

(BUILT) HERITAGE, TOWNSCAPE AND VISUAL IMPACT ASSESSMENT

**STRATFORD-UPON-AVON GATEWAY MASTERPLAN FRAMEWORK
SUPPLEMENTARY PLANNING GUIDANCE**

SEPTEMBER 2023



Written by: XXXX

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1.0 INTRODUCTION

**STRATFORD-UPON-AVON GATEWAY MASTERPLAN FRAMEWORK
SUPPLEMENTARY PLANNING GUIDANCE**

INTRODUCTION

- 1.1 Montagu Evans LLP has prepared this report on behalf of Stratford-on-Avon District Council, to appraise the potential heritage, townscape and visual considerations concerning the future regenerative development of a new 'Gateway' into Stratford-upon-Avon.
- 1.2 The site, known as the 'Gateway', has been identified by the Shakespeare Birthplace Trust as a suitable location for a new visitor attraction, celebrating the life and work of William Shakespeare through the delivery of a new World Shakespeare Centre (WSC), building on the existing visitor attractions within the town centre. The proposed WSC is projected to anchor a broader mix of town centre uses to the west of the historic core of Stratford-upon-Avon, whilst also providing a complementary addition to Shakespeare's birthplace, the RSC and other cultural and commercial uses/ attractions around the town.
- 1.3 The following Heritage, Townscape and Visual Impact Assessment (the 'HTVIA') has been prepared to assist the preparation and adoption of the Stratford-upon-Avon Gateway Masterplan Framework Supplementary Planning Document (the 'SPD'), which has been prepared by Corstorphine & Wright in conjunction with the Council to guide future development proposals at the Gateway Site. It should be read alongside the information presented in the SPD, and is anticipated to help guide future masterplanning and emerging development proposals concerning the regenerative redevelopment of the Gateway site. It provides an overview of the salient built heritage considerations, baseline townscape character assessments and the identification of sensitive viewpoints to form part of the evidence base for the SPD. It also sets out key design management guidelines concerning each discipline noted above, exploring future design measures that will mitigate any direct or indirect effects arising from the Site's future redevelopment, as well as identify areas for potential enhancement. It is intended that the design guidelines would inform forthcoming planning applications for the Site.

