



- Other Chief Officers  .....
- District Councils  .....
- Health Authority  .....
- Police  .....
- Other Bodies/Individuals  .....

**FINAL DECISION**                      **YES/NO**      *(If 'No' complete Suggested Next Steps)*

**SUGGESTED NEXT STEPS :**

*Details to be specified*

- Further consideration by this Committee  .....
- To Council  .....
- To Cabinet  .....
- To an O & S Committee  .....
- To an Area Committee  .....
- Further Consultation  .....

## Cabinet – 6th April 2006

### Stratford Vision

#### Report of the Strategic Director of Environment and Economy

##### Recommendation

To note the contents of the Stratford-upon-Avon Vision document and suggest further investigations into the transport proposals through the review of the Transport Strategy later this year.

#### 1. Introduction

- 1.1 Stratford on Avon District Council have led on the development of a “Vision” document for the town of Stratford-upon-Avon, in partnership with many other stakeholder groups in the town, including Warwickshire County Council.
- 1.2 The process, which included large stakeholder meetings and a public consultation has resulted in The 2020 Vision for Stratford-upon-Avon being published.
- 1.3 The District Council is seeking the adoption of the document through its own committee structure, and has written to the County Council asking that it does similarly.

#### 2. The Vision Document

- 2.1 The Vision document will be the basis for the development of an Urban Design Framework (UDF) for Stratford. A contract to develop the UDF has recently been awarded to Urban Practitioners, a London based urban design practice.
- 2.2 The Vision Document, attached as **Appendix A**, sets out a mission statement, the context in which the Vision sits and a list of objectives, highlighting such issues as affordable housing, the creation of a centre of excellence in culture and tourism, the integration of distinctive new development into the historic fabric of the town and many other aspirations that the County Council can certainly share.
- 2.3 It goes on to set out the priorities, focusing on design, the local economy and publicly accessible areas. The suggestions for each of these entirely concur with County Council policy and aspiration, including improving leisure, walking

and cycling opportunities, creating safe and attractive publicly accessible areas, promoting a healthy business environment and a varied evening economy.

- 2.4 Under proposals for transport, the document states that options for the short, medium and longer term be explored, including the potential for an overall ring road, with a new road bridge across the River Avon.
- 2.5 Work on the Urban Design Framework has recently commenced. Officers from the Transport Planning Unit are liaising with the consultants and undertaking a parallel review of the Stratford Transport Strategy. A review is necessary as key land use which the existing Transport Strategy was prepared have changed, affecting the availability of funding for schemes such as the Western Bypass. The development of an Urban Design Framework has provided a useful opportunity to examine key transport issues again. It is therefore suggested that the proposal in the Vision document to explore the potential for the ring road be initially looked at as a part of the review.

### **3. Conclusion**

- 3.1 The aspirations of the Vision Document are broadly in line with those of the County Council. However, the document calls for the exploration into the potential for a ring road for Stratford-upon-Avon. Whilst the County Council can look at this in its role as Highway Authority, it is too early to say we could support such a proposal.

JOHN DEEGAN  
Strategic Director of Environment and Economy  
Shire Hall  
Warwick

23rd March 2006

## **The 2020 Vision for Stratford-upon-Avon**

### **Mission statement**

We will work together to achieve a vibrant, world-class town that meets the needs of residents, businesses and visitors alike. We will aim to achieve World Heritage status for the town by 2009, as formal recognition throughout the world, of the importance of Stratford-upon-Avon.

### **Context**

In commissioning a Masterplan or 'Urban Design Framework' which will reflect our Vision, we want to ensure that the Masterplan enjoys the widespread support of the people of the Stratford on Avon District and our partners.

The plan will provide the basis for the regeneration of the town to create a vibrant, sustainable, mixed-use urban area, capable of competing with the best by providing a world-class experience for all.

The Masterplan will complement the Stratford District Community Plan, the emerging Warwickshire Strategic Plan and all statutory plans; including the Local Plan, the Transport Strategy and the Waterfront Masterplan, which are already in place as documents approved by partners.

