

Stratford-upon-Avon Gateway Development Brief



September 2022

Executive Summary

Stratford-on-Avon District Council has long-held aspirations to regenerate land to the northeast of the town centre as a “gateway” to the town, befitting Stratford-upon-Avon’s standing as a town of international importance. The Council has a particular interest as part-landowner but wishes to see wider public realm improvements as well as the creation of a ‘World Shakespeare Centre’ to further drive the tourist economy of the sub-region.

The location of this site as your first impression of the town centre and as a home to a celebration of the World’s Greatest Playwright underlines the importance of achieving high quality architecture. It provides an opportunity for an architectural statement and a building of real architectural merit. For the Gateway site, good design will simply not be good enough.

It is proposed to prepare a masterplan for the site in due course, which would be subject to full public consultation and stakeholder engagement. In advance of that detailed work, this Development Brief sets a vision for what the Council wants to see on this site. It outlines the locational and policy context to the site, explores the site constraints and opportunities before establishing some key development principles. The Brief concludes with a section on delivery and the next steps necessary to realising the vision. As such, it establishes a baseline for the detailed masterplan work.

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Images 2, 6 and 7: Stratford-on-Avon District Council

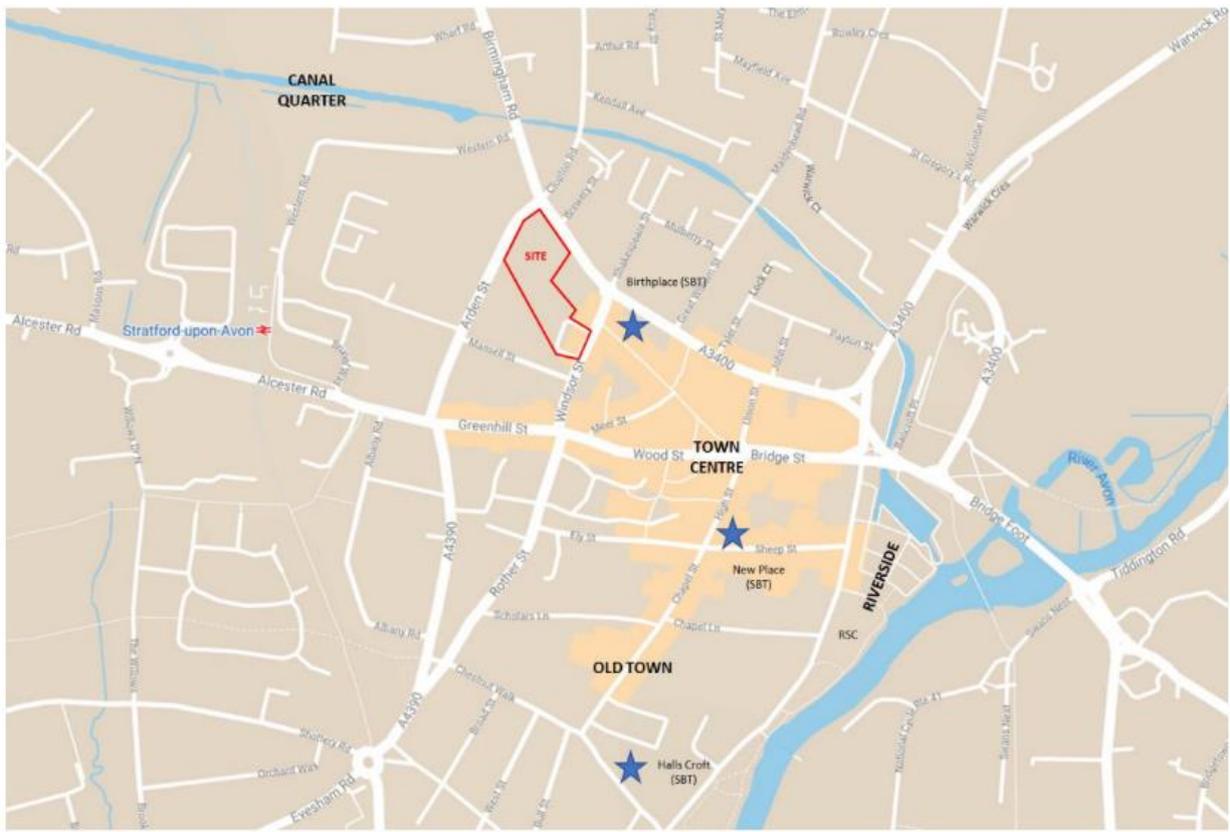
All Other Images: (amended or otherwise) taken from *Stratford Gateway Scoping Study*, prepared on behalf of Stratford-on-Avon District Council and the Shakespeare Birthplace Trust by Colliers, June 2021.

Front Cover Image: An artistic concept of the World Shakespeare Centre (taken from Colliers as above)

The Site

The site comprises in excess of 1ha located to the northeast of the town centre of Stratford-upon-Avon. A target site has been identified as shown in Image 1, although importantly, the site could be expanded to incorporate additional land to the northeast and northwest. The Site is bounded by Birmingham Road to the northeast, Arden Street to the northwest, Mansell Street to the southwest and Windsor Street to the southeast.

Image 1: Location of Stratford-upon-Avon Gateway Site



Purpose of the Brief

This Development Brief consolidates a number of existing documents and studies and confirms the development principles for the site. It establishes a baseline for a further detailed masterplan Supplementary Planning Document (SPD) to be prepared that will incorporate full stakeholder engagement and public consultation. In doing so, this Brief provides certainty to landowners, investors and the community as to the District Council's commitment to deliver the Gateway regeneration project.

The Opportunity

William Shakespeare is one of the leading cultural assets in the UK. His works are unique in their truly global significance across culture, creativity, education, academia and tourism. Stratford-upon-Avon is the birthplace and authentic home of William Shakespeare. He was born here, his family lived here, and his grave is here. The town, district and wider region is an international destination with Shakespeare being the key driver of the cultural, educational and visitor offer.

The Shakespeare Birthplace Trust along with the Royal Shakespeare Company (RSC) are central to celebrating the life of William Shakespeare. Between the organisations they hold archives and collections of international significance charting the life of Shakespeare and the interpretation of his work.

