring and membership of the Design Review Panel will be under the stewardship of the Town Council in consultation with the District Council.

The overall function of the Design Review Panel will be to make recommendations for enhancing the quality of proposed development in the Neighbourhood Area to reflect the overall scale and grain of the town and its surrounding environs and to ensure that new design is sympathetic.

Large scale developments will be expected to go through a local design review process once a Design Review Panel has been established. The comments of the Design Review Panel or similar panel of experts will be a material consideration in the determination of all applications.

The use of a Design Review Panel may be necessary for smaller scale developments where there is a particular sensitivity affecting the site.

The decision as to whether or not a development will be referred to the Design Review Panel should be established at pre-application stage to avoid unnecessary delays.

- 8.20 Although this project is not binding in the same way as the policies contained within this Plan, it relates to a matter which has been highlighted during public consultation as being important to residents.

Explanation

- 8.21 In accordance with paragraph 129 of the National Planning Policy Framework 2018 (formerly paragraph 62 of NPPF 2012), applicants are encouraged to use local Design Review Panels. This is particularly important for large-scale developments or development where there is a particular sensitivity such as conservation area, listed building or a site which is visually prominent from the public realm or locally important.
- 8.22 The threshold for large-scale development is 10 or more dwellings or 1,000 sqm or more of non-residential floor space. Sensitivities affecting a site will include conservation areas, listed buildings and their settings, sensitive landscapes or exposed edge of settlement locations, prominent locations within public views/vistas and sites sensitive to wildlife.

Policy BE4 - Designing Out Crime

All development proposals will be expected to demonstrate how design has been influenced by the need to plan positively to reduce crime, the fear of crime and how this will be achieved.

Proposals which fail to satisfactorily create a safe and secure environment will not be supported.

Where possible, the advice of a police architectural liaison representative should be sought for all large-scale¹⁶ developments.

Explanation

- 8.23 The Government places great importance on creating safe and accessible environments where crime, disorder and the fear of crime, do not undermine quality of life or community cohesion¹⁷. There are many recommendations on how to design out crime.

¹⁶ "large-scale development" shall have the same meaning as 'major development' as defined in Part 1, Paragraph 2 (interpretation) of the Town and Country Planning (General Development Management Procedure) (England) Order 2015 (as amended). ¹⁷ Paragraph 127 of the NPPF 2018 (formerly paragraph 58 of NPPF 2012) ¹⁸ CABE, Safer Places, February 2004



8.24 CABE's comprehensive 'Safer Places'¹⁸ paper identifies seven key characteristics that create a safe community. All development proposals will be required to demonstrate how these characteristics have been incorporated into the proposed design.

1. Access and movement - places with well defined routes, spaces and entrances that provide for convenient movement without compromising security
2. Structure - places that are structured so that different uses do not cause conflict
3. Surveillance - places where all publicly accessible spaces are overlooked
4. Ownership - places that promote a sense of ownership, respect, territorial responsibility and community
5. Physical protection - places that include necessary, well-designed security features
6. Activity - places where the level of human activity is appropriate to the location and creates a reduced risk of crime and a sense of safety at all times
7. Management and maintenance - places that are designed with management and maintenance in mind, to discourage crime in the present and the future

Policy BE5 - Design Quality

All new development should demonstrate that it has taken account of best practices to achieve high levels of sustainability and safety. Appropriate measures to deal with climate change should be demonstrated together with the use of sustainable drainage systems.

In particular for new development on greenfield sites, or the major redevelopment of existing sites, design should provide for a high quality public realm with both hard and soft landscaping and measures to encourage biodiversity.

Developers are encouraged to meet the highest design standards unless it can be demonstrated that it is not viable and/or technically feasible to do so or where other evidence has demonstrated high sustainable performance in accordance with recognised industry standards.

Explanation

- 8.25 In order to meet the highest design standards, developers should provide evidence of compliance with the BREEAM 'Excellent' standard and up until 2020 at least 25% of all dwelling/flats are built in accordance with Lifetime Homes Standard 2010 (or as subsequently revised). From 2020, all dwellings/flats are encouraged to meet the Lifetimes Homes Standard.
- 8.26 Favourable consideration will be given to housing development proposals that can demonstrate evaluation against Building for Life 2012 (BfL 12) with all criteria achieving a 'Green' score. Developments which include a 'Red' or 'Amber' score against any criterion must be justified in the Design and Access Statement or other supporting statement.
- 8.27 The BREEAM¹⁹ assessment process evaluates the procurement, design, construction and operation of a development against targets that are based on performance benchmarks. Assessments are carried out by independent, licensed assessors, and developments rated and certified on a scale of Pass, Good, Very Good, Excellent and Outstanding.
- 8.28 BREEAM measures sustainable value in a series of categories, ranging from energy to ecology. Each of these categories addresses the most influential factors, including low impact design and carbon emissions reduction; design durability and resilience; adaption to climate change; and ecological value and biodiversity protection. Within every category, developments score points – called credits – for achieving targets, and their final total determines their rating.
- 8.29 New residential and non-residential gross floor space over 40sqm will usually comprise a significant extension to an existing building or a moderately sized new building and therefore the BREEAM standard is encouraged in these circumstances.
- 8.30 The concept of Lifetime Homes²⁰ was developed in the early 1990s by a group of housing experts, including the Joseph Rowntree Foundation²¹. The group was formed because of concerns about how inaccessible and inconvenient many homes were for large sections of the population. Lifetime Homes was developed to ensure that homes are accessible and inclusive.

¹⁹ <http://www.breeam.com/> ²⁰ <http://www.lifetimehomes.org.uk/pages/lifetime-homes.html> ²¹ The Joseph Rowntree Foundation was consulted in the preparation of this plan



- 8.31 Lifetime Homes are ordinary homes designed to incorporate 16 Design Criteria that can be universally applied to new homes at minimal cost. Each design feature adds to the comfort and convenience of the home and supports the changing needs of individuals and families at different stages of life. Lifetime Homes are all about flexibility and adaptability; they are not 'special', but are thoughtfully designed to create and encourage better living environments for everyone.
- 8.32 Building for Life²² ("BfL") is endorsed by the Government as a tool for assessing development proposals with the aim of promoting well-designed homes and neighbourhoods. It contains 12 questions, based on the National Planning Policy Framework, reflecting that new housing developments should be attractive, functional and sustainable places. The questions are designed to help structure discussions between local communities, the local planning authority, the developer of a proposed scheme and any other stakeholders. This policy supports the use of BfL to strengthen what is stated in the Core Strategy Policy CS.9 in order to achieve exemplary development in the Neighbourhood Area.

Policy BE6 - Effective and Efficient Use of Land

All development proposals must demonstrate an effective and efficient use of land. The effective use of land can assist in delivering sustainable development in the following ways:

- a) Density which is designed to enhance the character and quality of the local area whilst preserving the amenity of neighbouring residential homes and is commensurate with infrastructure capacity;**
- b) Reusing previously developed land;**
- c) Bringing empty buildings back into use; and**
- d) Utilising the best and most versatile agricultural land only where it is demonstrated to be necessary.**

The built-up areas should appear to emerge gradually from the surrounding countryside, with higher density and building heights located towards the centre, and lower density and building heights on the periphery of the built-up area boundaries.

²² <http://www.designcouncil.org.uk/resources/guide/building-life-12-third-edition>

Explanation

- 8.33 Paragraph 122 of the National Planning Policy Framework 2018 (formerly paragraph 47 of NPPF 2012) encourages a local approach to housing density to reflect local circumstances.
- 8.34 It would be expected that development in close proximity to the Town Centre and other service areas could be as high as 60 dwellings per hectare (dpha), but on the periphery of the town, densities would not normally be above 25 dpha. In all cases the local character should be respected and in order to retain an appropriate housing mix as set out in Policy H7 a small number of 5+ bedroom houses on large plots will also be supported
- 8.35 Housing density will be greater on sites with a high level of accessibility, including sites located in or close to the Town Centre or within 400m of public transport.
- 8.36 The heights of new buildings should have regard to the context of the individual site and the surrounding area. Building heights may increase nearer the Town Centre but in contrast, heights should be lower towards the edge of the town to assist in the assimilation of new development into the surrounding landscape.
- 8.37 The form and density of housing will vary across larger sites, in response to current and future accessibility and other characteristics of each part of the site. Variations in density across a site should be used to develop different character areas.
- 8.38 High quality design will enhance amenity through housing density levels that also secure adequate internal and external space, dwelling mix, privacy and sunlight and daylight to meet the requirements of future occupiers.



Policy BE7 - Supplementary Guidance

Relevant development proposals within the Neighbourhood Area are encouraged to have regard to the following design guidance documents, and any successors in title:

- a) The character appraisals contained within the Stratford-upon-Avon Town Design Statement;
- b) The Alveston Village Design Statement 2015²³; and
- c) The Stratford-upon-Avon High Street Study²⁴

Development proposals will be expected to explain how this guidance has been addressed or provide an explanation to the contrary.

Explanation

- 8.39 Supplementary guidance provides an important compliment to this Plan.
- 8.40 It is important that all supplementary guidance is kept up to date during the plan period in order to take account of changing circumstances and national and local planning policy.
- 8.41 It is acknowledged that the Stratford-upon-Avon Town Design Statement produced in 2002 is out of date. However, the character appraisals contained within it are still relevant today and should be taken into account when considering new developments.
- 8.42 The creation of new Local Design Guide which could be led by the local Design Review Panel with assistance from other partners/ contributors will be encouraged. One of the functions of the Local Design Guide could be to provide guidance on the development of particular proposals within this Neighbourhood Development Plan such as the Canal Regeneration Zone and the Environmental Improvement Areas.

²³ <http://www.alvestonvillage.co.uk/villagers-association/> ²⁴ Stratford-upon-Avon High Street Study, April 2005

- 8.43 A Shop Fronts Design Guide should be prepared and adopted by the Town and District Councils in conjunction with the Stratford Society or others with appropriate expertise. The guide will include architectural advice to owners, lessees and prospective lessees on appropriate new shop fronts and improvements or changes to existing shop fronts, information on the availability of grants and references to the High Street Study, requirements under the latest Building Regulations and principles which would apply to historic buildings.

Objective B: Preserving and enhancing the historic environment

Policy BE8 - Designated Heritage Assets

Proposals which cause substantial harm to the special historical or architectural fabric and interest of listed buildings and ancient monuments and their settings or the Stratford-upon-Avon, Shottery or Alveston Conservation Areas will be resisted including those which affect the town's Historic Spine (Figure 13). Proposals which result in less than substantial harm must demonstrate public benefit outweighing that harm.

Proposals, including changes of use, which enable the appropriate and sensitive restoration of listed buildings will be supported.

All proposals must as a minimum protect the important physical fabric and settings of listed buildings and scheduled monuments. Where appropriate, development within or adjacent to the Historic Park at New Place Gardens will be strictly controlled.

Where necessary, new development must take account of known surface and sub-surface archaeology, and ensure unknown and potentially significant deposits are identified and appropriately considered during development. Lack of current evidence of sub-surface archaeology must not be taken as proof of absence.





New Place Gardens c.1885 (Picture courtesy of Shakespeare Birthplace Trust)



New Place Gardens September 2016

Figure 13 – Historic Spine

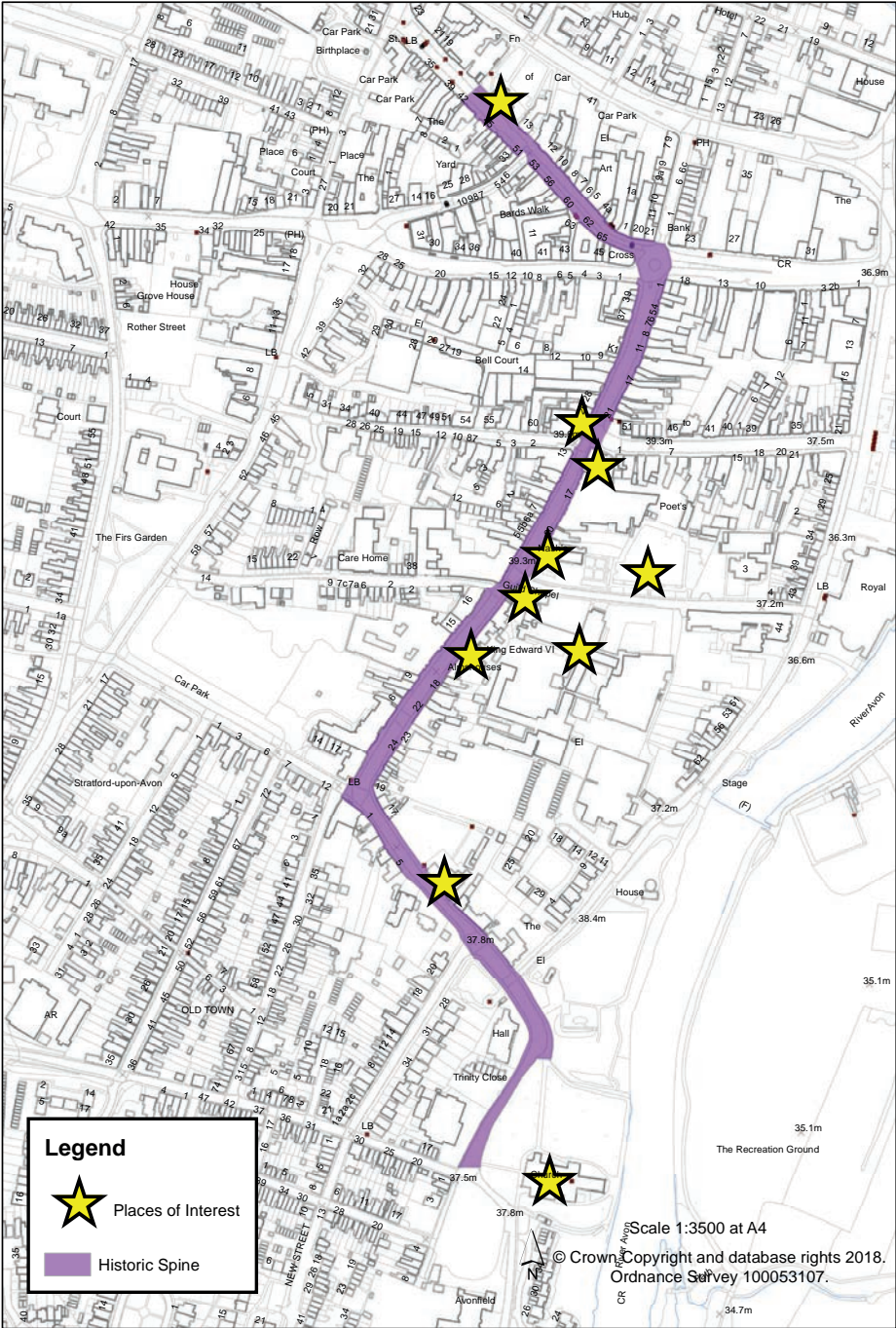




Photo: Andrew Dow

Explanation

- 8.44 Stratford town has a unique history and is privileged to be the home of several nationally and internationally important heritage assets. These add to the distinctiveness of the town and its global position as a tourist destination. The preservation of these assets individually and collectively is paramount and should be given the highest priority.
- 8.45 The best of Stratford's architectural heritage is located along a centuries-old route leading from Shakespeare's Birthplace in Henley Street to Holy Trinity Church in Old Town. Here are to be found nearly all of the town's most important buildings, some of them of national importance. This is known as the 'Historic Spine'²⁵.
- 8.46 The Stratford-upon-Avon, Shottery and Alveston Conservation Areas are specifically defined and protected because of their special architectural and historic interest. Great weight should be placed on the need to preserve or enhance the conservations areas.
- 8.47 This Neighbourhood Development Plan supports the review of the Stratford-upon-Avon, Shottery and Alveston Conservation Areas.

Objective C: Promoting urban renewal and regeneration

Policy BE9 - Replacement Dwellings

Proposals for replacement dwellings must respect the character and appearance of the locality. Particular importance is placed on sensitive sites such as those within conservation areas or affecting the setting of listed buildings or lying in areas susceptible to flooding.

Replacement dwellings must be of an appropriate scale so as not to be too dominant or adversely affect the amenity of neighbouring uses. Proposals will be expected to meet high standards of design in accordance with Policy BE5 of this Plan.

This policy will only apply to lawful dwellings and does not apply to caravans or mobile homes.

²⁵The Historic Spine – A guide to Stratford's Finest Buildings, updated April 2016 (www.stratfordsociety.co.uk)



Explanation

- 8.48 This policy is designed to facilitate the renewal of the existing housing stock with appropriate replacements. It is not intended to overly restrict people's freedom and expression of interest in design and layout. All new replacement dwellings will be encouraged to enhance design and create a sustainable living environment.
- 8.49 Proposals to replace existing dwellings in any identified floodplain will need to be accompanied by a Flood Risk Assessment prepared in accordance with extant Environment Agencies guidelines.

Policy BE10 - Conversion and Reuse of Buildings

Proposals which demonstrate a sympathetic and appropriate conversion and reuse of an existing building or buildings will be encouraged. Buildings must be genuinely capable of being converted without significant rebuilding or extension.

Explanation

- 8.50 The conversion and reuse of buildings, particularly derelict ones, assists in the regeneration of the built environment especially where there are environmental enhancements. This also assists in the delivery of windfall sites. In many cases the conversion and re-use of buildings falls within permitted development rights.

Policy BE11 - Empty Homes and Spaces

Proposals which bring back into active use empty homes will be supported and encouraged. This includes any ancillary works required to facilitate the reuse of the building.

