

## **Summary of Draft Neighbourhood Development Plan**

***This is a summary of what is included in the Draft Neighbourhood Development Plan including a list of all policies in it with a brief general explanation of each policy. This document is intended to be a convenient and helpful guide. For more detail and actual wording of the policies please refer to the full Pre-submission Draft Plan.***

### **Introduction**

The Stratford-upon-Avon Neighbourhood Development Plan has been produced by a group of volunteers made up of residents and representatives of local organisations.

***Please use the Consultation Public Response Form to give us your feedback. You do not need to comment on all policies or sections. If you are using the on-line response form simply click “no” for sections where you do not wish to comment and it will take you to the next section.***

### **Our Vision - The Basis for the Plan**

This is our vision for the Neighbourhood Area in 2031. It is based on the feedback we have received so far:

- Stratford will still be instantly recognisable as an historic market town in a beautiful riverside setting. It will have absorbed the additional housing required by Stratford on Avon District Council but retained its charm and individuality; the historic core will have been sympathetically enhanced and run down areas redeveloped
- For residents the town will be liveable: compact, walkable, attractive with good public spaces, culture, a strong local economy and housing choice
- The town will be better at accommodating visitors
- There will have been an integrated approach to investment in infrastructure and transport, traffic will be less intrusive, and congestion will no longer be an issue
- And Stratford-upon-Avon will be greener with more soft landscaping, trees, open spaces and green corridors linking the town to the countryside.

The policies outlined below are intended to help achieve this vision.

## **Policies**

### **Housing**

We cannot change the allocation set by Stratford District Council which is currently about 2,700 new houses for Stratford-upon-Avon between 2011 and 2031, so we must ensure that they are the right type of houses for our residents and in the right places. Planning permission has already been granted for approximately 2,000 houses since 2011, so this plan must allow for 700 more dwellings in the Town (excluding Tiddington and Alveston).

Stratford District Council is revisiting its Core Strategy so the housing allocation may change. However, this plan has been based on existing information.

#### **Location of Housing**

This Section of the plan proposes policies that discourage future residential development in a piecemeal and uncoordinated manner on the outskirts of the town, focussing the location of new homes in sustainable locations on previously developed land as opposed to greenfield sites.

- H1 Defines built up area boundaries around Stratford, Tiddington and Alveston. Housing outside these boundaries will be strongly resisted.
- H2 Retains gaps between Stratford, Tiddington and Alveston.
- H3 Sets out housing allocations for Tiddington and Alveston. Specific sites are proposed in policies SSB4 and SSB5 below.
- H4 Supports the redevelopment of land that has previously been developed (brownfield Land) and places limitations on the development of greenfield land. A specific proposal for redevelopment of the canal area is set out in policy SSB1 below.
- H5 Limits development on garden land.

#### **Types of Housing**

- H6 Matches the type of Affordable Housing to the needs of the town rather than the wider district.
- H7 Matches the type of housing built for sale on the open market to the needs of the town rather than the district as a whole.

- H8 Requires larger developments to include housing suitable for older people.
- H9 Gives priority to housing designed to attract young people and families. This is because the number of residents aged between 18 and 35 is significantly lower than the national and county averages.

## **Employment**

Existing employment needs to be protected and new high quality employment attracted. Suitable alternative sites are recommended for businesses relocating from the canal area and there are proposals for attracting additional high quality employers by providing land for business use close to the A46 and Stratford Parkway.

- E1 Protects existing employment sites but sets out certain circumstances in which employment land may be redeveloped for alternative uses.
- E2 Supports new employment land near the A46 as set out in the core strategy and sets out criteria for the location of additional employment land. Details of the specific site proposed are set out in policy SSB2 below.
- E3 Supports proposals for employment associated with culture, media and tourism.
- E4 Supports proposals for work/live units.

## **Town Centre**

The town is popular and successful. Our aim is that this should continue. The centre should be where shopping and commerce flourishes, where the historic heritage is cherished, visitors welcomed and all can move around freely and safely.