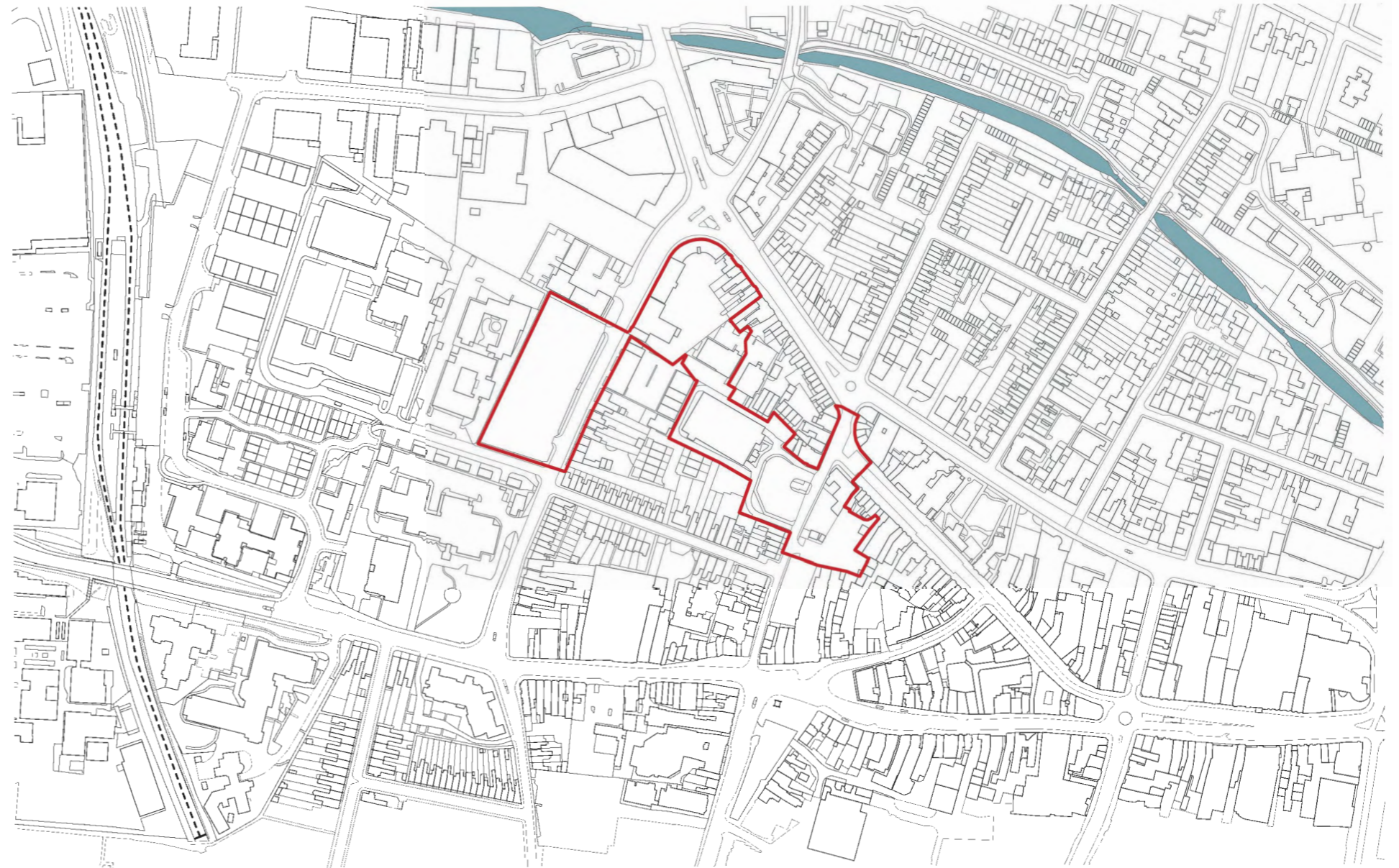


Figure 1.1 Site Plan

- 1.4 The assessment demonstrates that future redevelopment proposal on the Gateway site could come forward successfully, responding to its surrounding built environment/ context, including how proposals can ensure the preservation of heritage assets and contribute to the character of the existing town centre townscape.



Figure 1.2 Aerial View. Source: Google (base map)

SITE DESCRIPTION AND CONTEXT

- 1.5 The Gateway site is located to the north-west of Stratford-upon-Avon town centre, bound by Birmingham Road to the northeast, Arden Street to the northwest and Windsor Street to the southeast ("the Site").
- 1.6 It comprises an area of 1.04 hectares, currently under different ownerships and accommodates a variety of existing buildings and uses, including a multi-storey carpark, surface level car and coach parking, offices fronting Arden Street to the north-west, as well as former residential properties.
- 1.7 A collection of 2 to 3 storey historic residential properties are situated within the Site's red line boundary fronting Birmingham Road to the north/northeast, with building heights across the Site ranging from between 2 to 5 storeys more generally.
- 1.8 The historic properties fronting Birmingham Road and situated within the Site include Nos. 37-43 Birmingham Road, and No. 45 Birmingham Road. Nos. 37-43 are included on the National Heritage List for England ('NHLE') at Grade II, whilst No. 45 is identified as a 'Non-Designated Heritage Asset' by the Council within adopted policy documents, including the Stratford-upon-Avon Conservation Area Appraisal (1992). It is noted here that part of the Site is located within the Stratford-Upon-Avon Conservation Area (please refer to **Section 5.0** of this report).
- 1.9 The Site is described in more detail within the Stratford-upon-Avon Gateway Masterplan Framework SPD, whilst **Figure 1.1** outlines its red line boundary. An aerial view of the Site is provided at **Figure 1.2** for reference.