Although the work done by both organisations is acknowledged as excellent, current physical restrictions limit the full cultural, economic and educational potential at local, regional and national levels. There is still huge potential that is untapped.

The Shakespeare offer across the town is dispersed and disjointed, with much of it not meeting the expectations and requirements for modern day visitors and users. The historic sites struggle with capacity and access to collections is limited with inadequate display and education facilities. The breadth and depth of audiences is limited. Stratford town too has challenges around access, arrivals, orientation and legibility – especially from the north.

In recognition of these challenges, and to realise the maximum potential of the site, an opportunity has been identified to create a new mixed-use destination, including the World Shakespeare Centre, and public realm, located to the north of the town centre to both improve the northern access and orientation to Stratford-upon-Avon.

As the 'shop window for the West Midlands' enhancing the attraction of Stratford-upon-Avon through the regeneration of this brownfield site into a new cultural attraction has wider regional benefits.

Vision

The opportunity as articulated above can be encapsulated in the following vision statement:

A high-quality public realm and gateway to the historic town centre, anchored by a world class celebration of the world's greatest playwright.

Whilst this Brief establishes the key development principles to help achieve this vision, it acknowledges that realisation of the vision requires further detailed masterplanning and community and stakeholder support. As such, this Brief should be seen as the foundations for further work.

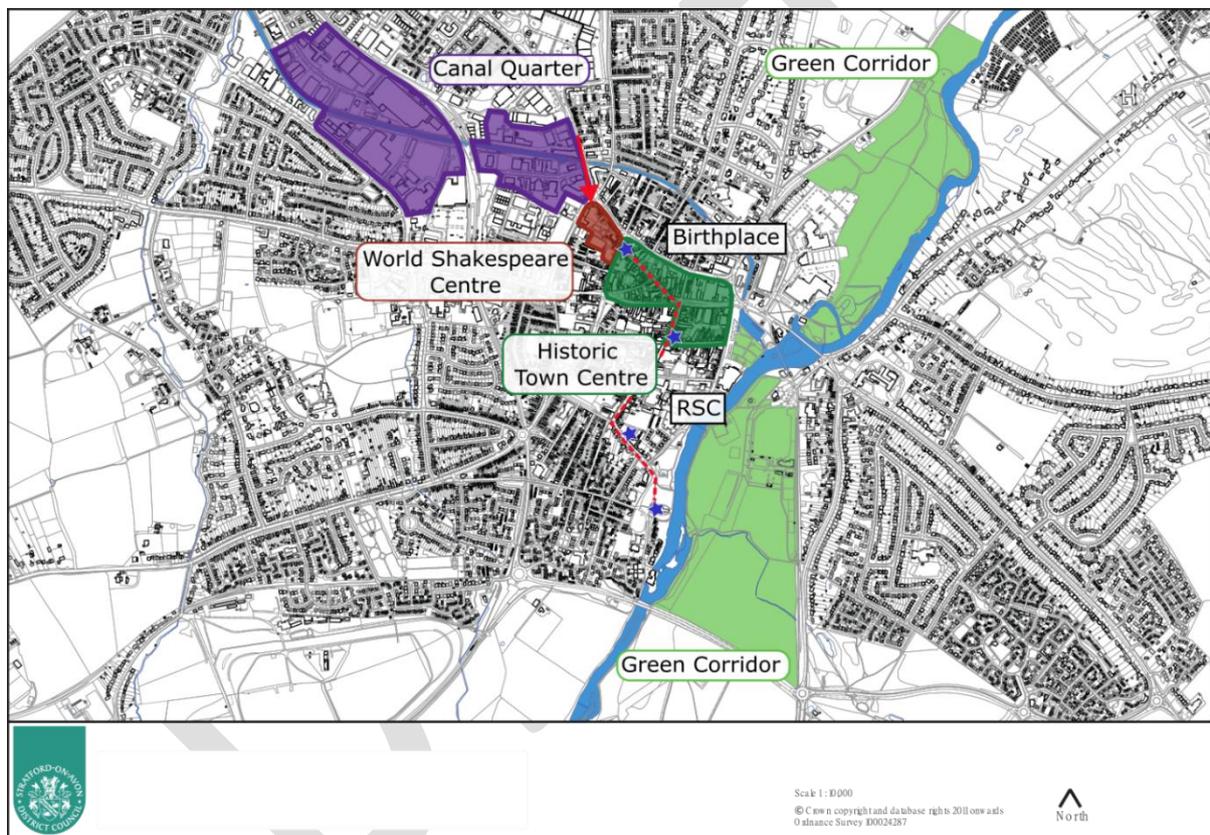
Site Context

Site Location

The Stratford Gateway site is located within the Main Town of Stratford-upon-Avon where in policy terms, the principle of development is acceptable. It is an underutilised brownfield site benefitting from – in part – residential consents. There is also an existing and emerging planning policy framework that is supportive of the mixed-use redevelopment of the site with a focus on enhancing the cultural offer of the town.

The location of the Gateway site is shown in Image 2. The Birmingham Road is a major artery into the town but arrival to the town centre is underwhelming and non-descript (as shown in Image 3 below).

Image 2: Location of Stratford-upon-Avon Gateway Site¹



Aside from forming a key link between the historic town centre and the edge of centre Maybird retail park and emerging canal Quarter regeneration zone, the Gateway site will also act as a northern focal point for the town’s historic spine: the principal access to and from Holy Trinity Church - linking the medieval new town with the old town centre. The route along Henley Street, High Street, Church Street, Chapel Street and Old Town incorporates the town’s finest historic buildings and is marked by pavement plaques. Find out more about the historic spine at [Historic Spine \(stratfordsociety.co.uk\)](http://stratfordsociety.co.uk).