### **Shopping**

There are signs that the conditions which have supported the town's position as a centre of shopping excellence are changing because of a different demographic pattern and emerging shopping preferences. The proposals are:

- TC1 Create a leadership team of all interests in the town to improve its perception to investors and visitors and improve the shoppers' experience.
- TC2 Keep the main shopping streets for shopping.
- TC3 Extend the existing shop fronts scheme to assure sensitive design and add to the town's character.
- TC4 Establish Rother Street and Rother Market as key areas; expand the market use, improve the pedestrian environment and allow sensitive conversions.
- TC5 The design of Town Square development to be in keeping with the historic town centre and as an open link between Rother Market and High Street; phase 2 of Town Square to be reserved by using the existing car park at Rother Market.
- TC6 Stop any out of town retail other than small and local development.
- TC7 Increase the presence of housing in the town centre.
- Create three environmental improvement areas within the town centre to enhance the shopping opportunities, improve the visitor experience and add to the character and ambience of important entrances to the town:
- TC8
    - Greenhill Street, by improving the access from the station restricting uses to shops and restaurants, landscaping and controlling advertisements and clutter;
  - TC9
    - The Rother Triangle as a site for further expansion of shopping and mixed uses in the town;
  - TC10
    - Birmingham Road, Windsor Street and Arden Street, where the uses to be hotel office or educational to support the adjoining cultural quarter (see policy TC 11 below).

### **Visitors**

Allow reasonable growth to keep the town's visitor attractions competitive recognising the significant contribution of the visitor economy to the town:

- TC11 The Henley Street area should be further established as a cultural quarter.
- TC12 A site for new conference centre.

### **Access and Movement in Town Centre**

Address the pedestrian/ vehicle imbalance in the town to create a safer and more welcoming environment for residents and visitors:

- TC13 An experimental closure of High Street and better access across Wood St from Henley Street with a re-design of the Bridge Street roundabout; widen the footways and introduce environmental improvements in Bridge street.
- TC14 Active management of car parking policy by an advisory body of all interests.
- TC15 Voluntary routing agreements with coach operators.
- TC16 Safer cycling proposals.
- TC17 Create an environmental improvement area of the route from Maybird to the Town centre by widening and landscaping the footpaths, developing an active street with housing and mixed uses linked to the canalside area.
- TC18 Encourage proposals to relieve congestion on the Tramway Bridge.

## **Built Environment and Design**

### **High Quality Sustainable Design**

Design is more than just about materials and appearance. Good design must start from a concept of making places excellent in which to live and work. All developments must demonstrate their relationship to the rest of the neighbourhood.

- BE1 All large scale developments must demonstrate a high standard of design and layout.
- BE2 Developments must take account of local character.
- BE3 Use of design codes and master planning including integration with existing infrastructure and provision of additional infrastructure.
- BE4 Design Review Panels for large scale developments and high sensitivity smaller scale developments.
- BE5 Designing out crime.
- BE6 Design quality standards.

- BE7 Sustainable drainage.
- BE8 Effective and efficient use of land. This includes higher density and building heights towards the centre and lower density and building heights on the edge of town.
- BE9 Advertisements and public signage.
- BE10 Use of Supplementary Planning Guidance. In particular the Stratford-upon-Avon Town Design Statement 2002, the Alveston Village Design Statement 2010 and the Stratford-upon-Avon High Street Study 2005 will be taken into account in determining proposals.

### **Preserving and Enhancing the Historic Environment**

- BE11 Listed buildings and scheduled ancient monuments
- BE12 Conservation areas
- BE13 Historic parks and gardens and Sites of Special Scientific Interest

### **Promoting Urban Renewal and Regeneration**

- BE14 Replacement dwellings. These must respect the character and appearance of the locality.
- BE15 Conversion and reuse of buildings is generally supported.
- BE16 Empty homes and spaces. This includes support for reuse of upper floors above shops in the town centre.

## **Natural Environment**

Feedback received to date shows that availability of green space is one of the things that people like best about the town. Existing green spaces need to be protected with measures to safeguard the town's biodiversity and natural environment.

### **Preserving and Enhancing Local Biodiversity**

- NE1 Designates Warwick Road Lands and Bridgetown Woodland and

- Meadow as Local Nature Reserves.
- NE2 Protection for the River Avon Biodiversity Corridor.
- NE3 Protection for mature trees and hedges, and planning of new ones.
- NE4 The preparation of a Neighbourhood Area Biodiversity Action Plan.

