



**Site Allocations Plan for Stratford-on-Avon District to accompany the Core Strategy
Regulation 18 Further Focused Consultation
Addendum to the Revised Scoping Regulation 18 Sustainability Appraisal (SA) Report
incorporating
Strategic Environmental Assessment (SEA) (December 2017)**

February 2019

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Introduction

This document is an addendum to the [initial Sustainability Appraisal incorporating Strategic Environmental Assessment](#) that was prepared in December 2017 to support the Stratford-on-Avon Site Allocations Plan: Revised Scoping Regulation 18 Consultation. This assessment set out the SA and SEA methodology, and sustainability objectives and baseline condition. This addendum to the 2017 assessment has been undertaken by the Council in relation to the Regulation 18 Further Focused Consultation for the Site Allocation Plan (February 2019) in order to ensure that any significant impacts of the proposals are properly mitigated in line with the initial SA/SEA Report.

Stratford-on-Avon District Council is preparing several local planning documents that will shape development and manage land in the Stratford District area. This includes the Core Strategy (adopted 2016), a Site Allocations Plan, a Gypsy & Traveller Local Plan and a Community Infrastructure Levy (implemented February 2018). In early 2018 the Council consulted on a Site Allocation Plan Revised Scoping document which set out the approach to identifying reserve housing site, specific sites, self-build and custom housebuilding and the definition of settlement boundaries. Further to that previous consultation, a number of additional specific proposals have emerged which the Council thinks is appropriate to include within the Site Allocations Plan; this document can be seen as an addendum to Part 3 of the previous Scoping Consultation Document as a further focused consultation.

Section 1: Baseline Overview relevant to SA objectives

A. Gateway / Cultural Quarter Zone

This zone covers 4.8 hectares forming part of the north western extent of the wider town centre of Stratford-upon-Avon. The proposal is to co-ordinate the rejuvenation of this area for a mix of uses, including new leisure uses.

SA Objective	Assessment
Heritage	There are a number of Listed Buildings within the zone itself (along Henley Street and Birmingham Road), with further Listed Buildings immediately adjacent the zone (on Windsor Street and Meer Street) and also in the vicinity. The site straddles the Conservation Area with approximately the eastern half of the zone being within. The zone also includes the Shakespeare's Birthplace Registered Park and Garden on Henley Street. There are also a number of locally significant buildings within the zone. The majority of the zone (to the east of Arden Street) is also covered by areas of significant archaeological interest.
Landscape	The zone is wholly within the Built-up Area of Stratford-upon-Avon town, forming the north western extent of the town centre/edge of town centre. The land rises slightly east to west.
Biodiversity and Geodiversity	There are no biodiversity designations within the zone itself; the closest being the Stratford-upon-Avon canal some 80m to the north east and some TPOs (circa 40m) to the west/southwest of the zone.
Flooding	There are no areas of identified Flood Zone within or adjacent to the zone. There are two areas of localised surface water flooding within the zone and two further localised areas on its periphery.
Traffic	The zone is bounded by, and intersected by, a number of roads as part of the wider town centre. The zone also includes two public carparks. However, this good accessibility brings with it traffic congestion, particularly on the Birmingham Road (to the north) and Wood Street (to the south) at peak periods and traffic is the origin of the AQMA designation. The A3400 Birmingham Road is an arterial road linking Stratford-upon-Avon to the Main Rural Centre of Henley-in-Arden and onto Solihull and Birmingham, with connections to the A46 strategic route connecting the M40, M6 and M5. To the south, Wood Street (the A422) also leads to the A46 and onto the MRC of Alcester.
Green Infrastructure	Aside from the canal some 80m to the north east, Green Infrastructure is limited to a very small number of street trees and residential gardens abutting the zone.
Natural Resources - Minerals	There is a mineral consultation zone approximately 40m to the east of the zone.
Natural Resources - Agriculture	The entire zone is built-up / urban land.
Pollution – Air Quality	The whole zone is within the Stratford-upon-Avon AQMA.
Pollution – Water Quality	Virtually the whole zone is within the mapped extent of a minor aquifer. The site is not located within a Drinking Water Safeguarded Zone (as defined by the Environment Agency).

