

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

### **Policy TC8**

Representations: Total received 18

Number in Support: 10

### **Summary of responses**

Generally supportive but some suggestions go beyond the scope of a Neighbourhood Development Plan

### **Modification Proposed:**

To reflect comments below and national guidance this policy will be split into a policy (Policy TC5) and a project (TC Project 2), seeking to retain the initiatives which have support from residents but cannot be taken forward within the remit of a Neighbourhood Development Plan as policies

### Individual Representations and Steering Group Responses

| Code Number | Full Name | Organisation represented (where applicable) | Policy TC8 | Neighbourhood Plan Steering Group Response |
|-------------|-----------|---|------------|--|
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| Statutory Consultees' Comments |                            |                     |   |   |
|--------------------------------|----------------------------|---------------------|---|---|
| 1001                           | Stratford District Council | Statutory Consultee | <p>Station Road and Station Road approach will be enhanced as part of the re-development of the Cattle Market site.</p> <p>Should bullet point 1 refer to uses at ground level only?</p> <p>Bullet point 4 talks about introducing stricter controls over the display of advertisements, but does not state what these would be, taking into consideration existing deemed consent for certain advertisements.</p> <p>Bullet point 5 refers to the Shop Fronts Design Guide, but does not state whether this is a new or existing document; where it can be viewed, who is responsible for its production and the status of the document. This needs clarification.</p> <p>The red line on the map denoting the area of the</p> | <p>Yes – will be amended</p> <p>Advertisements covered in Policy BE9</p> <p>See comments to TC3</p> |

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|  |  |  | EIA does not include the shops/buildings lining the streets to which the policy would refer. | Map will be amended |
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**Agents and Developers' Comments**

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| 502 | Stratforward BID |  | Broadly supportive however consideration should be given to the direction of traffic movements. Currently it is not possible to turn right from Alcester Road on to Grove Road. This forces all traffic along Greenhill Street in order for them to turn Right into Rother Street; including through traffic. During the MOP traffic is permitted to turn right into Grove Road from Alcester Road, allowing this movement generally could assist in making Rother Street a more attractive area for investment. | Whilst this is a suggestion that should be considered it is probably not a matter for the NDP.<br><br>This is a matter which is under the stewardship of the County Highway Authority. Further discussion with them will be required. |
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**Residents' Comments**

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| 013 | Rosanna Dymoke-Grainger |  | Finally all your environmental policies sound good. | Supportive |
| 038 | Amanda Waters           |  | support   | Supportive |

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| 048 | David Bowie       |                 | There should be proposals for tree planting and green 'oases'   | Noted  |
| 056 | Martyn Luscombe   | Stratford Voice | Support   | Supportive   |
| 057 | Trevor Honychurch |                 | Strongly agree- This is a key area  | Supportive   |
| 064 | Richard Eden      |                 | Agreed that Greenhill Street needs upgrading. Possibly wider pavements and narrower road? How can you keep traffic out of town? - By making it turn left along Arden Street. E.g. like when the MOP is on. This would help Wood Street which is very congested. The roundabout at the top of Bridge Street is a pedestrian and traffic crossing point. If all the traffic could be made to go down Guild Street, A3400, this would relieve the town centre. Many cars going via town do so to look at shops and people rather than to find the best way through town. | NDP recommends a strategic plan for transport in Stratford. This suggestion will need to be considered when the traffic implications arising from the experimental closure of High Street are examined |
| 086 | Jenny Fradgley    |                 | Work has begun on Greenhill Street, but much more needed. Lobby government to give more powers to local councils to force landlords to address maintain acne on their properties and address voids within a   | Secondary shopping within town centre streets- such as Greenhill Street- are important for its overall health and vitality precisely   |

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|     |                            |  | reasonable time scale. Rents in secondary business streets need to be structured to encourage independent business. When the Gateway development comes forward this is the agreed area for a bus layover / station to take busses out of Bridge Street, leaving this as just a pick up, drop off point | because the rents are generally at a lower level and therefore attractive to independent traders. This is one of the key reasons for introducing this policy. It is not possible to persuade the main private bus operators to divert from their routes prescribed routes through Stratford to enable the station to be a bus stop. |
| 095 | Eric Ward                  |  | Agree  | Supportive  |
| 108 | Cheryl Aubrey              | Work at The Fourteas, 24 Sheep Street. | Agreed about the shop fronts   | Supportive  |
| 123 | Christopher John Cornford  |  | In your document Bridging the Gap I am not entirely sure what is meant by the term "Rother Triangle" and I dare say other people are equally uncertain.  | The Rother Triangle is bounded by Rother Street, Grove Road and Greenhill Street. Defined in TC9  |
| 126 | Clarissa and David Roberts |  | Regeneration of land in the Canal Corridor between Mason Road and Birmingham Road is the most cost effective and sensible achievement of the additional 700 plus dwellings required.   | Supportive  |
| 143 | Chris Strangwood           |  | Move the Bus station as it is, and the coach park by the railway station. Anyone coming in by train can then get a bus into town.  | It is not possible to persuade the main private bus operators to divert from their routes prescribed routes through Stratford to enable the station to be a bus stop.   |

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| 205 | Trevor Bruce      |  | Creating a segregated cycle link between the station and town centre is way overdue. Why not extend it all the way up to the end of Alcester Road?   | Supportive. The cycling policies need to be examined- see policy TC16             |
| 278 | Joan Graham       |  | All these areas need to be improved, and I think increasing housing in the town centre would enhance the feeling of a market town. People like being close to shops and amenities. We don't all have cars.   | Supportive  |
| 282 | Anne Marian Kiely |  | Timing of light on heavily-trafficked crossroad is TOTALLY in favour of cars. It is just about possible for me (with a bad back) to cross Arden Street (at either side of Greenhill Street) in the time allowed when I am alone. Faced with an approaching band of visitors with wheelie suitcases, or mothers with prams, people pushing bicycles, etc. - or as one person within such a band, the phasing for pedestrians is ludicrous and you are reliant on cars not starting to cross the junction while pedestrians are on the road. Surely it must be technically possible to make this light phasing pedestrian sensitive? | Improving the Arden Street junction is one of the means for achieving this policy |