¹ Stratford-on-Avon District Council

Image 3: Corner of Birmingham Road and Arden Street looking south at the Gateway Site



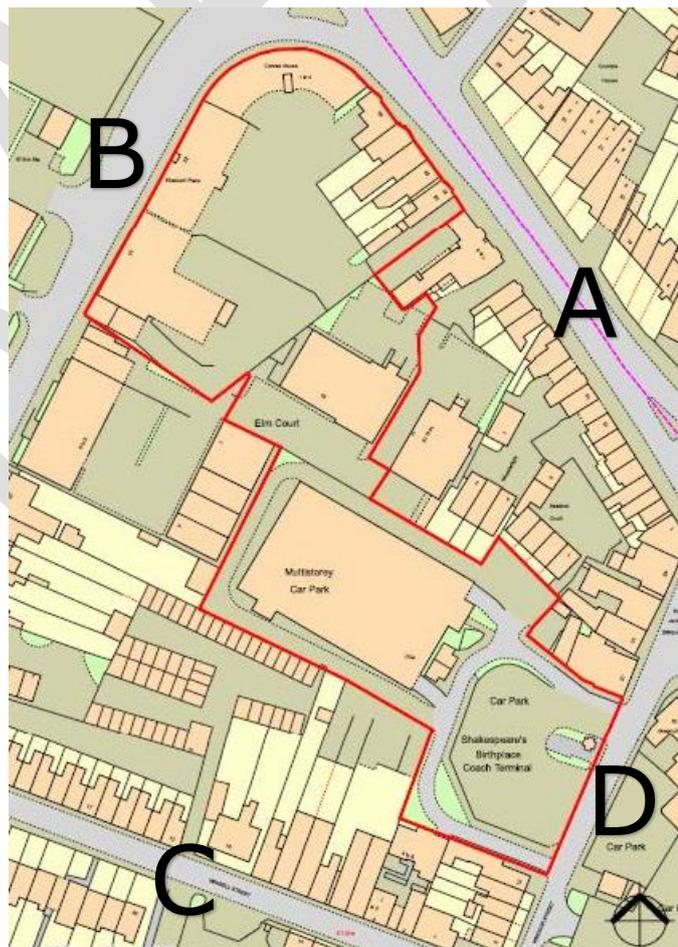
Image 4: The Target Extent of the Gateway Site

Comprising 1.04ha (2.58 acres) the site is located to the northeast of the town centre bounded by Birmingham Road to the northeast (A), Arden Street to the northwest (B), Mansell Street to the southwest (C) and Windsor Street to the southeast (D).

The site is in different ownerships, with the District Council being the largest landowner at circa 45% of the site freehold.

A target site has been identified, although importantly, the site could be expanded to incorporate additional land and buildings to the northeast and northwest.

The extent of the target site is shown in Image 4.



Site Surroundings

The site is urban in character having a very much a transitional nature. This part of Birmingham Road - (A) on Image 4 - is residential comprising 2 - 2.5 - 3 storeys of older redbrick terraced homes, interspersed with some modern interpretations. Arden Street - (B) on Image 4 - is commercial with Arden Street effectively forming the boundary between the town centre and what were the edge of town centre industrial uses. Current uses include car sales (including large warehouse building), 2 storey office complex, and surface carparking associated with Stratford Hospital beyond, a contemporary 3 storey pavilion style building. The junction of Arden Street and Birmingham Road is mixed in character, being 2-4 storeys in height with flat and pitched roofs. The land opposite the Gateway site is designated as part of the Canal Quarter Regeneration Zone and is expected to be subject to significant redevelopment².

In contrast to Birmingham Road and Arden Street, Windsor Street - (D) on Image 4 - already feels part of the town centre with its 2 storey buildings in a mix of residential and commercial uses. Mansell Street - (C) on Image 4 - is a typical edge of town centre residential street whose long back gardens and former garage court forming the boundary with the site. Untypical is the vehicle access to a rooftop carpark serving the offices on Greenhill Street.

Site Description

The site comprises a number of existing buildings, primarily of red brick with pitched roofs. Within the target site, building heights range from 2 to 6 storeys, with a predominance of 3-4 storeys. Much of the site is used for vehicle parking although there are three distinct components to this:

- north-western part is utilised as surface carparking
- central part as a multi-storey car park with 5 levels and plant machinery forming a sixth storey
- south-eastern part as surface coach station for the drop-off of coach parties and parking of coaches

Existing buildings include offices and vacant residential buildings, the latter being of Listed and of historic value.

There is a noticeable level difference across the site (equivalent to one storey) with Arden Street being the high point and the land falling away as you move through the site towards the town centre. This is evident in Image 2 with lower ground window apertures to the left of the picture. Perhaps because of this change in level, neither the height nor bulk of the multi-storey carpark is noticeable nor intrusive.

² Framework Masterplan available at <http://www.stratford.gov.uk/canalquarter-spd>

Image 5 – Policy Designations



Above left: Wellington Terrace Listed Buildings, fronting Birmingham Road

Above Right: Windsor Street Multistorey carpark owned by SDC

Left: The interior of the site

Existing Uses and Consents

The two main uses across the site are offices, albeit it predominately vacant, and car parking. The Stratford Gateway site benefits from two residential planning consents totalling 48 units derived from the conversion of existing office buildings into residential apartments.

- 20/00554/COUO – conversion of Elizabeth House, Conrad House and Wellington Terrace to 27 residential units
- 20/00557/COUO – conversion of Apex House to 21 residential units

The applications can be viewed via the Council's e-planning portal at: [Stratford-on-Avon District Council: Eplanning](#)

Planning Policy Context

The site benefits from both an adopted and emerging planning policy context. The Development Plan currently comprises the adopted (and up-to-date) Stratford-on-Avon District Core Strategy (www.stratford.gov.uk/corestrategy) and the Made Stratford-upon-Avon Neighbourhood Development Plan ([Stratford-upon-Avon Neighbourhood Plan | Stratford-on-Avon District Council](#)).

Stratford-on-Avon District Core Strategy

The site is located within the built-up area of Stratford-upon-Avon town; as such in accordance with Core Strategy Policy CS.15(A), re-development and re-use of the site is acceptable in principle. Stratford-upon-Avon itself is identified as the main town in terms of the distribution of development and the development strategy – see Core Strategy Policies CS.15 and CS.16. In other words, it is the focus of new development in Stratford-upon-Avon District.