STRUCTURE OF THIS REPORT

- 1.10 To support the adoption of the Stratford-upon-Avon Gateway Masterplan Framework SPD, this report is structured as follows:
- **Section 2.0** describes the Methodology that has been used to undertake the assessment;
 - **Section 3.0** sets out the existing and emerging legislation and planning policy applicable to the redevelopment of Site and the adoption of the SPD in relation to heritage assets, townscape and visual amenity;
 - **Section 4.0** provides a description of the historical development of the Site and surrounding area which has informed the assessment of heritage assets, townscape and the selection of viewpoints;
 - In accordance with policy and to inform future development/ design guidelines, **Section 5.0** sets out the significance of heritage assets which have the potential to be affected by the Proposed Development;
 - A description of the existing townscape character is assessed at **Section 6.0**;
 - Viewpoint location are identified in **Section 7.0**;
 - **Section 8.0** includes design guidelines specifically concerning the identified designated and non-designated heritage assets, as well as surrounding townscape character;
 - **Section 9.0** includes view management guidelines for Viewpoints identified in **Section 7.0**; and
 - **Section 10.0** concludes this report.

CONSULTATION

- 1.11 The methodology for the assessment (as set out in **Section 2.0**) was agreed with planning policy, conservation and design officers at Stratford DC and with Historic England.
- 1.12 The draft HTVIA report was circulated to officers at Stratford DC and Historic England for comment.

2.0 METHODOLOGY

**STRATFORD-UPON-AVON GATEWAY MASTERPLAN FRAMEWORK
SUPPLEMENTARY PLANNING GUIDANCE**

METHODOLOGY

2.1 The following text describes the framework for the heritage, townscape and visual assessment. The method is the product of legislation, policy and best practice guidance. The assessment is proportionate and no longer than is necessary to assess properly the likely effects of the proposed masterplan framework.

STUDY AREA

2.2 An initial study area of 1km was identified to capture all designated heritage assets within and surrounding Stratford-Upon-Avon town centre. This identified as total of 153 listed buildings, including those listed at Grade I, II* and II. It also identified 2 conservation areas, including the Stratford-upon-Avon Conservation Area and the Shottery Conservation Area.

2.3 Site observations, a manual desk-based review of OS maps, characterisation studies and relevant heritage assets were used to determine and refine the study area. This included a review of existing buildings locations and heights, topography, townscape features, and an understanding of the scale of the emerging proposals. A Zone of Theoretical Visibility, prepared using the illustrative masterplan prepared by C&W based on the suite of parameter plans in the SPD, was then produced to define the theoretical extent of visibility across the 1km study area (**Figure 2.1**).

2.4 This resulted in a refined study area of 500m, informed by a thorough review and analysis of the Zone of Theoretical Visibility, an assessment of setting of heritage assets identified within the wider 1km area, as well as an analysis of how setting contributes (or makes no contribution) to significance. Based on this analysis, coupled with multiple site surveys and an understanding of the maximum development parameters proposed at the Gateway site (informed by the SPD, it was identified that a number of heritage assets could be scoped out from future assessment, based on the lack of intervisibility between the heritage asset and the Site, separating distances, lack of historical association and contribution of setting to significance.

2.5 In such circumstances, it is considered that the emerging masterplan framework and proposed development parameters would introduce no material change to the setting or significance of the heritage asset, by virtue of setting. The scoping exercise also ensured the assessments set out within this report are proportionate and sufficient in assessing the potential effects arising from the future redevelopment of the Site, in line with Paragraph 194 of the NPPF.

2.6 A copy of the ZTV, overlaid with the Heritage Asset Plan is presented at **Appendix 1.0**, with a full list of scoped in heritage assets presented in **Section 5.0** (see **Table 5.1**).

2.7 The proposed refined study area, identified to inform the heritage, townscape and visual assessment, therefore comprises the following:

- Scoped in Designated Heritage Assets within a 500m radius (see **Table 5.1 – Section 5.0**);
- Townscape Character Areas within a 500m radius; and
- Selected Viewpoints within a 500m radius, informed by the production of a ZTV, site surveys and desk-based research.

2.8 **Figure 7.1, Section 7.0** identifies viewpoints that have informed the ‘visual study area’. The study area may be defined as the anticipated extent of visibility (from a height of approximately 1.5m (eye level) above the ground). It is acknowledged and accepted that judgments made by a surveyor are subjective, which provides limitations to the identification of a visual envelope. There will be areas within the study area where visibility is not possible e.g. due to interposing development. **Figure 6.1, Section 6.0** identifies Townscape Character Areas within 500m from the Site.