## **Infrastructure**

This section recognises the scale and importance of the problem of congestion in the town. It proposes a combination of measures aimed at taking traffic away from the town centre, spreading traffic more evenly, having an integrated car parking policy with easy access to parking from all routes into the town and making roads safer and more convenient for pedestrians and cyclists.

### **Reducing Congestion in the Town**

- INF1 Initiatives to Reduce Peak Time Travel:
  - Removal of through traffic from town centre routes. This requires a study by the Highways authority to assess options such as a relief road or inner distribution road;
  - Redistribution of existing traffic from congested roads including dynamic traffic management;
  - Car parking sited to support measures for redistribution of traffic;
  - Modifications to Birmingham Road.
- INF2 Promoting and Enhancing Park and Ride Opportunities.

### **Improving Pedestrian and Cycle Connectivity**

- INF3 Dedicated Pedestrian and Cycle Routes in new developments which connect to existing infrastructure and improve certain key routes.
- INF4 Replacement Bridge at Lucy's Mill.

### **Improving Public Transport Opportunities**

- INF5 Preserving and Enhancing Rail Links and Services including the town centre railway station.

- INF6 Promoting enhanced bus and coach facilities including dedicated layover facilities and discouraging bus layovers on town centre streets.

### **Promoting Access to Learning Opportunities**

- INF7 Protecting and enhancing existing education facilities.
- INF8 Provision of new educational facilities including a new secondary educational facility south of the river.

## **Community, Leisure and Wellbeing**

Although Stratford-upon-Avon, as a major tourist attraction, has an abundance of community and leisure facilities such as theatres, restaurants and cafes, the local community believes there is a lack of facilities for young people, families and older people. The town's recent expansion in housing has not been matched by the provision of new or enhanced community and leisure facilities and open spaces.

### **Promoting a Strong Community**

- CLW1 Protecting and enhancing existing community facilities.
- CLW2 Promoting leisure, entertainment and new community facilities including facilities for young people and families.
- CLW3 Preventing isolation of elderly people.

### **Provide Green Spaces and Exercise Facilities for the Enjoyment of Residents and to Promote an Active Community**

- CLW4 Protecting and enhancing existing open spaces including designating a list of existing open spaces as "Local Green Space". This gives them protection from development. Areas to be designated as Local Green Space include:
- Rowley Fields
  - Shottery Fields
  - Firs Garden
  - Stratford Recreation Ground.
- CLW5 Open space and play areas within new developments. All large scale developments will be expected to provide on-site open

spaces and, wherever possible, these green spaces should connect with other open spaces.

- CLW6 Promoting new strategic green open spaces. This includes a green corridor or “necklace” around Stratford-upon-Avon incorporating footpaths and cycle routes as well as community woodland.
- CLW7 Encouraging safe walking and cycling. All new development must demonstrate how walking and cycling has been prioritised.
- CLW8 Protecting and enhancing existing public routes.
- CLW9 Stratford Leisure Centre. Proposals to expand and enhance the existing facility will be encouraged.
- CLW10 Allotments and growing space. Any development which will result in a loss of allotments will not be supported unless there is a net increase in provision elsewhere.

### **Promoting a Healthy Community**

- CLW11 Protecting and enhancing existing health care provision. Health care provision needs to grow in line with population growth and retirement accommodation will be required to contribute directly to enhanced healthcare facilities.
- CLW12 Promoting new health care provision.
- CLW13 Reducing air, noise and water pollution. Reducing air pollution within the town centre, residential areas and around schools should be given priority.
- CLW14 Encouraging local generation of renewable and low carbon energy.

### **Site Specific Briefs**

Specific sites identified for development.

- SSB1 Stratford-upon-Avon housing allocation - Canal Regeneration Zone (also see Policy H4 above). Supports redevelopment of the canal corridor with continuous landscaping along the canal and housing fronting onto the canal.
- SSB2 Stratford-upon-Avon employment allocation - Land south of the Alcester Road (A46), west of the Wildmoor Roundabout (see also Policy E2 and Core Strategy Policy SUA.2). Sets out criteria for

development.

SSB3 Not used - policy deleted.

SSB4 Tiddington housing allocation - Home Guard Club. Site allocation for up to 32 houses subject to certain conditions.

SSB5 Tiddington housing allocation – north part of Tiddington Fields. Site allocation for up to 60 houses subject to certain conditions.