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Waste	There are no landfill sites within the zone.
Accessibility & Transport	The zone is very well located to, and includes, a range of facilities, shops and services as it forms part of the wider town centre. The zone includes the coach drop-off facility (used by tourists and visitors) as well as two public car parks. The nearest bus stops are immediately adjacent the zone to the north east on the Birmingham Road or on Wood Street (70m to the south of the edge of the zone) serving a range of destinations, including the park and ride. Stratford-upon-Avon railway station is some 280m to the west of the zone serving stations towards Solihull and Birmingham and Leamington (and London).
Barriers for Rural Communities	n/a
Settlement Identity	The zone is part of the wider town centre of Stratford-upon-Avon, although suffers from a relatively poor quality public realm.
Housing	New housing development would be acceptable within the zone. Existing housing abuts the zone.
Communities and Health	The zone is very well located to, and includes, a range of facilities, shops and services as it forms part of the wider town centre. Specifically, a doctor's surgery is located within the zone and Stratford-upon-Avon hospital abuts the zone immediately to the west. The Maybird shopping centre is some 360m to the north.
Economy and Employment	The zone is very well located to, and includes, a range of facilities, shops and services as it forms part of the wider town centre. It also includes a number of commercial premises and the proposal is to promote a range of uses.

B. Quinton Rail Technology Centre

This proposal covers some 41 hectares at the Quinton Rail Technology Centre, at the Long Marston Depot site. It comprises industrial buildings and a loop of railway test track. The proposal is to retain and support the rail operations on the site although it does permit other enabling development (employment or residential uses, for example) provided they help secure the long term viability of the site for rail purposes.

SA Objective	Assessment
Heritage	The site is not covered by any heritage designations.
Landscape	The site is not covered by any landscape designations. The Costwolds AONB is some 1.3km to the southeast at its closest point, including Meon Hill.
Biodiversity and Geodiversity	The site is covered by the Long Marston Camp Local Wildlife Site although its status is 'deferred'. The LWS also covers the Long Marston Depot employment site and part of Meon Vale , a residential-led scheme for some 1,000 homes currently under construction and partly complete. The majority of the site includes semi-improved neutral grassland although there are also areas of improved grassland. Also present are some intact hedges. A watercourse forms the majority of the eastern boundary of the site.
Flooding	There are limited areas of surface water flooding across the site. There are no areas of identified Flood Zone within or adjacent to the site.
Traffic	The site is some 7km to the south of Stratford-upon-Avon town, with the majority of traffic travelling via the B4362 Campden Road. As part of the Long Marston Airfield Garden Village proposal in the Core Strategy, a Relief Road will be built to the South West of Stratford-upon-Avon and improvements made to the B4362. This will improve vehicular access to the vicinity. HGV traffic is also affected by the Vale of Evesham Control Zone (Policy CS.14) which seeks to ensure that employment developments that increase HGV movements by more than 5% demonstrate the wider benefit of the proposal; cannot be accommodated elsewhere better suited for HGV traffic and that the routes used are appropriate for HGV traffic.
Green Infrastructure	The majority of the site includes semi-improved neutral grassland although there are also areas of improved grassland. Also present are some intact hedges. A watercourse forms the majority of the eastern boundary of the site.
Natural Resources - Minerals	The site is not covered by any mineral designations.
Natural Resources - Agriculture	The site is not in agricultural use.
Pollution – Air Quality	The site is not covered by an AQMA. The proposal is for continuation of existing employment use in a wider established employment site and is unlikely to generate additional air quality issues. Notwithstanding this, the policy also permits enabling development (e.g. residential) which could generate new pollution impacts. Having said that, the policy only permits such enabling development where it would not undermine the long-term viability of the rail operations. As such, if there was likely to be negative impacts on the new homes, that would undermine the operation of the facility, then such homes would not be permitted and the impacts would not occur.

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Pollution – Water Quality	N/a
Waste	The site is not covered by any waste designations.
Accessibility & Transport	The site is accessed from Station Road. The site is 200 metres to the east of Long Marston Road, served by the No. 27 bus that runs on a loop connecting Broad Marston and Pebworth with Long Marston, Welford-on-Avon and Stratford-upon-Avon. The service operates Monday to Saturday (excluding bank holidays) up to 8 times a day. The closest bus stop appears to be in Long Marston village, some 600 metres to the north of the site. Also adjacent to the north end of the site, is the start of the Stratford Greenway, a pedestrian and cycle route that utilises the disused track-bed of the former railway for some 7km to Stratford-upon-Avon. The Stratford Greenway, the area to the north of the site on station road and the track immediately to the west of the site is safeguarded for future transport use (i.e. the reinstatement of rail services from Honeybourne) should a business case be made.
Barriers for Rural Communities	The site is located in a rural area close to the village of Long Marston. The policy seeks the continuation of established employment use as well as allows for additional employment development.
Settlement Identity	The site is freestanding as part of a wider employment area on a former MOD depot.
Housing	The policy allows for the provision of new homes providing they help secure the long-term viability of the rail operations.
Communities and Health	The policy seeks to retain and support the continued operation of an established employment use, providing jobs to local residents in surrounding villages helping, indirectly to secure the vitality of those rural communities.
Economy and Employment	The policy seeks to retain and support the continued operation of an established employment use, as well as allows for additional employment development. This supports the local economy.
Infrastructure – Gas Pipeline	The northwestern part of the site is within the HSE gas pipeline consultation zone.

