

Stratford 46



A new business park for Stratford-upon-Avon

CLIENT

IM Properties Plc

LPA

Stratford-on-Avon
District Council

STATUS

Planning permission granted

SERVICES

Planning, Economics,
Development Viability,
Retail Assessment

Our role

- Since December 2017, our Planning team has co-ordinated and managed a planning strategy to secure flexible hybrid planning permission for an employment-led, mixed-use development.
- This has involved a proactive approach to pursuing a planning appeal whilst twin tracking a hybrid planning application to resolve complex issues related to on-site technical constraints and highways mitigation.
- Our Development Viability team produced a site-specific viability appraisal to negotiate planning obligations within the context of an unviable allocation and costly enabling infrastructure.
- In addition, our Economics team addressed national policy tests on retail impact and produced a bespoke economic statement demonstrating the need for employment land in the district, alongside an assessment of the economic impacts of the development scheme.

Results

- Stratford 46 will deliver much needed retail and employment floorspace on the strategic road network facilitating the relocation of businesses from the Canal Quarter in Stratford-upon-Avon.
- It will make a significant contribution to the local economy with its capacity to accommodate 1,655 gross FTE jobs directly on site when complete, and deliver an annual £100.7 million GVA contribution to the wider economy each year.
- A sensitive and carefully planned landscape scheme will enhance the terrain through the retention of mature trees and hedgerows, in addition to the creation of structural landscaped edges acting as integral ecological corridors.