



Stratford-upon-Avon neighbourhood plan

Your Town, your Plan... it's time to write the future

Presentation to Stratford Vision

22nd February 2013

Who is involved

- The Steering Group includes representatives from: *The Stratford Society, Stratford Voice, Stratford Vision, four residents' associations, Warwickshire Police, Clopton Forum, three secondary schools, Old Stratford and Drayton Parish Council, Stratford BID, Accessible Stratford, SCAN, Stratford Churches Together, Town Trust, Transition Stratford, WCC, District Councillors, Town Council, VASA, Numerous individual volunteers with skills including a GP.*
- We have also had input from the Birthplace Trust and the Theatre.



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But.....

- Stratford residents will vote on the Plan;
- We need to reflect the views of residents and other stakeholders in the plan – not only the Steering Group;
- We have listened to people's concerns and what follows is intended to address some of these concerns;
- Will undertake further consultation and verification.



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The relatively easy topics

Much of this draws on work done elsewhere:

- Character
- Heritage
- Design considerations
- Open spaces and trees



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More difficult

“How do we:

- Provide for housing needs;
- Have a vibrant town centre;
- Strong local economy;

in a **sustainable manner** and without damaging the **character** of the town?”



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Housing

- Need for additional housing (especially affordable);
- Don't have housing numbers from SDC;
- Impact of Shottery development;
- Desire to protect countryside and prevent uncontrolled development on greenfield sites.



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Housing Numbers

- Draft core strategy currently proposes 8,000 for district (dispersal option) with 560 in Stratford;
- Depending on outcome of Judicial Review might have to find another 4,000 houses in district (including Shotton);
- Ceiling to dispersal approach;
- Options:
 - New settlement (eg: around Gaydon);
 - Major expansion of Stratford with new infrastructure;
 - Combination of above (but note infrastructure constraints to Stratford).



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NP favoured approach

- Full support of SG but now needs wider consultation;
- Look at brownfield development first;
- Regeneration area identified to include canal, Mason's Road, old football stadium, DCS site and possibly Western Road;
- Development of regeneration area could be phased;
- Would need to be done in conjunction with business park on A46 (as suggested in draft core strategy).



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Some considerations

- Sustainable;
- opportunity for quality development incorporating canal;
- Could include wide range of unit sizes and mixed use;
- Linkage with town centre (walking, cycling etc);
- Land ownership;
- Infrastructure;
- Location of business park and access from A46.



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Town Centre

- Perception that Stratford town centre in gradual decline over last 15 years compared to other tourist destinations (York, Bath etc) and historic market towns;
- Town centre shopping and independent retailers are considered important;
- SWAT analysis;
- Recruited individuals with specialist knowledge onto working party;
- Commissioned study from retail consultant at Exeter University.



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Town Centre strengths

- Well-known town with a strong brand
- Central UK location
- Compact historic town centre
- Tourist market with strong footfall
- A wide variety of businesses with 60% of them being independent
- Strong in having affluent and loyal clients from the local catchment area



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Weaknesses highlighted by swot analysis

- Transport infrastructure e.g. no interchange
- Car-parking charges are too high and do not favour the retailers
- Too much vehicle traffic in the town centre
- Few development opportunities
- Perceived lack of desire by planners to preserve the character of the town centre
- Lack of cohesive management approach
- Town square.



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Threats highlighted by swot analysis

- Threat to town centre by further development of the Maybird Centre, Tesco, Waitrose and other out of town development
- Possibility of large anchor store withdrawing
- Shopping via the Internet
- Continuing polarisation of retail towards larger towns where there is a greater choice of shops
- Continuing downturn in consumer expenditure



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Opportunities highlighted by swot analysis

