

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

Policy TC2

Representations: Total received: 15

Number in Support: 11 Neutral 2; Against 2

Summary of Representations:

There is general agreement to the principle but the comments expressed the view that the 10% is too stringent and should be reviewed. SDC expressed the view that the policy is not consistent with Core Strategy Policy CS.22.

Modification Proposed:

The primary retail experience of the Town Centre is heavily influenced by what you see ie: the uses which make up the shopping frontages. It is therefore as important to control the extent of the non-retail frontages as it is to control the area behind them. For example a narrow fronted deep plan non-retail unit will have a lesser impact on the primary retail experience than a wide fronted shallow plan non-retail unit. In order to maintain a primary retail appearance it is necessary to control the extent of non-retail frontages in the primary shopping frontages. This policy has the ability to work alongside Core Strategy Policy CS.22 which seeks to control floor area of non-retail uses. The policy has therefore been retained but the threshold has been increased from 10% to 20% following a survey of current frontages.

Individual Representations and Steering Group Responses

Code Number	Full Name	Organisation represented (where applicable)	Policy TC2	Neighbourhood Plan Steering Group Response
-------------	-----------	---	------------	--

Statutory Consultees' Comments				
1001	Stratford District Council	Statutory Consultee	<p>Core Strategy Policy CS.22 – Retail Development and main Centres, states: “Retail (Class A1) should remain the predominant activity at ground floor level on the primary shopping streets in Stratford town centre as defined on the Policies Map. At least 60% of the total gross floorspace at ground floor level on each primary street should be retained in this use”. Therefore, the requirement in Policy TC2 for retail use to achieve a minimum 90% coverage is not consistent with CS.22. It is most likely that the majority of the streets listed do not even achieve this proposed standard at present. There is no evidence or justification as to how the % figures quoted in Policy TC2 has been reached or why they need to be at such levels.</p> <p>Restricting such streets to only 10% non-retail is not likely to be possible as they probably already contain a larger % of non-retail units. The vitality of a town Centre is not based on how many shops it</p>	<p>The primary retail experience of the Town Centre is heavily influenced by what you see ie: the uses which make up the shopping frontages. It is therefore as important to control the extent of the non-retail frontages as it is to control the area behind them. For example a narrow fronted deep plan non-retail unit will have a lesser impact on the primary retail experience than a wide fronted shallow plan non-retail unit. In order to maintain a primary retail appearance it is necessary to control the extent of non-retail frontages in the primary shopping frontages. This policy has the ability to work alongside Core Strategy Policy CS.22 which seeks to control floor area of non-retail</p>

			has but on how many people want to use its buildings. Part of vitality and viability of the town is that retail is mixed with other services, offices, leisure and cultural uses. The town centre is not just about shopping. The demand for retail use may change over the next 20 years. The stores or type of retail offered cannot be controlled.	uses. The threshold will be increased from 10% to 20% following a survey of current frontages.
--	--	--	---	---

Agents and Developers' Comments				
502	Stratforward BID		Broadly supportive however recognise the need to avoid an increase in vacancies in units that do not afford retailers the correct footprint for their needs.	We would not generally accept that a retailer whose needs have changed beyond those permitted by use class A1 should be able to change the use of the unit they occupy. This policy will be kept under review and, if necessary, amended to reflect changes in market conditions if the Plan is updated during the Plan Period
514	Stansgate Planning re Town Trust		The Town Trust objects as the policy is too rigid with reference to a specific figure for non-retail uses at ground floor not to exceed 10%. No such percentage restriction is stated in the emerging Core Strategy. The objective of maintaining vitality is welcomed but the policy constrains activity and in any event, may already have been exceeded.	Noted. The percentage has been changed to 20% The primary retail experience of the Town Centre is heavily influenced by what you see ie: the uses which make up the shopping frontages. It is therefore as important to control the extent of the non-retail

				frontages as it is to control the area behind them. For example a narrow fronted deep plan non-retail unit will have a lesser impact on the primary retail experience than a wide fronted shallow plan non-retail unit. In order to maintain a primary retail appearance it is necessary to control the extent of non-retail frontages in the primary shopping frontages. This policy has the ability to work alongside Core Strategy Policy CS.22 which seeks to control floor area of non-retail uses.
--	--	--	--	--

Residents' Comments				
013	Rosanna Dymoke-Grainger		With both TC2 and 3 it's important to consider how the shop owners may respond. It think it's a good idea to ensure the town keeps its feel.	Supportive; there has been no objection to the principle of protecting shopping in these streets from the shop owners.
038	Amanda Waters		Support	Supportive
040	Mark Dickin		Cycle routes are varied [Alcester Road v. Banbury Road: Birmingham Road compared with Waterside], not joined-up, without continuity/uniformity and no provision on either bridge for cyclists.	Noted: Policy TC16 is directed at securing improvements of this kind

056	Martyn Luscombe	Stratford Voice	Strongly support, in principle. An exception may be Henley Street where Shakespeare's Birthplace and the associated Birthplace Trust building, together with the library, already take up a significant proportion of the street frontage. Further non-retail museum/educational facilities in this area should not be precluded by the 10% rule.	Supportive The 10% threshold will be increased to 20% Wording will be amend to "Henley street (between Meer St and Bridge St)" to address this point.
057	Trevor Honychurch		Agreed	Supportive
080	Roger Francis Harris	Friends of Lucy's Mill Bridge	Commercial property owners should be made to keep empty premises clean, smart and tidy [including painting frontages] and if necessary put temporary displays or artwork in windows. My daughter did an artwork for free on a Wood Street shop hoarding during a renovation when she was still at High School. It got a lot of attention and praise.	Noted, though securing this objective is not within the remit of a NDP
095	Eric Ward		Delete "(north side only)"	Not considered appropriate because the south side of Sheep Street is mostly turned over to restaurants.
108	Cheryl Aubrey	Work at The Fourteas, 24 Sheep Street.	Great idea, important to minimise the mix of housing and shopping in key areas	Supportive

174	Sarah Eglin		agree	Supportive
201	Graham John Nicholson	The Inland Waterways Assoc. (Warks branch)	Agree	Supportive
217	Karen Wild	Stratforward Business Improvement District Ltd	Broadly supportive however recognise the need to avoid an increase in vacancies in units that do not afford retailers the correct footprint for their needs.	Supportive
282	Anne Marian Kiely		Why is Sheep Street north side only? (I work in Sheep Street, south side).	South side is mostly turned over to restaurants