Immediately to the north of the Stratford Gateway site is the Canal Quarter Regeneration Zone as identified in Core Strategy Proposal SUA.1. A masterplan Supplementary Planning Document has been prepared and adopted to co-ordinate the delivery of redevelopment in this area (see www.stratford.gov.uk/canalquarter-spd). It is relevant to the Stratford Gateway site because it will, over time, alter the built environmental context in which the Stratford Gateway site sits insofar that medium density (including potential for a landmark building), mixed-use (residential, employment, commercial, leisure) development is envisaged.

Core Strategy Policy AS.1 sets out a number of development principles that will be applied when considering proposals in Stratford-upon-Avon town. Whilst some principles are not applicable, a number are specifically relevant to the Gateway site thereby supporting the concept of its mixed-use redevelopment. These are listed in Appendix 1.

Stratford-upon-Avon Neighbourhood Development Plan

Neighbourhood Plan Policy TC5 specifically relates to the Gateway site identifying it as an Environmental Improvement Area to support the evolution of the Stratford cultural quarter. It supports the need for a masterplanning approach. A copy of Policy TC5 and a map of the Environmental Improvement Area are set out in Appendix 2.

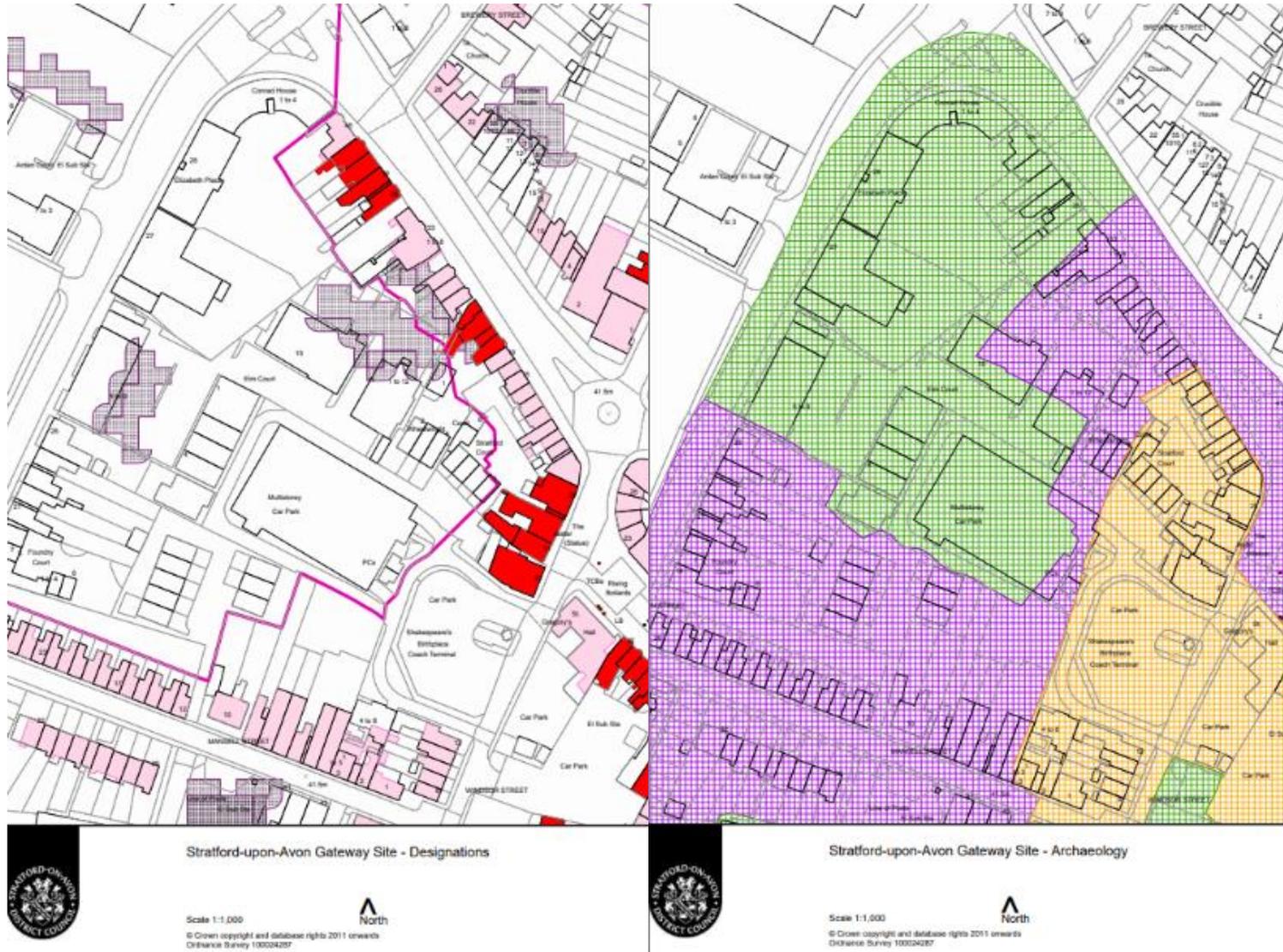
Stratford-on-Avon District Site Allocations Plan

The District Council is also preparing a Site Allocations Plan (SAP) that when adopted will sit below the Core Strategy as Part 2 of the Development Plan. The SAP is currently at Preferred Options stage: www.stratford.gov.uk/sap22. Whilst the limited planning weight that the emerging Site Allocations Plan (SAP) needs to be acknowledged, the SAP is relevant as it shows the direction of travel and level of commitment of the District Council in respect of its ambitions for the wider Gateway area (including the Stratford Gateway site) as set out in Proposal SUA.6. A copy of Proposal SUA.6 and the accompanying map is set out in Appendix 3.

Policy Designations

Image 6 is two extracts from the Council's GIS system showing policy designations and constraints. In addition, as part of the wider town, the site is covered by an Air Quality Management Area (AQMA) designation. None of these designations are absolute constraints to development.

Image 6 – Policy Designations



Key to Designations

Left:

- Pink Line – Conservation Area
- Red block – Listed Building
- Pink block – Significant Building
- Grey Shading – Surface Water 200yr

Right:

- Purple Hatching – Area of Archaeological Significance Grade 3
- Green Hatching – Area of Archaeological Significance Grade 4
- Orange Hatching – Area of Archaeological Significance Grade 2

Site Constraints and Opportunities

The site is largely unconstrained. In terms of the heritage considerations, the site falls partly within the Stratford Town Conservation Area and includes four Listed Buildings onsite. None of the heritage considerations, including the potential areas of archaeological significance, prevent development but they do need proper consideration. Importantly, the presence of historic buildings presents an opportunity to significantly improve the built form and to use this context to create a high-quality scheme grounded in its historic context.

