

REGENERATION PROJECT BRIEF

For Stratford to maintain a healthy population mix and to thrive economically there will have to be future development for housing and employment uses.

You have told us that you:

- ⤴ want brownfield land developed before greenfield; [Solution 7A-P1]
- ⤴ do not want uncontrolled development on the Town Fringes; [Solutions 7A-P2;-P3]
- ⤴ want housing development to be lower density towards the Town boundary with the countryside; [Solution 7D-P3]
- ⤴ want improved traffic flows, and reduction in congestion; [Solution ?]
- ⤴ want improvement to the environment and to maximise natural resources. [Solution ?]

Due to the past expansion of Stratford, many business/industrial/employment uses in the town are now poorly located within residential areas, or have poor ease of access, or result in HGV traffic that has to pass through the Town unnecessarily (eg car sales in Western Road/ Warehousing and Distribution in Timothys Bridge Road/ Industrial in Masons Road/ Builders Merchants in Wharf Road/Maybrook Road).

Many commercial properties on Masons Road, part of Timothys Bridge Road and Western Road are now of poor quality and need significant investment to bring them up to a good standard so as to compete with employment land sites in other main towns elsewhere in the region, but they are in the wrong place to attract the necessary investment.

Proposal:

Create a purpose-built Business and Employment Area (or areas) close to the A46, the main trunk road serving the town, and to the Stratford Parkway Station and Park-and-Ride. This could absorb the unneighbourly and inappropriate uses in Town, provide for future growth as previously envisaged in the Core Strategy and encourage new entrepreneurial and high-value businesses. [Solutions 8A-P1; 8B-P1]

While this Business & Employment Area itself may have to be built on a greenfield site on the fringes of the Town, this could free previously developed land close to the town for residential uses which could be built at higher housing densities than would be acceptable on the greenfield site. [Solution 7D-P3]

What would it need?

- ⤴ A new Business & Employment Area (or areas) to replace dispossessed existing sites and allowing for expansion (estimated at up to a total of 30-35 ha (gross));
- ⤴ A number of sites have been suggested and 4 areas are considered worthy of consideration which are shown on Map 1 and discussed in the accompanying table.

What could it achieve?

- ⤴ Residential or mixed uses on the Canal between Birmingham Road (One Elm) and Timothys Bridge (Zones 1, 2, 3 and 4 on Map 2) (an extension to the Canal Quarter already being considered in the Core Strategy); [Solution 8D-P2]
- ⤴ Regeneration of Canal area and creation of a leisure corridor; [Objective 7F]
- ⤴ Residential uses on Masons Road (replacing existing unneighbourly industrial uses) (Zones 4 and 5 on Map 2);
- ⤴ A first estimate is that between 720 and 1,200 new homes could be created in this Regeneration Area (see table accompanying Map 2) but this needs further detailed

DRAFT

examination.

- ⤴ Ignoring the Shottery development that is under legal challenge, the SHLAA identified Greenfield sites outside the Town boundary that could have the potential for yielding 1,100 dwellings. Development on these greenfield sites could be prevented if housing on the Regeneration Zones went ahead instead. [\[Solution 7A-P1\]](#)
- ⤴ Improved business and employment environment assisting in attracting inward investment and new businesses. [\[Solution 8A-P1\]](#)

It is recognised that much more work would be needed before firm land allocations could be proposed as policies in the NDP, but an agreement now by the Townspeople that the proposal is sound in principle would help in establishing an acceptable strategic direction in the Core Strategy and acceptable policies in the NDP. Failure to grasp this regeneration opportunity would most likely lead to a progressive decline in the quality of employment areas and the subsequent loss of jobs and inward investment, and the further loss of greenfield sites on the edge of Town to housing.

Questions to ask?

Do you agree that the existing industrial/employment sites in Western Road, Wharf Road, Masons Road and Timothys Bridge Road are now poorly and unneighbourly located and largely of poor quality?

Would you like to see employment areas improved to encourage future investment and economic growth?

If houses have to be built would you prefer these on greenfield sites on the town boundaries or on existing brownfield industrial/employment sites in the town?

Would you accept that the existing industrial/employment sites would have to be relocated on greenfield sites near the A46?

Would you accept development on existing brownfield sites in the Green Belt or a change to Green Belt boundaries to accommodate new and improved industrial/employment sites?

Should land in the regeneration zones or business areas be earmarked for future education use (eg new secondary school or a 6th form college and extension of Stratford FE College)?

If yes, would you prefer this off, say, Bishopton Lane in Area 2 or on, say, Masons Road?