

Response from JLL on behalf of Gateway One Limited



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3 July 2015

Dear Sir or Madam

**Response to Stratford Neighbourhood Development Plan Pre-Submission Consultation –
On Behalf of Gateway One Limited**

On behalf of Gateway One Limited, I write to make representations to the Stratford Neighbourhood Development Plan Pre-Submission Consultation.

By way of context, Gateway One Limited is currently in the final stages of assembling the Gateway site with a view to securing a developer/funding partner to assist the land owners in bringing the site forward for redevelopment.

The Gateway comprises a significant opportunity site just to the north of Henley Street, within the area bounded by Windsor Street; Arden Street; and Birmingham Road. The Gateway site is one of the most exciting and significant regeneration opportunities in Stratford Upon Avon Town Centre.

The scheme is being promoted by Gateway One Limited in conjunction with joint land owners, Stratford on Avon District Council (SDC), and a conceptual master plan has been prepared by award winning Glenn Howells Architects.

The conceptual master plan highlights that the Gateway development could comprise a wide mix of uses, with potential for:

- Hotel (boutique only, or boutique and budget);
- Specialised/niche retail and leisure uses;
- Offices;
- Residential apartments; and
- Car parking.



The remainder of this letter considers the proposals set out in the Neighbourhood Plan Pre-Submission Consultation Draft.

Our client, who is working alongside the joint landowner, SDC in respect of the Gateway Development, welcomes the draft Neighbourhood Plan in principle, given that many of its objectives are in line with those of the land owners promoting the Gateway One opportunity site. However, we make a number of comments on how the draft policies should be refined to enhance the proposals and ensure that they can be delivered.

Representations on Pre-Submission Consultation Draft of the Neighbourhood Development Plan

We provide our representations on each policy in the paragraphs that follow. For clarity, we replicate the table set out in the Pre-Submission Consultant Public Response Form below.

Policy/Proposal Number	Comments or Reasons
H1 – Built Up Area Boundaries	This policy is supported in principle, as it sets out a permissive approach to housing development, provided that it is located in the built up area boundary. This policy also provides flexibility for windfall housing sites to be delivered throughout the plan period, which should improve the housing land supply position in the District. The Gateway site has the potential to deliver an element of housing and hence will assist in the delivery of this policy objective.
H4 – Prioritising the Use of Brownfield Land	This policy is supported in principle, as it seeks to prioritise the use of brown field land. This approach should encourage the renewal of previously developed sites in the town over greenfield land, in line with the National Planning Policy Framework (NPPF). The Gateway opportunity site is previously developed land and hence its redevelopment will be in line with and hence will support this policy.
H6 – Affordable Housing	This policy states that: <i>‘proposals which do not contribute appropriate levels and type of affordable housing will not be supported’</i> . Further flexibility should be built into this policy to ensure that levels of affordable housing can be reduced where sites are not viable. This approach is in line with the NPPF Paragraph 173 to 174 . The policy should recognise that in some cases affordable housing requirements may need to be reduced in order to generate a viable scheme. At present, this policy could render some sites unviable and hence restrict housing delivery, contrary to the NPPF.

