

Proposed Stratford-upon-Avon Town Centre Strategy

4th December

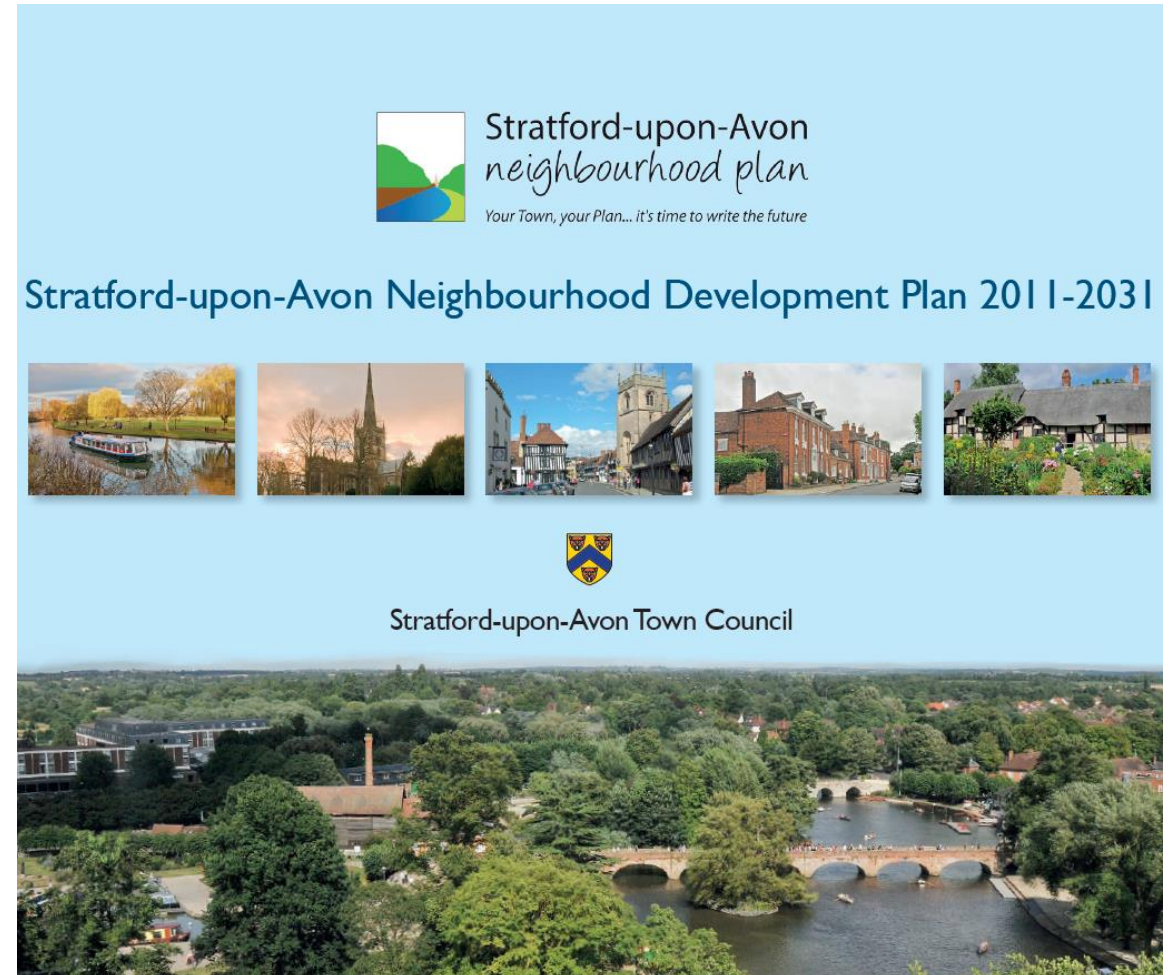
Councillor Toby Lee

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1. Background

- The NDP was made on 17th December 2018
- The 17th November 2018 referendum saw 91% of votes cast by town residents choose to support the adoption of the plan
- It took over 7 years to reach the point and involved extensive consultation
- There is a clear democratic mandate from the residents for this plan to be delivered



1. Background

‘This vision for the Neighbourhood Area in 2031 is based on extensive consultation and feedback from residents:

- Stratford-upon-Avon will still be instantly recognisable as an historic market town in a beautiful riverside setting. It will have absorbed the additional housing required by Stratford-on-Avon District Council (SDC) but retained its charm and individuality; the historic core will have been sympathetically enhanced and run down areas redeveloped;*
- For residents the town will be liveable: compact, walkable, attractive with good public spaces, culture, a strong local economy and housing choice;*
- Stratford-upon-Avon will also continue to act as a centre for the surrounding area for shops, services and jobs;*
- The town will be much better at accommodating and managing visitors;*
- There will have been an integrated approach to investment in infrastructure and transport, traffic will be less intrusive, and congestion will have been reduced and managed effectively;*
- Tiddington and Alveston will have retained their separate identities; and*
- The Neighbourhood Area will be greener with the addition of appropriate landscaping; green corridors linking the built-up areas to the adjacent countryside, and appropriate blue infrastructure which can restore and enhance waterways and sustainably manage water.’*

1. Background

- TC Project 1 - Town Centre Strategic Partnership
- TC Project 2 - Greenhill Street and Arden Street Environmental Improvement Area
- TC Project 3 - Town Centre to Maybird Centre Environmental Area
- TC Project 4 - Shop Front Scheme
- TC Project 5 - Improving the Balance Between Vehicles, Pedestrians and Cyclists
- TC Project 6 - Cycling in the Town Centre
- TC Project 7 - Coaches in the Town Centre
- TC Project 8 - Alleviation of Congestion on the Tramway Bridge
- TC Project 9 - Parking in the Town Centre

The Partnership is tasked with preparing, implementing and monitoring a Town Centre Strategy



Illustration: Colin Davis

Artist's impression of possible improvements to the top of Bridge Street

2. Proposal - Developing a 10 Year Delivery Plan for the Town Centre

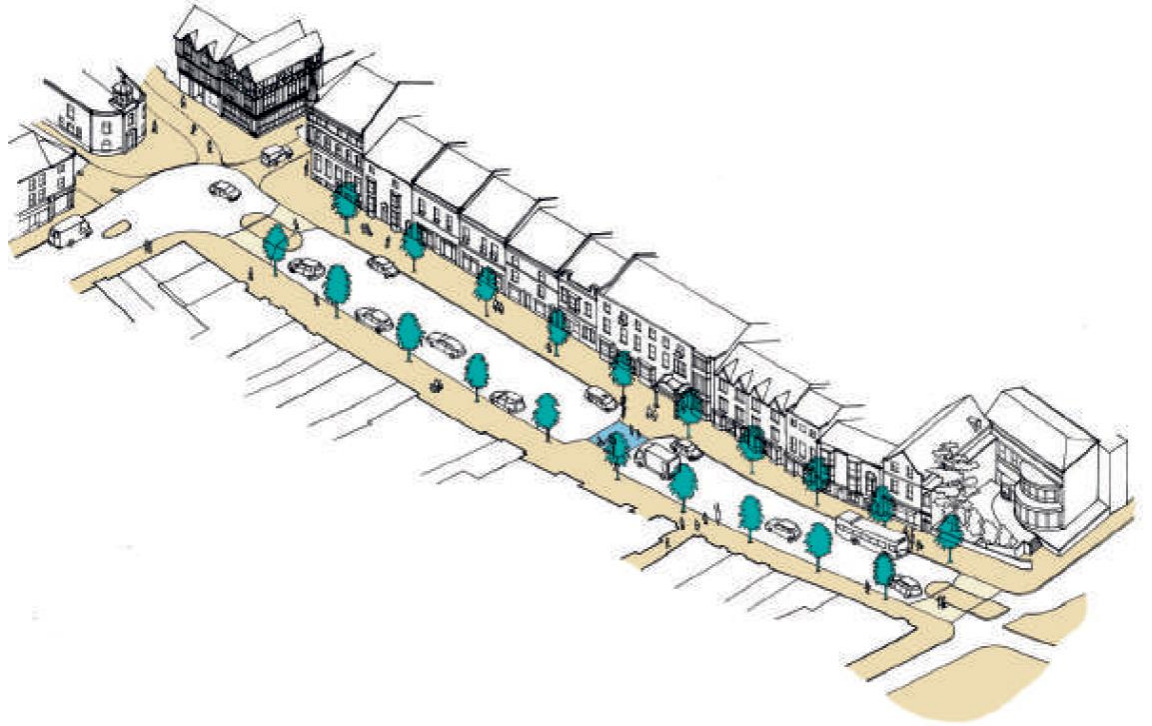
1. Divide the projects into discrete **deliverable** pieces of work, which if required, can be **delivered** as stand alone projects not reliant on other projects being completed.
2. Map the projects into the geographical context of town centre, identifying where projects need specific alignment with others for **delivery**.
3. Identify a sequence for the projects that can be **delivered** over a 10 year period, noting that it is likely that several rounds of funding will be required.

