

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

Policy TC3

Representations: Total received: 18

Number in Support: 12

Summary of Representations:

General agreement though one comment questioned whether the subsidy to the commercial sector could be justified.

Stratford District Council commented that the policy is aspirational as drafted.

Modification Proposed:

Our view is that the policy is important to help conserve the historic centre and the subsidy is justified because it stimulates an interest to improve shop fronts in an appropriate manner.

The policy will be Split into a policy (TC12) and the aspirational aspects into a project (TC Project 4).

Individual Representations and Steering Group Responses

Code Number	Full Name	Organisation represented (where applicable)	Policy TC3	Neighbourhood Plan Steering Group Response
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Statutory Consultees' Comments

1001	Stratford District Council	Statutory Consultee	There is no current District Council commitment to a town centre shop front scheme, so this Policy is clearly 'aspirational' as drafted. It is not specified how free architectural advice will be achieved and who will be responsible, or which architects would be involved and how would they become 'partners' in the scheme.	Noted. The policy will be split into a Project (TC Project 4) and a Policy (TC12).
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Agents and Developers' Comments

502	Stratforward BID		We support this policy	Supportive.
514	Stansgate Planning re Town Trust		As a major landowner in the town centre the Town Trust would like an involvement in preparing any guide on the design of shop fronts. Such guidance needs to involve and take account of retailers requirements. Figure 4 The plan is not clear. The shadings do not appear to relate to the key	To the extent that guidelines followed by the planning authority are locally designed and not merely based on nationally laid down principles then we would agree there should be local consultation. The map will be improved for the submission version.

Residents' Comments				
038	Amanda Waters		support	Supportive.
040	Mark Dickin		Buses and coaches should be re-directed to a special area beyond the Leisure Centre; free parking for tourist coach operators, and, " stands " for public transport operators with shelter for queuing passengers.	This is within the remit of the Warwickshire County Council. However the NDP does allow for a potential layover location at the Leisure Centre
056	Martyn Luscombe	Stratford Voice	Strongly support	Supportive.
057	Trevor Honychurch		Agreed. All external For Sale and To Let signage should come down and be replaced with signage within the shop window only.	Supportive. Signage will be addressed in policy BE8.
086	Jenny Fradgley		It has always been problematic to ensure the rigour of the Shopfronts Scheme with SDC. It was accepted, some time ago, as supplementary planning guidance, but has not been systematically applied. Due to lack of SDC resource this policy requires partnership working to ensure its effectiveness	Supportive. Resource for this policy from a variety of sources including Neighbourhood plan funding needs to be considered by the Local Authorities in the future.
095	Eric Ward		Strongly agree	Supportive.

108	Cheryl Aubrey	Work at The Fourteas, 24 Sheep Street.	Where this has already happened it has made a huge difference to the feel of the town, existing retailers should be encouraged to make positive changes too	Supportive.
109	Richard Thomas		Good to see the initiative of The Stratford Society being taken on.	Supportive.
121	Helen Rowena Warrillow		I support a town centre shop front scheme. The overall appearance of many parts of the town centre is degenerating into a hotch-potch of colours, styles and particularly standards. Such a policy should include the need for signage to be tasteful, restrained and well-designed in order to allow the underlying historic character of the properties, and the town centre as a whole, to be appreciated. I would even support a scheme limiting styles and colour palette.	Supportive. The standards specified are those that are reasonable and defensible in accordance with current planning policies. Stricter ones may not be enforceable.
125	Mandy Last		We are in danger of becoming snobs in regard to shop signage. There was a great amount of complaints to the signage of Pound land when it opened so the company changed it then over the road the French shop opened with bright yellow signage and nothing was said.	Noted Some variety adds character but we consider the shop front standards help to retain architectural integrity in the historic buildings in established shopping use.
174	Sarah Eglin		shop fronts should definitely be kept in keeping with the historic nature of the town - good examples of this are Jack Wills & Marks and Spencers - bad example is BHS which looks horrific	Supportive.
202	Mr Mark		I do not agree with a grant to subsidise the cost. Why	Noted but not agreed. Providing this

	Rowlands		should the council be subsidising commercial ventures?	service is considered to be to the advantage of Stratford upon Avon. See general comment above.
217	Karen Wild	Stratforward Business Improvement District Ltd	We support this policy	Supportive.
257	Bennet Carr, Headmaster	King Edward VI School	Shop Fronts. We support the plan to extend the scope of what has proved to be a successful scheme to protect the architectural heritage of the Town.	Supportive.
282	Anne Marian Kiely		Phase 2 / LEISURE should NOT include cinema. There is already a first class cinema "The Picture House" in close proximity to Town Square. I go here fairly regularly and it is rarely full, or "sold out" except for first couple of days of blockbuster films. Also, the work-out / fitness centre has recently closed down. The inclusion of RESIDENTIAL sites in Town Square would mean the area remains "alive" at all times of day / night. Policy TC3 & TC6 CAR PARKING needs to be set at a realistic level to encourage users not at a prohibitive cost. Perhaps some sort of season ticket for Stratford residents?	Noted. However, planning permission has now been granted for a cinema complex on Town Square. Parking policy will be kept under review- see policy TC14 (to be renamed TC Project 9) and residential development is encouraged in the town centre -see policy TC7 (to be renamed Policy TC9).