<p>H7 – Market Housing Mix</p>	<p>This policy requires that developments of 10 units (dwellings) or more should seek to meet the residential ‘mix’ requirements identified by current up to date evidence, such as the Strategic Housing Market Assessment (SHMA), or Local Housing Needs (LHN) surveys. Whilst this is appropriate for the provision of affordable housing, more flexibility should be provided in this policy in respect of market housing. As currently drafted, the policy will require regular updates to both the SHMA and LHN surveys, to ensure that the mix of housing required remains current. In addition, it should be noted that housing ‘need’ does not necessarily equate to housing ‘demand’. The policy should therefore be flexible enough to recognise this to ensure that housing delivery is viable (i.e. not constrained by this policy), both now and in the future.</p>
<p>E1 – Protecting Existing Employment Sites</p>	<p>The word ‘and’ at the end of Paragraph A of proposed Policy E1 should be replaced by the word ‘or’.</p> <p>Paragraphs B to F relate to site specific circumstances where the site is inappropriate for development for employment uses. As currently drafted, this policy will restrict the redevelopment of employment sites for another use, unless one of the site specific requirements set out in Paragraphs B to F can be met <i>and</i> it can be demonstrated that there is a sufficient supply of sites in a range of employment uses to meet immediate and longer term requirements over the plan period (as required by Paragraph A). The requirement to meet the provisions of Paragraph A should not be a pre-cursor to the change of use of an employment site, where one of the other site specific circumstances set out in Paragraphs B to E can be met.</p> <p>This policy does not therefore accord with Paragraph 22 of the NPPF, which states that: <i>‘planning policy should avoid the long term protection of sites allocated for employment use where there is no reasonable prospect of a site being used for that purpose’</i>.</p>
<p>TC1 – Town Centre Strategic Partnership</p>	<p>This policy is in principle welcomed, as it seeks to improve the perception and image of the town , the visitor experience, and the levels of foot fall/spend per visitor and associated infrastructure.</p> <p>The Gateway opportunity site should be able to assist in meeting some of these objectives over the life of the Neighbourhood Plan.</p>
<p>TC7 – Increasing the Presence of Housing in the Town Centre</p>	<p>This policy is welcomed, given that it states that the proposals for new residential accommodation within the town centre will be supported (provided that there are no conflicts with other policies in the plan).</p>

	<p>It recognises that residential uses in the town centre add to the business and prosperity of the town, and are an essential feature of a flourishing town centre. It highlights that the Birmingham Road area (which is very near to the Gateway opportunity site) is a potential location for residential development. Policy TC7 also highlights that any new development must make appropriate provision for car parking.</p>
<p>TC10 – Birmingham Road, Arden Street and Windsor Street Environmental Improvement Area</p>	<p>This designation seeks to support the evolution of the cultural quarter on the site bounded by Birmingham Road, Arden Street and Windsor Street. This designation seeks to safeguard the area principally for a hotel, higher education and office uses, including an open ground floor frontage for shopping or other uses with public access.</p> <p>The Gateway opportunity site falls within this Environmental Improvement Area designation. Accordingly, we have several comments on this policy which are set out in the paragraphs that follow.</p> <p>Whilst the intention to improve this area is in principle supported, there are several uses that are not included in Policy TC10 which will be fundamental to ensuring the delivery of the development and ensure that any future scheme is viable. For example, residential uses will be required to drive value in the scheme to deliver the environmental change envisaged by Policy TC10. Residential uses at the site will also meet the other objectives in the Neighbourhood Plan, such as Policy TC7 (i.e. will add to the business and prosperity of the town, as discussed above). Including the potential for residential uses at The Gateway site will also alleviate the pressure on greenfield land to deliver housing over the plan period. Residential use should therefore be included within Policy TC10.</p> <p>In addition, The Gateway opportunity site has a significant area of existing car parking (both public and private) which serves the town and the businesses currently present. Any future scheme will need to carefully consider the level of car parking that is provided in future proposals. At present, this use is not included in the list of uses anticipated in Policy TC10. The policy text should therefore be refined to include car parking use.</p> <p>The policy also does not include the potential to re-provide the coach drop off area which is currently adjacent to SDC’s Windsor Street Car Park (and serves the Shakespeare’s Birthplace Trust, SBT). There may be potential to re-provide this element with the proposals for The Gateway scheme, to enhance the visitor experience by those visiting the Birthplace Trust. This potential should be referenced in Policy TC10 to provide flexibility to</p>