Proposals which seek to utilise vacant plots and buildings will be looked upon favourably providing there are no adverse environmental impacts and the new use is compatible with the existing neighbouring uses.

Explanation

- 8.51 Properties that are empty could play a more important role in meeting housing demand in the Neighbourhood Area. While there is clearly a need to build new homes, ignoring the potential of empty homes is a costly environmental mistake.
- 8.52 Creating homes from empty properties saves substantial amounts of materials over building new houses. It also minimises the amount of new greenfield land required for development. Refurbishing and repairing empty homes can also help improve streets and neighbourhoods, as empty properties are often unsightly attracting problems, including fly tipping, graffiti, vandalism and arson.
- 8.53 In appropriate locations such as the Town Centre, the reuse of empty upper floors above shops and offices for residential, commercial or recreational uses can add to the vitality and vibrancy of the Neighbourhood Area. Active uses in the evening can also act as a natural deterrent to anti-social behaviour.



Empty Houses Shipston Road



Empty Houses Birmingham Road



9.0 Natural Environment

- 9.1 Stratford's green spaces are one of the things local residents most like about the town. This was the finding of the surveys carried out by the Neighbourhood Plan group. Together, these green spaces provide a range of environmental benefits to the community, enhancing the quality of life of residents and those who work in or visit the town. Existing green spaces, such as the Clopton Hills, need to be protected and (where possible) improved. Measures need to be taken to safeguard and enhance the Neighbourhood Area's biodiversity and natural environment – in particular the River Avon corridor and the town's trees.
- 9.2 This Neighbourhood Development Plan also needs to consider provision throughout the plan period and therefore look ahead to likely social and environmental challenges. In particular, the implications of climate change must be borne in mind. All new developments need to take account of possible flooding and drainage problems, while buildings must be energy efficient and sustainably constructed. The Plan also aims to encourage the generation of local renewable and low carbon energy.
- 9.3 There are three overarching objectives to sustainable development: economic, social and environmental. These objectives give rise to the need for the planning system to perform a number of roles. If we are to achieve the environmental objective, development must contribute to protecting and enhancing our natural, built and historic environment. As part of this it must help to improve biodiversity while using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change. This includes moving to a low carbon economy.
- 9.4 This Neighbourhood Development Plan seeks to provide the local policy framework to deliver this environmental role.



Objective A: Preserving and enhancing local biodiversity

Policy NE1 - Local Nature Reserves

This Plan supports the designation of **Bridgetown Woodland and Meadows** as a **Local Nature Reserve** (see Figure 14) by the **District Council**.

Proposals which would adversely affect the environmental quality of Local Nature Reserves or Local Wildlife Sites will be resisted.

Explanation

- 9.5 Many important species are protected under legislation and regulations but often habitats are not. This policy recognises the importance of preserving and enhancing habitats to ensure that wider biodiversity is protected.
- 9.6 “Warwick Road Lands” is a designated Local Wildlife Site and “Bridgetown Woodland and Meadow” is currently being considered for designation as a Local Wildlife Site. This designation only carries a duty of care and has no statutory element attached to it. This Plan seeks to enhance the degree of protection over these important sites by designating Bridgetown Woodland and Meadows as a Local Nature Reserve - a designation which does carry some statutory protection.



Bridgetown Woodland and Meadows



Figure 14 - Proposed Local Nature Reserve



Policy NE2 - River Avon Biodiversity Corridor

Proposals within the Flood Zone of the River Avon²⁶ will be required to show that they will not damage the river's role as a biodiversity corridor, linkages between the river and other important biodiversity sites, or increase flood risk.

Proposals which would adversely affect the environmental quality of the corridor will not be supported. Proposals which positively enhance or contribute to the environmental quality of these areas will be supported.

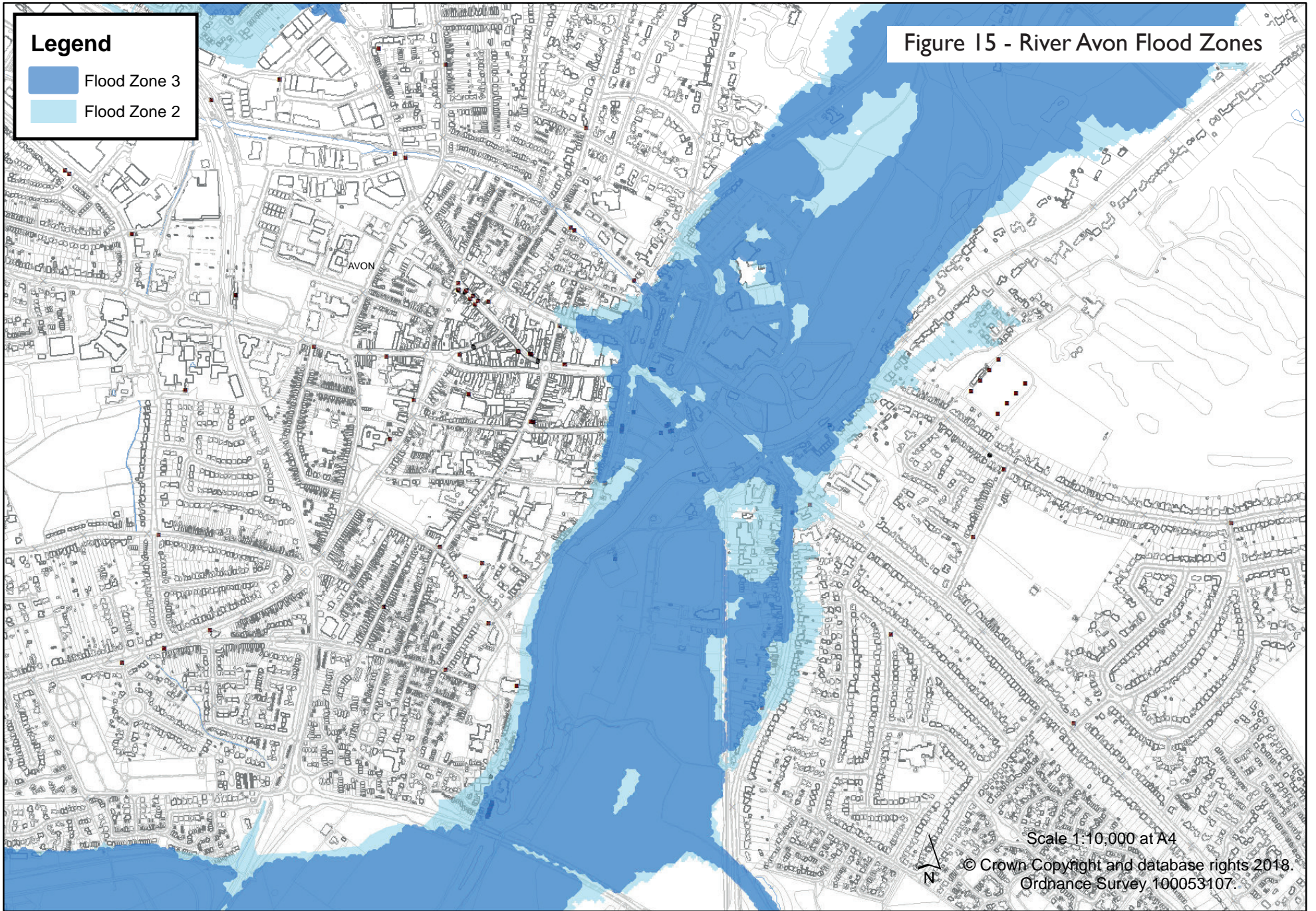
Explanation

- 9.7 All development should aim to support and enhance the biodiversity value of the River Avon corridor and recognise the importance of river meadows in flood management. Development within Flood Zones 1 and 2 must demonstrate that it will not reduce the capacity and capability of the functional flood plain. Water compatible uses within Flood Zone 3 may be acceptable in certain circumstances but other forms of development will be strictly resisted.

²⁶ www.environment-agency.gov.uk



Figure I5 - River Avon Flood Zones



Policy NE3 - Trees and Hedges

All new development will be encouraged to protect all trees and hedges where appropriate, as per BS 5837: 2012 *Trees in relation to design, demolition and construction* or as subsequently revised or replaced. Where this is not appropriate, new trees and hedges should be planted to replace those lost. Most new developments should incorporate appropriate new tree and hedge planting of a suitable size and species in their plans. The new hedge or shrub planting should be implemented as per the recommendations in BS 4428:1989 *Code of practice for general landscape operations* and any new tree planting should be carried out in accordance with BS 8545:2014 *Trees from nursery to independence in the landscape* or as subsequently revised or replaced.

Relevant new development proposals will be expected to demonstrate that they have, where possible, had regard to appropriate sustainable landscaping, in order to avoid later retrofitting of poor quality or token landscape design.

Explanation

- 9.8 Plans for new developments should have regard to existing trees, hedges and shrubs, which should be integrated into the overall purpose and structure of the development. Where an area for development includes existing mature trees, plans should be based on the assumption that these trees will be preserved. In all cases the future growth of new and existing trees should be taken into account during site planning. Root protection areas shall be clearly identified and respected.

Policy NE4 - Sites of Special Scientific Interest (SSSI)

Development within the Racecourse Meadow SSSI will be strictly controlled.

Development which would fail to preserve or enhance the historic and scientific interest of this asset will need to demonstrate public benefit which clearly outweighs that harm.



Explanation

- 9.9 The Racecourse Meadow is one of only 37 SSSIs within the district and the only one within the Neighbourhood Area. It has been designated for its national importance and therefore should enjoy strict protection.

NE Project 1 - Neighbourhood Area Biodiversity Action Plan

A Biodiversity Action Plan shall be prepared for the Neighbourhood Area in consultation with key stakeholders and the public. All proposals should take account of the Local Biodiversity Action Plan and show what effect, if any, they will have on local biodiversity. Where development involves a loss of biodiversity or habitat, appropriate habitat should be created in mitigation.

- 9.10 Although this project is not binding in the same way as the policies contained within this Plan, it relates to a matter which has been highlighted during public consultation as being important to residents.



Trees in Welcombe Road



Racecourse Meadow SSSI

Explanation

- 9.11 The Neighbourhood Area Biodiversity Action Plan (“NABAP”) provides a neighbourhood level response to the Government’s National Action Plans for threatened habitats species and will sit alongside Warwickshire County Council’s Local Biodiversity Action Plan (LBAP), which is currently under review.
- 9.12 Biodiversity Action Plans contribute to national targets. Our NABAP will assist in achieving these targets wherever these are relevant to the Neighbourhood Area but it will also set local targets. It will contain actions for all our local habitats (woodlands, wetlands, grasslands, etc.) and many of our threatened and declining local species. It will have clear measurable targets and assemble the local people and local organisations that are ideally placed to deliver the necessary actions.
- 9.13 The NABAP will provide a strategy for action in two parts. Firstly, it will set out the strategic framework and main courses of action, and secondly, it will contain the detailed actions required for priority habitats and species in the Neighbourhood Area.
- 9.14 Key stakeholders include Warwickshire Wildlife Trust, the Warwickshire Biological Records Centre, Warwickshire County Council and various other experts in their fields, as well as local people and organisations.



10 Infrastructure

- 10.1 Improved infrastructure is essential to support the expanding town and district. Distinct needs are recognised in this part of the plan: schools, health care, roads and transport. They are all critical; schools are nearing capacity and there is evidence that health care, roads and transport are not coping with the demands generated by recent growth. The town will only accommodate further growth if these essential supporting services are improved and adequately financed.

Schools

- 10.2 School places need to be provided to support the increased demand from new development. In order to take pressure off existing schools north of the river and improve congestion over the bridge and accessibility of schools from housing, new schools should be sited on the southern side of the town. All buildings should be fit for purpose, of high build quality and energy efficient. See Objective A, Policies INF1 and INF2.

Health Care

- 10.3 A similar approach should be taken to protect and enhance health care provision to meet the needs of the existing and expanding population. This means, in particular, protecting the site of Stratford Hospital for future health care uses and providing support for GP surgeries south of the river. There is a set of policies under Objective B, Promoting a Healthy Community (Policy INF3 and INF4) which will help achieve this.

Roads and Transport

- 10.4 The capacity of roads and general transportation in and around the town needs addressing. As a result of development within the Neighbourhood Area, congestion exists on most access roads at peak times of the day and in the Town Centre. It has reached proportions that are already a serious concern to residents and a threat to the local economy. Given the scale of new development proposed for the town and surrounding areas, including Long Marston Airfield, congestion will increase unless steps are taken to address it. This Plan includes a number of projects aimed at reducing congestion. The Town Council believes these projects are essential to accommodate the level of development set out in the Core Strategy.

A The Need for a Transportation Strategy

- 10.5 INF Project 1 calls for an integrated strategy to address the impact of population growth in the town and district, to relieve congestion and to create a more balanced and safer environment for all traffic. A review, based on research, followed by a comprehensive, strategic road transport plan is required. Once agreed, such a plan needs to be funded.
- 10.6 The strategy must consider removing vehicles, particularly HGVs, from the Town Centre. This cannot be achieved in the short term and therefore more immediate measures are also necessary. Firstly, traffic must be redistributed by using spare capacity on all access roads with car parking in each area of the Town Centre. Secondly, with a particular focus on the Birmingham Road, roads must be made more convenient and safer for all road users, including cyclists, as well as being environmentally more sympathetic. Finally, opportunities must be taken to improve the public transport service to the growing community.
- 10.7 It is important that the strategy addresses options for a relief road or distribution road to take traffic out of the Town Centre and to ensure that traffic from the proposed development at Long Marston puts as little weight on Town Centre roads as possible.
- 10.8 During the preparation of this Plan, the District and County Councils have begun work on a joint study to look at existing and future transport needs. The Town Council is a consultee and welcomes this study. However, it is not yet clear whether the joint study will fully address the issues highlighted in this Plan.



B Redistributing Existing Traffic with Convenient Car Parking

- 10.9 Other measures are necessary to support a revised strategic road pattern. These include using the capacity of all existing roads, relieving pressure on the most congested (see INF Project 2) and making sure that there is adequate car parking in all quarters of the town (see INF Project 3). Beyond this, the contribution that car parking and, in particular, charging for motor vehicles can make to dealing with congestion in the Town Centre has been addressed in the Town Centre section of this plan (see TC Project 9).
- 10.10 Park and Ride can make a significant contribution to easing congestion. The provision of facilities with good directions needs to be encouraged north and south of the Town Centre. However, the plan recognises that provision alone is not sufficient; its effectiveness as a solution depends on how it relates to a variety of other issues, for example the popularity of the town and ease of car parking (see INF Project 4).

C Calming Traffic

- 10.11 Congestion on the Birmingham Road needs particular attention. The last 20 years have seen a number of new uses and developments requiring access to the road – including major retail and residential. These developments have over-burdened a road which is also a primary route into the town and beyond. Traditional road traffic engineering solutions have consistently been applied (widening, traffic signals, turning restrictions, roundabouts) but without conspicuous success.
- 10.12 The most recent initiative of Warwickshire County Council following public consultation in 2015 and early 2016 is to adopt measures aimed at increasing capacity of the Birmingham Road from the town entrance as far as the Maybird (Tesco) roundabout. However, from that point into the Town Centre this Plan proposes to introduce measures for calming the traffic and improving the ambience and attractiveness of this key entrance into the town. The aim is to create a better environment for pedestrians and cyclists, a better sense of connection between the Town Centre and the Maybird Centre as well as harmonising with the environmental improvements in the Canal Quarter Regeneration Zone. This approach would be supported by longer term the County Council proposals for the alleviation of traffic on the Birmingham Road by using a link from the Alcester Road via Western Road to Maybrook Road and involving a new canal bridge (see Objective E and INF Project 5.)

D Improving the Roads for Cyclists and Pedestrians

- 10.13 As well as making the Town Centre streets safer and creating a better balance for pedestrians and other traffic, the Plan addresses other existing shortcomings. River crossings are limited and of poor quality for pedestrians, as they are for cyclists and wheelchair users. Cycle routes in the town are disconnected and many are too narrow and poorly maintained. A network of connected routes needs to be established, in which routes are of adequate dimension, safe and with appropriate separation in dangerous locations.
- 10.14 All new developments will be expected to provide for cycle and pedestrian movements and connections to the existing network. Particular attention needs to be given to the Clopton Bridge where pedestrians and cyclists cannot both be accommodated, and to Seven Meadows Road Bridge, currently without cycling routes and with a permitted speed too fast for a safe cycling environment. Lucy's Mill Bridge needs to be replaced with a design to meet the needs of all users. The Tramway Bridge needs to be augmented as part of an overall strategy to increase the capacity of river crossings for all users (see Objective F and TC Project 6).

E The Importance of Public Transport

- 10.15 The protection and enhancement of public transport services is essential. The existing railway station should be retained and the expansion of rail services encouraged. As a result of the proposed development at Long Marston, it is important that the former route to Honeybourne is protected to allow for possible future re-opening (see Policy INF5 and INF Project 8).
- 10.16 Discussions have been held with the current operators of bus services in the town to discover what provisions they consider best serve the needs of bus users. Their strongly held view is that, because the demand for bus travel in Stratford is extremely sensitive to location, any site for a bus terminus away from the immediate Town Centre would be unsuccessful. This Plan accepts this view and has maintained the dropping off points at improved locations in Bridge Street but would encourage "laying over" at a site adjoining the Leisure Centre when the timetable permits its use (see INF Project 9).



Objective A: Improving access to learning opportunities

Policy INF1 - Protecting and Enhancing Education Facilities

Existing educational institutions will be encouraged to respond to the changing needs of the community and adapt and expand where necessary.

