

Stratford Cattle Market

IMPROVING THE GATEWAY TO STRATFORD-UPON-AVON

Red outline plan of the former Cattle Market site

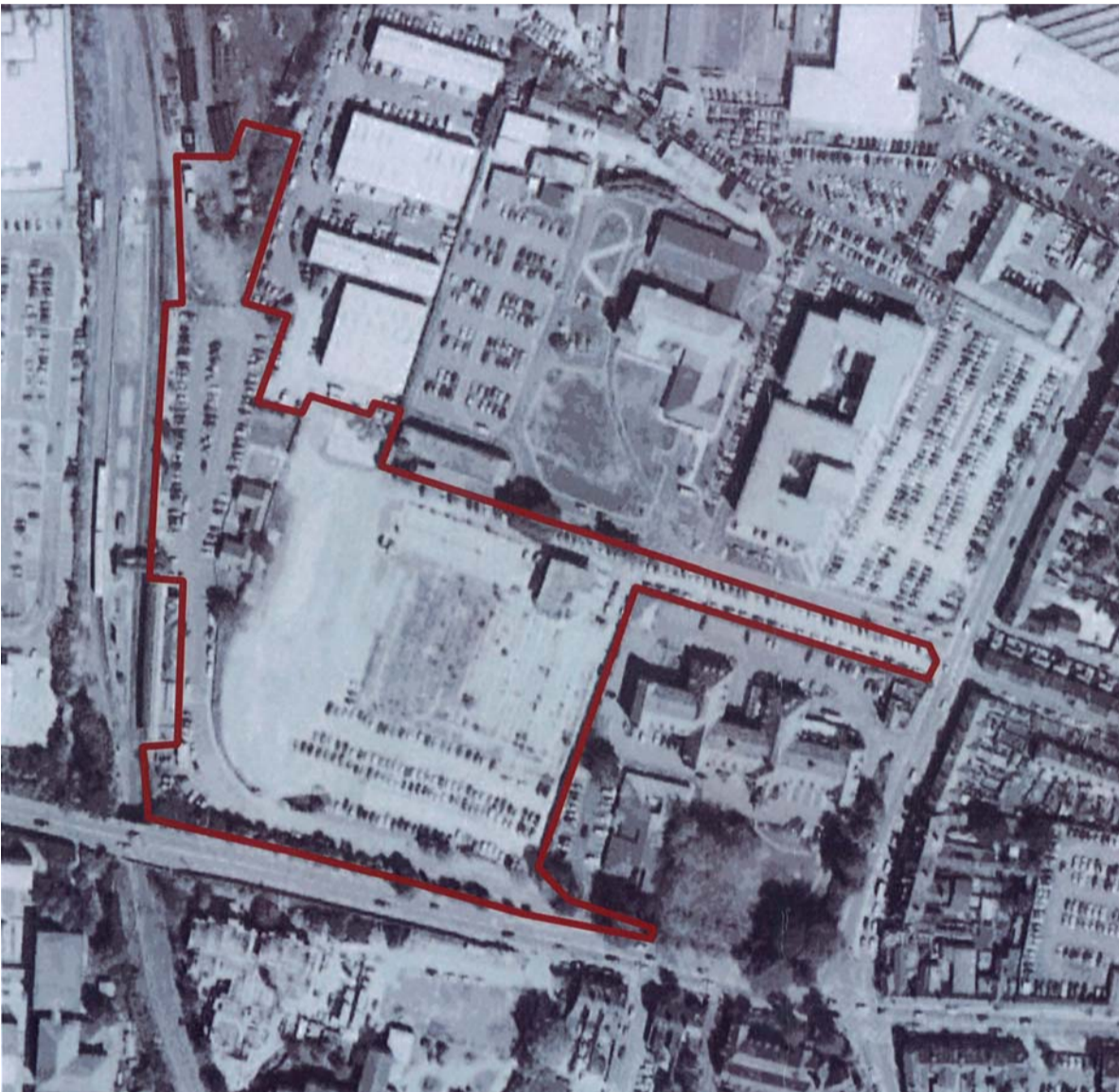


Photo of former Cattle Market site in its current condition

The Site

The former cattle market site next to Stratford-upon-Avon railway station is a key gateway to the historic town centre. The vacant brownfield site does not currently meet local aspirations and has been recognised as a significant development opportunity for some years.

At the present time, the site remains nondescript and is not an appropriate gateway to the town centre. The railway station is only a short walk from the edge of the town centre, along Station Approach and Alcester Road to the signal-controlled junction with Arden Road but at present there is no clear visual link from the Station to the Arden Road junction.

Redrow acquired the site in 2007 with the benefit of an existing full planning permission for 197 homes (the majority of which were apartments), business and retail floorspace, as well as a bus/rail interchange.

Since acquisition the existing planning permission has been reviewed and as a consequence Redrow wishes to redevelop the site as a more traditional scheme, respecting the historic nature of Stratford-upon-Avon.