Once the delivery plan is drafted:

1. Present the plan to the residents and businesses of Stratford-upon-Avon for input and buy in, identifying the key projects which are likely to have the biggest positive impact to the town centre.
2. Following the model established for the Bridge Street project, plan, design, consult and implement each project as they become viable to **deliver**.
3. Periodically review the plan and update it as necessary.

3. Start Point – TC Project 5, Bridge Street

- Deliver part of TC5, which covers Bridge Street
- Why here?
 - Central street in the town, the key piece of the jigsaw
 - COVID-19
 - Likely easy buy in from most stakeholders
- Use this project as a learning experience for delivery of subsequent projects over the course of the plan
- STC are committed to make this a success
- A decision has been made to produce concept designs for the whole of TC5



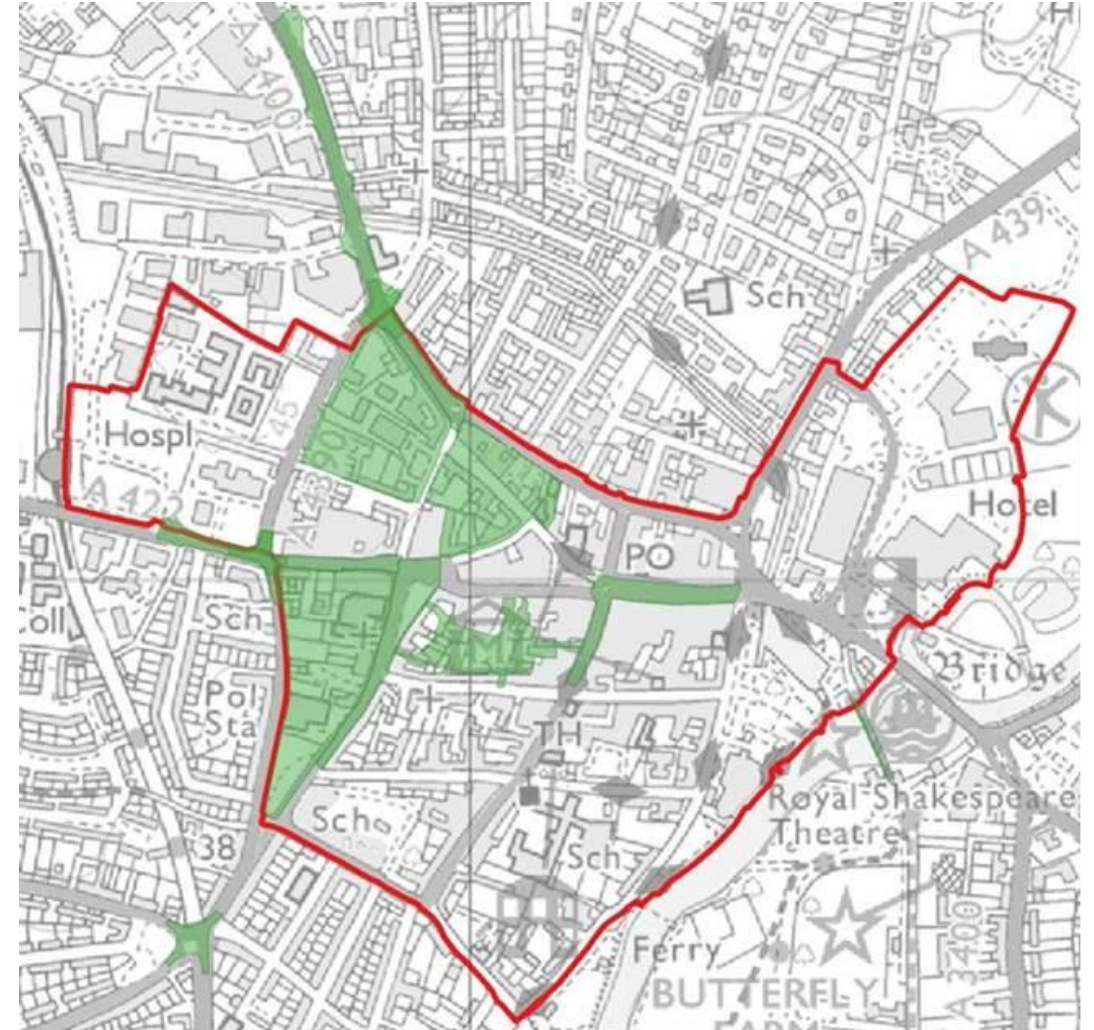
Illustrations: Colin Davis

4. Timescales for Developing the Town Centre Plan

