



Stratford-upon-Avon
neighbourhood plan

Your Town, your Plan... it's time to write the future

PROJECTS

TOWN CENTRE PROJECTS

TC Project I – Town Centre Strategic Partnership

A Town Centre Strategic Partnership comprising of key stakeholders and led by a Town Centre Manager should be formed and tasked with preparing, implementing and Town Centre Strategy to address key issues such as:

- Improving the perception and image of the town;
- Improving the visitor experience;
- Footfall, spend per visitor and associated infrastructure requirements;
- Supporting independent businesses;
- Liaising with established retailers to encourage the desired mix of retailers;
- Further developing a markets policy to include an entrepreneurs' market;
- Advocacy and administration of parking and traffic policies;
- Improving the pedestrian and cyclist experience in accordance with Policy CLW5 and TC Project 5;
- Shopmobility;
- Building on the recognised contribution that creative industries make to the town's prosperity; and
- Enhancing the overall appearance of the town and public realm including pedestrian and vehicle signage.

TOWN CENTRE PROJECTS

TC Project 5 - Improving the balance between vehicles, pedestrians and cyclists

The following schemes will be promoted in consultation with the County Council Highways Department to provide improvements within the Town Centre:

- a) In Bridge Street - The widening of footways and the narrowing of carriageways; redesigned car parking; redesigned taxi ranks; redesigned bus stopping bays on both sides; continued two way traffic flow; 20mph speed limit; and improved public realm and landscaping;
- b) In High Street (between Bridge Street and Sheep Street) - An experimental pedestrian priority area for 6 months with no access for vehicles between 11am and 4pm except for emergency vehicles, taxis and blue badge holders; 20mph speed limit; continued two way traffic with restricted loading. Subject to the results of the experiment, any permanent change to High Street will include a redesigned carriageway; widened footways; 20mph speed limit; and improved public realm and landscaping.
- c) Bridge Street and Wood Street roundabout: Redesign the Bridge Street roundabout to make for better general pedestrian flow and particularly to give improved pedestrian movement from High Street to Henley Street

Incorporation of additional on street parking within the Town Centre will be explored to accommodate the displacement of spaces as a result of the above initiatives.

The implementation of a 20mph speed limit for the whole of the Town Centre will significantly improve the environment for cyclists and pedestrians and should therefore be an integral part of the above initiatives.

TOWN CENTRE PROJECTS

TC Project 6 - Cycling in the Town Centre

Proposals for safer cycling within the Town Centre will be actively encouraged and implemented in consultation with the County Council and amenity groups. This will include a priority to establish safe and connected cycle-to-school routes, which, wherever possible, will be segregated from traffic.

Priority will be given to enhancing connectivity throughout the Town Centre and improving the following road junctions:

- a) Alcester Road with Arden Street
- b) Evesham Road with Seven Meadows Road
- c) Clopton Road with Birmingham Road

TOWN CENTRE PROJECTS

TC Project 4 – Shop Front Scheme

Overseen By	Finance Resource	Man-Power Resource	Start Date	Completion Date

TC Project 5 – Improving the balance between vehicles, pedestrians and cyclists

Overseen By	Finance Resource	Man-Power Resource	Start Date	Completion Date

TC Project 6 – Cycling in the Town Centre

Overseen By	Finance Resource	Man-Power Resource	Start Date	Completion Date

TOWN CENTRE PROJECTS

TC Project 7 - Coaches in the Town Centre

Agreements with coach operators will be encouraged between the Town Centre Strategic Partnership and the various Town Centre hotels and tour operators in order to:

- a) Avoid the use of unsuitable narrow streets and facilitate smooth and easy access to pick up and drop off points; and
- b) Relieve congestion in key Town Centre locations such as the Bridge Street/Waterside area.

The introduction of designated coach set down areas within the Town Centre will be encouraged including the dual use of existing loading bays.

This project builds on progress already made by the Local Transport Group. The agreed routes would be secured by voluntary arrangement between operators and the Local Transport Group with the support of the County Council as Highway Authority.

This project should be read in conjunction with INF Project 9.

TOWN CENTRE PROJECTS

TC Project 8 - Alleviation of congestion on the Tramway Bridge

In light of the current levels of use of the Tramway Bridge proposals to relieve congestion and improve accessibility and pedestrian safety will be encouraged.

Further explanation is provided in INF Project 6 which draws attention for the need to provide additional pedestrian and cycle capacity across the River Avon. This is driven in part by the congestion on the Tramway Bridge, especially when events and festivals are in progress, and the need to provide ease of access to the Town Centre as utilisation of the Recreation Ground Car Park increases (see INF Project 1).

TOWN CENTRE PROJECTS

TC Project 9 - Parking in the Town Centre

The strategic objective for car parking in the Town Centre, both on and off street, should be the prosperity, vitality and competitiveness of the town's businesses and shops whilst having full regard to the following:

- The significance of car parking to the economic and financial well-being of the community;
- Convenience of Neighbourhood Area residents;
- Convenience for shoppers;
- The levels of traffic congestion in and around the Town Centre and the impact of those levels on the town; and
- The operation of the park and ride schemes

A Car Parking Advisory Body should be set up to monitor:

- The use of car parks;
- The operation and patronage of the park and ride;
- The level of charges;
- Advise on their effectiveness in meeting these strategic objectives; and
- The provision of electric charging points.