Proposals for enhancing existing institutions will be supported providing they do not have adverse effects on surrounding land uses and they represent high quality design and build standards.

Qualifying developments will be expected to contribute to the enhancement of education facilities in accordance with Community Infrastructure Levy Regulations

Explanation

10.17 The opportunity to access education is imperative in sustaining a strong and prosperous community and economy.

Policy INF2 - New Educational Facilities

Should the need arise for a new secondary educational facility (or other educational facility) during the Plan period, such provision will be supported south of the river in order to meet localised demands and assist in reducing cross town trips.

The development of a new school catering for Special Education Needs will also be supported south of the river, in order to address the capacity limitations of the Welcombe Hills School²⁷.

Proposals which promote the link between education and heritage and tourism will be encouraged.

²⁷ Reference PowerPoint presentation 28/10/2014 "Expansion of Welcombe Hills School" and report 08/10/2014 "Welcombe Hills Complete Proposals."

Explanation

- 10.18 Sustaining and increasing the opportunity to access education should be delivered through the provision of new educational institutions either to meet a recognised need or to complement and expand on the success of existing institutions.
- 10.19 The Welcombe Hills School has recently taken supplementary accommodation to cater for an increase in numbers following a study. The board of Governors has now been constituted as a Special Needs Academy Trust. A further assessment will be conducted which will potentially lead to a new facility south of the River Avon which will be supported by this Plan.



Alveston C of E Primary School



Stratford-upon-Avon School

Objective B: Promoting a healthy community

Policy INF3 - Protecting and Enhancing Existing Health Care Provision

Proposals which would adversely affect the provision and delivery of health care in the Neighbourhood Area will be resisted. Proposals which would enhance and expand existing health care facilities will be supported providing they do not conflict with adjoining land uses. Qualifying developments will be expected to contribute to the enhancement of health care facilities in accordance with the Community Infrastructure Levy Regulations.

Explanation

- 10.20 Providing access to health care is essential to maintain a healthy community. Increases in the general population and particularly in older age groups have placed considerable strains on health care provision.
- 10.21 All developments will be expected to mitigate the impact of their development on the provision of health care for the area, especially taking into account the impact of any retirement accommodation with inward migration of elderly people. General practice and other health and social care provision must grow in line with the population growth.



Rother House Medical Centre



Stratford Healthcare

Policy INF4 - Promoting New Health Care Provision

In order to meet the demands of an increasing population, new health care facilities may need to be provided within the Neighbourhood Area, particularly south of the River Avon. Such new facilities will be supported providing they do not conflict with adjoining land uses.

Explanation

- 10.22 It is evident that GP numbers will need to increase in line with population increases which are a direct result of new developments. Higher GP numbers will be required where there are a higher proportion of elderly patients.
- 10.23 Adequate provision for doctors' surgeries south of the river should be made.
- 10.24 In addition to doctors' surgeries, provision for other forms of health care would be supported. Health care provision covers a broad range of specialisms including dentistry, optometry and physiotherapy.



Hospital

Objective C: To prepare a Strategic Roads and Transport Strategy to serve the growing town and district in which through and peripheral traffic is taken off Town Centre routes

10.25 Although these projects are not binding in the same way as the policies contained within this Plan, they relate to matters which have been highlighted during public consultation as being important to residents.

INF Project 1 - Initiatives to Reduce Through Traffic

A comprehensive report, commissioned by the County Council as the Highway Authority, should be produced to identify ways in which increased volumes of traffic can be accommodated. In particular this should address how traffic not destined for the Town Centre can be reduced on Town Centre routes.

The report should include:

- A full survey of the destination of traffic coming into the town;
- An examination of a relief road with a new bridge or ring road with new bridges giving an estimate of costs, benefits and harm, including indicative routes or lines of such roads;
- An examination of inner distribution road systems to meet the needs of traffic moving within or having destinations within the area of the built up town in conjunction with INF Project 2;
- Proposals for a transportation strategy to accommodate additional traffic entering the town arising from the allocation of additional housing development south west of the town in conjunction with INF Project 2; and
- A future review of the adequacy of the Bishopton Road bridge across the canal taking into account increased traffic from committed development.

Objective D: To redistribute traffic destined for the Town Centre with appropriately sited car parking which avoids congested routes and cross town trips

INF Project 2 - Redistribution of Traffic within the Town

Measures should be taken to re-distribute existing traffic from congested roads and reduce peak time traffic including:

- Dynamic traffic management directing the use of different roads according to capacity and function;
- The creation of an access to the Recreation Ground car park from Shipston Road or from Seven Meadows Road at the entrance to the town; and
- The improvement of pedestrian and cycle access into the town by increasing bridge capacity across the river.

INF Project 3 - Car Parking

Car parking should be provided to support measures for the re-distribution of traffic. For this purpose the following car parks should be evaluated for increased spaces, including the use of decking to create additional levels:

- Church Street
- Rother Street/Grove Road
- Arden Street
- Railway Stations



INF Project 4 - Promoting and Enhancing Park and Ride Opportunities

Use of the Park and Ride facilities serving the town and the creation of a new southern Park and Ride facility will be encouraged and supported. Clear signage to the Park and Rides should be introduced on major trunk routes such as the A46 and motorway, leading to Stratford-upon-Avon.

Policies and proposals on the use of Park and Ride will be subject to advice of the parking advisory body.



Bridgeway Car Park

Objective E: To calm traffic on access roads in the interests of safety, convenience and environmental improvement

INF Project 5 - Birmingham Road and Guild Street

A scheme for traffic calming in Birmingham Road and Guild Street (between Maybrook Road and Windsor Street) which:

- **Includes a distribution road via a new canal bridge, linking the Alcester Road via Western Road to Maybrook Road or Hamlet Way;**
- **Reduces speed limits to 20mph;**
- **Narrows road widths;**
- **Removes traffic signals;**
- **Removes priority at certain junctions and approaches narrowed e.g. the two Maybird roundabouts;**
- **Uses high quality paving and carriageway materials and includes sensitive landscaping and tree planting; and**
- **Redesigns the Arden Street junction.**

Additional considerations

- 10.26 In response to a series of public consultation events in 2014 and 2015 organised by the town's Member of Parliament, the County Council is preparing a new scheme to alleviate congestion on the Birmingham Road. It is understood that whilst the section from Maybird Centre to the A46 will be given extra capacity, elements of what is proposed for the two sections from the Maybird Centre to the Windsor Street roundabout would be consistent with a broader calming approach that this plan aspires to. It would be for the County Council to assess any scheme in due course when they consider conditions are right for the introduction of a scheme based on the principles in this plan.



Objective F: To improve pedestrian and cycle connectivity

INF Project 6 - Dedicated Pedestrian and Cycle Routes

A network of new and improved pedestrian and cycle paths will be created within the Neighbourhood Area.

Development proposals will be expected to demonstrate how pedestrian and cycle links have been incorporated throughout the development and how the development connects to the existing infrastructure.

Priority will be given to the improvement of pedestrian and cycle routes connecting the following:

- Town centre and Maybird Centre in accordance with Policy TC6;
- Birmingham Road and adjacent residential areas;
- In and around Bridgeway;
- Town and Parkway railway stations;
- Schools and Stratford College;
- Residential areas south of the river, including Tiddington, to the Town Centre;
- Connections south to north of the river via Clopton Bridge, the Tramway Bridge and the Seven Meadows Road Bridge; and
- Between the Greenway and the Town Centre.

INF Project 7 - Replacement Bridge at Lucy's Mill

Proposals for a replacement bridge at Lucy's Mill will be supported. The design of the replacement bridge shall take into account the need to provide access for all users.

The design of the new bridge will be subject to full public consultation including key stakeholders.

Explanation

- 10.27 The current bridge at Lucy's Mill requires users to ascend and descend narrow flights of steps which exclude a percentage of users including those with wheelchairs. Bicycles and pushchairs need to be carried up and down the steps. A new bridge meeting the needs of all users would not only make riverside walks more user friendly, but it would also provide a valuable crossing for the increasing number of people living on the south side of the town.



Lucy's Mill Bridge

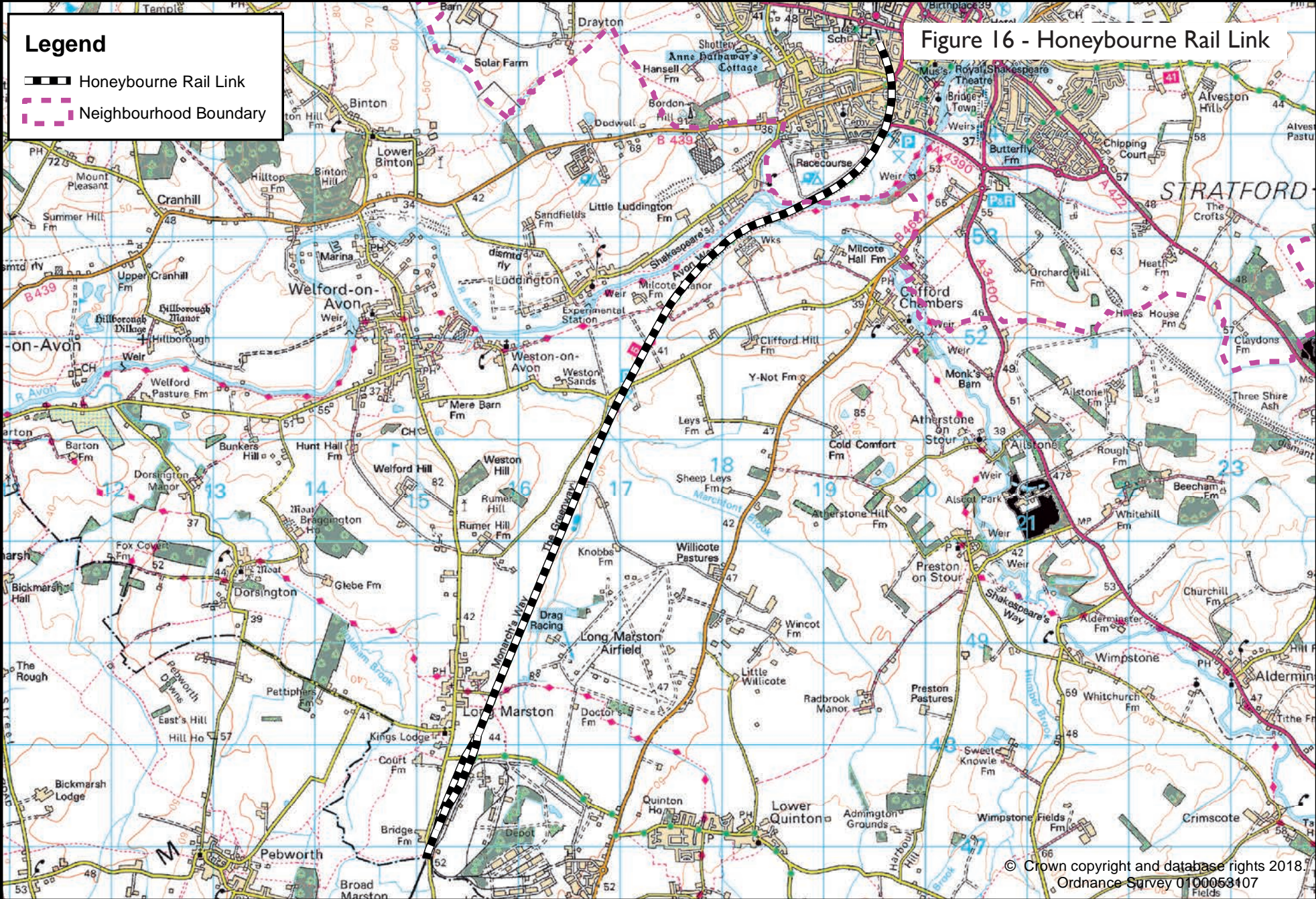


Steps at Lucy's Mill Bridge

Figure I6 - Honeybourne Rail Link

Legend

- Honeybourne Rail Link
- - - - Neighbourhood Boundary



Objective G: To improve public transport opportunities

Policy INF5 - Honeybourne Rail Link

Land formerly used as a rail corridor shall be safeguarded against development that would prejudice the reopening of a future rail link to Honeybourne.

Explanation

- 10.28 The section of line the former railway between Stratford-upon-Avon and Honeybourne within the Neighbourhood Area should be protected from development which would prejudice its possible reopening as a rail corridor. The preservation of this route will facilitate the potential reopening of the rail link should the need arise as a result of population growth south west of the town.
- 10.29 Although these projects are not binding in the same way as the policies contained within this Plan, they relate to matters which have been highlighted during public consultation as being important to residents.

INF Project 8 - Preserving and Enhancing Rail Links and Services

The existing Town Centre railway station will be retained and enhanced. Links with other modes of transport should be improved. Whilst having regard to the environmental implications, the expansion of rail services to new destinations and the enhancement of existing services will be encouraged.



Explanation

- 10.30 The County Council has plans to develop the Nuneaton - Coventry - Kenilworth - Leamington rail corridor, and this Neighbourhood Development Plan supports moves to extend those services to Stratford-upon-Avon, offering the future possibility of a rail link to Birmingham Airport once HS2 creates more capacity on the Coventry-Birmingham line.

INF Project 9 - Promoting Enhanced Bus and Coach Facilities

Enhanced coach and bus services will be delivered in the following ways:

- a) Limiting their use of Town Centre streets for pick up and drop off;**
- b) Promoting a layover facility at the leisure centre or an alternative location near the Town Centre;**
- c) Encouraging operators to use the designated area for layovers;**
- d) Discouraging coach and bus layovers within the Town Centre, specifically Bridge Street and Wood Street;**
- e) Encouraging the use of hybrid and start/stop bus operations; and**
- f) Seeking agreements on acceptable routes for coaches and HGV's in the town.**

This project should be read in conjunction with TC Project 7.

to: Andrew Dow



Photo: Andrew Dow

Park and Ride



11 Community, Leisure and Wellbeing

- 11.1 Stratford-upon-Avon, because of its recognition as an international tourist destination, has an abundance of community and leisure facilities such as theatres, restaurants and cafes. However, the local community believes there is a lack of facilities for young people, families and older age groups and that more should be done to increase the provision of new and improved facilities.

Providing and Protecting Community Facilities

- 11.2 A strong, vibrant and cohesive community facilitates economic growth and harmony. A common vision and a sense of belonging for the whole community creates positive relationships and enhances quality of life.
- 11.3 Stratford's recent dramatic expansion in housing has not been matched by the provision of new or enhanced community and leisure facilities and open spaces.
- 11.4 Although the town is generally well supplied with sports facilities, the Stratford-on-Avon District Council Open Space, Sport and Recreation Assessment update to the PPG17 2011 Study (September 2014) identified a shortfall in the provision of mini and junior football pitches and junior rugby pitches, as well as a shortfall of play space for children and young people. Further housing development will put pressure on play and sports provision, so this plan includes proposals to secure additional facilities.
- 11.5 This section of the Neighbourhood Development Plan includes policies to safeguard and enhance current facilities for leisure, well-being and the community. This will not only benefit local residents' physical and mental health, but it will also complement the town's tourist economy.

Protecting Green Spaces and Exercise Facilities

- 11.6 Taking part in a sport or regular physical activity is proven to have significant benefits to the health and wellbeing of the population. A healthy lifestyle helps prevent physical and mental illness and assists in the treatment of such illnesses. There is a growing body of evidence to show that when people have the opportunity to connect with the natural environment it has positive physical and mental effects on well-being.

Promoting a Healthy Community

- 11.7 Stratford's population age profile is above the national average, with older age groups (65+) experiencing significant increases over the last 10 years. This places a strain on health and social care which is compounded by the attraction of Stratford as a retirement location and the expansion of retirement and nursing homes.
- 11.8 Local population health should be promoted by providing healthy living opportunities and access to appropriate forms of health care. A good range of health care opportunities exists in the Neighbourhood Area and this must be protected and enhanced to meet the growing needs of current and future generations.
- 11.9 Provision of doctors' surgeries and other health care facilities are addressed in the Section 10 of this Plan.



Objective A: Promoting a strong and healthy community

Policy CLWI - Protecting and Enhancing Existing Community Facilities

The loss or partial loss of existing community facilities will be resisted unless it can be demonstrated that the facility is no longer in active use and has no prospect of being brought back into use or is to be replaced by a new facility of at least an equivalent standard.

Proposals which enhance and improve existing community facilities will be supported.

Explanation

- 11.10 There is a presumption in favour of retaining and enhancing existing community facilities which support a strong, vibrant and cohesive community. Community facilities provide for the health and wellbeing, social, educational, spiritual, recreational, leisure and cultural needs of the community. Such facilities will be protected from inappropriate forms of development which may cause harm either directly or indirectly through new development, redevelopment or changes of use.
- 11.11 Community venues such as leisure facilities, libraries, meeting rooms and civic buildings play a particularly important role in bringing together the community and preventing social isolation. This is especially important in vulnerable groups such as the elderly.
- 11.12 Outdoor community facilities including school playing fields, sports facilities and other community recreational land will be protected against loss or encroachment.
- 11.13 Any proposal which results in the loss of or harm to an existing community facility will be expected to demonstrate how that loss is mitigated i.e. through betterment or replacement.

Policy CLW2 - Promoting Leisure, Entertainment and New Community Facilities

New leisure, entertainment and community facilities will be encouraged providing they are compatible with existing neighbouring uses.

In particular new or enhanced leisure, entertainment and community facilities for younger generations, older generations and families will be specifically encouraged.