The site constraints and opportunities are expressed in Image 7 overpage.

Given the existing built form on site as established by the multi-storey carpark and the fact that the majority of views to the site are glimpsed (i.e., the site sits behind existing buildings and is read in that context of those buildings acting as a buffer-), there is the potential to explore a relatively large built form across the site. Consideration would, however, need to be given to any long-distance views into the town (particularly from the north and northeast where the land rises into the surrounding hills) to ensure that any built form respected views of the Holy Trinity spire and the RSC tower.

Northern Part of the Site

In many respects, from an urban design perspective, the site can be split in two. For the northern half of the site, the focus is twofold; firstly, to ensure that the approach down the Birmingham Road is terminated by an iconic landmark architectural statement that defines one's arrival in Stratford-upon-Avon, and secondly, the need to integrate the four listed buildings fronting Birmingham Road. Given their location, they are integral to the movement of people through the site in terms of opening-up the entire northern quadrant. A creative heritage-led commercial use could maximise their value. Doing so would tie the Gateway scheme into its historic context.

Southern Part of the Site

For the southern half of the site, again the focus is twofold. Firstly, there is the relationship with the existing neighbouring properties (e.g., Stratford Court and the Stratford Central Apartments building), albeit this relationship is already contextualised by the presence of the multi-storey carpark. Secondly, there is the opportunity the frontage with Windsor Street presents (i.e., the area currently occupied by the coach station). The current built form / open space here adds very little to the value of the Conservation Area. The debate here is whether an open space in this location could add significant value if it were appropriately fronted in its northern corner, or whether a new high-quality yet sympathetic frontage directly onto Windsor Street would be more appropriate. Either way, this is a critical access through the Gateway site and needs to entice pedestrians to enter.

Public Realm

Although outside the 'red line' of the site, there is the opportunity to utilise this development as a catalyst for improvements to the wider public realm in the locality, in particular Birmingham Road and Arden Street – the latter as part of a key route to the railway station. Such improvements could incorporate street trees, high-quality surface materials (e.g., slabs instead of brick paving) and high-quality street furniture and signage consistent with that used across the town centre. Where appropriate, pavement widening could also be considered.

Image 7 – Site Constraints and Opportunities



Development Principles

There is wide support for the regeneration of this area and a comprehensive approach is established in adopted local plans. Whilst a detailed scheme still needs to be worked up through a masterplanning exercise (see below), this Development Brief sets out a number of key development principles.

Climate Change

Stratford-on-Avon District Council has declared a climate change emergency. Whilst the renovation and reuse of existing buildings is often the most sustainable solution, in this instance redevelopment is considered more appropriate, particularly given the nature of some of the buildings on site. Moreover, redevelopment provides the opportunity to create a landmark development in both architectural and sustainability terms.

Landmark Architectural Quality

The location of this site as the southern terminus of the approach into the town centre down the Birmingham Road is the visitors' first impression of arrival. Coupled with the site accommodating the World Shakespeare Centre underlines both the importance of achieving high quality architecture (i.e., materials and finish) and the opportunity for an architectural statement and a building of real architectural merit.

Conservation and Heritage

The scheme will need to successfully protect and integrate the Listed Buildings as well as respect and conserve the Conservation Area. Given the size of the site and the fact it will have numerous faces (i.e., frontages), there is the potential for each frontage to provide a specific design solution to its context, whilst still maintaining an overall design coherence. Any materials applied to the public realm should be high quality and consistent with those used in the locality to ensure a coherent approach.

Bulk, Massing and Height

Given the scale of the existing buildings (in particular the multistorey carpark), the change in levels and the glimpsed views into the site, there is the potential for the development to comprise buildings of significant scale; an opportunity perhaps unlikely to be accommodated elsewhere in Stratford-upon-Avon.

Mix of Uses

The existing policy positions permit a range of uses across the site including leisure, community, education (i.e., the World Shakespeare Centre), hotel, residential and offices. The extent of any retailing offer needs to be carefully considered, especially in respect of its impact on the town centre. It may transpire that any retail offer is purely ancillary to the World Shakespeare Centre itself.

Connectivity and Legibility

A key component of the scheme is the potential to improve the connectivity across the site. The legibility of any such routes will also be critical to ensure that any spaces are perceived to be public as opposed to private. A key determinant of success will be the opening-up of the site at both its northern and southern ends as shown in Image 7.

Parking

The site has areas for both car and coach parking. It is proposed to retain the coach station within the redevelopment proposals although it does not necessarily need to be located on Windsor Street. Indeed, owing to the one-way operation of Windsor Street, relocating the coach station could have the added benefit of removing coaches from other town centre streets.

In terms of car parking there are two aspects to this: public car parking (currently 241 spaces provided at the Windsor Street Multistorey) and any car parking associated with the residential uses. SDC has adopted parking standards³. Given the edge of town centre location and desire to address climate change, a significant reduction in private car parking spaces may be appropriate.

In terms of the public car parking, the Council is currently undertaking a parking strategy in partnership with Warwickshire County Council. The recommendations of that strategy will inform the approach to parking in respect of the Gateway.

Re-providing 241 car parking spaces within the redevelopment scheme will have a significant design impact. It will also significantly reduce the quantum of floorspace available for other uses such as residential and offices. If the Council confirms that this number of spaces should be maintained, then an alternative approach could be to relocate them elsewhere, for example, providing a deck to existing surface-level only car parks e.g., Arden Street. Such an approach would be determined through the detailed masterplanning work and subject to public consultation. With the exception of non-provision, re-providing a significant quantum of parking spaces will have a viability impact on the Gateway scheme.

Any approach to car parking also needs to be considered in the context of the Parking Strategy for the town. This study has been commissioned by Warwickshire County Council and Stratford-on-Avon District Council. The findings are due to be reported in Autumn 2022 and can be taken into account as part of the detailed masterplanning work.