SITE VISIT

2.9 Site surveys of the baseline situation was undertaken by Montagu Evans during July and August 2023 to understand the immediate setting of the Site and to identify the townscape character and appearance, as well as Viewpoints identified in **Figure 7.1**.



Figure 2.1 Zone of Theoretical Visibility (prepared by Cityscape)

ASSESSMENT PROCESS FRAMEWORK

HERITAGE

- 2.10 The term 'heritage asset' is used within this assessment to describe both designated (e.g. Listed Buildings, Registered Park and Garden, Registered Battlefield or Conservation Area) or non-designated (identified by the local authority e.g. building of townscape merit etc) assets. For the purposes of this HTVIA, built heritage receptors do not include archaeological remains.
- 2.11 Paragraph 189 of the NPPF states:
 - 'In determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance.'*
- 2.12 'Significance' (for heritage policy) is defined in the NPPF (Annex 2) as:
 - 'The value of a heritage asset to this and future generations because of its heritage interest. That interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset's physical presence, but also from its setting.'*
- 2.13 This is reaffirmed by Historic Environment Good Practice Advice in Planning Note 2: Managing Significance in Decision-Taking in the Historic Environment (2015).
- 2.14 It is commonly agreed that Grade I and II* buildings are of "exceptional" and "particularly important" interest; therefore, these are generally afforded a higher heritage value. This differentiation is best summarised by the drafting of paragraph 189 of the NPPF, which states that the "level of detail (to describe the significance of heritage assets) should be proportionate to the assets' importance"; thus, a grading is appropriate. We have given due and proportionate regard to all heritage assets assessed.

- 2.15 Where a proposal may have an effect on the surroundings in which the heritage asset is experienced, a qualitative assessment is made of whether, how and to what degree setting contributes to the significance of heritage assets. Setting is defined in the NPPF as:
- 'the surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral.'*
- 2.16 The assessment of setting is informed by the check-list of potential attributes outlined by the Historic England guidance document Historic Environment Good Practice Advice in Planning Note 3: The Setting of Heritage Assets (2017) (hereafter "GPA3: Setting"). GPA3: Setting identifies five steps towards assessing the implications of development proposals which may affect the setting of heritage assets:
- Identify the assets affected
 - Assessing the contribution setting makes to significance
 - Assessing the effect of the proposed development
 - Maximising enhancement and minimising harm
 - Making and documenting the decision and monitoring outcomes
- 2.17 Part e is incumbent on the decision maker, through the provision of conditions.
- 2.18 The assessment of setting is further informed by Historic England Advice Note 3 on the Historic Environment and Site Allocations in Local Plans (2015). This document identifies five steps toward assessing the implications of a site allocation on heritage assets within or outside of the proposed site:
- Identify the assets affected
 - Assessing the contribution the site (in its current form) makes to the significance of the heritage asset(s)
 - Identify what impact the allocation might have on that significance
 - Consider maximising enhancements and avoiding harm
 - Determine whether the proposed site allocation is appropriate in light of the NPPF's tests of soundness.

- 2.19 Where a proposal is within the boundary of a conservation area, Historic England's Conservation Area Appraisal, Designation and Management HE Advice Note 1 (2019) recommends creating site specific design guidance, taking inspiration from local architecture and heritage assets. This guidance may outline scale, form, rhythm or materiality.
- 2.20 The HTVIA provides an assessment of the potential effect of the SPD on the significance of heritage assets scoped into the assessment, with some specific design guidance on how harm should be minimised, and enhancements maximised, consistent with the HE's GPA3 guidance on setting, HE Advice Notes 1 and 3 on CAs and Site Allocations.

TOWNSCAPE AND VISUAL

- 2.21 The framework for assessment of townscape and visual impact has been prepared using the Guidelines for Landscape and Visual Impact Assessment, Third Edition (Landscape Institute and Institute of Environmental Management and Assessment, 2013) ('GLVIA3'). We have also had regard to the methodology set out in An Approach to Landscape Character Assessment (2014) prepared by Natural England.
- 2.22 The two components of TVIA are:
- Assessment of townscape effects: assessing effects on the townscape as a resource in its own right; and
 - Assessment of visual effects: assessing effects on specific views and on the general visual amenity experienced by people.
- TOWNSCAPE**
- 2.23 Townscape is the *"built-up area, including the buildings, the relationships between them, the different types of urban open spaces, including green spaces, and the relationship between buildings and open spaces"*, as defined in GLVIA3.
- 2.24 An initial assessment defined distinct and recognisable patterns of elements, or characteristics that make one area different from another, rather than better or worse. This process, defined as townscape character assessment, is the process of identifying and describing variation in the character of townscape.
- 2.25 The assessment was informed by both field survey and desk-based research of secondary sources, with reference to existing character assessments where applicable. The assessment allowed the description