	<p>incorporate this use.</p> <p>There is little reference to leisure/niche retail uses in Policy TC10 which are likely to form a significant element of the proposals, particularly at ground floor level (subject to market demand). Flexibility will therefore be required for such uses in Policy TC10 to enable any leisure/retail offer to differentiate itself from, and indeed complement, retail/leisure uses found both in the town centre and at the Maybird Shopping Centre.</p> <p>Policy TC10 also requires that a comprehensive master plan addressing scale, layout, land uses and links to the surrounding area and transport implications will be required (presumably for the whole development block identified by the Neighbourhood Plan) and that ‘piecemeal’ development without a master plan should be resisted.</p> <p>Whilst The Gateway site includes only part of the block identified in Policy TC10, it has taken a significant period of time to assemble the site to create a viable and deliverable development (over 10 years). Policy TC10 should therefore be flexible enough to allow The Gateway opportunity site to come forward as a standalone development within the wider development block. The areas of land outside The Gateway are in fragmented ownership with high value uses. In addition, many of the areas outside The Gateway site comprise historic buildings which, whilst having limited redevelopment potential, will be well placed to benefit from the improved environment when The Gateway scheme is delivered.</p> <p>This flexibility should ensure that The Gateway site can be brought forward, which should organically ‘kick-start’ the regeneration of the wider area which is outside the joint land owner’s control but within the proposed red line boundary of Policy TC10.</p> <p>Policy TC10 seeks an impact study to justify the need and demand for any uses not mentioned in the proposals. This is in principle acceptable provided that both residential and car parking are included in the list of uses (as set out above).</p>
<p>TC11 – Promoting a Cultural and Learning Quarter</p>	<p>It should be noted that the adjacent site to the south of the designation provided by Policy TC10 has the potential to support the Policy TC11 (given that The Gateway proposals are likely to involve improvements to the existing coach drop off area).</p>

<p>TC14 – Parking in the Town Centre</p>	<p>This policy seeks to protect all car parks, except the NCP at Rother Street. Whilst this is in principle supported, the policy should also provide the flexibility to renew and re-provide existing car parks in the future, given that some of the car parks in the town are nearing the end of their useful economic life and will need to be re-developed over the Plan period (as envisaged at The Gateway site).</p>
<p>TC15 – Coaches in the Town Centre</p>	<p>This policy is welcomed in principle, as it seeks to avoid the use of unsustainable narrow streets and facilitate smooth and easy access to pick up and drop off points for coaches. It also seeks to introduce designated coach set down areas within the town centre which will be encouraged.</p> <p>The Gateway opportunity site will provide a clear opportunity to rationalise coach movements in the town centre connected with the Birthplace Trust.</p>
<p>TC17 – Town Centre to Maybird Centre Environmental Improvement Area</p>	<p>This policy seeks to provide improvements to the route along Windsor Street and Birmingham Road to the Maybird Shopping Centre.</p> <p>This improvement area is alongside The Gateway opportunity site. It also recognises the potential for housing development at the corner of Birmingham Road and Clopton Road, and hence is in line with the other emerging policies of the plan which promote residential uses in this general location.</p>
<p>BE4 – Design Review Panels</p>	<p>Although the principle of a Design Review Panel, particularly for larger schemes, is in principle supported, the draft wording of Policy BE4 should be redrafted to state: '<i>will be encouraged</i>' rather than '<i>must go</i>' and '<i>will be necessary</i>'. This would allow flexibility in the Neighbourhood Plan as required by the NPPF.</p>
<p>BE6 – Design Quality Standards – Code for Sustainable Homes, Lifetime Homes and Buildings for Life</p>	<p>We understand that the Code for Sustainable Homes (CSH) and Lifetime Homes Standards are not being applied by SDC in terms of the imposition of planning conditions.</p> <p>In addition, the CSH has now been scrapped by the government and it is understood that elements of the previous CSH will be incorporated into Building Control Legislation.</p> <p>This policy should therefore be updated accordingly.</p>
<p>BE8 – Effective and Efficient Use of Land</p>	<p>This policy is welcomed, as it gives priority to the reuse of brown field land (such as The Gateway opportunity site).</p>

