



## Part A

## Scheme Profile

Summary :	Final phase of larger mixed-tenure and mixed-use 'land-led' redevelopment scheme on prominent 'brownfield' site within town centre. Comprises block of 102 Extra Care apartments and associated communal facilities.
Context :	<ul style="list-style-type: none"> <li>• This prominent 'gateway' site, formerly in use as a cattle market, had lain vacant and derelict for many years.</li> <li>• Adjacent Stratford-upon-Avon Conservation Area.</li> <li>• Highly accessible location immediately adjacent to Railway Station and bus interchange.</li> <li>• Site located opposite existing Orbit Extra Care housing scheme at Briar Croft.</li> <li>• Overall scheme provides a total of 198 homes, of which 131 are affordable and 67 for open market sale. General needs homes completed March 2018 (<i>see separate Case Study</i>).</li> </ul>
Description :	<ul style="list-style-type: none"> <li>• Extra Care complex comprises a single block ranging from four to five storeys in height containing apartments and associated communal facilities.</li> <li>• Customisable personal care packages are available.</li> <li>• Contemporary design, reflecting scale of development.</li> <li>• An excellent example of a 'land led' urban regeneration scheme in a prominent 'gateway' location on the edge of Stratford-upon-Avon town centre.</li> <li>• The site has excellent sustainability credentials, justifying its high-density design.</li> <li>• Good connectivity to a range of facilities (e.g. adjacent doctor's surgery). Overall site also includes pocket park and retail unit.</li> <li>• Represents successful delivery of major urban regeneration scheme on site of a previous failed project by a private-sector house-builder.</li> </ul>
Developer :	Orbit Group
Date of practical completion :	September 2019 ( <i>this phase only</i> ) (opened March 2020)
Affordable housing yield :	69% (overall scheme)
Planning status :	<ul style="list-style-type: none"> <li>• Unallocated brownfield site. Planning permission granted October 2016.</li> <li>• S106 Agreement applies, securing affordable and Extra Care housing.</li> </ul>
Planning reference(s) :	13/00157/FUL
Neighbourhood Plan :	Stratford-upon-Avon
Site area / density :	1.60 ha / 133.75 dwellings per hectare ( <i>whole site</i> )
Affordable housing stock :	52 x 1 bed flats & 50 x 2 bed flats, plus associated communal facilities and on-site care provision.
Affordable housing tenure profile :	30 x flats for Affordable Rent; 72 x flats for Shared Ownership sale. <i>Subsequent switch of tenure of some units to Social Rent.</i>
Funding :	Housing association own funding (including proceeds from outright sale homes) plus use of recycled grant and Government grant from Homes England.

Affordable Housing Development Programme

2019 – 20

CASE STUDIES



3 Rosalind Court, Arden Quarter, Stratford-upon-Avon

Part B

Illustrative Photographs



Site prior to redevelopment



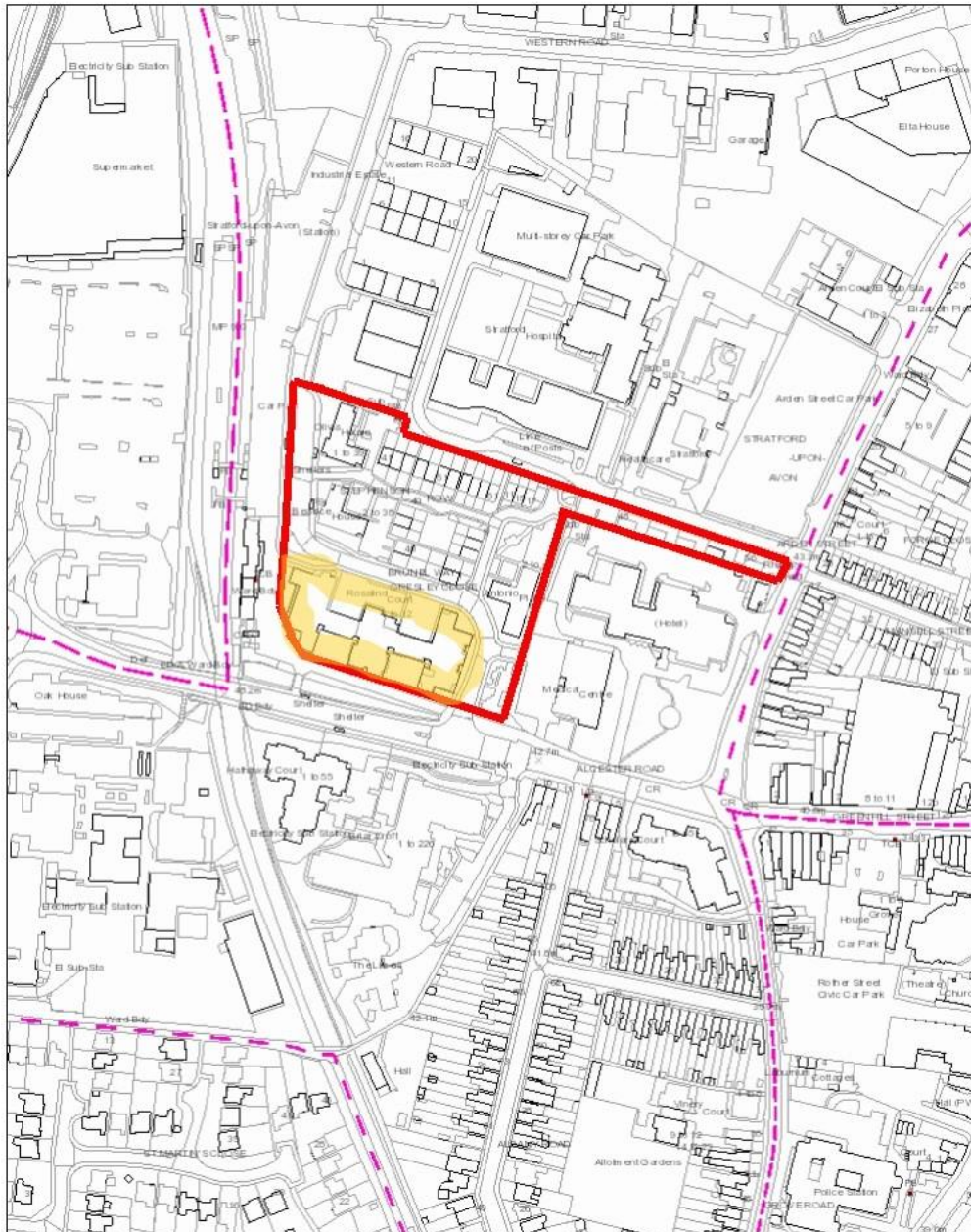
Frontage to Alcester Road



View from 'Sky Lounge' looking north



Typical bedroom



Affordable Housing Development Programme Case Studies  
Arden Quarter, Stratford-upon-Avon



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