

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>

			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

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. 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

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

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

			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.

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