

## Introduction

Warwick District Council is committed to supporting regeneration within the Old Town area. The closure last year of the Ford Foundry on Old Warwick Road was a significant blow to the local economy. As a substantial and prominent site, its potential for redevelopment along with other areas of disused and vacant land to the north of the railway line presents an opportunity to positively plan for the future of this area in a comprehensive and sustainable manner through the preparation of a planning and development brief.

With the support of Advantage West Midlands, the Council appointed in February of this year GVA Grimley to prepare a draft brief. This leaflet summarises the content of the brief which has been prepared for the purposes of consulting with the public and local stakeholders on the nature and type of future development that should be supported within the Station Area.

## Vision

“The Council has a vision to promote and enhance the image and character of the area as a functional gateway point for Leamington Spa town centre through high quality, landmark buildings with a mix of uses and improved linkages to other areas of the town. It wishes to see development enhancing the sense of arrival into Leamington Spa by all modes of transport.”

The draft brief seeks to articulate this vision through identifying realistic and achievable proposals for the future development of the Area.

An appraisal of the area has been undertaken including environmental surveys, market assessment and discussions with landowners and local interest groups. This appraisal has identified a number of constraints and opportunities (see overleaf).

You can comment on these proposals up until the **25th July** by email ([ldf@warwickdc.gov.uk](mailto:ldf@warwickdc.gov.uk)) or by post to the Planning Policy Team, PO Box 2178, Warwick District Council, Riverside House, Milverton Hill, Royal Leamington Spa, CV32 5QH.

## Key Constraints

- Low quality environment due to noise/air emissions from road and rail uses, and potential for significant land contamination;
- High volumes of traffic on local roads and poor quality pedestrian and cycle links; and,
- Fragmented land ownership and uses.

## Key Opportunities

- Large areas of vacant land and buildings available for development and in need of environmental improvement;
- Potential to accommodate a range of uses and become a high quality business environment close to areas of economic need; and,
- Proximity to good quality public transport connections and town centre facilities and attractions.

## Draft Brief

The assessment of the Station Area has led the Council to prepare a set of development principles and proposals for the area which it is seeking your views on. The key principles are summarised as follows:

- Comprehensive approach to ensure proposed uses positively relate to each other;
- Sustainability and the need to ensure we adapt and mitigate for climate change;
- High quality design to provide an attractive entrance to the town;
- Minimise impact on the congested local roads through reducing access, lowering parking spaces and contributing towards Park and Ride proposals and better linkages; and,
- Use design, layout and landscape to create an attractive and safe living and working environment.

The draft proposals are illustrated overleaf. You can also view the draft brief and plans at:

<http://www.warwickdc.gov.uk/stationarea>.

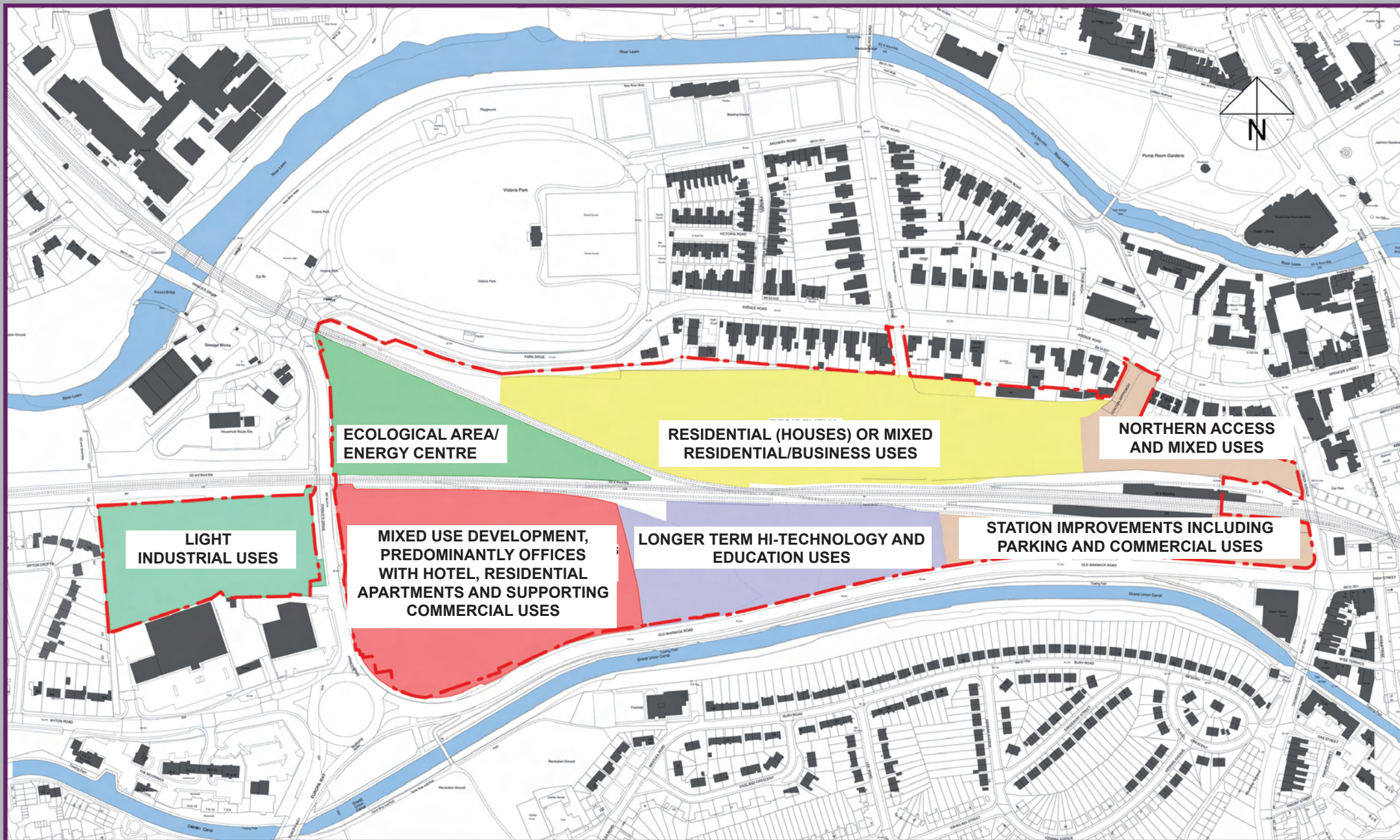


# Planning & Development Brief

Station Area, Royal Leamington Spa







Station Area, Royal Leamington Spa: Preferred Land Uses