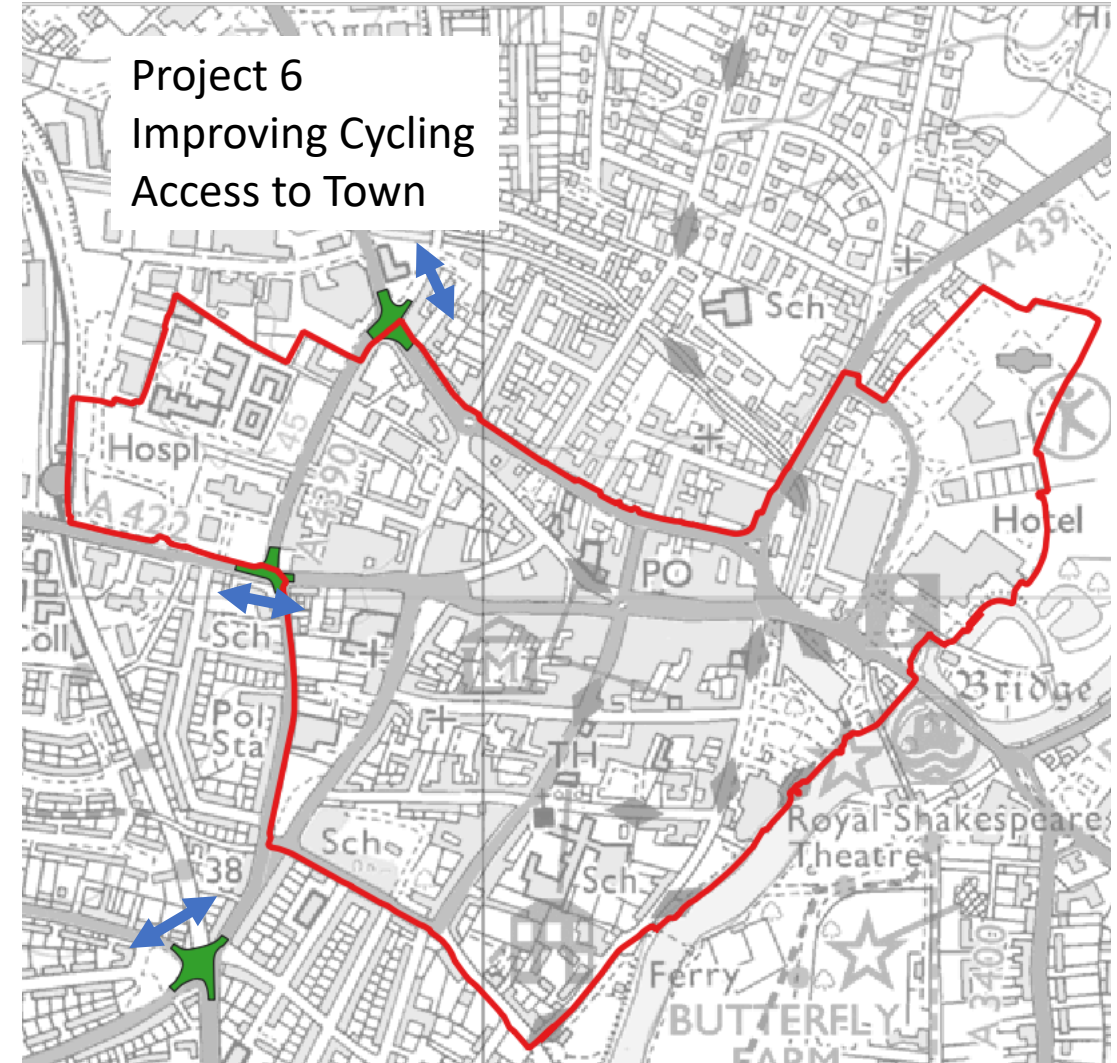
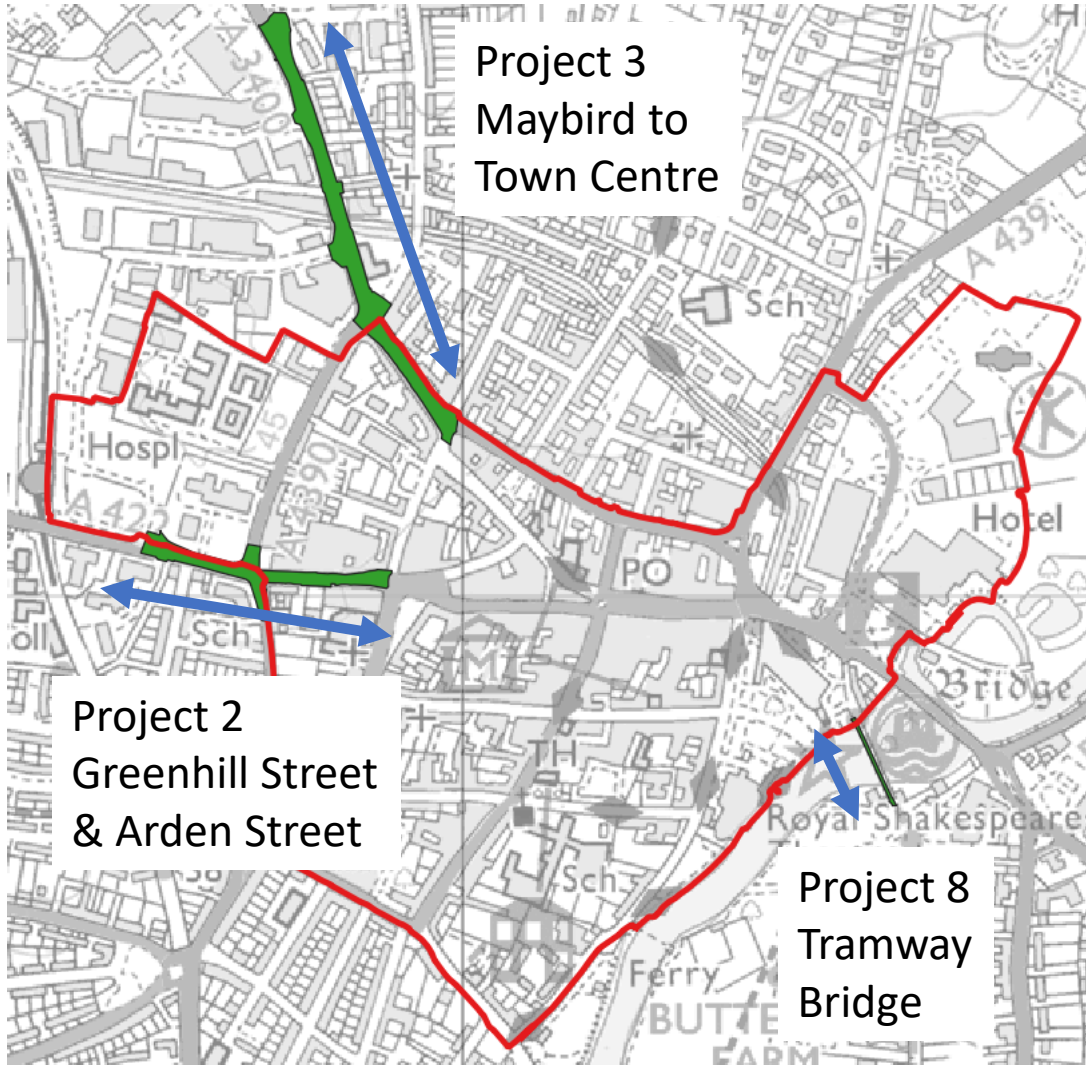
Task	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21
Strategy Development by STC							
Strategy Presented to Strategic Partnership							
Plan Development by Strategic Partnership							
Commitment to Deliver the Plan by Strategic Partnership							
Publishing of the Plan							
Tendering of First Worksteam for TC5							
Development of Project Delivery Structure by STC							
Delivery of TC5 work							

