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21st January 2020

Strategic Assessment of Land Availability (SALA) 2019
Reference EAS020- Land south and east of Cressington Cottages

Dear ██████████

We spoke in November 2019, regarding the above site and the process the Council is going through to assess suitable sites.

The owner of the site wishes the land to be further considered at the next stage, as we believe that the site does have relevance, and can contribute to the objectives of the Local Plan.

Attached is a brief presentation showing how the site could contribute, providing an employment led mixed-use development, responding to its location within the M5/A38 Employment growth corridor, as defined in Strategic Objective SO2 of the Local Plan 'Local Economy and jobs'.

We believe mixed-use rather than pure residential may be more appropriate, as a mix would be more sustainable, adding employment and places to live rather than places to live for persons commuting outward, which does not really fit the true sense of sustainable development if it encourages car-use.

Within the immediate area, Westend Office Suites is located and thriving showing there is a demand for such uses. We propose some new residential homes as well to make a thriving mixed-use development within a rough grassland rural context and central vegetable plot for all, could form an interesting model.

How the need for new housing is satisfied whilst maintaining a balance for the need to generate jobs was a key question which the Local Plan strives to respond. The challenge of avoiding housing generating greater outflow of people working in larger centres, also seems relevant. Our proposals we believe using an employment-led mixed use would address such concerns, coupled with small family sized housing with decent gardens, and space for owners and visitors to grow their own produce, lessening the reliance on imported food. The site's location between Stroud and the River Seven, a rich area of interest for visitors, also creates an opportunity for holiday accommodation strengthening the local tourist economy.

We hope the new approach, and additional supporting statements will allow the Council to further consider this site's inclusion in the list of SALA sites favourably.

Your sincerely