C. A46 Safeguarding – Wildmoor

The A46 is part of the Strategic Highway Network and runs southwest to northeast connecting the M5 with the M40, M6 and Leicester. This proposal seeks to safeguard some 3.28 hectares of land for future highway purposes. The land comprises existing public highway, agricultural land and scrubland. The proposal itself will not result in the provision of built infrastructure, and as such, many of the SA objectives will not be relevant. Where negative impacts are identified, such impacts would either be avoided or mitigated via engineering solutions identified at the detailed project design stage.

SA Objective	Assessment
Heritage	The area is not covered by any heritage designations.
Landscape	The area is not covered by any landscape designations.
Biodiversity and Geodiversity	The area includes the whole of Cadle Pool Farm Meadow Local Wildlife Site, a narrow strip of semi-improved neutral grassland sandwiched between the A46 and residential development. The area also includes semi-improved neutral grassland and a number of hedgerows forming highway/field boundaries.
Flooding	There are limited areas of surface water flooding on the existing roundabout, and immediately adjacent to the western end of the area. There are no areas of identified Flood Zone within or adjacent to the area.
Traffic	The implementation of highway improvements would improve traffic flows and reduce congestion, in particular stop-start and queueing traffic, particularly at peak times. Conversely, this could result in more traffic using the A46 as congestion decreases and it becomes a more attractive route. However, this needs to be seen in the context of expected growth in vehicular traffic using the route irrespective of this improvement.
Green Infrastructure	The area includes the whole of Cadle Pool Farm Meadow Local Wildlife Site, a narrow strip of semi-improved neutral grassland sandwiched between the A46 and residential development. The area also includes semi-improved neutral grassland and a number of hedgerows forming highway/field boundaries. Implementation of any scheme could include green infrastructure enhancements.
Natural Resources - Minerals	The area is not covered by any mineral designations.
Natural Resources - Agriculture	The area includes a small area of agricultural land.
Pollution – Air Quality	The implementation of highway improvements could reduce air pollution by alleviating traffic congestion, in particular stop-start and queueing traffic, particularly at peak times. The area abuts the edge of the Stratford-upon-Avon AQMA which covers the whole town.
Pollution – Water Quality	n/a
Waste	The area is not covered by any waste designations.
Accessibility & Transport	The implementation of highway improvements would result in improved transport infrastructure links that will benefit businesses and the local economy. It could also improve connectivity and pedestrian and cycle access across a busy road that otherwise acts as

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	a barrier to those transport modes.
Barriers for Rural Communities	The implementation of highway improvements would result in the removal of a physical barrier thus improving the links between Stratford-upon-Avon and its outlying rural communities.
Settlement Identity	The area is located on the western periphery of the built-up area of Stratford-upon-Avon forming a gateway to the town, but seen in the context of a major road.
Housing	n/a
Communities and Health	The implementation of highway improvements would result in the removal of a physical barrier thus improving the links with communities and also encouraging walking and cycling. It may also reduce air pollution by alleviating traffic congestion, in particular stop-start and queueing traffic, particularly at peak times. It could also improve highway safety. Conversely, the improvements could result in more traffic using the A46 as congestion decreases and it becomes a more attractive route. However, this needs to be seen in the context of expected growth in vehicular traffic using the route irrespective of this improvement.
Economy and Employment	The implementation of highway improvements would result in improved transport infrastructure links that will benefit businesses and the local economy.

D. A46 Safeguarding – Bishopton

The A46 is part of the Strategic Highway Network and runs southwest to northeast connecting the M5 with the M40, M6 and Leicester. This proposal seeks to safeguard some 6.3 hectares of land for future highway purposes. The land comprises existing public highway, agricultural land and scrubland. The proposal itself will not result in the provision of built infrastructure, and as such, many of the SA objectives will not be relevant. Where negative impacts are identified, such impacts would either be avoided or mitigated via engineering solutions identified at the detailed project design stage.