Qualifying developments will be expected to contribute, where appropriate, to the enhancement of community facilities identified through site specific Section 106 discussions or as part of a project identified by this Plan under the Community Infrastructure Levy (see Appendix I).

Explanation

- 11.14 There is a shortage of evening leisure and entertainment for young people in Stratford-upon-Avon following recent closures. The provision of new evening leisure facilities will be encouraged subject to consideration of noise and disturbance to neighbours. Examples could include night club, comedy venue, bowling alley or an ice-skating rink. It is important that these venues are open in the evening. Such facilities would also benefit the evening tourist trade.
- 11.15 Potential sites for late night entertainment and evening leisure facilities include land near the existing leisure centre, Cox's Yard, the Recreation Ground, and careful siting as part of the Canal Quarter Regeneration Zone development (with suitable consideration to residential development).
- 11.16 The continued promotion of food, beer, music, crafts and other specialist festivals such as the Fringe and River Festivals and the Mop Fair will be actively encouraged within the Neighbourhood Area. The continued use of venues such as the Recreation Ground and the Racecourse will be encouraged.



- 11.17 Appropriate traffic management during such events and associated development that is compatible with these events should be encouraged.
- 11.18 New community facilities must be suitable, affordable and accessible for their target audience and encourage social integration.
- 11.19 Examples of potential facilities for these groups include:
Younger generations: Adventure playground; municipal tennis courts; basketball courts; football pitches; fitness trails/parcours; indoor play areas, facilities for youth clubs etc.
Older generations: Indoor and outdoor lawn bowling, cinema and libraries etc.
Families: Lido; woodland and parks; user friendly baby changing facilities etc.
- 11.20 Consideration should be given to the shared or dual use of existing car parks, such as the Leisure Centre and Recreation Ground, for use in the evenings (e.g. for use as basketball/tennis/football courts and pitches).
- 11.21 These community facilities should be in accessible locations where there is good bus and cycle links to enable non-drivers such as the young and the elderly to access them.



Narrowboats during the river festival

CLW Project 1 - Preventing Isolation of Elderly People

In order to prevent the isolation of elderly people and promote mixed tenures and a range of dwellings types, developments which are age restricted for older people are encouraged to include a proportion of homes for, younger tenures or key workers.

Social isolation and loneliness in the elderly is an increasing problem. To prevent 'ghetto-isolation' arising in large retirement schemes, recent trends to segregate retirement living need reversing with mixed occupancy advocated.

To prevent social isolation in older age groups, new 'retirement villages' and extra care living schemes should be encouraged to have an element of mixed tenures and a range of dwellings types, so that younger generations and families can live alongside older generations. Children's play space should also be included within the grounds of larger schemes.



Objective B: Provide green spaces and exercise facilities for the enjoyment of residents and to promote an active community

Policy CLW3 - Protecting and Enhancing Existing Open Spaces

It is important to protect and enhance existing open spaces in order to ensure a suitable quantum and quality of recreational and amenity space is available for the Neighbourhood Area.

A. Local Green Space

The following areas (as defined on Figure 17) have been identified as significant and valued open spaces within the Neighbourhood Area which fulfil the criteria of Local Green Space designation:

- | | | |
|---|------------------------------|----------------------|
| 1) Land North of Fisherman's Car Park | 4) Rowley Fields | 7) Firs Garden |
| 2) Warwick Road Lands Local Wildlife Site | 5) Land North of Benson Road | 8) Recreation Ground |
| 3) Land North of Trinity Way | 6) Shottery Fields | |

Development on any Local Green Space, that would harm its openness or special character or its significance and value to the local community will not be permitted unless there are very special circumstances which outweigh the harm to the Local Green Space. Development in the immediate vicinity of any designated Local Green Space will be encouraged to show how it enhances the character or setting of that Local Green Space.

B. Open Space

The following areas of Open Space (as defined on Figures 18a, b and c) will be protected for their recreational and amenity value:

- | | | |
|----------------------------|-------------------|-----------------------|
| a) Bordon Place | f) Drayton Avenue | k) Trevelyan Crescent |
| b) The River Avon Corridor | g) Cottage Lane | l) Orrian Close |
| c) The Greenway | h) Knights Lane | m) Bancroft Gardens |
| d) The Canal Corridor | i) Hodgson Road | n) Park Road |
| e) Baker Avenue | j) Burbage Avenue | o) Quail Close |

Where appropriate, CIL funds will be used to enhance these areas of open space to ensure a suitable quantum and quality of recreational and amenity space is available for the Neighbourhood Area.

Explanation

- 11.22 In two recent residents surveys²⁷, “green spaces” were ranked amongst the highest positive features of Stratford-upon-Avon, which residents wanted to preserve. It was regarded as an important and positive reason for living in Stratford-upon-Avon, amongst all age groups.
- 11.23 Safeguarding areas adjacent to the river and canal will ensure the delivery of a green corridor along both sides of these important arterial public routes.
- 11.24 In accordance with paragraph 99 of the NPPF (formerly paragraph 76 of NPPF 2012) local communities through their Neighbourhood Plans can identify for special protection green areas of particular importance. By designating land as Local Green Space local communities will be able to rule out new development other than in very special circumstances.
- 11.25 The other Open Spaces identified are considered important and worthy of protection within the Neighbourhood Area.

²⁷ Neighbourhood Development Plan surveys 2011 and 2013 (see Consultation Statement)



Figure 17 - Local Green Spaces

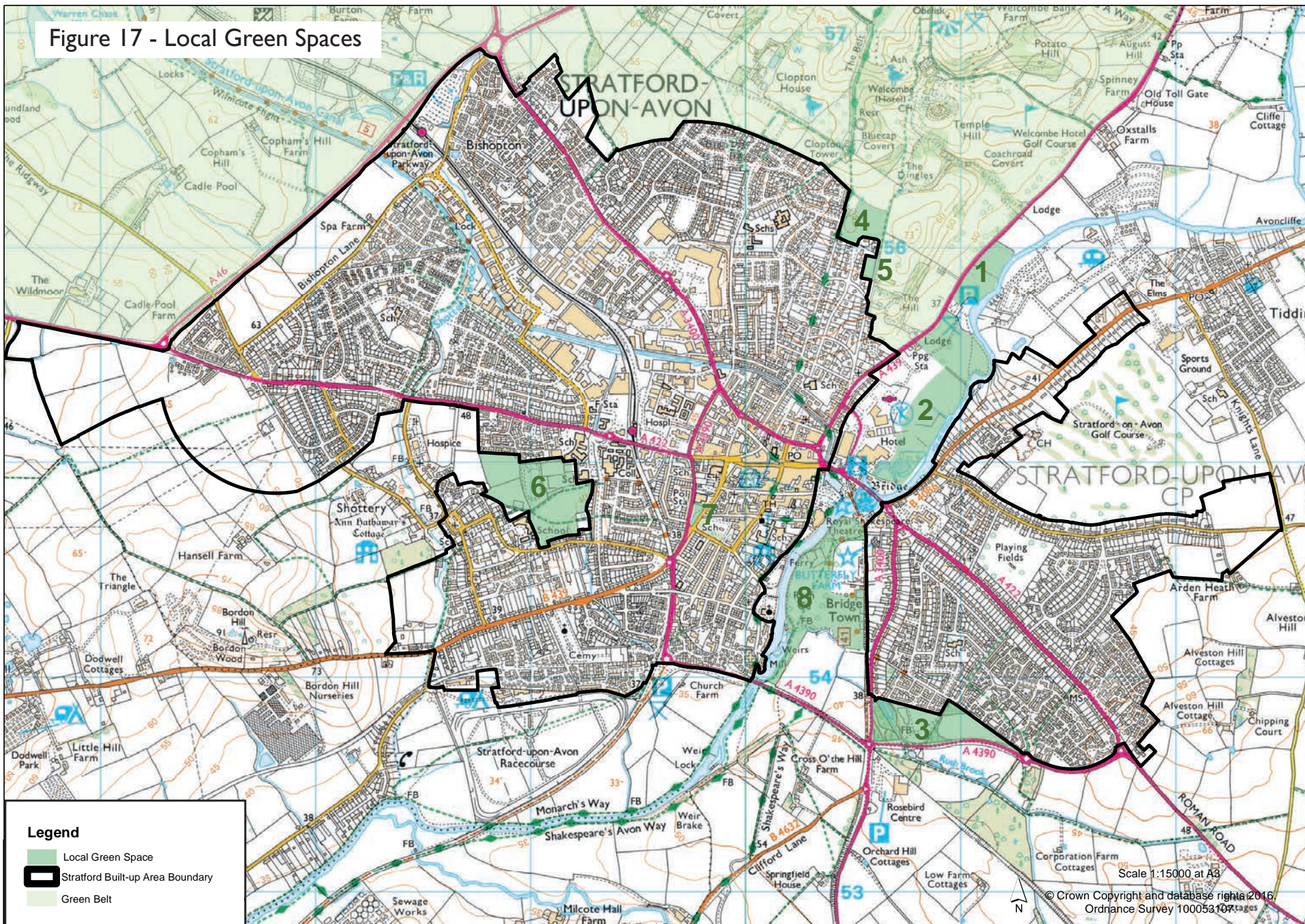


Figure 18a - Open Spaces (Central)

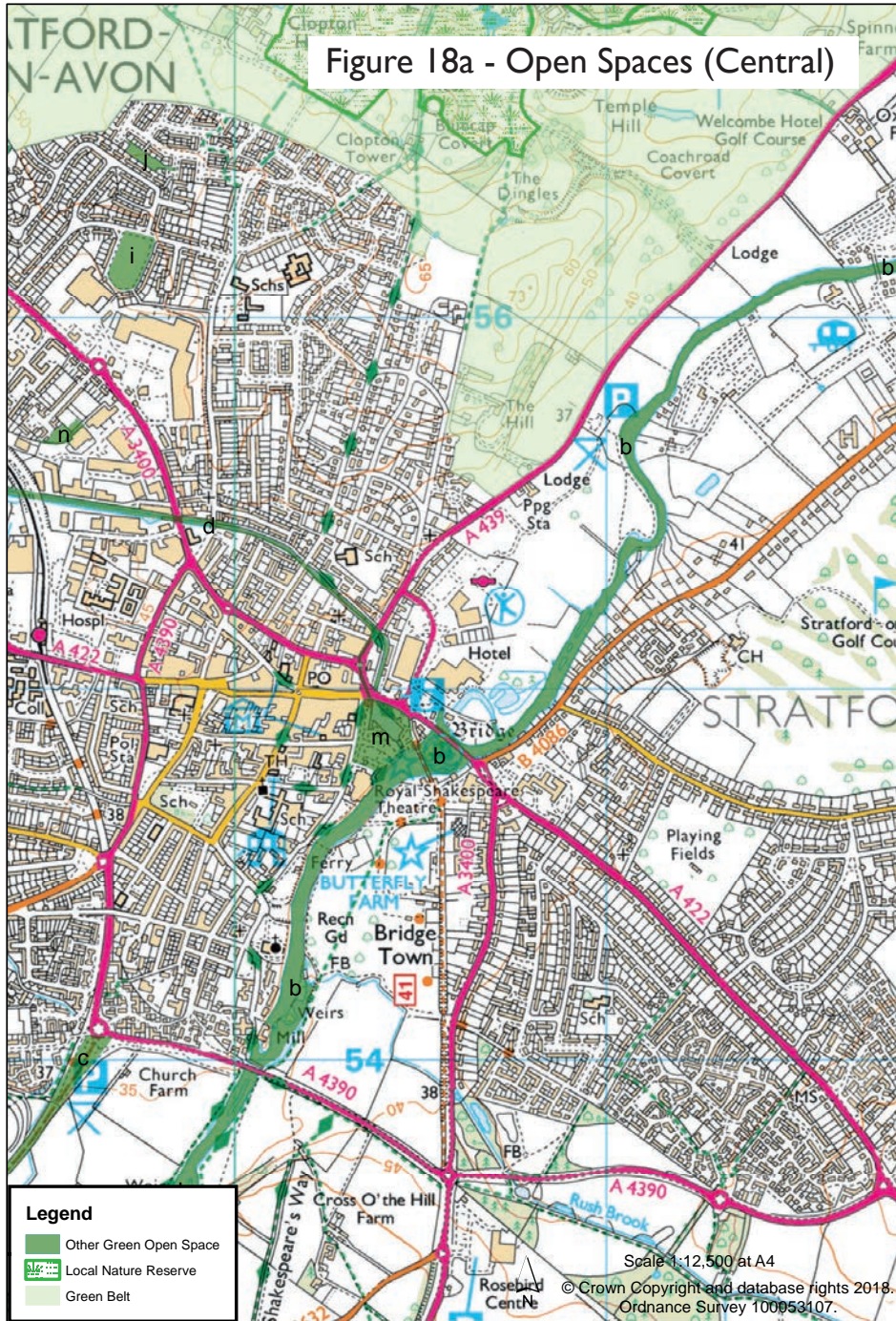


Figure 18b - Open Spaces (East)

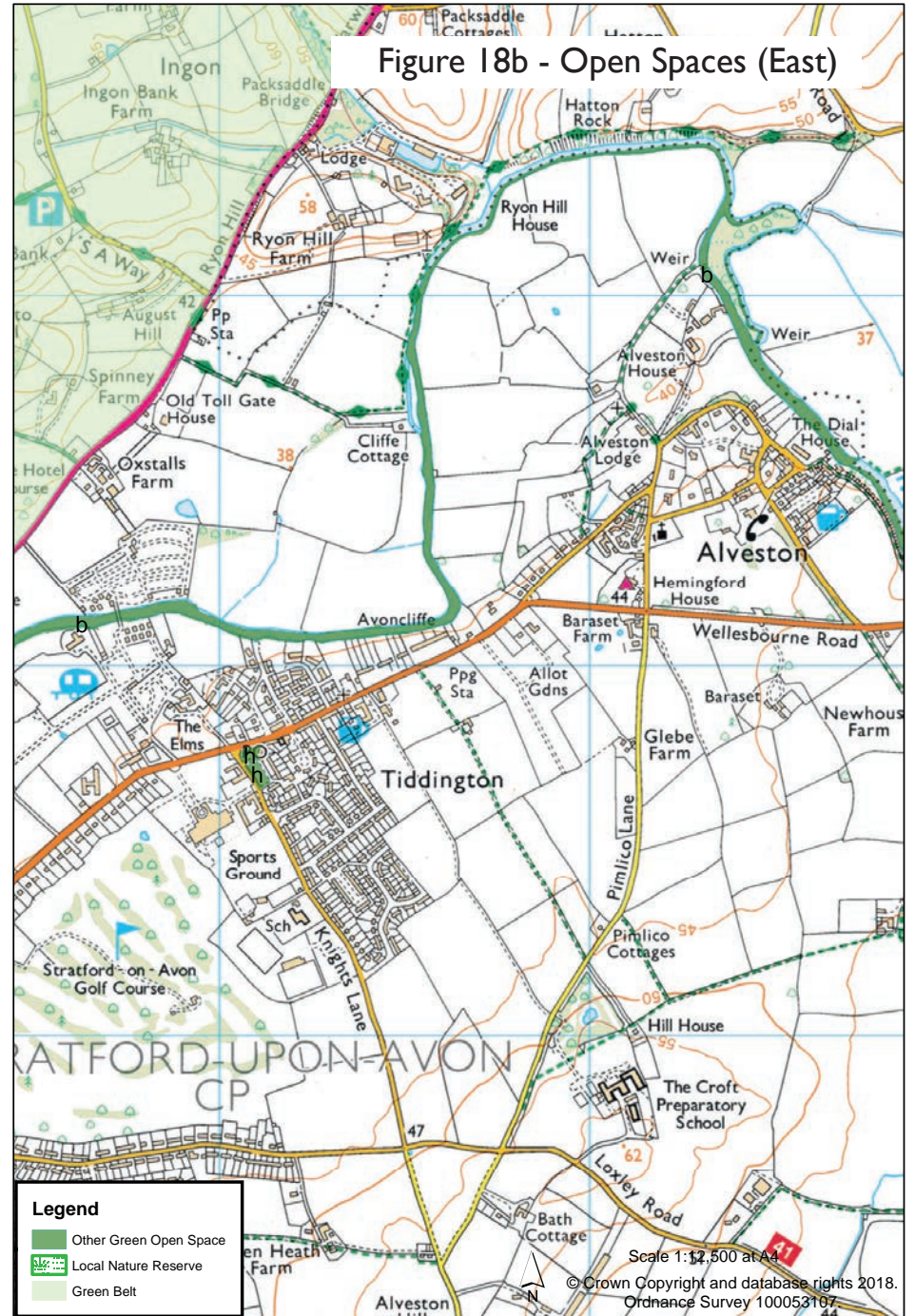


Figure 18c - Open Spaces (West)



Photo: Mike Flowers

Hodgson Road Open Space



Photo: Andrew Dow

Shottery Fields Local Green Space





Photo: Andrew Dow

The Recreation Ground



Photo: Andrew Dow

The Greenway



Policy CLW4 - Open Space and Play Areas within New Development

Developments of 10 homes or more will be expected to provide on-site open spaces including play areas in accordance with the minimum ratio of green space to population as set out in the Stratford-on-Avon District Council Open Space, Sport and Recreation Assessment update to the PPG17 2011 Study - September 2014. Wherever possible, these open spaces should connect with other open spaces to provide a network of corridors or Green Infrastructure.

Where on-site provision is not appropriate, financial contributions will be sought to provide new or enhance existing provision according to local circumstances providing that the off-site location is reasonably accessible to the development by foot. A maintenance contribution to the adopting body will also be sought.