<p>BE10 – Use of Supplementary Planning Guidance</p>	<p>This policy states that development which clearly fails to accord with the documents listed: <i>'will be resisted'</i>. This approach does not build in the flexibility that the NPPF requires when determining planning applications. For example, there may be other material planning considerations that justify the granting of planning permission.</p> <p>Hence, this policy should be re-worded to ensure that it provides sufficient flexibility in line with the NPPF.</p>
<p>BE15 – Conversion and Re-Use of Buildings</p>	<p>This policy is supported in principle; however, we do not understand the last line of the policy, which states that buildings must be <i>'genuinely capable of being converted without significant rebuilding, or the need to extend'</i>. This phrase should be removed from the policy.</p>
<p>INF 6 – Promoting Enhanced Bus and Coach Facilities</p>	<p>Paragraph 2 of Policy INF 6 seeks to limit the town centre streets for pick up and drop off points. The Gateway opportunity site should assist in meeting this policy objective by providing the opportunity to improve the current coach drop off area used by the Birthplace Trust.</p>
<p>CLW2 – Promoting Leisure, Entertainment and New Community Facilities</p>	<p>The groups currently identified by this policy include: younger generation; older generation; and families.</p> <p>Tourists also play a significant part in the town centre economy, and hence should also be included within the policy text.</p>

Summary

Whilst our client welcomes the overall vision and objectives set out in the Neighbourhood Development Plan Pre-Submission draft, they have several concerns regarding the current drafting of a number of the emerging policies. A range of refinements to the policy text have therefore been suggested to ensure that the policies are deliverable and in line with the National Planning Policy Framework (NPPF).

In particular, the proposed designation **Policy T10** does not provide sufficient flexibility or scope to deliver a viable and deliverable mix of uses (for example, town centre uses such as residential and car parking) at The Gateway opportunity site, in line with the NPPF and the other emerging policies of the Neighbourhood Plan. A wider scope of uses will be required to ensure that **Policy T10** provides sufficient flexibility to ensure that future proposals for The Gateway site are viable, deliverable, and in line with market demand.

It should also be noted that the block identified by **Policy TC10** is in multiple ownership and it has taken a significant period of time to assemble The Gateway opportunity site (which forms part of



the red line area proposed by **Policy TC10**). Flexibility should be provided in **Policy TC10** to ensure that comprehensive development *within* this area (such as at The Gateway site) can be brought forward and will not be judged as 'piecemeal' development by the Neighbourhood Plan. This should secure the environmental improvement in the wider area, as development of part of this block (at The Gateway site) should have a 'ripple' effect to adjacent buildings and provide a catalyst to regenerate the wider block.

We trust that these comments are helpful and enable the emerging Neighbourhood Plan policies to be refined, as appropriate.

We would also welcome the opportunity to liaise with Our Stratford about the future of our client's site, moving forward, to ensure that our objectives are mutually aligned and supportive.

If you have any queries, please do not hesitate to contact me on the details set out above.

