

Responses to Representations made on the Pre-submission Draft Stratford Neighbourhood Development Plan

Policy TC11

Representations: Total received 15

Number in Support: 9

Summary of Response:

Despite one objection to the principle there is an overall support in these responses.

Modification Proposed: The policy will be renumbered policy TC10. Only minor modifications noted in the responses below and for general clarification are proposed.

Individual Representations and Steering Group Responses

Code Number	Full Name	Organisation represented (where applicable)	Policy TC11	Neighbourhood Plan Steering Group Response

Statutory Consultees' Comments

1001	Stratford District Council	Statutory Consultee	Who is responsible for producing the design brief? What resource and funding is available?	Policy will be amended to state "All large-scale developments should either be accompanied by a Master
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				Plan or a design brief...”
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Agents and Developers' Comments				
502	Stratforward BID		We support this policy.	Supportive
507	JLL re: Gateway One	Developer's Agent	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).	TC11 The link between these two policies is established, we believe, in policy TC10 which is to support the evolution of the cultural quarter.

Residents' Comments				
013	Rosanna Dymoke-Grainger		Learning quarter sounds good - need to make sure it's is used and becomes a hub for residents and visitors alike	Supportive
038	Amanda Waters		support	Supportive
056	Martyn Luscombe	Stratford Voice	Support. Designs which would impact adversely upon the visual amenity of Henley Street should not be permitted. This would preclude buildings of more than two stories in height and would encourage the use of traditional materials.	Supportive
057	Trevor Honychurch		Agree- this whole area needs to be traffic free during the day	Supportive No change to the current pedestrian priority arrangements is proposed

095	Eric Ward		As TC10	Supportive
119	Liz Thompson, Director of Communications	Royal Shakespeare Company	We are surprised that proposals for a Cultural and Learning Quarter would not explicitly reference the Historic Spine nor acknowledge the cultural and learning offer at the other end of the spine. We welcome support for proposed development of the offer in Henley Street, but would be strongly opposed to any naming of this area as a new 'Cultural and Learning Quarter'. As the text rightly acknowledges, the Plan should reference 'Stratford: A Cultural Town'.	Noted but this area is not exclusive and can supplement culture elsewhere in the Town
170	Peter Emmerson		I disagree with the statement that there is "no evidence that there is a need for a large-scale development of visitor facilities". In my opinion, much of the initial experience offered to the independent visitor is of poor quality. Firstly, most independent visitors will begin with a search of the Internet. This is confusing with a plethora of amateurish websites. The whole on-line identity of Stratford should be reviewed and brought together effectively. Secondly, the town's car parks compare very unfavourably with those at major tourist towns abroad. The so-called Shopper's Car Park in Windsor Street (actually used by many visitors) is particularly bad, being dirty, dark, and badly maintained, with no functioning lift. Thirdly, the physical tourist information office no longer provides a fully effective service. Fourthly, with no bus station, there is no integrated public transport hub. Although the Plan makes reference to this lack,	The statement will be deleted. A review of the identity of the town and what needs to be undertaken to make necessary changes needs to be carried out from time to time out by the strategic partnership in Policy TC1. It is a task to be undertaken on a continuous basis to make sure the town responds to changing economic and social trends. It should not be laid down once and for all by a plan such as this and then expected to be relevant for the whole of the plan period

			the policy to remedy it is not clear. Limiting the location of new museum, education and public exhibition facilities to the Henley Street/Meer Street/Windsor Street areas seems very limiting, The need is not so much for a new Shakespeare museum (which is relatively well provided for in the Birthplace Trust properties), but for a museum of the non-Shakespeare history of the town, such as Escape Arts has started to provide in the Old Slaughterhouse in Sheep Street. Harvard House could provide an excellent location.	
174	Sarah Eglin		How is this further established? Platitude unclear what it means	The NDP cannot be more prescriptive. This policy will be used by planning officers when they consider any planning application within this area. Any which does not fall within the scope described will not gain permission without compelling reason
201	Graham John Nicholson	The Inland Waterways Assoc. (Warks branch)	Agree	Supportive
217	Karen Wild	Stratford Business Improvement District Ltd	We support this policy.	Supportive

230	Mark Taylor		It is impossible to create a cultural centre for visitors when their experience involves seeing endless housing developments more in keeping with Slough and Warrington, and the experience of sitting in permanent traffic congestion before arriving at what will be a fake cultural experience set in a modern homogeneous horror.	The content of the museum quarter is not for this plan to define.
255	Sylvia Morris		This is not clear - cultural area seems to exclude N side of Henley St and SBT property. SBT has plans to build on its property at end of Henley Street which would make this unnecessary (if it isn't already). But the diagram contradicts the words.	The map will be amended