Delivery

As noted above, the site is in multiple ownerships, including Stratford-on-Avon District Council. The third-party landowners have expressed a commitment to the principle of redevelopment of the site and the creation of the World Shakespeare Centre. To achieve this aim, the Council is seeking to acquire the other land interests and then attract an investor to deliver the scheme.

World Shakespeare Centre

Stratford Gateway will be anchored by the World Shakespeare Centre; an internationally significant Shakespeare centre of excellence with a paid entry visitor experience, educational, archive and research uses, plus ancillary food, drink, retail, social and community spaces.

The essential ingredients and estimated space requirements of the World Shakespeare Centre are shown in Image 8 overpage. Image 9 overpage summarises the key economic benefits of the World Shakespeare Centre.

³ See Part O of the Development Requirements Supplementary Planning Document available at [Development Requirements SPD Part O - Parking and Travel \(stratford.gov.uk\)](https://www.stratford.gov.uk/development-requirements/spd-part-o-parking-and-travel).

Image 8: Essential Ingredients and Space Requirements

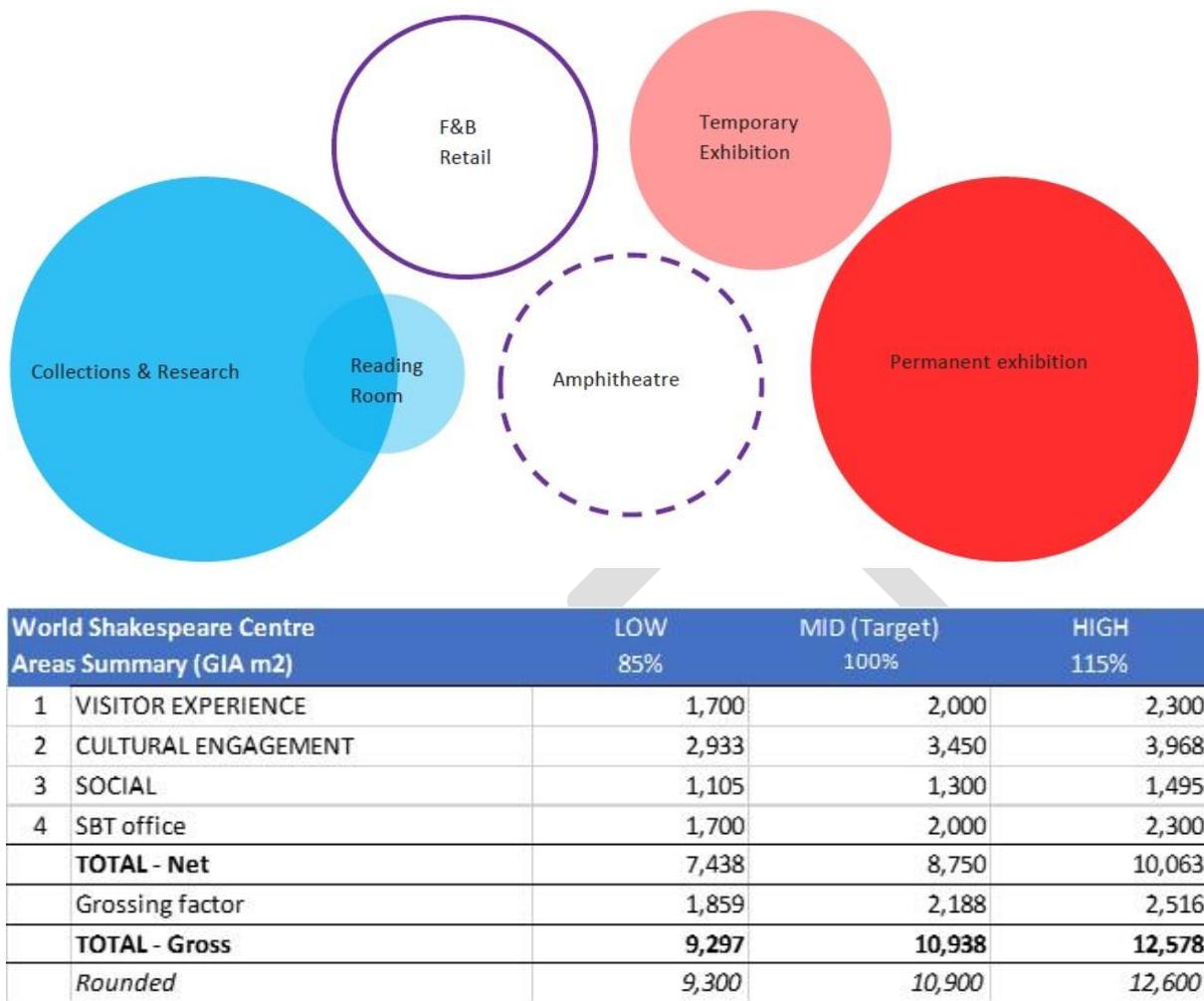


Image 9: World Shakespeare Centre Economic Benefits

The Project WSC: Economic Benefits



Jobs

135 direct FTE jobs

23 indirect / induced jobs

70 total additional jobs



£11.4m additional economic impact per year

Equivalent of 321 jobs or £4.75m GVA

Gross Value Added (GVA)



£29m GVA over 10 years

£43m GVA over 15 years

£98m GVA over 20 years

£116m GVA over 20 years



Benefit to Cost ratio

BCR of 2 over 15 years

BCR of 2.5 over 20 years

BCR of 3 over 25 years

Redevelopment Proposals

Delivery of the World Shakespeare Centre requires the wider redevelopment of the Stratford-upon-Avon Gateway site. A mix of uses is envisaged, and these along with the quantum will be finalised as part of the detailed masterplanning of the site. Indicative mixes include:

- Hotel
- Retail (specialise/niche) – circa 2,700sqm
- Leisure - circa 2,400sqm
- Offices - circa 6,200sqm
- Residential – circa 5,500sqm
- Coach parking

Meanwhile Uses and Phasing

Delivery of the World Shakespeare Centre represents the longer-term vision for the site. The Council accepts that meanwhile or temporary uses (i.e., utilising existing buildings in the interim to generate a development revenue) may be necessary. Such uses could include offices and residential. In terms of phasing, again this will be determined by the detailed masterplanning. However, it is likely that early phases will need to incorporate residential components in order to secure development revenue to deliver the wider regeneration aspirations.