### **Objectives**

The objectives of the Vision are to ensure Stratford upon Avon provides an excellent quality of life and a healthy economic environment for its residents, businesses and visitors by:

- Facilitating the development of Stratford-upon-Avon as a centre of excellence for a range of functions, including education, culture, leisure and tourism;
- Ensuring Stratford-upon-Avon remains as one of the country's pre-eminent cultural destinations by improving the quality and variety of the visitor experience to world-class standards;
- Ensuring that Stratford-upon-Avon meets the challenge to be the most significant and rewarding place for experiencing Shakespeare's legacy and genius;
- Affirming the perception of Stratford-upon-Avon's unique qualities and attractiveness by seeking to achieve World Heritage Site status;
- Improving the ways we conserve, interpret and present Stratford-upon-Avon's historical, architectural and landscape heritage;
- Identifying and maintaining a strong sense of place and local distinctiveness in all new development;
- Ensuring an adequate supply of affordable housing;
- Identifying how to co-ordinate new developments and public spaces to create a distinctive whole, integrated with the existing fabric of the town;
- Identifying suitable development that is sustainable, mixed-use, distinctive, high quality, attractive and reduces the need to travel.
- Improving the public accessible areas and connectivity within Stratford in order to enhance the visitor experience and create an environment that will support business growth and job creation within Stratford.
- Working with partners to;

- improve traffic movement in and around town, and
- create an effective public transport interchange for the town.

## **Priorities**

### **Design**

We will ensure that the future development of Stratford-upon-Avon is coherent in design terms, paying proper respect to the history, culture and landscape of the town. Key sites within the town will be identified with clear design principles established consistent with the Stratford-upon-Avon Town Design Statement

The approach will encourage good quality design with a strong sense of local distinctiveness and identify how new developments and public spaces can come together to create a distinctive whole, integrated with the existing fabric of the town.

### **Transport**

We are committed to ensuring that Stratford-upon-Avon provides a balance between the needs of pedestrians and motorists, particularly in the town centre and in the area of the Waterfront and theatres. The objective will be to create a better environment for pedestrians. We will identify the options for delivering this aspect of the Vision in the short, medium and longer term exploring the potential to develop an overall ring road, including a new road bridge over the River Avon, to improve traffic movement around the town whilst reducing traffic movement in the town centre.

We are committed to the development of an effective public transport system including an interchange in the town, adjacent to the railway station, and better transportation links with regional airports and major cities.

We will encourage local people to walk and cycle into town and the use of "clean" energy public transport providing access to the town.

### **Local Economy**

We will seek to create a healthy business climate for private investment so as to support the creation of new jobs and securing existing employment.

We will support the creation and retention of jobs across the business economy to better retain our young people when they have completed full-time education

Our priority for improving the visitor economy is to focus on delivering a high quality experience for all our visitors, maintaining a sustainable balance between day and overnight visitors with the average spend per visitor significantly increased.

We will encourage a more varied evening economy and improve visitor information services.

We will explore the potential to establish a conference venue within the town.

We will support the retention of high quality town centre retail businesses as well as identifying future opportunities for town centre retailing and encouraging high quality inward investment.

We will encourage and promote widespread 'hospitality' training to ensure that there is a positive welcome to Stratford-upon-Avon for visitor and resident alike.

## **Public Accessible Areas**

We will create safe, attractive public accessible areas for all, with better amenities and an enhanced environment suitably designed for the pedestrian and where appropriate, the cyclist.

We will enhance the role of the River Avon and the canal, improving links with the town centre and with the countryside through strategic "green" corridors

We will create new and improved leisure, walking and cycling opportunities.

We will create within Stratford public accessible areas that are easily accessible whilst effectively linking together all the streets, squares and open spaces within the town centre.

## **Partnership working**

We recognise that transforming Stratford-upon-Avon, in accordance with our Vision, is a multifaceted, ambitious and long-term programme requiring high standards of partnership working. Part of our Vision is to set those standards to ensure that there is real enthusiasm for change and the reasons for it. We will continue to work with partners in the public and private sector to attract investment that contributes towards fulfilling the aspirations of our Vision.

## **Public engagement and involvement**

There will continue to be effective public engagement and involvement as we seek to deliver specific actions to achieve the aspirations set in this vision. This will ensure that the views of the wider Stratford-upon-Avon community (including hinterland parishes) is taken into account, as well as the vast array of stakeholders within the town

We do not want the public to be on the sidelines but in the centre of the action.

**Stratford Vision Group**

**January 2006**