5. Geographical Context of Town Centre Projects

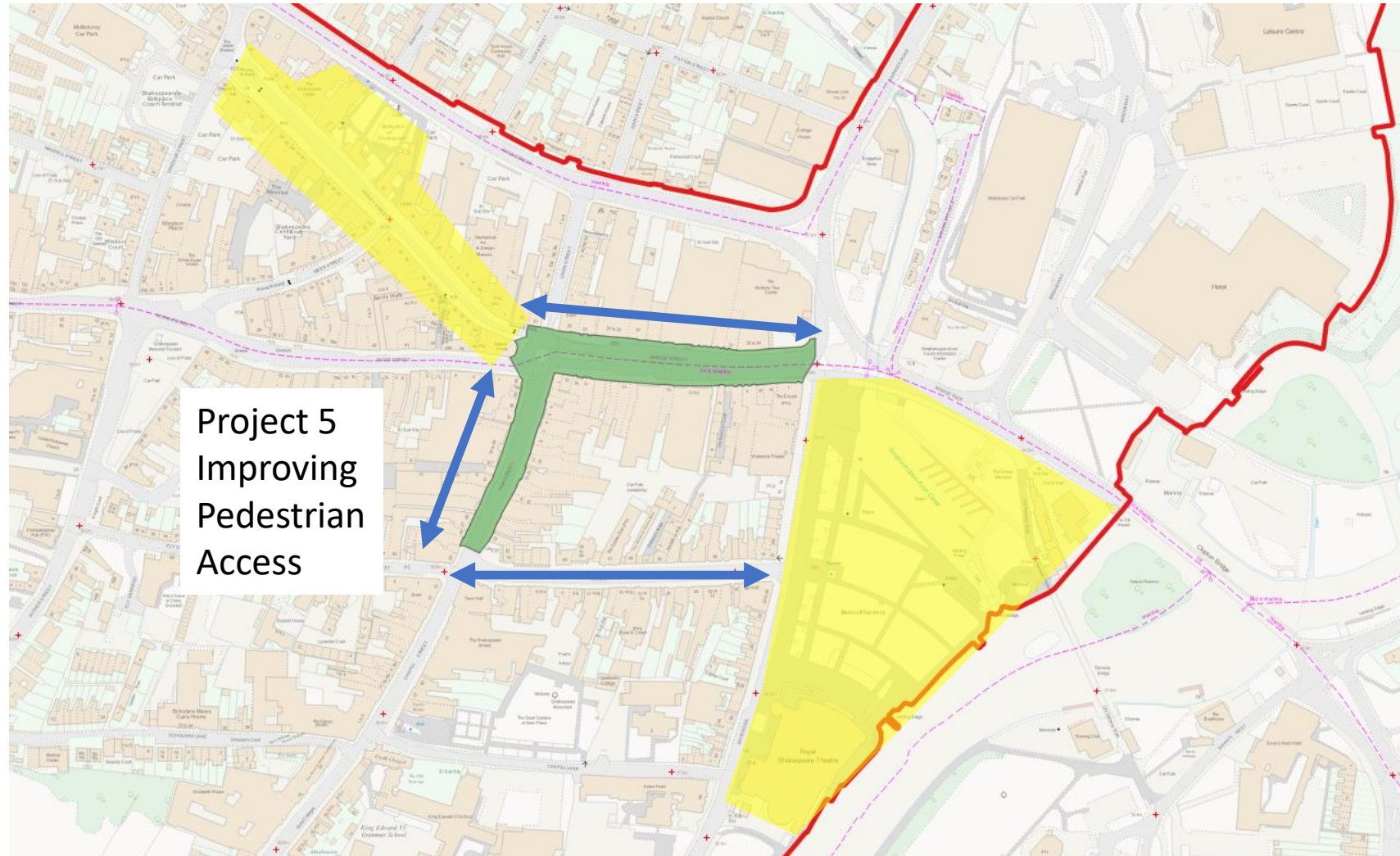
- The policy and projects set out in the NDP which can be geographically defined cover a large portion of the town centre (outlined in red)
- Policy/projects also cover the approaches to the town centre
- Some of the projects have or are in the process of being delivered
 - Bell Court
 - Birmingham Road
- Some are centred on improving access to the town centre