Qualifying developments shall provide suitably designed and located equipped areas for recreation for children and teenagers either on site or through contribution by the developer for off-site provision.

Explanation

- 11.26 Open Space is defined as all space of public value, including not just land, but also areas of water, including parks and gardens, green corridors, outdoor sports facilities, amenity green space, allotments, cemeteries, civic and market squares and natural and semi natural green spaces. However, it does not include Spaces Left Over After Planning (SLOAP) and other incidental areas of land, such as road verges, which are not intended for a specific use.
- 11.27 Open spaces, sport and recreation all underpin people's quality of life so it is essential that this Plan ensures that appropriate levels and standards of open space are provided to meet the needs of the increased population as a result of new development.
- 11.28 The Neighbourhood Area is generally well supplied with sports facilities, but there is an identified shortfall in the provision of mini and junior football and rugby pitches. There is also a shortfall of play space for children and young people against Stratford-on-Avon District Council's recommended standards. Further housing development will put pressure on play and sports provision and therefore should be mitigated.

- 11.29 Policy CS.25 of the Core Strategy does not set a threshold for when new development is required to provide on-site open space provision. This policy therefore sets a threshold. Most schemes of 10 units or more will provide an opportunity for on-site provision. In the event that it can be demonstrated that onsite provision is not practical, off-site provision will be sought as an alternative.
- 11.30 For the purposes of this policy “reasonably accessible” is defined within section 3.4 of the 2014 study.

Policy CLW5 - Walking and Cycling Routes

The Neighbourhood Area has a wealth of public routes and rights of way which should be protected, enhanced, expanded and positively utilised in all new development.

New development should demonstrate how walking and cycling opportunities have been incorporated and where possible how these connect to existing routes.

Proposals which adversely affect existing walking and cycling routes will not be supported. Encouragement is given to proposals that incorporate appropriate new walking and cycling opportunities.

Development should not reduce the amenity currently enjoyed by public route users.

Explanation

- 11.31 Public routes include rivers and riverside paths, canals and towpaths, The Greenway, footpaths, bridleways and cycle ways. Public routes are an intrinsic component of what defines sustainable development.
- 11.32 Public routes should be protected and where possible enhanced and improved. New development should demonstrate how it utilises them to achieve sustainability.



11.33 In order to encourage walking and cycling, new development must play its part in creating new recreational paths and safe cycle routes. Paths and routes should be direct, functional and link to the existing extensive network of rights of way within the Neighbourhood Area. This Plan is fully supportive of the work of Sustrans²⁸ within the Neighbourhood Area.

11.34 There is a direct correlation between vehicle speeds and the severity of accidents involving pedestrian and cyclists. Walking and cycling can be made safer and prioritised by reducing the speed limit in the Town Centre and residential areas to 20mph and 10mph past schools at drop off and pick up times.

11.35 Other measures to encourage walking and cycling around the town include:

- widening pavements (when feasible);
- removing metal railings;
- using shared space;
- extending and expanding safe cycle routes; and
- creating walk-ways and cycle routes as direct routes (including short-cuts) to separate cars from people

11.36 Particular areas where improvements are needed include:

- schools and the college;
- parks, gardens and play space;
- the leisure centre;
- the train stations and bus-stops; and
- the Town Centre

11.37 Where appropriate and necessary, in consultation with the Country Highway Authority, development will be expected to make use of Traffic Regulation Orders to implement such changes.



Poorly planned cycle lane, Alcester Road (above)



Narrow pavement with intrusive railings, Greenhill Street and Arden Street (above)

²⁸ www.sustrans.org.uk

Policy CLW6 - Stratford Leisure Centre

Protecting and enhancing a Town Centre based leisure facility for those who live, work and visit Stratford-upon-Avon is vital in achieving an active and healthy community.

Proposals to further expand and enhance the existing leisure facility at Bridgeway, as shown on Figure 19, will be encouraged.

Proposals which would adversely affect the delivery of a high quality and diverse leisure experience will be resisted.

Explanation

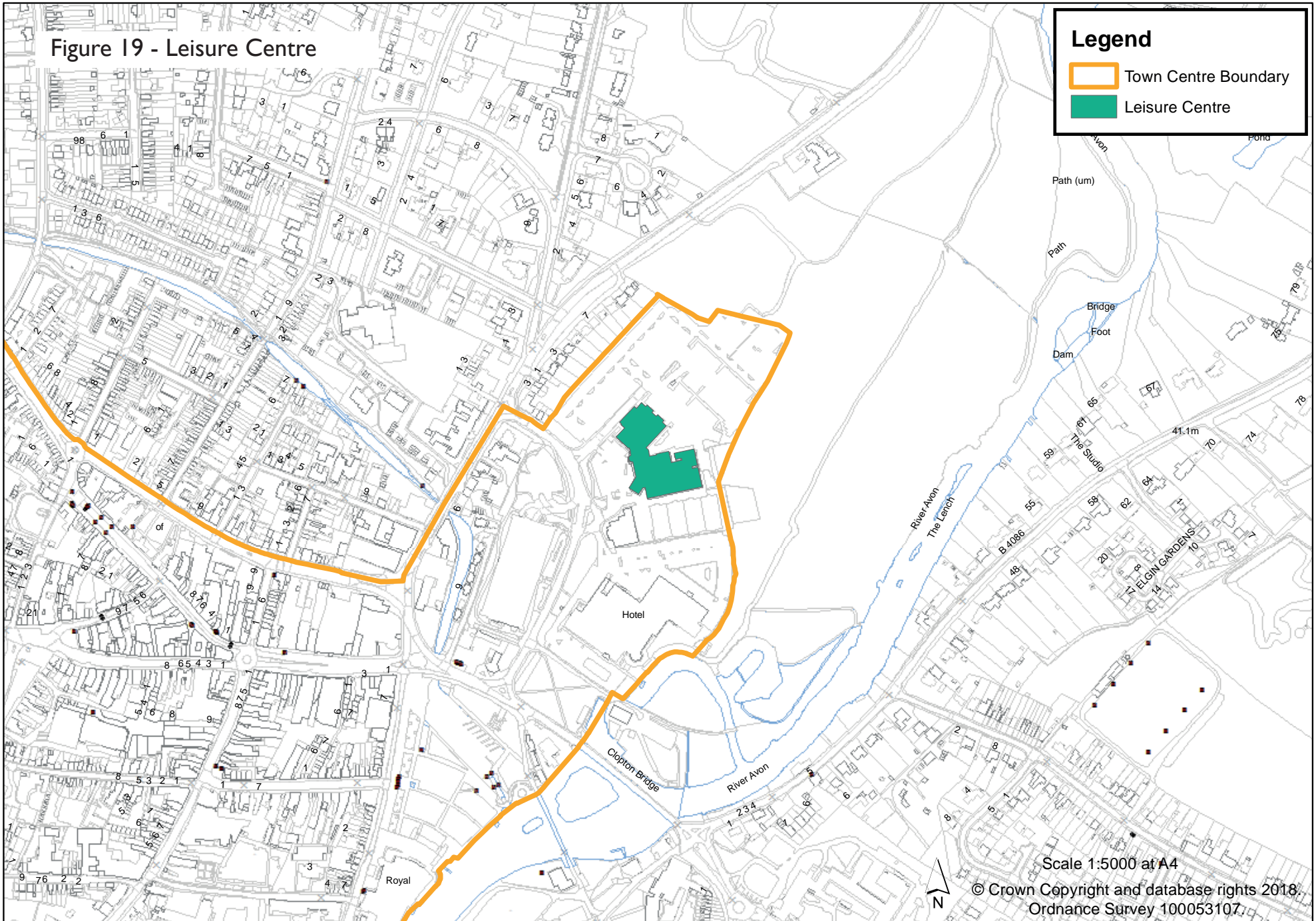
- 11.38 Stratford Leisure Centre is an important and well used community facility. It is an asset to the town which should be protected. Expanding and improving the Leisure Centre for the growing population must be given high priority.
- 11.39 It is important to retain a Town Centre-based leisure centre in order to make it accessible to Town Centre dwellers, workers and visitors. The Town Centre is the most sustainable location for this facility.
- 11.40 Any proposals for development on or around the current Leisure Centre site will not be supported unless it would result in retained or enhanced leisure facility for the town.
- 11.41 Any proposals to relocate the Leisure Centre must involve a suitable alternative Town Centre location and put in place appropriate transitional arrangements in order to ensure that there is a continual leisure provision for the town.
- 11.42 Additionally, any proposal for a new or enhanced Leisure Centre must address the need to create a separate high quality tourist arrivals facility worthy of an international destination.
- 11.43 The promotion of a Town Lido adjacent to the Leisure Centre and River Avon will also be encouraged.



Figure 19 - Leisure Centre

Legend

- Town Centre Boundary
- Leisure Centre



Scale 1:5000 at A4
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Policy CLW7 - Allotments and Growing Space

Any development proposal that would result in the partial or entire loss of an existing allotment within the Neighbourhood Area will not be supported unless it can be clearly demonstrated that there would be a positive improvement to existing provision or a net increase in allotment provision elsewhere in the Neighbourhood Area.

Proposals for the provision of new allotments in appropriate and suitable locations will be supported. Proposals for new allotments should clearly demonstrate the following criteria:

- 1) There are no adverse impacts on the landscape or character of the area;**
- 2) There are satisfactory arrangements for parking;**
- 3) There are satisfactory arrangements for water supply; and**
- 4) There would be no adverse impacts on neighbouring uses**

Provision of garden land of a sufficient size to serve new residential properties that could allow for private horticulture will be encouraged where possible. Where appropriate and necessary, CIL receipts gained from flatted developments will be used towards the provision of new and enhancement of existing community allotments.

Explanation

- 11.44 In order to provide home owners with the opportunity to grow their own food, private and secure gardens of around 40sqm for new 2 bedroom houses and 60sqm for new 3+ bedroom houses will be encouraged.
- 11.45 There is a growing interest from the green fingered wanting to grow their own fruit and vegetables but sites are becoming increasingly scarce. Research²⁹ commissioned by the previous Government reveals that in the period 1996 to 2006 the number of allotment plots fell by 50,630.

²⁹ <https://www.gov.uk/government/news/new-powers-for-the-green-fingered-to-protect-allotments>



- 11.46 The Neighbourhood Area has approximately 180 allotment plots of various sizes on 4 different allotment sites (Shottery, Tiddington and Alveston, Bordon Place and Park Road). Many allotment holders are longstanding and therefore plots rarely change hands. However, at the time of publication there are approximately 60 people on the waiting list for plots. This evidence demonstrates significant need for additional plots within the Neighbourhood Area.
- 11.47 This policy will encourage the provision of new and protection of existing allotments within the Neighbourhood Area.



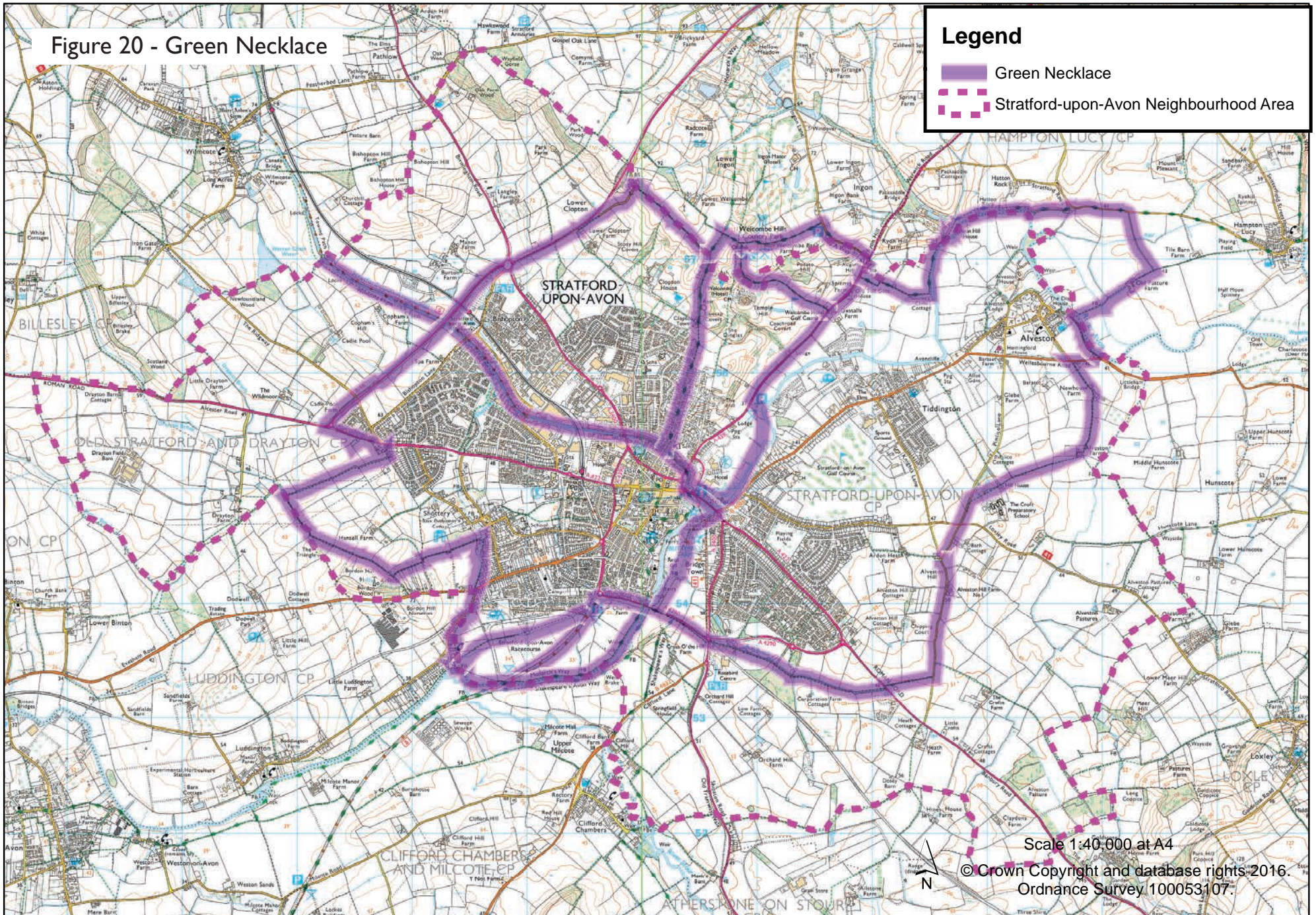
Photo: Andrew Dow

Allotments, Shottery

Figure 20 - Green Necklace

Legend

- Green Necklace
- Stratford-upon-Avon Neighbourhood Area



Scale 1:40,000 at A4

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CLW Project 2 - Promoting New Strategic Green Open Spaces

In order to ensure that there is sufficient green open space for the growing population the following proposals will be promoted:

- a) **A green corridor or ‘necklace’ around Stratford-upon-Avon incorporating footpaths and cycle routes that are connected and accessible to all users. The necklace should include extensive native tree planting to encourage biodiversity and enhance the natural environment. Developments on the edge of town must demonstrate how they contribute to the creation of the green necklace and how they connect to it;**
- b) **The integration and connection between developments for pedestrians and cyclists in order to enhance permeability between green open spaces;**
- c) **A community woodland to the north and south of Stratford-upon-Avon designed to the Woodland Trust’s access standards.**

Explanation

- 11.48 Although this project is not binding in the same way as the policies contained within this Plan, it relates to a matter which has been highlighted during public consultation as being important to residents.
- 11.49 An increasing population places pressure on existing green open spaces. Adequate provision of publicly accessible open space must be provided for population increase.
- 11.50 Priority should be given to the creation of a ‘green necklace’ around Stratford-upon-Avon, which incorporates footpaths and cycle routes bordered on both sides by a ‘ring of trees’ encircling the town, which connects with adjoining routes into the Town Centre, the River Avon, the canal towpath and The Greenway. This would encourage exercise, social interaction, and improve town air quality by providing ‘green lungs’.

- 11.51 In addition it would provide benefits to tourism with the possibility of a Shakespeare theme around the route and with links to the various tourist destinations in the Neighbourhood Area.
- 11.52 Such spaces will be publically accessible for all ages and abilities and where possible publicly maintained. The Town Council will use CIL receipts to maintain identified strategic open spaces.

Objective C: Promoting a healthy community

Policy CLW8 - Reducing Levels of Air, Noise and Water Pollution

Where appropriate, development proposals will be required to demonstrate how measures to minimise the impact of pollution have been considered.

Proposals which would give rise to unacceptable levels of air, noise or water pollution will be resisted.

Explanation

- 11.53 Reducing pollution is a global issue for which we are all in part responsible and exposure to particulates has a direct impact on local health. Promoting sustainable development will go some way to reducing our carbon footprint and overall levels of pollution.
- 11.54 According to the British Medical Journal “The effects of air pollution on the lungs and heart are now widely appreciated with expanding evidence for an important role in cardiac disease”.
- 11.55 This policy applies primarily but not exclusively to pollution from traffic. Reducing air pollution within the Town Centre from traffic, including from coaches, around residential areas and schools should be given priority.



Policy CLW9 - Encouraging Local Generation of Renewable and Low Carbon Energy

Proposals for maximising opportunities to install renewable and low carbon energy systems will be sought.

