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MAKING STRATFORD AN EVEN BETTER PLACE
Exciting Town Centre proposals in the Neighbourhood Plan

Widening pavements, planting trees and encouraging cafes, restaurants and hotels along part of Birmingham Road are just some of the ideas in the emerging Neighbourhood Plan. The document sets out some exciting proposals for Stratford-upon-Avon's town centre to make it an even better place to live, work and shop.

At the heart of the Plan is a concern that the number of visitors and shoppers has declined over the last few years and retail spending has fallen significantly; congested streets, a jaded Town Square and disconnected shopping areas are some of the reasons cited.

The proposals to ensure a vibrant future for Stratford's town centre include limiting out of town retail development, encouraging the rejuvenation of Town Square, making better use of shared space in town for pedestrians, cyclists and traffic, simplifying cluttered street signage and connecting Stratford's shopping areas with attractive walkways.

Protecting the rich heritage of Stratford is a key objective too – the Plan suggests that the designs of new buildings and shop frontages reflect the town's historic architecture.

The thriving tourist industry could be strengthened further and the Plan would support improvements in facilities at the Birthplace Trust.

The proposals for Birmingham Road, designating it an environmental improvement area for the stretch between from Windsor Street to the Maybird Centre, would make an easier and more pleasant link between shopping areas for pedestrians and cyclists.

Mark Haselden, Chairman of the volunteers who are preparing the Neighbourhood Plan, says: "We think residents want a flourishing town that provides for most of our shopping choices; a town that residents and tourists can access, move about in and enjoy, and a town that cherishes its heritage. Have a look at our proposals and let us know if you think we're on the right track!"

You can check all the proposals, fill in a questionnaire and make further suggestions at two Open Days at Stratford Town Hall, Sunday 30 June, 11 a.m. - 5 p.m. and Monday 1st July, 1 p.m. - 8 p.m. Or you can see the information online at www.ourstratford.org.uk

Feedback will be incorporated into the finalised Neighbourhood Plan and those who live in Stratford will be invited to vote in a referendum. If the Plan is supported by more than 50% of the votes, the local planning authority must bring it into force. It will, for the first time, give the people of Stratford legal rights to shape the future of the town.

Mark Haselden adds that the Neighbourhood Plan proposals for the Town Centre are interlinked, ensuring that visiting the town is a pleasurable experience for everyone and improving business for its retailers: “Stratford residents care passionately about this town, understand where development is needed, and it’s time that we have a say in its future. Together, we can make Stratford an even better place.”

MEDIA CONTACT

Mark Haselden, Chairman of Steering Group

Phone:

Email: mark.haselden1@btinternet.com

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