Next Steps and Masterplanning

This Development Brief consolidates a number of existing documents and studies and confirms the development principles for the site. Given the importance of the site, the District Council sees the need for a comprehensive approach to development as essential in order to secure the wider regeneration benefits for the town.

As such, this document establishes a baseline for a further detailed masterplan to be prepared for the site. This masterplan would be enshrined as a Supplementary Planning Document (SPD) and would incorporate full stakeholder engagement and public consultation. Given the complexity of the site and its vision, it is expected that the Council would commission expert consultants to lead on its preparation.

Appendix 1 – Adopted Core Strategy

Relevant Considerations from Core Strategy Policy AS.1

Environmental:

- 1. Ensure the town presents an attractive image and experience given its international standing and significance.
- 3. Co-ordinate new developments and open spaces so that they are integrated with the existing fabric of the town.
- 5. Improve the quality and appearance of the main corridors and gateways to the town centre, including the Birmingham Road/Arden Street area.
- 6. Improve the way in which the town's historic environment and cultural heritage is conserved, interpreted and presented.
- 7. Enhance the setting of Shakespeare's Birthplace to reflect its status as an international cultural attraction.
- 8. Enhance the town's historic townscape and its associated public realm.
- 9. Improve the appearance and function of secondary shopping areas in the town centre.

Economic:

- 4. Improve the physical and functional links between the town centre and the Maybird Retail Park.
- 5. Support uses which create a diverse and prosperous night-time economy for residents and visitors.
- 6. Improve the quality and variety of the visitor experience.
- 7. Support the creation of a new learning and research centre on Henley Street for the enjoyment and study of Shakespeare.
- 8. Investigate the provision of a major conference facility in or well-related to the town.
- 9. Support the provision of a creative industries hub in or well-related to the town centre.

Appendix 2 – Made Neighbourhood Plan

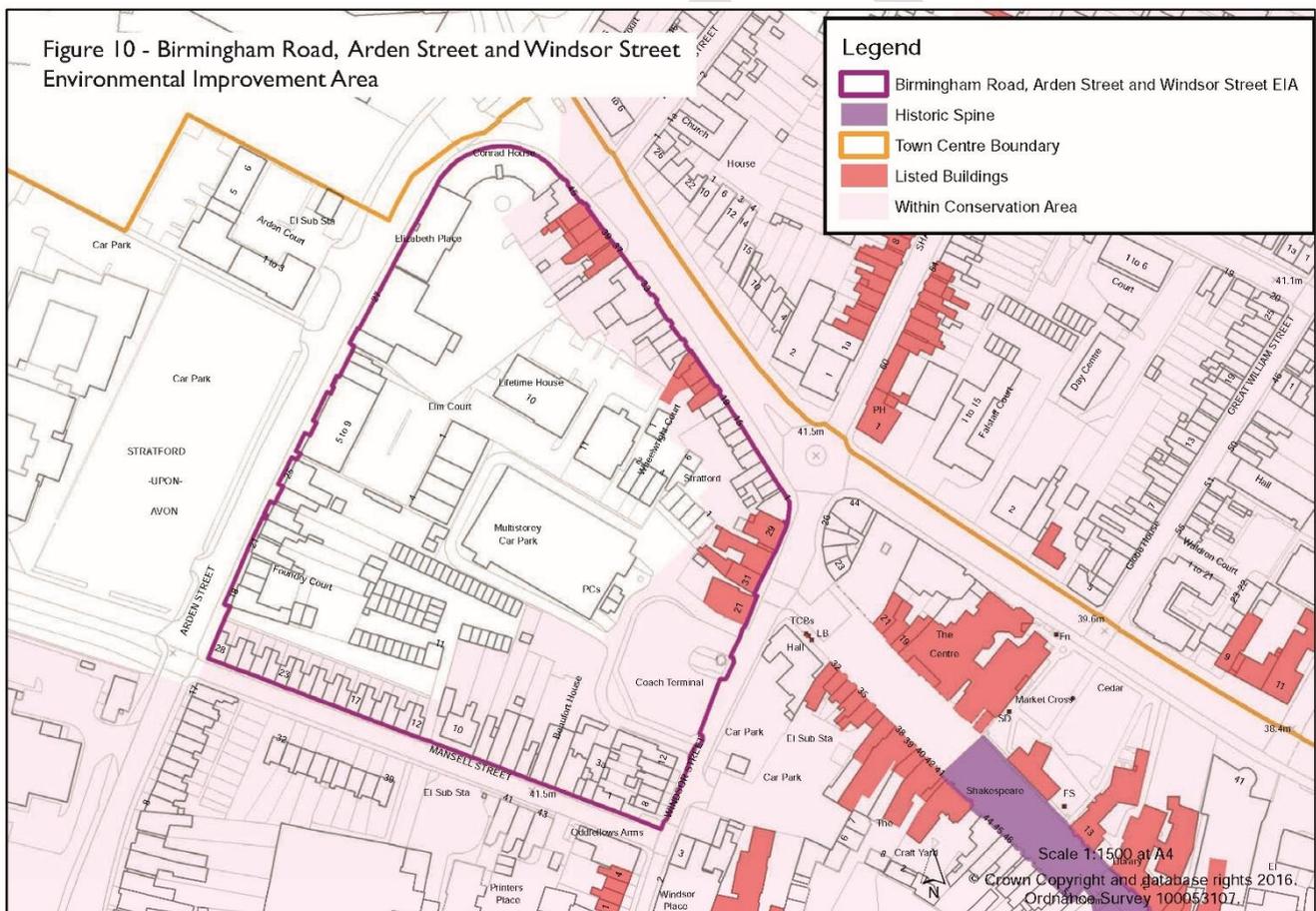
Policy TC5 - Birmingham Road, Arden Street and Windsor Street Environmental Improvement Area

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:

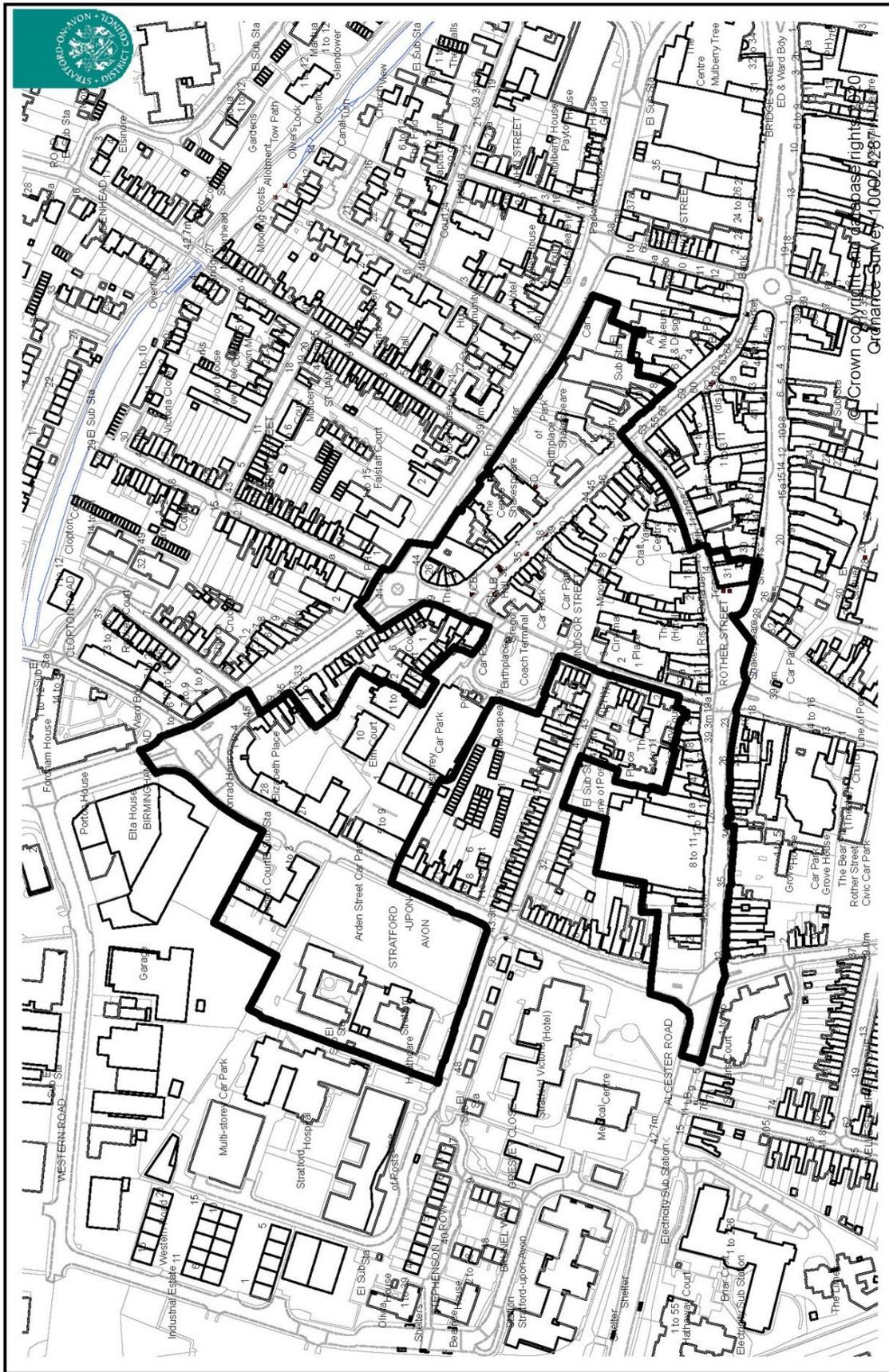
- A comprehensive Master Plan addressing scale, layout, land uses, incorporating direct pedestrian links through the site from the northern corner to Windsor Street and transport implications including a clear strategy for car parking having regard to TC Project 9;
- An appropriate impact study justifying 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.



Appendix 3 – Emerging Site Allocations Plan

Proposal SUA.6: Stratford-upon-Avon Gateway	
Where it is to be delivered	Area incorporating Henley Street, Windsor Street, Arden Street and Greenhill Street Approx. 5.3 hectares
What is to be delivered	Retention of existing activities as appropriate and the redevelopment of specific parts of the site for a range of appropriate uses that could include: <ul style="list-style-type: none"> • visitor attractions and accommodation • retail and other class A commercial uses • offices and other business uses • leisure, community and educational facilities • residential
When it is to be delivered	Phase 2 – 4 (2016/17 – 2030/31)
How it is to be delivered	Private & public sector
Specific requirements	<ul style="list-style-type: none"> • ensure high quality buildings and public realm including enhancements to green and blue infrastructure (as appropriate) • provide a new 'gateway' building at the junction of Arden Street, Clopton Road and Birmingham Road • incorporate new permeable and legible pedestrian (and cycle if appropriate) route from the junction of Arden Street, Clopton Road and Birmingham Road to Windsor Street improve the junction of Arden Street, Clopton Road and Birmingham Road in terms of highway, pedestrian and cycle flows and the quality of the public realm • improve legibility to key destinations e.g. railway station and canal • enhance the appearance of Greenhill Street • protect and enhance the character and appearance of the Conservation Area including significance of Henley Street • replace or improve public car parking facilities • replace or improve coach/bus station / drop-off facility • replace or improve health facilities (as appropriate) • take account of and fully integrate with proposals for the adjacent areas e.g. Canal Quarter Regeneration Zone • ensure that any specific proposals enhance and do not dilute the vitality of the town centre • mitigate flood risk and surface water drainage as appropriate through appropriate layout/design • ensure that the provision of residential uses does not undermine the operation of any existing businesses • ensure that the provision of new commercial uses does not detrimentally impact upon the amenity and enjoyment of existing dwellings in the locality <p>A Site Concept Statement and/or Vision and Framework Masterplan SPD will be produced (as appropriate)</p>



SUA.6: Stratford-upon-Avon Gateway