Proposals which seek to establish new or expand or adapt existing renewable energy facilities will be supported providing:

- 1) There are no adverse impacts on the landscape or character of the area; and**
- 2) There would be no adverse impacts on neighbouring uses**

Explanation

- 11.56 This Neighbourhood Development Plan seeks to encourage rather than stifle opportunities for the generation of renewable and low carbon energy, including district-heating schemes, both within new developments and in appropriate locations where the benefits of such projects clearly outweigh any harm.
- 11.57 The benefits of renewable energy generation through processes such as biomass, ground source heating, air source heating, hydroelectric, wind and thermal capture are all well-documented. This Neighbourhood Development Plan seeks to encourage rather than stifle opportunities to establish the generation of renewal energy in appropriate locations where the benefits of such projects clearly outweigh any harm.



Photo: Mike Flowers

12 Site Specific Briefs

A Stratford-upon-Avon

- 12.1 The opportunity of creating an exemplar residential and mixed-use development, making best use of up-to-date and visionary design guidance on place making, presents itself as a result of Core Strategy Proposal SUA.1. This Neighbourhood Development Plan supports the creation of a new and vibrant community, or communities, within Stratford-upon-Avon as a new canalside development.
- 12.2 This Plan also supports the allocation of new employment land south of the Alcester Road (A46) and west of the Wildmoor roundabout. The Core Strategy allocation for housing north of Bishopton Lane (Proposal SUA.3) will be expected to be delivered in accordance with policies set out in this Plan.

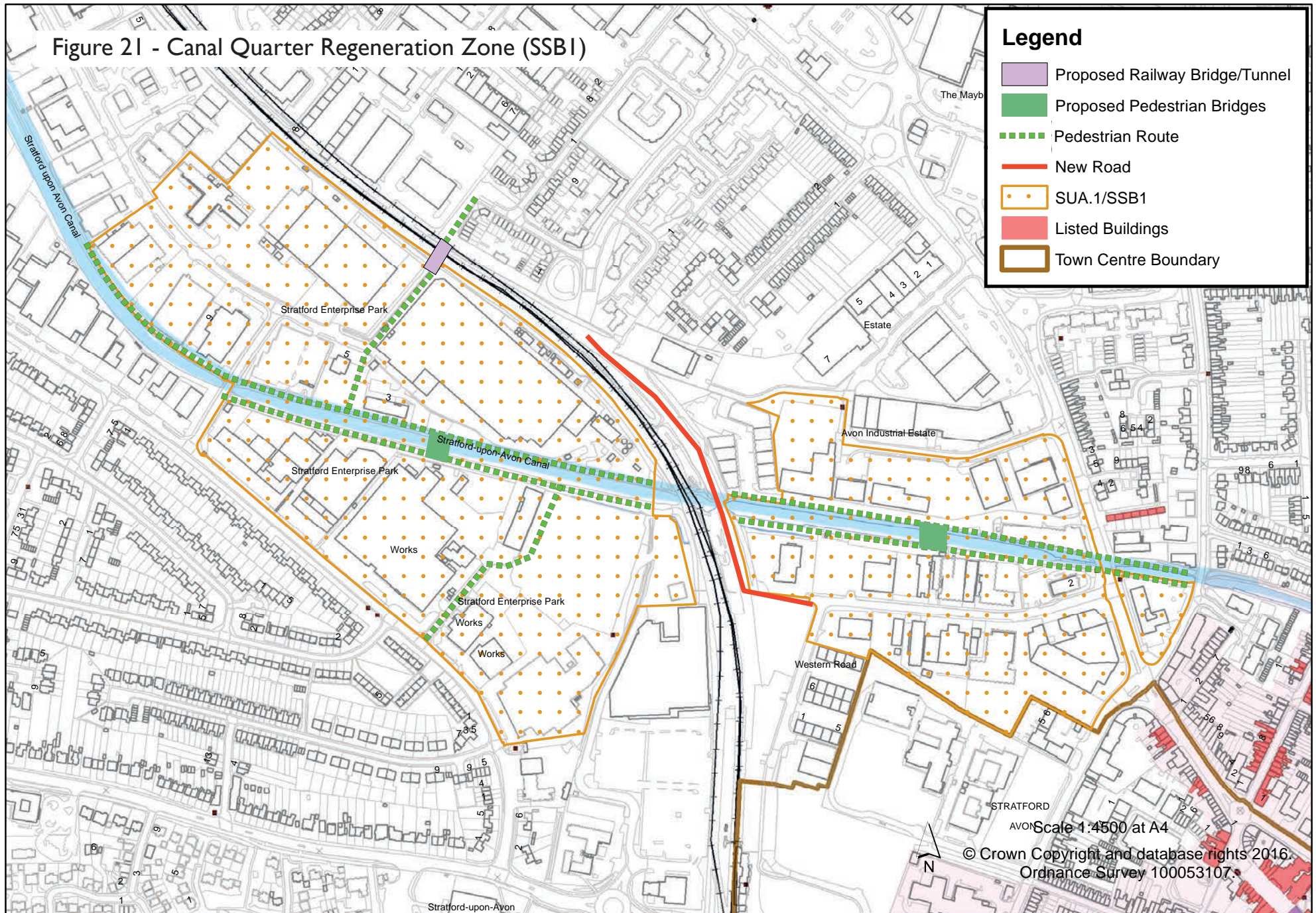
Policy SSBI - Canal Quarter Regeneration Zone

Developments that would deliver an enhancement to the canal corridor through the release of previously developed land and buildings for redevelopment comprising mixed uses will be supported. In particular it is expected that:

- a) Existing commercial uses and development would be relocated from the canal side to more appropriate locations such as the proposed Employment Site in Core Strategy Proposal SUA.2;**
- b) New development along the canal would be primarily residential, of up to 4 storeys in height, unless there is specific and clear justification for taller development, with some supporting mixed uses;**
- c) A linear park of at least 5m in width on at least one side of the canal would be provided incorporating landscaping and pedestrian and cycle access; and**
- d) New development would front onto the canal to enhance appearance and make a safer and more inclusive environment.**

Detailed guidance to inform the development of the Canal Quarter Regeneration Zone is outlined in the Core Strategy at Proposal SUA.1 and a Framework Master Plan Supplementary Planning Document will also be prepared in consultation with the Design Review Panel in accordance with BE Project 1.

Figure 21 - Canal Quarter Regeneration Zone (SSBI)



Explanation

- 12.3 The canal has not provided a commercial transport method for goods for many decades though it is still surrounded along much of its length within the Neighbourhood Area by industrial and commercial uses. These surrounding uses are now predominantly reliant on road transport, and being surrounded by residential properties could be better located in a more accessible and appropriate location.
- 12.4 The canal has become an important source of leisure activities and would be enhanced to become a much more desirable place to be and to enjoy if the areas surrounding it were redeveloped with more sympathetic and suitable uses.
- 12.5 The new canal quarter will be an attractive urban neighbourhood for Stratford-upon-Avon capitalising on its proximity to the Town Centre and railway station. It presents an opportunity to open up and regenerate the canal for public enjoyment and to achieve exemplary design and quality. The development will provide for a mix of uses such as workplaces (studios, small business spaces), housing such as apartments, maisonettes, terraces and mews style housing suitable for smaller households. The architecture and public realm will be of a high quality appropriate to a canalside environment on the edge of the Town Centre.
- 12.6 To deliver this vision a long term master plan should be prepared with appropriate phasing. The development should be underpinned by a strong public realm framework that gives priority to pedestrians and cyclists. The development should take advantage of its canalside location and not turn its back on the water. The canal quarter should be 'permeable' with clear routes through the development so that the canal is easily accessible to residents, workers and visitors and is not cut off visually by a wall of development. Attractive access routes for pedestrians and cyclists to the station and Town Centre should be included as shown on Figure 21.
- 12.7 Incidental open space which is overlooked should be designed to provide welcoming places to meet and rest. Blank facades and dead ends should be avoided.
- 12.8 Architecture should respond to the canalside environment and the Stratford vernacular of riverside, canal and railway housing, and standard 'pattern book' designs avoided. Rooflines should be varied. There is scope for higher density housing but heights should be restricted to a maximum of four stories. Private open space should be provided for all dwellings by balconies, roof terraces or gardens, and public open space should be an integral part of developments within the canal quarter.

- 12.9 The proposed Canal Quarter Regeneration Zone is split naturally into 4 discrete sections dissected by the railway line and canal. While each area provides the opportunity to design a community it is important to ensure that there is connectivity between the areas so as to make a coherent whole. This highlights the vital importance of a Master Plan for the whole area before the design for any individual section is undertaken.

Policy SSB2 - Stratford-upon-Avon Employment Allocation - Land South of the Alcester Road (A46) and West of the Wildmoor Roundabout

The allocation of approximately 23 hectares of Class B1 employment land south of the Alcester Road (A46) west of the Wildmoor roundabout as defined in Proposal SUA.2 of the Core Strategy will be supported (see Figure 22).



Development on this site will only be supported if it can be demonstrated that the following requirements are met:

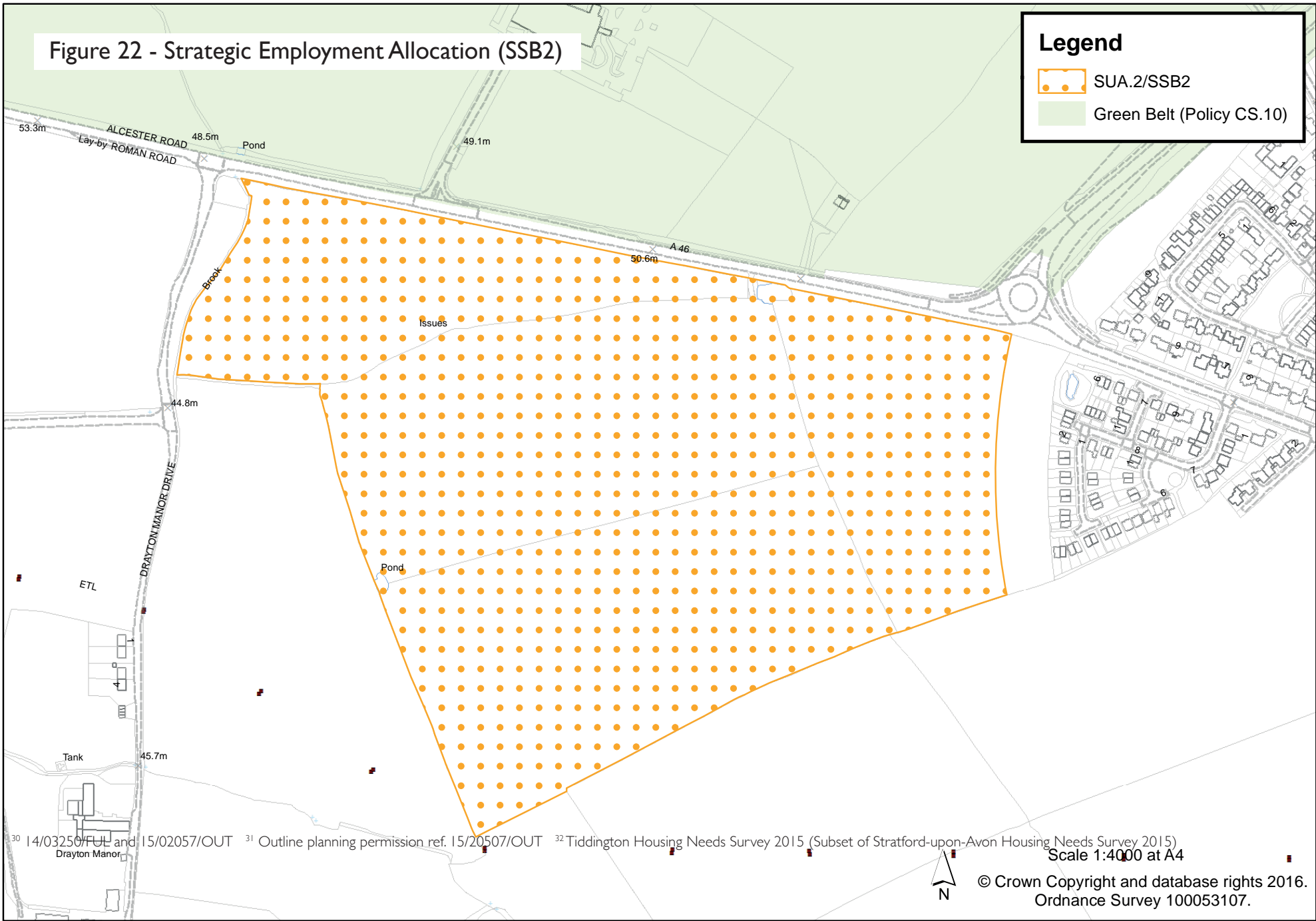
- a) A high quality design utilising the most up to date technologies in building construction and renewable technology where feasible and viable;
- b) A high quality landscape led layout incorporating extensive screening which takes account of the sensitive landscape in which the site is located;
- c) A sensitive external lighting scheme designed to minimise light pollution;
- d) Safe access and egress from the Wildmoor roundabout, western relief road or other suitable location supported by the Highway Authority;
- e) Use of a high quality palette of external materials which have regard to the sensitive rural location; and
- f) Green travel measures are provided throughout the lifetime of the development including enhanced links with existing public transport.

This policy supports high quality design and Master Planning in accordance with Policy BE3 in consultation with any Design Review Panel in accordance with BE Project 1.

Figure 22 - Strategic Employment Allocation (SSB2)

Legend

-  SUA.2/SSB2
-  Green Belt (Policy CS.10)



³⁰ 14/03250/FUL and 15/02057/OUT ³¹ Outline planning permission ref. 15/20507/OUT ³² Tiddington Housing Needs Survey 2015 (Subset of Stratford-upon-Avon Housing Needs Survey 2015)

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Explanation

- 12.10 This site is an important 'Gateway' on one of the major roads into Stratford-upon-Avon and it is therefore important that it is developed sensitively in terms of its layout and design.
- 12.11 The site also lies in a sensitive landscape so a high quality landscape led design and strategy needs to be employed throughout the allocated site. Development must include attractive landscaping and screening and high quality building design and appearance. Large bulky buildings are to be sited so as to be as inconspicuous as possible from the A46 and from the proposed new relief road and housing developments at Shottery, making best use of the land-form and topography of the area. Views from distant vantage points are to be taken into consideration in the siting and design of buildings. Care must be taken with all forms of external lighting and light-spill from buildings so as not to add to light pollution.
- 12.12 The use of renewable technologies such as biomass, ground source heating and green roofs; and the management of surface water runoff through the provision of sustainable drainage solutions such as permeable parking areas and water recycling will be encouraged in accordance with Policies BE5 and CLW9.
- 12.13 Adequate parking must be provided to allow for employees and visitors, and an effective transport plan for employees put in place.

B Tiddington

- 12.14 A survey³⁰ of the 635 households in Tiddington was undertaken by the Tiddington Village Residents' Association (TVRA) in July and August 2014 seeking the views of village residents regarding the future development of the village. Of the 125 responses received to a Consultation Questionnaire a large majority (97%) felt that it was important or very important to maintain a belt of undeveloped land around Tiddington so that the village retains a separate identity (Policy CS.15 (5) seeks to protect the integrity of settlements as a result of a reduction in the gap between settlements). As a result a Strategic Gap is proposed as shown on the Proposals Map and Figure 23.
- 12.15 A majority of respondents (85%) agreed with the proposed Built-up-Area Boundary (Figure 23).

³⁰Tiddington Village Residents' Association Consultation Questionnaire, August 2014

- 12.16 Although a number of potential sites for housing allocation were considered in the survey, there has subsequently been two planning permissions granted³¹ that would deliver some 92 new homes. These commitments, together with windfall developments within the Tiddington Built-up-Area Boundary would meet the District Council's Strategic Allocation of new homes for Tiddington within the requirements of Policy CS.16.

Policy SSB3 - Tiddington Fields

Land east of Townsend Road and Oak Road and south of St Margaret's Court, known as Tiddington Fields, has a commitment for 60 homes with outline planning permission³² on the northern part (as shown on Figure 23).