5. Geographical Context of Town Centre Projects



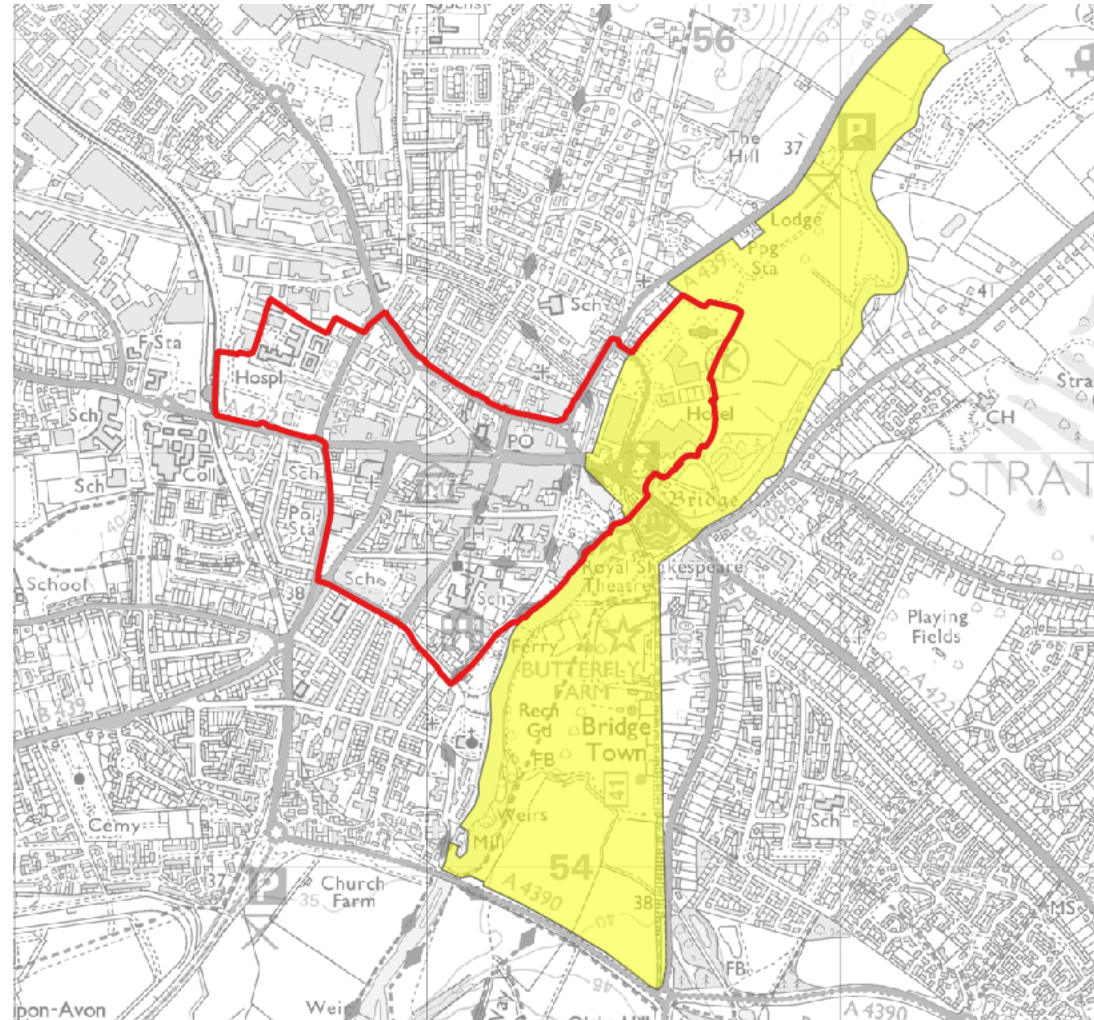
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Key Tourist Area



5. Geographical Context of Town Centre Projects



6. Summary and Closing Remarks

- The NDP sets the direction and has a clear democratic mandate
- The Strategic Partnership has been formed, tasked with setting a town centre strategy
- It is proposed that the strategy takes the form of a 10 year delivery plan
- Start with Bridge Street and develop a clear method of delivering projects
- **Working together we can deliver on the Stratford-upon-Avon vision and make the town centre better for all**

