













-  Site boundary
-  Source of traffic noise and movement
-  Potential vehicular, cyclist and pedestrian access
-  Existing access to Shirley Golf Club
-  Consider frontage to Creynolds Lane and views from existing dwellings
-  Strong, defensible boundary
-  Existing vegetation
-  Existing buildings
-  Existing highway route
-  Existing noise attenuation bund
-  Pedestrian crossing
-  Bus stops



The land is not subject to any environmental designations and is located on an established movement corridor.















THE OPPORTUNITY

Indicative Masterplan

A combination of design guidance and site assessment has been used to establish the following broad design principles:

- Incorporation of existing landscape elements such as trees, hedgerows and drainage features as part of a connected and cohesive Green Infrastructure across the site.
- Arrangement of development beyond root protection areas and areas of open space, helping new residential dwellings to assimilate with the surrounding landscape.
- Delivery of structural planting as an extension to the existing Golf Course vegetation to soften the settlement edge and provide robust physical site boundaries.
- Creating public access for new and existing residents to proposed open spaces, providing circular pedestrian routes and providing good connections to the existing footpath network.
- Delivery of employment/commercial land with good visibility and access from Stratford Road to reflect the existing mix of uses along this key public transport corridor.
- Creation of drainage attenuation, to accommodate surface runoff, and discharge into existing watercourses at greenfield runoff rates.
- Provision of two points of vehicular access into the site that in turn connect to a clear hierarchy of streets.



-  Site boundary: 8.75Ha
-  Potential vehicular, cyclist & pedestrian access into the Site
-  Residential
-  Employment / Commercial uses
-  Public open space
-  Main vehicular routes
-  Emergency access route
-  Tree planting
-  Attenuation basin
-  Local equipped area of play (LEAP)
-  Existing vegetation
-  Existing built development



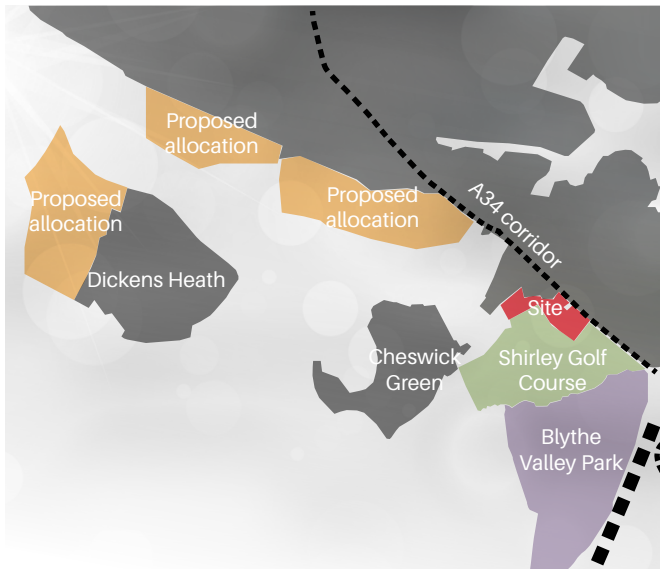
WHY SUPPORT LAND AT STRATFORD ROAD?

Why Support Land off Stratford Road?

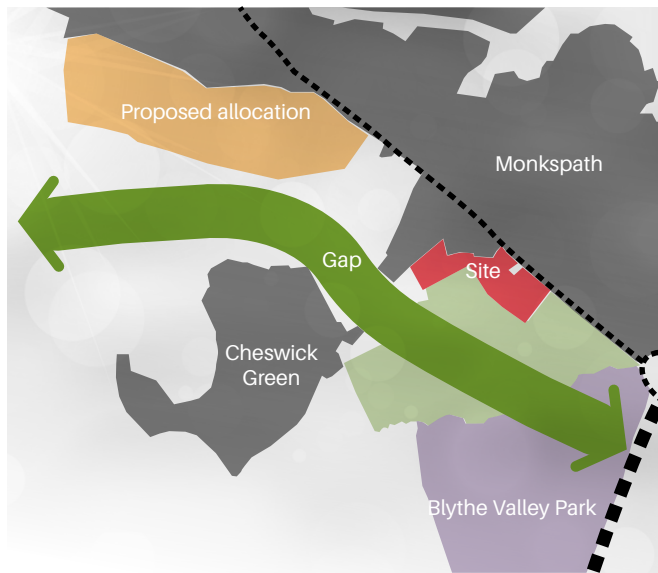
The allocation of land at Stratford Road within the Local Plan would be consistent with the Council's Spatial Strategy, and its focus for new homes and jobs on the A34 Corridor as a highly accessible location.

The development of the land would not erode the gap between Monkspath and Cheswick Green, and would allow the Green Belt to be amended to reflect the boundary of the Golf Course and clearly defined physical features.

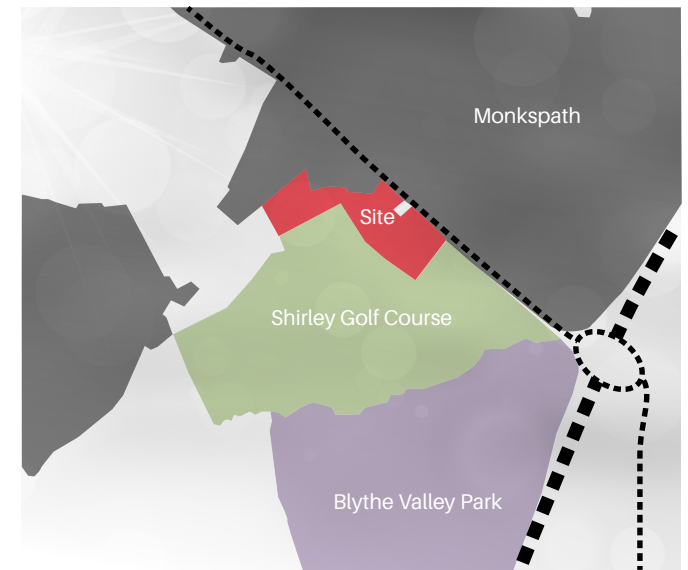
The use of the land would have no material effect on the operation of the Golf Club, rather the financial benefits for the Club from its development would enable it to sustain and enhance its role as a recreational asset within the Borough.



The site in relation to proposed allocations



Gap maintained



Golf Course unaffected

IM Properties and Shirley Golf Club acknowledge the careful balance the Council must strike in its Local Plan between meeting future development needs and protecting what is important in the Borough.

However, it considers the allocation of land off Stratford Road could make a meaningful contribution to new homes and jobs on the A34 Corridor without causing harm to the character of the Corridor or to the important gap with Cheswick Green.

Furthermore, it would have a significant positive effect on the future viability of Shirley Golf Club and help sustain and enhance this recreational asset.

Representatives of IM Properties and Shirley Golf Club would be happy to discuss this opportunity further with the Council and local residents.

The site is available, suitable and achievable, and can contribute new homes and jobs without harming the environment and character of the Borough.