The Car Parking Advisory Body should be administered by the Town Centre Strategic Partnership with membership from the Local Transport Group, members of the local authorities and representatives from the key commercial interests in the town. With the exception of the NCP car park on Rother Street and the Windsor Street Car Park, all existing car parks within the Town Centre will be protected and where necessary expanded in order to ensure that appropriate levels of parking are maintained to support the economic viability of the Town Centre.

TOWN CENTRE PROJECTS

TC Project 7 - Coaches in the Town Centre

Overseen By	Finance Resource	Man-Power Resource	Start Date	Completion Date

TC Project 8 - Alleviation of congestion on the Tramway Bridge

Overseen By	Finance Resource	Man-Power Resource	Start Date	Completion Date

TC Project 9 - Parking in the Town Centre

Overseen By	Finance Resource	Man-Power Resource	Start Date	Completion Date

INFRASTRUCTURE PROJECTS

INF Project 2 - Redistribution of Traffic within the Town

Measures should be taken to re-distribute existing traffic from congested roads and reduce peak time traffic including:

- Dynamic traffic management directing the use of different roads according to capacity and function;
- The creation of an access to the Recreation Ground car park from Shipston Road or from Seven Meadows Road at the entrance to the town;
- The improvement of pedestrian and cycle access into the town by increasing bridge capacity across the river.

INFRASTRUCTURE PROJECTS

INF Project 3 - Car Parking

Car parking should be provided to support measures for the re-distribution of traffic. For this purpose the following car parks should be evaluated for increased spaces, including the use of decking to create additional levels:

- Church Street
- Rother Street/Grove Road
- Arden Street
- Railway Stations

INFRASTRUCTURE PROJECTS

INF Project 1 - Initiatives to Reduce Through Traffic

Overseen By	Finance Resource	Man-Power Resource	Start Date	Completion Date

INF Project 2 - Redistribution of Traffic within the Town

Overseen By	Finance Resource	Man-Power Resource	Start Date	Completion Date

INF Project 3 - Car Parking

Overseen By	Finance Resource	Man-Power Resource	Start Date	Completion Date

INFRASTRUCTURE PROJECTS

INF Project 4 - Promoting and Enhancing Park and Ride Opportunities

Use of the Park and Ride facilities serving the town and the creation of a new southern Park and Ride facility will be encouraged and supported. Clear signage to the Park and Rides should be introduced on major trunk routes such as the A46 and motorway, leading to Stratford-upon-Avon.

Policies and proposals on the use of Park and Ride will be subject to advice of the parking advisory body.

INFRASTRUCTURE PROJECTS

INF Project 6 - Dedicated Pedestrian and Cycle Routes

A network of new and improved pedestrian and cycle paths will be created within the Neighbourhood Area.

Development proposals will be expected to demonstrate how pedestrian and cycle links have been incorporated throughout the development and how the development connects to the existing infrastructure.

Priority will be given to the improvement of pedestrian and cycle routes connecting the following:

- Town centre and Maybird Centre in accordance with Policy TC6;
- Birmingham Road and adjacent residential areas;
- In and around Bridgeway;
- Town and Parkway railway stations;
- Schools and Stratford College;
- Residential areas south of the river, including Tiddington, to the Town Centre;
- Connections south to north of the river via Clopton Bridge, the Tramway Bridge and the Seven Meadows Road Bridge;
- Between the Greenway and the Town Centre.

INFRASTRUCTURE PROJECTS

INF Project 4 - Promoting and Enhancing Park and Ride Opportunities

Overseen By	Finance Resource	Man-Power Resource	Start Date	Completion Date

INF Project 5 - Birmingham Road and Guild Street

Overseen By	Finance Resource	Man-Power Resource	Start Date	Completion Date

INF Project 6 - Dedicated Pedestrian and Cycle Routes

Overseen By	Finance Resource	Man-Power Resource	Start Date	Completion Date

INFRASTRUCTURE PROJECTS

INF Project 9 - Promoting Enhanced Bus and Coach Facilities

Enhanced coach and bus services will be delivered in the following ways:

- a) Limiting their use of Town Centre streets for pick up and drop off;
- b) Promoting a layover facility at the leisure centre or an alternative location near the Town Centre;
- c) Encouraging operators to use the designated area for layovers;
- d) Discouraging coach and bus layovers within the Town Centre, specifically Bridge Street and Wood Street;
- e) Encouraging the use of hybrid and start/stop bus operations; and
- f) Seeking agreements on acceptable routes for coaches and HGV's in the town.

This project should be read in conjunction with TC Project 7.

INFRASTRUCTURE PROJECTS

INF Project 7 - Replacement Bridge at Lucy's Mill

Overseen By	Finance Resource	Man-Power Resource	Start Date	Completion Date

INF Project 8 - Preserving and Enhancing Rail Links and Services

Overseen By	Finance Resource	Man-Power Resource	Start Date	Completion Date

INF Project 9 - Promoting Enhanced Bus and Coach Facilities

Overseen By	Finance Resource	Man-Power Resource	Start Date	Completion Date