SA Objective	Assessment
Heritage	The area is not covered by any heritage designations. There are two Tree Preservation Orders just outside the area to the south.
Landscape	The area is partly within Arden Special Landscape Area. Core Strategy Policy CS.12 seeks to protect these areas for development that would have a harmful impact on their character and appearance, including the cumulative impact of proposals.
Biodiversity and Geodiversity	The area includes semi-improved neutral grassland, intact hedgerows and liner scrub. Off the highway, land is largely improved grassland with an area of unimproved neutral grassland running eastwards. There is also some semi-improved neutral grassland to the west.
Flooding	There are no areas of identified Flood Zone within or adjacent to the area but extensive areas of surface water flooding.
Traffic	The implementation of highway improvements would improve traffic flows and reduce congestion, in particular stop-start and queueing traffic, particularly at peak times. Conversely, this could result in more traffic using the A46 as congestion decreases and it becomes a more attractive route. However, this needs to be seen in the context of expected growth in vehicular traffic using the route irrespective of this improvement.
Green Infrastructure	The area includes semi-improved neutral grassland, intact hedgerows and liner scrub. Off the highway, land is largely improved grassland with an area of unimproved neutral grassland running eastwards. There is also some semi-improved neutral grassland to the west. There are two TPOs just outside the area to the south. Implementation of any scheme could include green infrastructure enhancements.
Natural Resources - Minerals	The area is not covered by any mineral designations.
Natural Resources - Agriculture	The area includes a small area of agricultural land.
Pollution – Air Quality	The implementation of highway improvements could reduce air pollution by alleviating traffic congestion, in particular stop-start and queueing traffic, particularly at peak times. The area is partly with the Stratford-upon-Avon AQMA which covers the whole town.
Pollution – Water Quality	n/a
Waste	The area is not covered by any waste designations.
Accessibility & Transport	The implementation of highway improvements would result in improved transport infrastructure links that will benefit businesses

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	and the local economy. It could also improve connectivity and pedestrian and cycle access across a busy road that otherwise acts as a barrier to those transport modes.
Barriers for Rural Communities	The implementation of highway improvements would result in the removal of a physical barrier thus improving the links between Stratford-upon-Avon and its outlying rural communities.
Settlement Identity	The area is located on the north western periphery of the built-up area of Stratford-upon-Avon forming a gateway to the town, but seen in the context of a major road.
Housing	n/a
Communities and Health	The implementation of highway improvements would result in the removal of a physical barrier thus improving the links with communities and also encouraging walking and cycling. It may also reduce air pollution by alleviating traffic congestion, in particular stop-start and queueing traffic, particularly at peak times. It could also improve highway safety. Conversely, the improvements could result in more traffic using the A46 as congestion decreases and it becomes a more attractive route. However, this needs to be seen in the context of expected growth in vehicular traffic using the route irrespective of this improvement.
Economy and Employment	The implementation of highway improvements would result in improved transport infrastructure links that will benefit businesses and the local economy.

E. A46 Safeguarding - Marraway

The A46 is part of the Strategic Highway Network and runs southwest to northeast connecting the M5 with the M40, M6 and Leicester. This proposal seeks to safeguard some 5.1 hectares of land for future highway purposes. The land comprises existing public highway, agricultural land and scrubland. The proposal itself will not result in the provision of built infrastructure, and as such, many of the SA objectives will not be relevant. Where negative impacts are identified, such impacts would either be avoided or mitigated via engineering solutions identified at the detailed project design stage.

SA Objective	Assessment
Heritage	The area is not covered by any heritage designations although Grade II Listed Marraway Farm lies to the west of the area.
Landscape	The area is wholly within Arden Special Landscape Area. Core Strategy Policy CS.12 seeks to protect these areas for development that would have a harmful impact on their character and appearance, including the cumulative impact of proposals.
Biodiversity and Geodiversity	The area is mostly arable with some areas of semi-improved neutral grassland as well as small area of broadleaved semi-natural woodland. Intact hedgerows are also present forming the highway/field boundaries.
Flooding	There are no areas of identified Flood Zone within or adjacent to the area but limited areas of surface water flooding.
Traffic	The implementation of highway improvements would improve traffic flows and reduce congestion, in particular stop-start and queueing traffic, particularly at peak times. Conversely, this could result in more traffic using the A46 as congestion decreases and it becomes a more attractive route. However, this needs to be seen in the context of expected growth in vehicular traffic using the route irrespective of this improvement.
Green Infrastructure	The area is mostly arable with some areas of semi-improved neutral grassland as well as small area of broadleaved semi-natural woodland. Intact hedgerows are also present forming the highway/field boundaries. Implementation of any scheme could include green infrastructure enhancements.
Natural Resources - Minerals	The area is wholly within the Minerals consultation area.
Natural Resources - Agriculture	The area is Grade 2 and Grade 3A agricultural land.
Pollution – Air Quality	The implementation of highway improvements could reduce air pollution by alleviating traffic congestion, in particular stop-start and queueing traffic, particularly at peak times.
Pollution – Water Quality	The northern half of the area is within a minor aquifer.
Waste	The area is not covered by any waste designations.
Accessibility & Transport	The implementation of highway improvements would result in improved transport infrastructure links that will benefit businesses and the local economy. It could also improve connectivity and pedestrian and cycle access across a busy road that otherwise acts as a barrier to those transport modes.
Barriers for Rural	The implementation of highway improvements would result in the removal of a physical barrier thus improving the links between