of character areas/types, their key characteristics and for them to be mapped with boundaries. The mapped boundaries suggest a sharp change from one townscape area. On site, however, this often represents a zone of transition. Townscape character areas are identified and assessed according to their built form, materials, maintenance, and statutory and non-statutory designations.

- 2.26 The objective of identifying the existing context is to provide an understanding of the townscape in the area that may be affected – its constituent elements, its character and the way this varies spatially, its geographic extent, its history, its condition, the way the townscape is experienced, and the value attached to it.

VISUAL

- 2.27 Visual impact assessment relates to how people will be affected by changes in views and visual amenity at different places, including publicly accessible locations. Visual receptors are always people (although usually visual receptors are defined according to use e.g. residential, business, road, footpath etc.), rather than landscape features.
- 2.28 The aim of the visual baseline is to establish the area in which the development may be visible and the nature of the views and visual amenity at those points.
- 2.29 It should be noted that the assessment does not comprise a 'residential amenity assessment', which considers private viewpoints from residential properties. This is separate from townscape and visual assessment (refer to GLVIA3, paragraph 6.17).
- 2.30 Assessment viewpoints have been identified based on a comprehensive review of the surrounding area, including the following criteria:
- Heritage receptors; and/or
 - Townscape character; and/or
 - Where the development may be prominent; and/or
 - Be visible from concentrations of residential areas; and/or
 - Open spaces (parkland, publicly accessible space); and/or
 - Potentially sensitive receptors (e.g. schools); and/or
 - Accessibility to the public; and/or
 - The viewing direction, distance and elevation; and/or
 - Townscape and transport nodes.

- 2.31 For each viewpoint identified, the assessment follows a similar approach to that adopted in adopted Guidance documents on protected viewpoints/ vistas, namely GLVIA3 and the London Views Management Framework (2012). This includes a description of the identified View (insofar as to describe its visual amenity value), whilst setting out clear Visual Management Guidance, which any future development proposals should take into consideration.
- 2.32 Notwithstanding the above, any future development proposals will be required to be supported by a comprehensive suite of Accurate Visual Representations ('AVRs'), which will provide the basis for the assessment of any future development proposals. The AVRs should be produced in accordance with the guidance in the latest Landscape Institute guidance (currently GLVIA3).

CONSULTATION

- 2.33 The methodology for the assessment was agreed with planning policy, conservation and design officers at Stratford DC and Historic England. Officers identified additional viewpoints and non-designated heritage assets that should be scoped into the assessment.
- 2.34 The draft HTVIA report was also circulated to planning policy, conservation and design officers at Stratford DC and Historic England for comment.

3.0

LEGISLATION AND PLANNING POLICY

**STRATFORD-UPON-AVON GATEWAY MASTERPLAN FRAMEWORK
SUPPLEMENTARY PLANNING GUIDANCE**

LEGISLATION AND PLANNING POLICY

3.1 This section sets out the planning policy context for the Site and for the context of the assessment process, including both national and local guidance.

LEGISLATION

PLANNING (LISTED BUILDINGS AND CONSERVATION AREAS ACT) 1990

3.2 The statutory duties for the decision-maker when considering development proposals which affect listed buildings and conservation areas are provided by the Planning (Listed Building and Conservation Areas) Act 1990 (the '1990 Act').

3.3 The Site includes Nos. 37–43 Birmingham Road, comprising a series for 4 terraced houses listed at Grade II. Part of the Site is also situated within the Stratford-Upon-Avon Conservation Area, whilst the surrounding area includes a high concentration of designated heritage assets (mainly listed buildings).