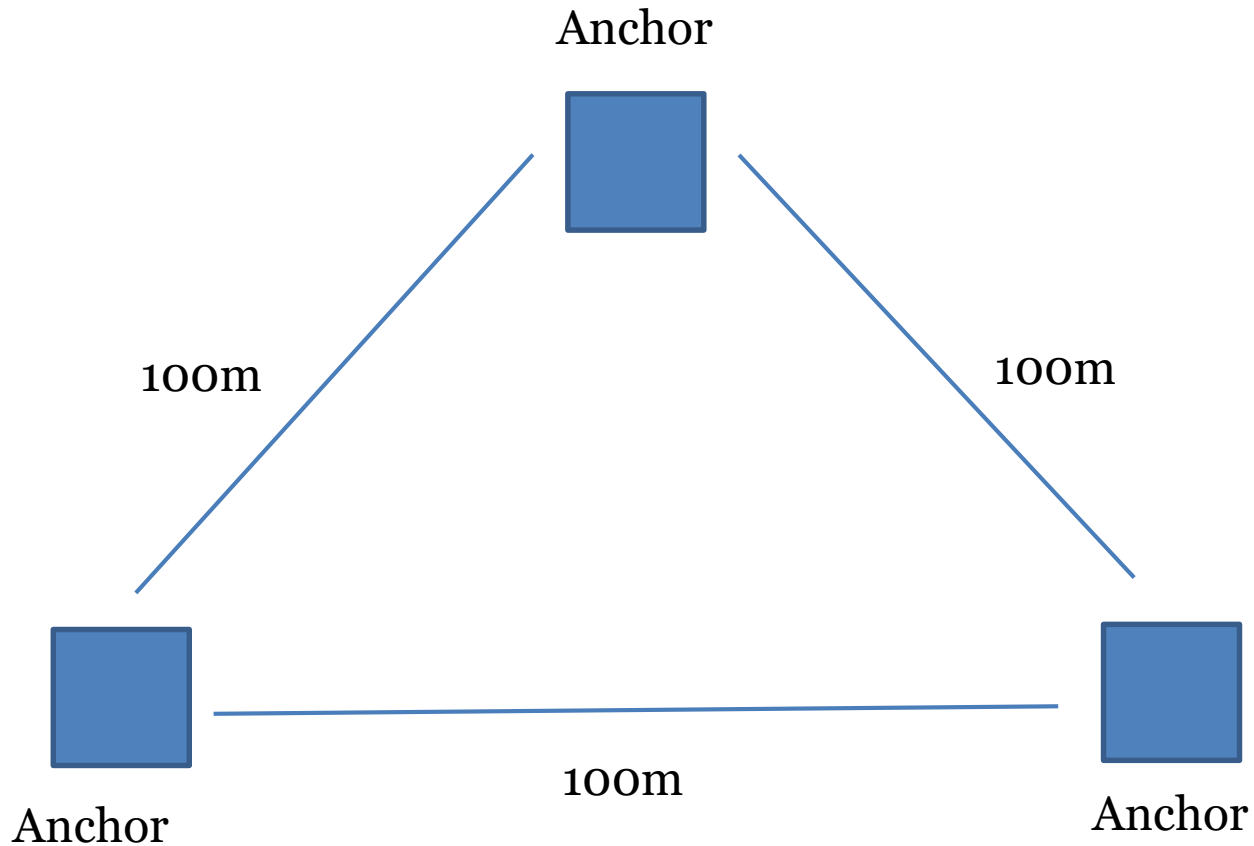
- An assessment of the potential benefits of further Pedestrianisation, pedestrian priority or shared space
- Adapt car-parking policies to favour retail
- Improve transport infrastructure/signage
- Maximise Tenant mix
- Maximise development opportunities
- Improve town centre management
- Improve connectivity with the Maybird Centre



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Need to think strategically



Classic purpose built shopping centre configuration

Need to think strategically



Market Square
Possible Anchor



Birthplace Trust
Anchor



Debenhams
Anchor



Theatre/ Bancroft
Gardens
Anchor



Marks and
Spencers/BHS
Anchors

WHAT NEXT

WE ARE DEVELOPING POLICIES UNDER THE FOLLOWING CATEGORIES

- ✘ MANAGEMENT OF THE TOWN CENTRE
- ✘ PROPOSED LAND USE – ALLOCATION OF LAND BETWEEN POTENTIAL USES INC REGENERATION OPPORTUNITIES AND LINKAGE BETWEEN THE MAYBIRD AND THE TOWN CENTRE
- ✘ ACCESSIBILITY – TRANSPORTATION ISSUES INCLUDING CAR PARKING
- ✘ QUALITY OF THE BUILT ENVIRONMENT – PUBLIC SPACE AND BUILDINGS
- ✘ QUALITY OF THE MAINTENANCE OF THE ENVIRONMENT – STREET CLEANING/LANDSCAPING/ SAFETY

Local Economy

- Market economy – can't stand still
- Well positioned
- Tourism, business and high employment
- Competition from Leamington and Warwick
- Transport including rail and buses
- Business Park
- Town centre
- Regeneration area may include mixed use



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Town Hall Open Weekend

- Consultation Days at Town Hall late Spring
- Display Material
- DVD Presentation
- Rotation of NDP Team and Town Councillors to Answer Questions
- Feedback Survey Forms



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Final Consultation

- Submit Draft NDP to interested groups including Town Council, Stratford Voice and Stratford Society
- Liaise with Core Strategy Team
- Hold additional workshops as appropriate
- Circulate consultation draft
- Prepare submission draft
- Inspection and referendum



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