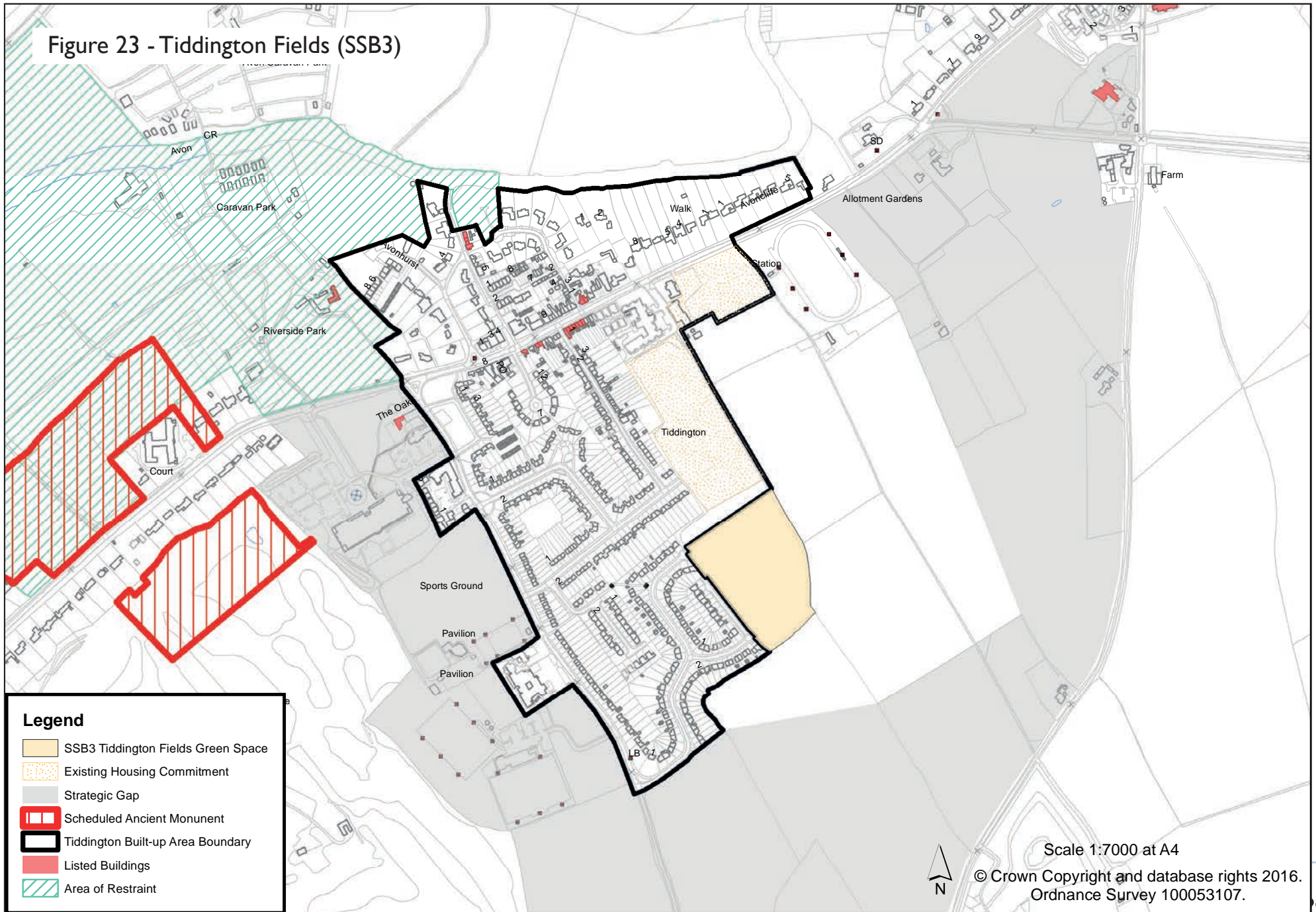
The delivery of housing on this site will only be supported where there is:

- a) Approximately 60 dwellings on the northern part of Tiddington Fields; and**
- b) A mix of market homes which accords with Policy H7 of this Plan; and**
- c) Adequate private outdoor amenity space for all homes; and**
- d) Adequate off-road parking provision having regard to the size of the dwelling ; and**
- e) Suitable communal open space and children's play areas appropriate to the size of the development, with soft landscaping and tree screening appropriate to this edge of settlement countryside location.**

The southern part of Tiddington Fields (as shown on Figure 23) is allocated for community orchards, woodland and open space which will be retained as such in perpetuity for the benefit of the village.


³¹ 14/03250/FUL and 15/02057/OUT ³² Outline planning permission ref. 15/20507/OUT

Figure 23 - Tiddington Fields (SSB3)



Legend

- SSB3 Tiddington Fields Green Space
- Existing Housing Commitment
- Strategic Gap
- Scheduled Ancient Monument
- Tiddington Built-up Area Boundary
- Listed Buildings
- Area of Restraint


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Explanation

- 12.17 This Neighbourhood Development Plan proposes that a site to the east of Townsend Road and Oak Road and south of St Margaret's Court, known as Tiddington Fields as shown in Figure 23, be allocated in part for future housing needs.
- 12.18 Development on this site will be expected to deliver affordable housing which encourages the priority of the needs of Tiddington residents who have lived or worked in the village for at least 5 years, or whose parents or children live in the village and have been resident for at least 5 years.³³
- 12.19 At the time of writing only outline permission has been granted so high quality design is supported.
- 12.20 The most recent assessment of Open Space, Sport and Recreation facilities for the area³⁴ concludes that Tiddington has a severe shortfall of amenity green space, children and young people's facilities and unrestricted natural accessible greenspace. There is only one area of amenity green space, which includes just one Local Equipped Area of Play (LEAP), in Knights Lane and this amounts to 0.37ha. Even with the population used in 2011, which has now increased, the Assessment indicated that there should be a further 1.26ha of amenity green space and 1.07ha of unrestricted natural accessible greenspace, as well as a further 0.36ha of children's facilities. Although the land identified in the southern part of Tiddington Fields would not meet the overall need it would go some way to redress the shortfall.







C Alveston

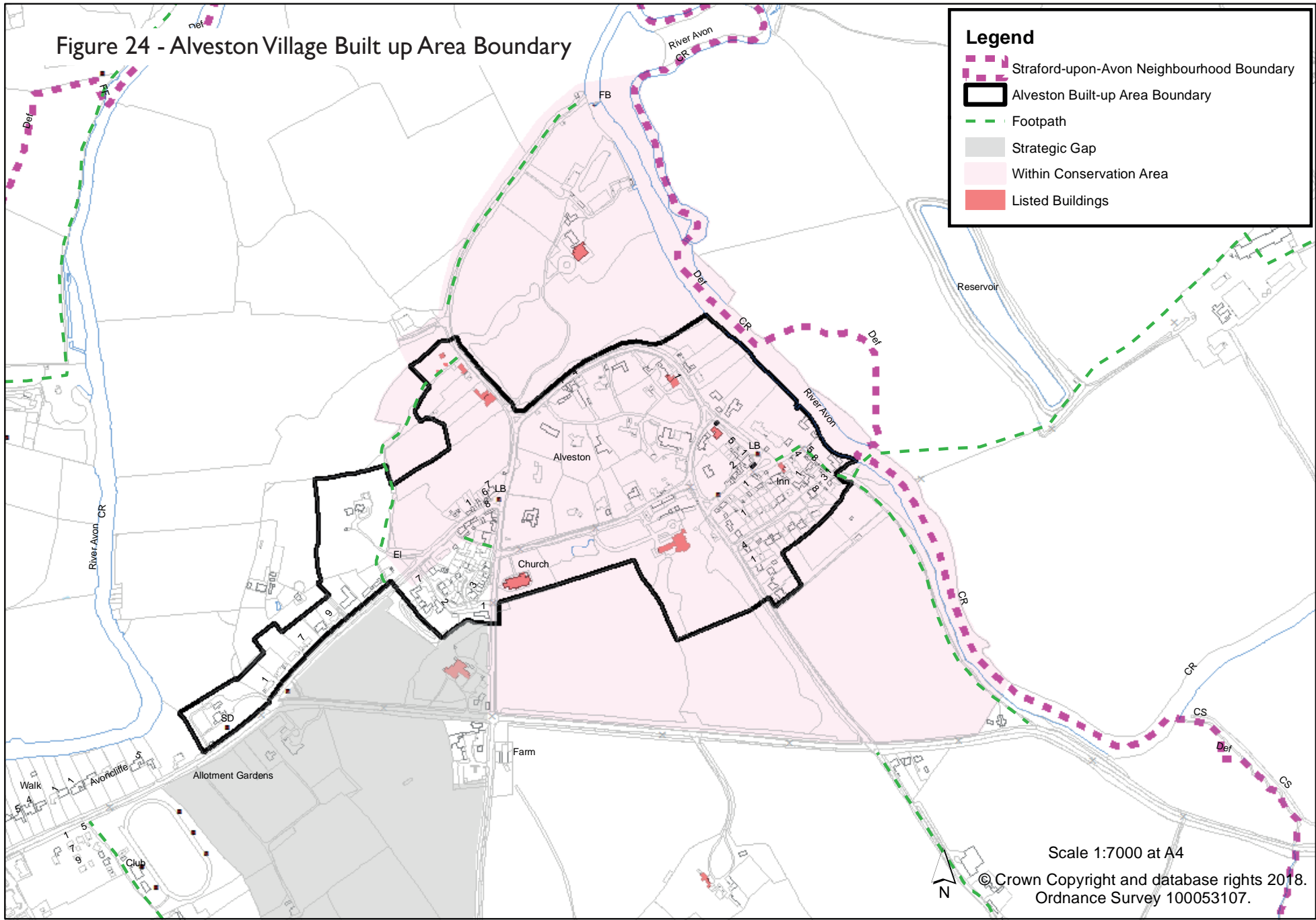
- 12.21 As set out in Policy H1, a Built up Area Boundary has been defined for Alveston and is shown in Figure 24. The Built up Area Boundary takes into account recommendations from the Alveston Villagers' Association which in turn consulted with the village.
- 12.22 As set out in Policy H3 proposed development in Alveston is limited to windfall sites within the Built up Area Boundary and consistent with Alveston's conservation area Status.
- 12.23 Furthermore, as set out in Policy BE9, The Alveston Village Design Statement 2015³⁵ and its successor in title will be taken into account when determining all relevant development proposals in the Alveston. Development which clearly fails to accord with the policies and recommendations contained in The Alveston Village Design Statement will be resisted.

³³ Tiddington Housing Needs Survey 2015 (Subset of Stratford-upon-Avon Housing Needs Survey 2015) ³⁴ Stratford-on-Avon District Council Open Space, Sport and Recreation Assessment update to the PPG17 2011 Study - September 2014 ³⁵ <http://www.alvestonvillage.co.uk/villagers-association/>

Figure 24 - Alveston Village Built up Area Boundary

Legend

-  Straford-upon-Avon Neighbourhood Boundary
-  Alveston Built-up Area Boundary
-  Footpath
-  Strategic Gap
-  Within Conservation Area
-  Listed Buildings



Scale 1:7000 at A4

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Appendix I

Community Infrastructure Levy Regulation 123 (Projects) List

Regulation 123 of the Community Infrastructure Levy ("CIL") Regulations 2010 (as amended) places a requirement to publish a list of infrastructure projects or types of infrastructure that the Charging Authority (Stratford District Council) intends will be, or may be, wholly or partly funded by CIL receipts received from qualifying development.

In England, communities that draw up a Neighbourhood Plan or Neighbourhood Development Order (including a Community Right to Build Order), and secure the consent of local people in a referendum, will benefit from 25% of the levy revenues arising from the development that takes place in their area. This amount will not be subject to an annual limit.

The levy can be used to fund a wide range of infrastructure, including transport, flood defences, schools, hospitals, and other health and social care facilities. This definition allows the levy to be used to fund a very broad range of facilities such as play areas, parks and green spaces, cultural and sports facilities, academies and free schools, district heating schemes and police stations and other community safety facilities. This flexibility gives local areas the opportunity to choose what infrastructure they need to deliver their Neighbourhood Plan.

The neighbourhood portion of the levy can be spent on a wider range of things than the rest of the levy, provided that it meets the requirement to 'support the development of the area'. The wider definition means that the neighbourhood portion can be spent on things other than infrastructure. For example, the pot could be used to fund affordable housing where it would support the development of the area by addressing the demands that development places on the area.

The table below has been informed by consultation and preparation of the Stratford-upon-Avon Neighbourhood Development Plan. It is important to note that inclusion in this list does not signify a commitment from the Town Council to fund the entirety (or part of) of any particular project through CIL. In addition, the order of projects in the table does not imply any preference for spend. This is not an exhaustive list and CIL may be used for other projects which are not identified within the table.

Infrastructure types and examples of projects that may be wholly, or partly, funded by CIL (Provision, improvement, replacement, operation or maintenance of)	NDP Reference	Content and Scope
Transport <ul style="list-style-type: none"> • Traffic Management Studies and Plans, Speed Limit Reduction Schemes and Implementation and Monitoring • Pedestrian and Cycle Routes, cycle hire and cycle parking • Car Parking Advisory Body • Rail Travel • Bus and Coach Travel 	<p>INF Project 1 INF Project 2 INF Project 3 INF Project 4 INF Project 5</p> <p>TC Project 3 TC Project 5 TC Project 6 INF Project 6 INF Project 7</p> <p>TC Project 9</p> <p>INF Project 8</p> <p>INF Project 9</p>	<p>The NDP promotes a number of initiatives for reducing congestion and enhancing the free flow of traffic within the town.</p> <p>Investment in better routes and infrastructure paths and introducing priorities for pedestrians and cyclists will encourage a healthier lifestyle and reduce cars and therefore congestion on the Town Centre roads</p> <p>Promoting a better strategy for Town Centre car parking will assist in the relief of traffic using certain roads and thereby ease congestion within the town</p> <p>Safeguarding land and promoting improved rail links will assist in achieving a modal shift from cars to train</p> <p>Promoting appropriate and enhanced bus and coach facilities will assist in achieving a nodal shift from cars to public transport</p>



<p>Community and Recreation</p> <ul style="list-style-type: none"> Built Leisure and Entertainment Community Facilities Local Green Spaces and other Open Spaces Play Areas Allotments 	<p>Policy CLW1 Policy CLW2</p> <p>Policy CLW1 Policy CLW2</p> <p>Policy CLW3</p> <p>Policy CLW3 Policy CLW4</p> <p>Policy CLW7</p>	<p>Investment in existing leisure, entertainment and community facilities including youth clubs and groups (e.g. Scouts and Brownies) across the Neighbourhood Area will ensure that adequate provision and adequate standards of important community facilities are maintained</p> <p>Investment in existing and proposed spaces for the health and wellbeing of a growing population including equipped and non-equipped play spaces in new developments</p> <p>Investment in growing space to enable residents to grow their own food</p>
<p>Health and Education</p> <ul style="list-style-type: none"> New and Enhanced Education Facilities Health Care Facilities and GP Surgeries 	<p>Policy INF1 Policy INF2</p> <p>Policy INF3 Policy INF4</p>	<p>Investment in education and library facilities to meet increased demands from a growing population</p> <p>Investment in health facilities commensurate with population increase and changing needs</p>
<p>Natural Environment</p> <ul style="list-style-type: none"> Strategic Open Spaces 	<p>CLW Project 2</p>	<p>To advance the provision of informal linked green corridors around the town for wider strategic recreational use building upon the wealth of public rights of way and existing green spaces</p>



<p>Natural Environment Cont.</p> <ul style="list-style-type: none"> Nature Conservation Neighbourhood Biodiversity Action Plan Improvements to Public Realm and Landscaping Renewable Energy 	<p>Policies NE1 - NE4</p> <p>NE Project 1</p> <p>Policies TC1 - TC6 and TC8 TC Project 2 TC Project 3</p> <p>Policy CLW9</p>	<p>To enhance the natural environment through appropriate management and conservation so species and habitats and improved education and access for people.</p> <p>The preparation, publishing and monitoring of a Bap for the Neighbourhood Area to promote and protect the most important nature conservation aspects of the Neighbourhood Area</p> <p>Investment in the physical environment of the Neighbourhood Area creates a more pleasant environment which residents, businesses and visitors will feel proud of</p> <p>Community renewable and low carbon energy projects will benefit public buildings and set a good example to others</p>
<p>Town Centre</p> <ul style="list-style-type: none"> Town Centre Strategic Partnership Shop Front Improvement Scheme Public Signposts and Information Boards 	<p>TC Project 1</p> <p>TC Project 4</p> <p>Policies TC1 - TC6</p>	<p>Establishing a Town Centre Strategic Partnership will enable a comprehensive, inclusive and joined up Strategy for the Town Centre to be drawn up, implemented and managed by a complement of key stakeholders</p> <p>The preservation of the historic Town Centre is heavily dependent on high quality shop frontages. Establishing an Improvement Scheme will assist in achieving this</p> <p>New and improved public information signposts highlighting the wealth of interesting places to go and things to see will enhance the visitor experience within the town</p>



<p>Town Centre Cont.</p> <ul style="list-style-type: none"> Historic Spine 	<p>Policy BE8</p>	<p>Promoting the town's Historic Spine and the glorious buildings and the different sites of historical interest along its route will promote the unique heritage offer to tourists and commercial opportunity for the towns businesses</p>
<p>Built Environment</p>		
<ul style="list-style-type: none"> Housing Needs Surveys 	<p>Policy H1 Policy H6 Policy H7</p>	<p>Rural Exception Schemes and the mix of affordable housing must be based on the most up-to-date housing evidence</p>
<ul style="list-style-type: none"> Local Design Review Panels 	<p>BE Project 1</p>	<p>The formation of review panels to influence and assist with urban design is a key driver to delivering high quality design fit for purpose and respective of local distinctiveness</p>
<ul style="list-style-type: none"> Environmental Improvement Areas 	<p>Policy TC3 Policy TC4 Policy TC5 Policy TC6 TC Project 2 TC Project 3</p>	<p>A number of policies and projects support the renewal and regeneration of parts of the town where there are opportunities for improvements. Such improvements will include enhancements to public realm, better pedestrian and cycle links and priorities, improved signage and upgraded building facades. Master planning will play a key role in achieving the aims of these policies and projects</p>
<ul style="list-style-type: none"> Supplementary Guidance 	<p>Policy BE7</p>	<p>Review and refresh of Design Statements and Studies</p>



Monitoring

Parish, Town and Community Councils must make arrangements for the proper administration of their financial affairs (see Section 151 of the Local Government Act 1972). They must have systems in place to ensure effective financial control (see Accounts and Audit (England) Regulations 2011 and Accounts. These requirements also apply when dealing with neighbourhood funding payments under the levy.

For each year when they have received neighbourhood funds through the levy, Parish, Town and Community Councils must publish the information specified in Regulation 62A. They should publish this information on their website or on the charging authority's website. If they haven't received any money they do not have to publish a report, but may want to publish some information to this effect in the interests of transparency.

There is no prescribed format. Parish, Town and Community Councils may choose to combine reporting on the levy with other reports they already produce. The levy neighbourhood funding income and spending will also be included in their overall published accounts but are not required to be identified separately in those accounts.