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Communities	Stratford-upon-Avon and its outlying rural communities.
Settlement Identity	The area is distant from the town in a rural location and unlikely to have any impact on settlement identity.
Housing	n/a
Communities and Health	The implementation of highway improvements would result in the removal of a physical barrier thus improving the links with communities and also encouraging walking and cycling. It may also reduce air pollution by alleviating traffic congestion, in particular stop-start and queueing traffic, particularly at peak times. It could also improve highway safety. Conversely, the improvements could result in more traffic using the A46 as congestion decreases and it becomes a more attractive route. However, this needs to be seen in the context of expected growth in vehicular traffic using the route irrespective of this improvement.
Economy and Employment	The implementation of highway improvements would result in improved transport infrastructure links that will benefit businesses and the local economy.

F. Employment Exception Sites Policy

This policy seeks to promote and support ‘windfall’ employment sites on sites on the periphery or well-related to existing settlements. It is likely that such sites would be greenfield in nature meeting an specific or identified employment (i.e. B1, B2, B8 uses). They will vary in size but should relate well physically and functionally to the settlement.

This policy itself does not relate to specific geographic locations but to a proposed policy approach. As such, the SA objectives have been assessed in this context with the caveat that any site specific issues would be dealt with through the planning application itself, in accordance with other policies in the Core Strategy. As the Core Strategy itself, has been subject to SA/SEA, and is an adopted Local Plan, its function is to ensure the achievement of sustainable development. As such, it is unlikely that any application under this policy would be contrary to the SA objectives listed below. To reinforce this, the policy itself sets out the following criteria:

- physical and functional relationship of the site to the adjacent settlement;
- impact on the amenity of occupiers of neighbouring or nearby properties;
- relationship to, and impact of traffic on, the local highway network and on the amenity of the local area;
- scope to access the site conveniently and safely by foot and cycle and;
- the availability of existing public transport services; and
- the provisions of relevant policies in the Core Strategy.

SA Objective	Assessment
Heritage	Site specific
Landscape	Site specific , but the policy requires schemes to take into account the relationship with the adjacent settlement
Biodiversity and Geodiversity	Site specific. Sites are likely to be greenfield in nature and result in the loss of agricultural land although this could be compensated through improved GI in the form of landscaping and planting.
Flooding	Site specific
Traffic	Site specific , but the policy requires schemes to take into account the relationship to and impact on the local highway network
Green Infrastructure	Site specific. Sites are likely to be greenfield in nature and result in the loss of agricultural land although this could be compensated through improved GI in the form of landscaping and planting.
Natural Resources - Minerals	Site specific
Natural Resources -	Site specific but likely to have a negative impact as it is likely that most sites will be greenfield and agricultural in nature.

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Agriculture	
Pollution – Air Quality	Site specific
Pollution – Water Quality	Site specific
Waste	Site specific
Accessibility & Transport	Site specific, but the policy requires schemes to take into account the availability of public transport services and safe and convenient access by foot and cycle.
Barriers for Rural Communities	This policy seeks to support windfall employment development including in rural locations. As such, it specifically seeks to provide additional employment opportunities for rural communities.
Settlement Identity	Site specific , but the policy requires schemes to take into account the relationship with the adjacent settlement
Housing	n/a
Communities and Health	This policy seeks to support windfall employment development including in rural locations this adding to the vitality of rural communities. It also seeks to ensure convenient access by foot thus helping to promote healthy lifestyles.
Economy and Employment	This policy seeks to support windfall employment development including in rural locations. As such, it specifically seeks to provide additional employment opportunities for rural communities.

Section 2: Summary Matrix

SAP Further Focused Consultation																	
	SA Objectives																
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15		
	Heritage	Landscape	Biodiversity & Geodiversity	Flooding	Traffic	Green Infrastructure	Natural resources - Minerals Natural Resources -	Pollution – Air Quality Pollution – Water Quality	Waste	Accessibility & Transport	Barriers for rural communities	Settlement identity	Housing	Communities & Health	Economy & Employment		
Gateway / Cultural Quarter	-	+	+	+	?	+	0	+	+	?	0	++	N/A	++	+	+	++
Quinton Rail Technology Centre	0	+	0	+	-	+	0	+	0	N/A	0	--	0	+	0	++	++
A46 Safeguarding - Wildmoor	0	+	-	+	++	0	0	-	+	N/A	0	+	+	?	N/A	++	++
A46 Safeguarding - Bishopton	0	?	-	+	++	0	0	-	+	N/A	0	+	+	?	N/A	++	++
A46 Safeguarding - Marraway	--	?	-	+	++	0	-	-	+	?	0	+	+	+	N/A	++	++
Employment Exception Sites Policy	0	0	0	0	+	0	0	-	0	0	0	+	0	0	N/A	++	++

