

Stratford Cattle Market

IMPROVING THE GATEWAY TO STRATFORD-UPON-AVON

Proposed view of the development (from the south of Alcester Road)



The revised proposals

Redrow has undertaken a complete review of the scheme. In doing so a visual link to the town centre from the railway station has been created by moving the proposed residential area away from the main access road serving the station.

Consultations have taken place with Stratford-on-Avon District Council planning officers, World Class Stratford, Commission for Architecture and Built Environment (CABE), Warwickshire County Council highways officers and local transport providers, which have led to the creation of revised proposals.

The main access road is now proposed to the south of the site rather than through the centre of the residential development. A bus/rail interchange with seven bus stops is proposed outside of the station, with formal taxi rank and "kiss and drop" points also located nearby.

The number of housing units on site has been reduced to 132 overall with more family houses (35) and fewer apartments (97). The homes will be serviced by secondary roads away from the main access road. There will be an opportunity for business and retail use on site, with proposed retail units opposite the railway station complementing existing nearby shops.

The scheme has been designed to be more traditional in character to reflect the historic context of the town.