Yours faithfully,

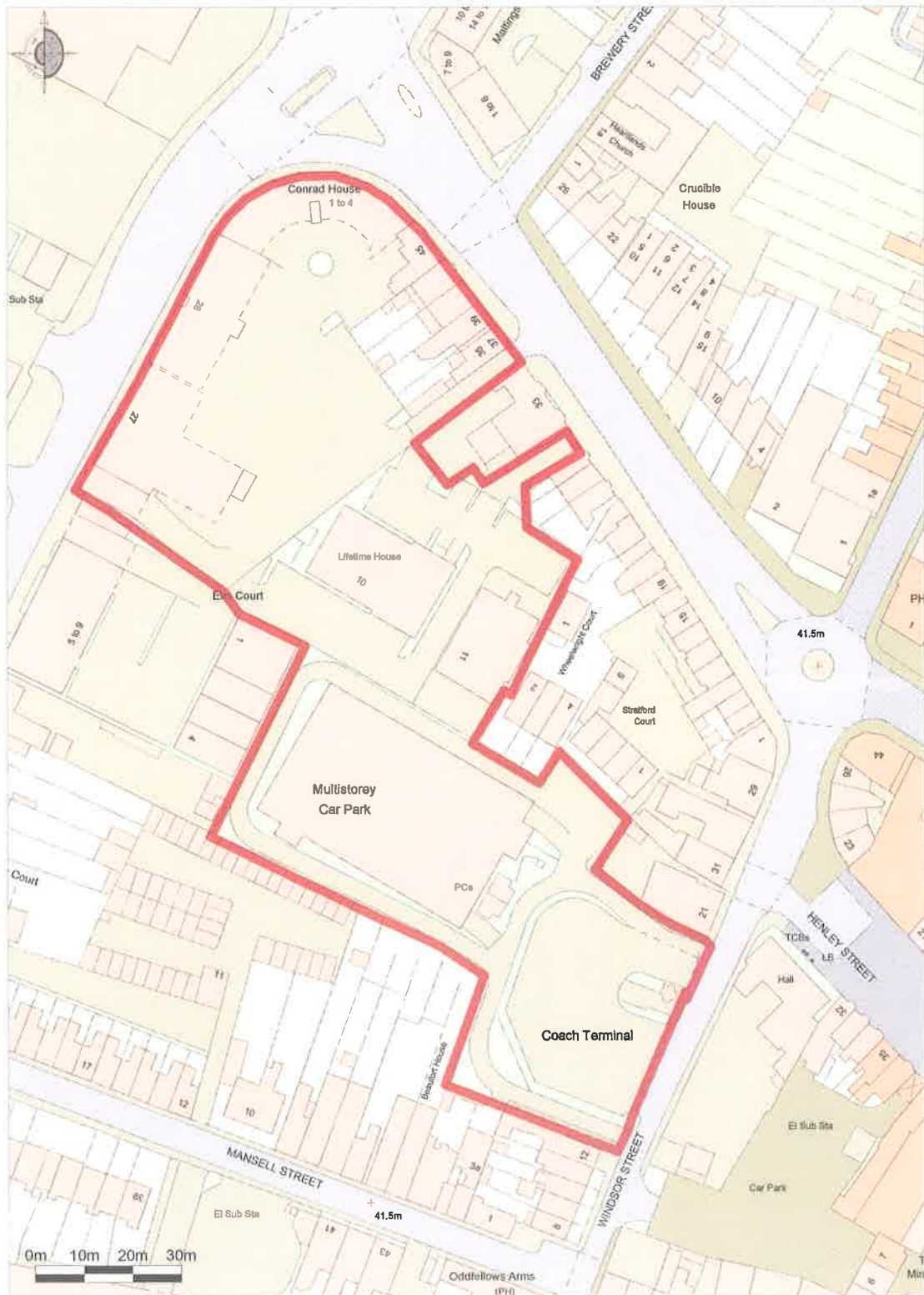
A handwritten signature in black ink that reads 'R. Bains'.

Nigel Simkin
Director
Jones Lang LaSalle Limited

Enc: Red line Plan of The Gateway opportunity site.

pp Ravinder Bains

Land at The Gateway, Stratford Upon Avon



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Getmapping plc 2014. Plotted Scale - 1:1250



This map was created with Promap

Stratford Neighbourhood Development Plan Pre-Submission Consultation Public Response Form

The Stratford Neighbourhood Plan Steering Group has prepared a pre-submission Neighbourhood Development Plan for the Stratford upon Avon Neighbourhood Area and is inviting you to comment by **11.59pm on Friday 3 July 2015.**

In order for your response to be taken into account when the Neighbourhood Development Plan goes to Stratford on Avon District Council for Examination your contact details are needed and also to keep you informed of future progress.

All comments will be publicly available on the Stratford Neighbourhood Development Plan website once they have been analysed, and will be identifiable by name (and organisation where applicable). Please note that any other personal information provided will be processed in line with the Data Protection Act 1998 and not made available on the website.

Please fill in your contact details below

Full Name:
Nigel Simkin of JLL
Organisation represented (where applicable)
Gateway One Limited
Capacity in which commenting on Plan (eg Resident, Business/Work in Area, Residents' Association Rep, Statutory Consultee)
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Address:
JLL 45 Church Street, Birmingham
Post Code:
B3 2RT
Email Address:
Nigel.Simkin@eu.jll.com

Please make sure any additional pages are clearly labelled/addressed or attached.

Please send your completed form by **11.59pm on Friday 3 July 2015** to

**Freepost RTJX-GHEE-ZUCS, Stratford-on-Avon District Council, Consultation Unit,
Elizabeth House, Church Street, Stratford-upon-Avon, CV37 6BR**

Many Thanks - your support is appreciated

Are you content with the
Neighborhood Development Plan as
a whole

Yes

No X