Section 3: Assessment Results

A. Gateway / Cultural Quarter Zone:

Effect	Assessment of Effect
Major Negative Effects	
Minor Negative Effects	<ul style="list-style-type: none"> - There are a number of heritage designations within and adjacent to the site. The impacts on such assets are unknown until detailed proposals come forward; however, existing policies in the adopted Core Strategy seek to ensure that the significance of heritage assets is not harmed.
Uncertain Effects	<ul style="list-style-type: none"> - Potentially, the proposals could bring increased numbers of visitors to the town, many of whom may travel by car and thus increasing traffic volumes and congestion. However, the proposal could also include highway improvements that could mitigate those effects. The proposal could also result in improved coach and bus facilities which could reduce car use. - The safeguarded area is within a water aquifer zone. The effect on this designation is unknown at this stage.
Neutral Effects	<ul style="list-style-type: none"> - The site is not covered by any mineral designations and so there are not likely effects on mineral deposits. - The site is not covered by any waste designations and so there are not likely effects on waste sites. It is assumed that development will provide facilities for the separation and recycling of waste. In addition it is considered that there will be sufficient mitigation provided through Core Strategy policies to ensure any negative effects are neutralised.
Minor Positive Effects	<ul style="list-style-type: none"> - The site is wholly within the built-up area and unlikely to impact upon landscape designations. Development would regenerate previously developed land that is currently having a minor negative effect on the landscape/townscape. - The site is not covered by any biodiversity designations and so it is unlikely that there will be any negative effects. Development may provide potential opportunities to enhance biodiversity. - The site is not in a flood zone and any new development would avoid/mitigate areas of surface water flooding. - The proposal would generate public realm improvements and enhancement to the green infrastructure of the town. - The site is within the Stratford-upon-Avon AQMA. Proposals would have to ensure that there was no negative impact on the AQMA and also help secure improvements, hence an overall positive impact. - The proposal could result in additional housing, including additional affordable housing. - The proposal would improve an area of the town centre that is currently non-descript, creating a better quality public realm that could encourage walking and cycling thereby boosting health, The proposal could also result in improved health/medical facilities.
Major Positive Effects	<ul style="list-style-type: none"> - This site is entirely brownfield land and does not contain any best and most versatile agricultural land. - The zone is well-located and would result in improvements to the public realm that could encourage walking and cycling. The proposal could also result in improved coach and bus facilities which could reduce car use. - The zone would result in improvements to the public realm and quality of the built environment adding to the overall image and offer of the town. - The proposal could result in additional accessible employment and job opportunities as well as new tourist and visitor attractions that could boost the local economy.

B. Quinton Rail Technology Centre

Effect	Assessment of Effect
Major Negative Effects	- Although the site is close to a bus route the nearest bus stop is in excess of 400m from the site, as are other services and facilities. However there is potential that additional employment development/increase in bus usage could help sustain the bus service.
Minor Negative Effects	- Site is located within the Vale of Evesham Control Zone. Proposal seeks to retain and existing and established use and whilst it is supportive of additional development does not encourage it. However, increase in traffic from the site could have negative impact.
Uncertain Effects	
Neutral Effects	<ul style="list-style-type: none"> - The site is not covered by any heritage designations and so there are not likely effects on heritage assets. - Proposal seeks to retain and existing and established use and whilst it is supportive of additional development does not encourage it. Any new development would need to take into account the LWS designation. - The site is not covered by any mineral designations and so there are not likely effects on mineral deposits. -The site is not within or adjacent to an AQMA. Whilst development of the site has potential to increase traffic and therefore atmospheric pollution, suitable mitigation would ensure that that any negative effects are addressed. - The site is not covered by any waste designations and so there are not likely effects on waste sites. It is assumed that development will provide facilities for the separation and recycling of waste. In addition it is considered that there will be sufficient mitigation provided. - The continuation of established rural employment use as well as additional employment development could help break down barriers for rural communities. It is assumed that any proposal for development can make appropriate and timely provision for necessary infrastructure. - Whilst policy is supportive of housing development it does not encourage it
Minor Positive Effects	<ul style="list-style-type: none"> - The site is not covered by any landscape designations and so there are not likely effects on protected landscapes. In respect of the AONB, this needs to be seen in the context of this being an existing and established use on a former depot site with existing employment sheds and new homes. - The site is not in a flood zone and any new development would avoid/mitigate areas of surface water flooding. - Proposal seeks to retain and existing and established use and whilst it is supportive of additional development does not encourage it. Any new development would need to take into account of existing and the potential creation of new green infrastructure. - The site is a freestanding site that will not impact upon the identity of existing settlements.
Major Positive Effects	<ul style="list-style-type: none"> - The site is not in agricultural use and so there are not likely effects on agricultural land. - The continuation of established rural employment use as well as additional employment development would help maintain and enhance the vitality of rural communities. - The continuation of established rural employment use as well as additional employment development would help maintain the vitality of and also potentially boost the local economy .