Where a charging authority holds and spends the neighbourhood portion on behalf of the local community, it should ensure that it reports this as a separate item in its own accounts

Pooling

From April 2015, the regulations restrict the use of pooled contributions towards items that may be funded via the levy. At that point, no more may be collected in respect of a specific infrastructure project or a type of infrastructure through a section 106 agreement, if five or more obligations for that project or type of infrastructure have already been entered into since 6 April 2010, and it is a type of infrastructure that is capable of being funded by the levy. Where a section 106 agreement makes provision for a number of staged payments as part of a planning obligation, these payments will collectively count as a single obligation in relation to the pooling restriction.

For provision that is not capable of being funded by the levy, such as affordable housing, local planning authorities are not restricted in terms of the numbers of obligations that may be pooled, but they must have regard to the wider policies on planning obligations set out in the National Planning Policy Framework.



Appendix 2 - Glossary

Stratford-upon-Avon Neighbourhood Development Plan Glossary

A	Affordable Housing	Housing for sale or rent, for those whose needs are not met by the market (including housing that provides a subsidised route to home ownership and/or is for essential local workers); and which complies with one or more of the following definitions in accordance with Annex 2: Glossary of NPPF 2018: <ul style="list-style-type: none">• Affordable housing for rent• Starter homes• Discounted market sales housing• Other affordable routes to home ownership
B	BAP	Biodiversity action plan
	BfL	Buildings for Life
	BREEAM	Building Research Establishment Environmental Assessment Method
	Brownfield Land	See Previously Developed Land
	BUAB	Built up Area Boundary
C	CABE	Commission for Architecture and the Built Environment
	CIL	Community Infrastructure Levy - A levy allowing local authorities to raise funds from owners or developers of land undertaking new building projects in their area.
	CPAB	Car Parking Advisory Body
	CS	Core Strategy
	CWLEP	Coventry and Warwickshire Local Enterprise Partnership

D	DEFRA	Department for Environment, Food and Rural Affairs
	dpha	Dwellings per Hectare
	DRP	Design Review Panel
E	EIA	Environmental Improvement Area
G	Greenfield Land	Land that has not been previously developed including land in agricultural use, private residential gardens and parks, playing fields and allotments
	Green Belt	A specifically designated area within which most forms of development are strictly controlled
H	HCA	Homes and Communities Agency
	HNS	Housing Needs Survey
	HTRV	Housing Technical Standards Review
L	LBAP	Local Biodiversity Action Plan
	LEAP	Local Equipped Area of Play
	LEP	Local Enterprise Partnership - designated by the Secretary of State for Communities & Local Government
	LNR	Local Nature Reserve
	LSV	Local Service Villages
	LTG	Local Transport Group
	LWS	Local Wildlife Site



N	NABAP	Neighbourhood Area Biodiversity Action Plan
	NPPF	National Planning Policy Framework - national guidance originally published by the UK Government in March 2014 but revised in July 2018 which sets out the key issues to be considered in relation to planning policy and development management.
P	Previously Developed Land	Land which is or was occupied by a permanent structure, including the curtilage of the developed land (although it should not be assumed that the whole of the curtilage should be developed) and any associated fixed surface infrastructure. This excludes: land that is or has been occupied by agricultural or forestry buildings; land that has been developed for minerals extraction or waste disposal by landfill purposes where provision for restoration has been made through development control procedures; land in built-up areas such as private residential gardens, parks, recreation grounds and allotments; and land that was previously-developed but where the remains of the permanent structure or fixed surface structure have blended into the landscape in the process of time.
R	RSC	Royal Shakespeare Company
	RST	Royal Shakespeare Theatre
	RZ	Regeneration Zone
S	SI06 Agreement	A legal agreement between developers & a Local Planning Authority made in accordance with section 106 of the 1991 Planning Act.
	SBT	Shakespeare Birthplace Trust
	SDC	Stratford-on-Avon District Council
	SEA	Strategic Environmental Assessment – a procedure which requires the formal environmental assessment of the plan and programme which is likely to have significant effects on the environment.
	SEN	Special Educational Needs
	SFDG	Shop Fronts Design Guide

S	SHLAA	Strategic Housing Land Availability Assessment
	SHMA	Strategic Housing Market Assessment
	SINC	Site of Important Nature Conservation
	SLOAP	Spaces Left Over After Planning
	SPD	Supplementary Planning Document
	SPG	Supplementary Planning Guidance
	SRZ	Stratford Regeneration Zone
	SS	Stratford Society
	SSB	Site Specific Briefs
	SSSI	Site of Special Scientific Interest
	STC	Stratford-upon-Avon Town Council
	STT	Stratford-upon-Avon Town Trust
	STTG	Stratford-upon-Avon Town Transport Group
SUDS	Sustainable Urban Drainage Systems	
T	TCC	Tiddington Community Club
	TCSP	Town Centre Strategic Partnership
	TTG	Town Transport Group
	TVRA	Tiddington Villagers Residents Association
W	WCC	Warwickshire County Council
	WHER	Warwickshire Historic Environment Record



Appendix 3 - Evidence Base

1. Relevant Legislation		
	Title	Content and Links
CD 1.1	Localism Act 2011	http://www.legislation.gov.uk/ukpga/2011/20/contents/enacted
CD 1.2	The Neighbourhood Planning (General) Regulations 2012	http://www.legislation.gov.uk/uksi/2012/637/contents/made
CD 1.3	The Neighbourhood Planning (General) (Amendment) Regulations 2015	http://www.legislation.gov.uk/uksi/2015/20/contents/made
2. The Neighbourhood Area		
	Title	Content and Links
CD 2.1	Neighbourhood Area application by Qualifying Body - August 2012	https://www.stratford.gov.uk/planning/stratford-neighbourhood-plan.cfm
CD 2.2	Map of Neighbourhood Area - August 2012	https://www.stratford.gov.uk/planning/stratford-neighbourhood-plan.cfm
CD 2.3	Public Notice of Neighbourhood Area Application - December 2012	https://www.stratford.gov.uk/planning/stratford-neighbourhood-plan.cfm
CD 2.4	Neighbourhood Area Designation Report to Cabinet - May 2013	https://www.stratford.gov.uk/planning/stratford-neighbourhood-plan.cfm
CD 2.5	Neighbourhood Area Designation Confirmation - May 2013	https://www.stratford.gov.uk/planning/stratford-neighbourhood-plan.cfm
3. Consultation Event Documentation		
	Title	Content and Links
CD 3.1	Consultation Statement Appendix 1 - Initial Consultation (2011/2012)	Report from residents Survey, Instructions for creating an NDP, Working party reports from planning workshops
CD 3.2	Consultation Statement Appendix 2 - Open Days and Public Feedback (2013)	Publicity for Open Days, Residents survey report, Canal Regeneration consultation, Retail Study report
CD 3.3	Consultation Statement Appendix 3 - Targeted consultation with villages (2014)	Consultation with Tiddington Residents Association on housing requirements

CD 3.4	Consultation Statement Appendix 4 - Pre-submission Consultation (2015)	Pre-Consultation NDP and related publicity, Rowley Fields green space correspondence, Housing Needs Survey
CD 3.5	Consultation Statement Appendix 5 - Health Check with LPA (2016)	Consultation with Stratford District Council on further amendments

4. Submission Documentation

	Title	Content and Links
CD 4.1	Basic Conditions Statement - April 2017	https://www.stratford.gov.uk/planning/stratford-neighbourhood-plan.cfm
CD 4.2	Consultation Statement - April 2017	https://www.stratford.gov.uk/planning/stratford-neighbourhood-plan.cfm
CD.4.3	Public Notice of NDP Submission - May 2017	https://www.stratford.gov.uk/planning/stratford-neighbourhood-plan.cfm

5. Strategic Environmental Assessment

	Title	Content and Links
CD 5.1	Screening Report by Lepus Consulting - September 2013	http://www.ourstratford.org.uk/
CD 5.2	Scoping Report by Lepus Consulting - January 2014	http://www.ourstratford.org.uk/
CD 5.3	Consultation Responses on Scoping Report - February 2014	http://www.ourstratford.org.uk/
CD 5.4	Environmental Report - July 2015	http://www.ourstratford.org.uk/
CD 5.5	Updated Environmental Report - November 2016	http://www.ourstratford.org.uk/
CD.5.7	Final Environmental Report - March 2017	http://www.ourstratford.org.uk/

6. Local Background Documents

	Title	Content and Links
CD 6.1	Stratford-on-Avon District Local Plan Review 1996-2011 - July 2006	https://www.stratford.gov.uk/planning/local-plan-review.cfm
CD 6.2	Core Strategy Proposed Submission Version - June 2014	https://www.stratford.gov.uk/planning/core-strategy.cfm



6. Local Background Documents (continued...)		
	Title	Content and Links
CD 6.3	Inspectors Interim Conclusions - March 2015	https://www.stratford.gov.uk/planning/core-strategy.cfm
CD 6.4	Interim Adopted Core Strategy Proposed Modifications - August 2015	https://www.stratford.gov.uk/planning/core-strategy.cfm
CD 6.5	Main Modifications to Core Strategy - March 2016	https://www.stratford.gov.uk/planning/core-strategy-main-modifications-2016.cfm
CD 6.7	Stratford District Council 'Call for Sites' - 2014	https://www.stratford.gov.uk/planning/site-allocations-dpd.cfm
CD 6.8	Landscape Sensitivity Study by White Consulting - 2011	https://www.stratford.gov.uk/planning/landscape-sensitivity-study.cfm
CD 6.9	Warwickshire Sub-Regional Water Cycle Study, Stratford-on-Avon - March 2010	https://www.stratford.gov.uk/planning/water-cycle-study.cfm
CD 6.10	Green Infrastructure Study by UE Associates - August 2011 [Section 12 Page 67]	https://www.stratford.gov.uk/planning/green-infrastructure--district.cfm
CD 6.11	Stratford-upon-Avon Parish Housing Needs Survey - November 2015	http://www.ourstratford.org.uk/useruploads/Housing%20Needs%20Survey%20November%202015.pdf
CD 6.12	Census Profile - Basic Facts about Stratford-on-Avon District - September 2013	http://apps.warwickshire.gov.uk/api/documents/WCCC-1014-141
CD 6.13	Coventry & Warwickshire Joint Strategic Housing Market Assessment - November 2013	https://www.stratford.gov.uk/planning/2013-evidence-base-studies.cfm
CD 6.14	Stratford-on-Avon Strategic Housing Market Assessment - January 2013	https://www.stratford.gov.uk/planning/2013-evidence-base-studies.cfm
CD 6.15	Housing Provisions Options Study Update - 2013	https://www.stratford.gov.uk/planning/2013-evidence-base-studies.cfm
CD 6.16	SDC Housing List Data for Stratford upon Avon, Tiddington and Alveston - November 2015	See Consultation Statement Appendix 4c.1
CD 6.17	Stratford-upon-Avon Employment Land Study - August 2011	https://www.stratford.gov.uk/planning/employment-land-study.cfm
CD 6.18	Stratford-upon-Avon Business and Enterprise Strategy - July 2013	https://www.stratford.gov.uk/council/business-enterprise-strategy.cfm
CD 6.19	Stratford Town Design Statement - September 2002	https://www.stratford.gov.uk/planning/village-design-statements.cfm
CD 6.20	Stratford Conservation Area Map and Appraisal - July 1992	https://www.stratford.gov.uk/planning/h-z.cfm

CD 6.21	Alveston Conservation Area Map and Appraisal - July 1992	https://www.stratford.gov.uk/planning/a-g.cfm
CD 6.22	Shottery Conservation Area Map and Appraisal - July 1992	https://www.stratford.gov.uk/planning/h-z.cfm
CD 6.23	Alveston Village Design Statement - October 2001	https://www.stratford.gov.uk/planning/village-design-statements.cfm
CD 6.24	Alveston Village Design Statement Update - November 2015	https://www.stratford.gov.uk/planning/village-design-statements.cfm
CD 6.25	Stratford on Avon LDF – Urban Design Framework for Stratford upon Avon - July 2007	https://www.stratford.gov.uk/planning/urban-design-framework.cfm
CD 6.26	Open Space, Sport and Recreation Assessment – Updated 2014	https://www.stratford.gov.uk/planning/open-space-audit-ppg17.cfm
CD 6.27	Neighbourhood Planning for Health by Warwickshire County Council - 2015	http://publichealth.warwickshire.gov.uk/planning/
CD 6.28	Warwickshire Health and Wellbeing Strategy 2014-2018	http://hwb.warwickshire.gov.uk/about-hwbb/strategy/
CD 6.29	Caseley Report 2013	See Consultation Statement Appendix 2f
CD 6.30	Stratford-upon-Avon High Street Study - April 2005	https://www.stratford.gov.uk/planning/supplementary-planning-guidance.cfm
CD 6.31	Stratford-on-Avon District Design Guide - September 2000	https://www.stratford.gov.uk/planning/design-guidance.cfm
CD 6.32	Natural England: National Character Area Profile: 106 Severn and Avon Vales - 2012	http://publications.naturalengland.org.uk/publication/1831421?map=true&category=587130
CD 6.33	Creating Local Nature Reserves - October 2014	https://www.gov.uk/guidance/create-and-manage-local-nature-reserves#access-to-your-local-nature-reserve
CD 6.34	Local Biodiversity Action Partnership	http://www.warwickshirewildlifetrust.org.uk/LBAP
CD 6.35	The Historic Spine	http://www.stratfordsociety.co.uk/spine.htm
CD 6.36	Stratford-upon-Avon Residential Design Guidance - July 2005	https://www.stratford.gov.uk/planning/residential-design-guidance-stratford-upon-avon.cfm
CD 6.37	Stratford District Council PPG17 Open Space, Sport and Recreation Assessment - 2014	https://www.stratford.gov.uk/planning/open-space-audit-ppg17.cfm
CD 6.38	Local Green Space Assessments	http://www.ourstratford.org.uk/



7. National Background Documents		
	Title	Content and Links
CD 7.1	National Planning Policy Framework - March 2012	http://planningguidance.planningportal.gov.uk/
CD 7.2	Planning Practice Guidance (ID 41)	http://planningguidance.planningportal.gov.uk/
CD 7.3	Neighbourhood Plans Roadmap Guide by Locality - May 2013	http://locality.org.uk/resources/neighbourhood-planning-roadmap-guide/
CD 7.4	PAS Neighbourhood Planning Legal Compliance checklist - March 2015	http://www.pas.gov.uk/web/pas1/neighbourhood-planning/-/journal_content/56/332612/4113731/ARTICLE
CD 7.5	Building for Life 12 - 2012	http://www.designcouncil.org.uk/knowledge-resources/guide/building-life-12
CD 7.6	Planning and Design for Outdoor Sport and Play (PAD), Fields in Trust - 2008	http://www.fieldsintrust.org
CD 7.7	CABE: Safer Places Paper - February 2004	http://www.futurecommunities.net/socialdesign/192/cabes-safer-places-paper
CD 7.8	BREEAM	http://www.breeam.com/
8. Background Legislation		
	Title	Content and Links
CD 8.1	Wildlife and Countryside Act 1981	http://www.legislation.gov.uk/ukpga/1981/69/contents
CD 8.2	Town and Country Planning Act 1990 (as amended)	http://www.legislation.gov.uk/ukpga/1990/8/contents
CD 8.3	Planning (Listed Buildings and Conservation Areas) Act 1990 (as amended)	http://www.legislation.gov.uk/ukpga/1990/9/contents
CD 8.4	Human Rights Act 1998	http://www.legislation.gov.uk/ukpga/1998/42/contents
CD 8.5	Crime and Disorder Act 1998 (Section 17)	http://www.legislation.gov.uk/ukpga/1998/37/contents
CD 8.6	Planning and Compulsory Purchase Act 2004	http://www.legislation.gov.uk/ukpga/2004/5/contents
CD 8.7	Natural Environment and Rural Communities (NERC) Act 2006	http://www.legislation.gov.uk/ukpga/2006/16/contents
CD 8.8	Planning Act 2008	http://www.legislation.gov.uk/ukpga/2008/29/contents

CD 8.9	The Conservation of Habitats and Species Regulations 2010	http://www.legislation.gov.uk/uksi/2010/490/contents/made
CD 8.10	Community Infrastructure Levy Regulations 2010 (as amended)	http://www.legislation.gov.uk/uksi/2010/948/contents/made
CD 8.11	Equality Act 2010	http://www.legislation.gov.uk/ukpga/2010/15/contents
CD 8.12	Flood and Water Management Act 2010	http://www.legislation.gov.uk/ukpga/2010/29/contents
CD 8.13	Growth and Infrastructure Act 2013	http://www.legislation.gov.uk/ukpga/2013/27/contents

Useful Websites

Stratford-upon-Avon Town Council	http://www.stratford-tc.gov.uk/
Stratford-upon-Avon Neighbourhood Plan	http://www.ourstratford.org.uk/
Stratford-on-Avon-District Council	https://www.stratford.gov.uk/
Stratford Society	http://www.stratfordsociety.co.uk/
Stratford Town Trust	http://www.stratfordtowntrust.co.uk/
Stratforward	http://www.stratforward.co.uk/
Warwickshire County Council	http://www.warwickshire.gov.uk/
DCLG	https://www.gov.uk/search?q=neighbourhood+planning
Locality	http://locality.org.uk/projects/building-community/
Planning Advisory Service	http://www.pas.gov.uk/neighbourhood-planning
Royal Town Planning Institute	http://www.rtpi.org.uk/planning-aid/neighbourhood-planning/
Neighbourhood Planning Forum	http://www.ourneighbourhoodplanning.org.uk/home





Figure 3 - The Proposals Map