3.4 With respect of the future redevelopment of the Site, the applicable statutory provisions are:

Section 16(2): *In considering whether to grant listed building consent for any works the local planning authority or the Secretary of State shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.*

Section 66(1): *In considering whether to grant planning permission for development which affects a listed building or its setting, the local planning authority or, as the case may be, the Secretary of State shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.*

Section 72(1): *In the exercise, with respect to any buildings or other land in a conservation area, special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area.*

3.5 Given that only part of the Site is located within the Stratford-upon-Avon Conservation Area, this assessment has also been prepared mindful that the impact on the setting of a conservation area, as a designated heritage asset, is enshrined in policy (see paragraphs 194 and 197 of the National Planning Policy Framework (NPPF)). This assessment therefore considers the potential effects arising from the redevelopment of the Site on the significance (character and appearance) and setting of the Stratford-Upon-Avon Conservation Area.

DEVELOPMENT PLAN

3.6 Section 38(6) of the Planning and Compulsory Purchase Act 2004 stipulates that where in making any determination under the Planning Acts, regard is to be had to the development plan, and the determination must be made in accordance with that plan unless material considerations indicate otherwise. The following documents form the statutory development plan.

DEVELOPMENT PLAN POLICY	KEY PROVISIONS
Stratford-upon-Avon District Core Strategy (2011–2031)	Sustainable Development <ul style="list-style-type: none"> • Policy CS.1 Historic Environment <ul style="list-style-type: none"> • Policy CS.8 Design and Distinctiveness <ul style="list-style-type: none"> • Policy CS.9 Distribution of Development <ul style="list-style-type: none"> • Policy CS.15 (Part A) Stratford-upon-Avon (Area Strategy) <ul style="list-style-type: none"> • Policy AS.1
Stratford-upon-Avon Neighbourhood Plan (2018)	Creating a Strong Sense of Place <ul style="list-style-type: none"> • Policy BE1 Responding to Local Character <ul style="list-style-type: none"> • Policy BE2 Effective and Efficient Use of Land <ul style="list-style-type: none"> • Policy BE6 Supplementary Guidance <ul style="list-style-type: none"> • Policy BE7 Birmingham Road, Arden Street and Windsor Street Environmental improvement Area <ul style="list-style-type: none"> • Policy TC5

Table 3.1 Development Plan Policy Relevant to HTVIA

NATIONAL POLICY

3.7 The development plan is supported by the planning policies set out in the NPPF. The relevant provisions are set out at Table 3.2.

National Policy	Key Provisions
National Planning Policy Framework (NPPF) 2021	Chapter 12 (Achieving well-designed places) <ul style="list-style-type: none"> • Paragraph 130 • Paragraph 132 • Paragraph 133 • Paragraph 134 • Paragraph 135 Chapter 16 (Conserving and enhancing the historic environment) <ul style="list-style-type: none"> • Paragraph 192 • Paragraph 193 • Paragraph 194 • Paragraph 195 • Paragraph 197 • Paragraph 199–202 • Paragraph 203 • Paragraph 206

Table 3.2 National Planning Policy Framework

MATERIAL CONSIDERATIONS

3.8 In addition to legislation and policy, the assessment will take into consideration relevant planning guidance and any material considerations, including:

- National Planning Practice Guidance (online);
- National Design Guide (2019);
- Guidelines for Landscape and Visual Impact Assessment Third Edition (GLVIA) (2013);
- An Approach to Landscape Character Assessment (2014);
- Visual Representation of Development Proposals Technical Guidance Note (2019);
- Historic England, The Historic Environment in Local Plans, Historic Environment Good Practice Advice in Planning 1 (2015);
- Historic England, Historic Environment Good Practice Advice in Planning Note 2: Managing Significance in Decision-Taking in the Historic Environment (2015);
- Historic England, Historic Environment Good Practice Advice in Planning Note 3: The Setting of Heritage Assets (2017);
- Historic England, Conservation Area Appraisal, Designation and

- Management HE Advice Note 1 (2019);
- Historic England, The Historic Environment and Site Allocations in Local Plans, Historic England Advice Note 3 (2015);
- Stratford-on-Avon District Council: Development Requirements SPD (Final Version) (2021);
- Stratford-on-Avon District Council Design Guide (2001);
- Stratford-upon-Avon Town Design Statement (2002);
- Stratford-on-Avon District Local Development Framework: Urban Design Framework for Stratford-upon-Avon (2007);
- Stratford-Upon-Avon Conservation Area Appraisal (1992); and
- Stratford-upon-Avon Gateway Masterplan Framework Supplementary Planning Document (2023 Draft).