C. A46 Safeguarding – Wildmoor:

Effect	Assessment of Effect
Major Negative Effects	
Minor Negative Effects	<ul style="list-style-type: none"> - The safeguarded area is covered by areas of biodiversity and implementation would result in their loss, although the extent of any loss is unknown at this stage. The Core Strategy does require biodiversity off-setting. - The safeguarded area includes some areas of agricultural land although the extent of any loss is unknown at this stage.
Uncertain Effects	<ul style="list-style-type: none"> - It is unclear what impact junction improvements would have on the identity of Stratford-upon-Avon.
Neutral Effects	<ul style="list-style-type: none"> - The safeguarded area is not covered by any heritage designations and so there are no likely effects on heritage assets. - The safeguarded area includes green infrastructure assets. Any scheme could include compensatory or enhanced green infrastructure provision to mitigate any loss. - The safeguarded area is not covered by any mineral designations and so there are not likely effects on mineral deposits. - The site is not covered by any waste designations and so there are not likely effects on waste sites. It is assumed that development will provide sufficient mitigation.
Minor Positive Effects	<ul style="list-style-type: none"> - The safeguarded area is not covered by any landscape designations and so there are not likely effects on protected landscapes. - The safeguarded area is not in a flood zone and any new development would avoid/mitigate areas of surface water flooding. - Implementation of junction improvements would reducing congestion and queuing traffic and therefor reduce air pollution. - Implementation of junction improvements could remove a physical barrier (in the form of heavy traffic on the A46) improving accessibility for pedestrians, cyclists crossing the A46 and for those nearby rural communities.
Major Positive Effects	<ul style="list-style-type: none"> - Implementation of junction improvements would significantly enhance the effectiveness of the A46, reducing congestion and queuing traffic. - Implementation of junction improvements would reduce congestion and queuing traffic leading to an improvement in both air quality and road safety. - The implementation of highway improvements would result in improved transport infrastructure links that will benefit businesses and the local economy.

D. A46 Safeguarding – Bishopton:

Effect	Assessment of Effect
Major Negative Effects	
Minor Negative Effects	<ul style="list-style-type: none"> - The safeguarded area is covered by areas of biodiversity and implementation would result in their loss, although the extent of any loss is unknown at this stage. The Core Strategy does require biodiversity off-setting. - The safeguarded area includes some areas of agricultural land although the extent of any loss is unknown at this stage.
Uncertain Effects	<ul style="list-style-type: none"> - The safeguarded area is within the Arden Special Landscape Area designation. The effect on this designation is unknown at this stage. - It is unclear what impact junction improvements would have on the identity of Stratford-upon-Avon.
Neutral Effects	<ul style="list-style-type: none"> - The safeguarded area is not covered by any heritage designations and so there are not likely effects on heritage assets. - The safeguarded area includes green infrastructure assets. The effect on these assets is unknown at this stage although any scheme could include compensatory or enhanced green infrastructure provision. - The safeguarded area is not covered by any mineral designations and so there are not likely effects on mineral deposits. - The site is not covered by any waste designations and so there are not likely effects on waste sites. It is assumed that development will provide sufficient mitigation.
Minor Positive Effects	<ul style="list-style-type: none"> - The safeguarded area is not in a flood zone and any new development offers the opportunity to mitigate the areas of surface water flooding. - Implementation of junction improvements would reducing congestion and queuing traffic and therefor reduce air pollution. - Implementation of junction improvements could remove a physical barrier (in the form of heavy traffic on the A46) improving accessibility for pedestrians, cyclists crossing the A46 and for those nearby rural communities.
Major Positive Effects	<ul style="list-style-type: none"> - Implementation of junction improvements would significantly enhance the effectiveness of the A46, reducing congestion and queuing traffic. - Implementation of junction improvements would reduce congestion and queuing traffic leading to an improvement in both air quality and road safety. - The implementation of highway improvements would result in improved transport infrastructure links that will benefit businesses and the local economy.

