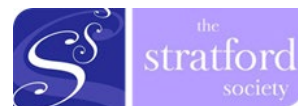


**Response to Planning Application
Stratford District Council**



Application Reference	21/02447/FUL
Address	1 Arden Street Stratford-upon-Avon
Proposal	Construction of new Private Rented Sector apartment building to incorporate 18 no. apartments and ground floor commercial space.
Nature of Submission	Object to the application for the following planning reasons
Comments	<p>The Stratford-upon-Avon Society welcomes its inclusion among the Statutory Consultees on this proposed development. It objects to the planning application on the grounds that the building would loom over the Arden Street/Greenhill Street junction, coming right up against the existing narrow pavements, and in a style out-of-keeping with the architecture of the town. Contrary to the Greenhill Street and Arden Street Environment Improvement Area, as set out in the Neighbourhood Development Plan (Policy TC3 and TC Project 2), the development would do nothing to meet the primary objective of enhancing one of the main entrances to the town for residents and visitors, providing high quality pedestrian and cycle links at the junction. In short, such a building would be entirely inappropriate to the site on which it would sit.</p>
Date of Submission	27/10/2021