E. A46 Safeguarding – Marraway:

Effect	Assessment of Effect
Major Negative Effects	<ul style="list-style-type: none"> - The safeguarded area would affect the setting of the Grade II Listed Buildings at Marraway Farm. - The safeguarded area includes some areas of agricultural, including Grade 2 and 3A, although the extent of any loss is unknown at this stage.
Minor Negative Effects	<ul style="list-style-type: none"> - The safeguarded area is covered by areas of biodiversity and implementation would result in their loss, although the extent of any loss is unknown at this stage. The Core Strategy does require biodiversity off-setting. - The safeguarded area covered by a mineral consultation zone, although it is unlikely that implementation of junction improvements would impact upon mineral extraction given the proximity of the land to the strategic road network.
Uncertain Effects	<ul style="list-style-type: none"> - The safeguarded area is within the Arden Special Landscape Area designation. The effect on this designation is unknown at this stage. - The safeguarded area is within a water aquifer zone. The effect on this designation is unknown at this stage.
Neutral Effects	<ul style="list-style-type: none"> - The safeguarded area includes green infrastructure assets. The effect on these assets is unknown at this stage although any scheme could include compensatory or enhanced green infrastructure provision. - The site is not covered by any waste designations and so there are not likely effects on waste sites. It is assumed that development will provide sufficient mitigation.
Minor Positive Effects	<ul style="list-style-type: none"> - The safeguarded area is not in a flood zone and any new development would avoid/mitigate areas of surface water flooding. - Implementation of junction improvements would reducing congestion and queuing traffic and therefor reduce air pollution. - Implementation of junction improvements would have no impact on the identity of Stratford-upon-Avon. - Implementation of junction improvements could remove a physical barrier (in the form of heavy traffic on the A46) improving accessibility for pedestrians, cyclists crossing the A46 and for those nearby rural communities.
Major Positive Effects	<ul style="list-style-type: none"> - Implementation of junction improvements would significantly enhance the effectiveness of the A46, reducing congestion and queuing traffic. - Implementation of junction improvements would reduce congestion and queuing traffic leading to an improvement in both air quality and road safety. - The implementation of highway improvements would result in improved transport infrastructure links that will benefit businesses and the local economy.

F. Employment Exception Sites Policy:

Effect	Assessment of Effect
Major Negative Effects	
Minor Negative Effects	- It is likely that most sites will be greenfield and result in the loss of agricultural land.
Uncertain Effects	
Neutral Effects	<p>- Impacts in respect of heritage, landscape, biodiversity, flooding, minerals, air quality, water quality, waste and settlement identity are all site specific but would be assessed against other policies in the adopted Core Strategy. Thus the effect of this policy on those objectives is in itself, neutral.</p> <p>- It is likely that most sites will be greenfield and result in the loss of agricultural land. However, agricultural land is not particularly biodiverse and new planting and landscaping could provide compensatory or improved green infrastructure.</p> <p>- The policy would result in additional jobs in rural areas thus reducing barriers, it is assumed that any proposal for development can make appropriate and timely provision for necessary infrastructure.</p>
Minor Positive Effects	<p>- The policy seeks to ensure that sites would take into account any impact on the local highway network and seek to mitigate any negative impacts.</p> <p>- The policy seeks to ensure that sites would take be accessible to pedestrians, cyclists and by public transport.</p>
Major Positive Effects	- The policy would result in additional jobs in rural areas thus reducing barriers, improving the vitality of communities and encourage employment development.

Section 4: Reasonable Alternatives

A. Gateway / Cultural Quarter Zone

There are considered to be no reasonable alternatives to test at this stage. Whilst there are numerous minor permutations to the boundary itself, the boundary has been drawn to include commercial land and exclude land in residential use. Whilst it is possible that specific land parcels could result in the identification of different sustainability impacts, it is considered unlikely that there are site constraints that have not already been identified under the preferred option. Importantly, a slightly different boundary will not affect the principles of the proposal that have been assessed. Equally, a widely different boundary or different proposal itself, are not considered to be alternatives to this proposal; they would be separate proposals in themselves.

B. Quinton Rail Technology Centre

The geographic extent of this proposal is largely dictated by the existing and established use. As such, there are considered to be no reasonable alternatives to test at this stage. Whilst there are numerous minor permutations to the boundary itself, the boundary has been drawn to include what is considered to be the minimum area required for current operational purposes. Minor alternations to the boundary would not affect the principles of the proposal that have been assessed. Equally, a widely different boundary or different proposal itself, are not considered to be alternatives to this proposal; they would be separate proposals in themselves.

C, D & E. A46 Safeguarding

These proposals are dictated by the location of the existing junctions. As such, there are considered to be no reasonable alternatives to test at this stage. Whilst there are numerous minor permutations to the extent of the safeguarding shown, minor alternations to the boundary would not affect the principles of the proposal that have been assessed. Equally, a widely different extent or different proposal itself (i.e. new route of A46), are not considered to be alternatives to this proposal; they would be separate proposals in themselves.

F. Employment Exception Sites Policy

There are considered to be no reasonable alternatives to test at this stage. An alternative that promoted economic growth above and beyond that set out in this policy is not considered to be consistent with the Core Strategy and for this reason, is not considered to be reasonable.