EMERGING POLICY AND GUIDANCE

SITE ALLOCATIONS PLAN (REGULATION 18) JUNE 2022

- 3.9 The Stratford-on-Avon District Council’s Site Allocations Plan is currently being prepared to sit alongside the existing Core Strategy, so to guide where and how potential development proposals will be built across the district. Currently at Regulation 18 stage, the document is set for adoption in mid-2025.
- 3.10 Within the draft Plan, the Site is identified as under Site Allocation Policy SUA.6 Stratford-upon-Avon Gateway. The Draft Site Allocation notes that future development of the Site will retain existing activities and seek the redevelopment of specific parts of the Site for a range of appropriate uses that could include:
 - Visitor attractions and accommodation
 - Retail and other class A commercial uses
 - Offices and other business uses
 - Leisure, community and educational facilities
 - Residential
- 3.11 Importantly, the draft allocation notes that future development will be required to ensure the delivery of high-quality buildings and public realm including enhancements to green and blue infrastructure and provide a new ‘gateway’ building at the junction of Arden Stret, Clopton Road and Birmingham Road. Development is also required to improve legibility to key destinations, enhance the appearance of Greenhill Street and ‘protect and enhance the character and appearance of the Conservation Area including of Henley Street’.

SOUTH WARWICKSHIRE LOCAL PLAN

- 3.12 The South Warwickshire Local Plan is at its early stages of adoption, with Stratford-on-Avon and Warwick District Councils recently undertaking an Issues and Options Consultation and Call for Sites. The Issues and Options Consultation and accompanying Call for Sites closed on 6th March 2023.
- SECTION SUMMARY**
- 3.13 The policies set out in the Stratford-on-Avon Core Strategy (2011-2031) are relevant to the determination of current planning applications but will be superseded by the adopted South Warwickshire Local Plan.
- 3.14 The NPPF requires Local Plans to be positively prepared, justified, effective and consistent with national policy. The NPPF places great weight on the conservation of designated heritage assets, and the more important the asset (e.g. grade I or II* listed buildings), the greater the weight. Any harm to designated heritage assets requires clear and convincing justification. Less than substantial harm to designated heritage assets should be weighed against the public benefits of the scheme.
- 3.15 This HTVIA has been prepared as part of the evidence base to inform the preparation of the Stratford-upon-Avon Gateway Masterplan Framework SPD, which is due to be adopted by the Council in late 2023.

4.0

HISTORIC DEVELOPMENT

**STRATFORD-UPON-AVON GATEWAY MASTERPLAN FRAMEWORK
SUPPLEMENTARY PLANNING GUIDANCE**

HISTORIC DEVELOPMENT

- 4.1 Stratford-upon-Avon developed as a rural market town, situated at a strategic crossing point on the River Avon. The town was owned by the Bishops of Worcester from the 7th until mid-16th century.
- 4.2 The medieval church of the Holy Trinity is located outside of the historic centre, to the south, and is thought to be the site of a Saxon monastery. The settlement that developed around the church became known as 'Old Stratford' after the 12th century, when the establishment of a new town by the name of 'Stratford' was encouraged to the north of the old town.
- 4.3 In 1196, John de Coutances, Bishop of Worcester, planned the development of this new town on a grid like street pattern focused on Bridge Street, an existing Roman road running from Alcester towards Banbury, which crossed the River Avon north of Old Stratford.
- 4.4 Bridge Street, Wood Street and Greenhill Street follow the line of the Roman road running west from the river, out of the town centre. The grid like street pattern of the historic court comprises Rother Street, Church Street, Chapel Street and the High Street, which run parallel to the river. These roads are intersected at right angles by Ely Street, Sheep Street, Bridge Street, Wood Street, Henley Street. It is within this grid that residential, civic and commercial development was focused throughout the medieval period. **Figure 4.1** illustrates the pattern of development, still contained within the historic core in the mid-18th century.

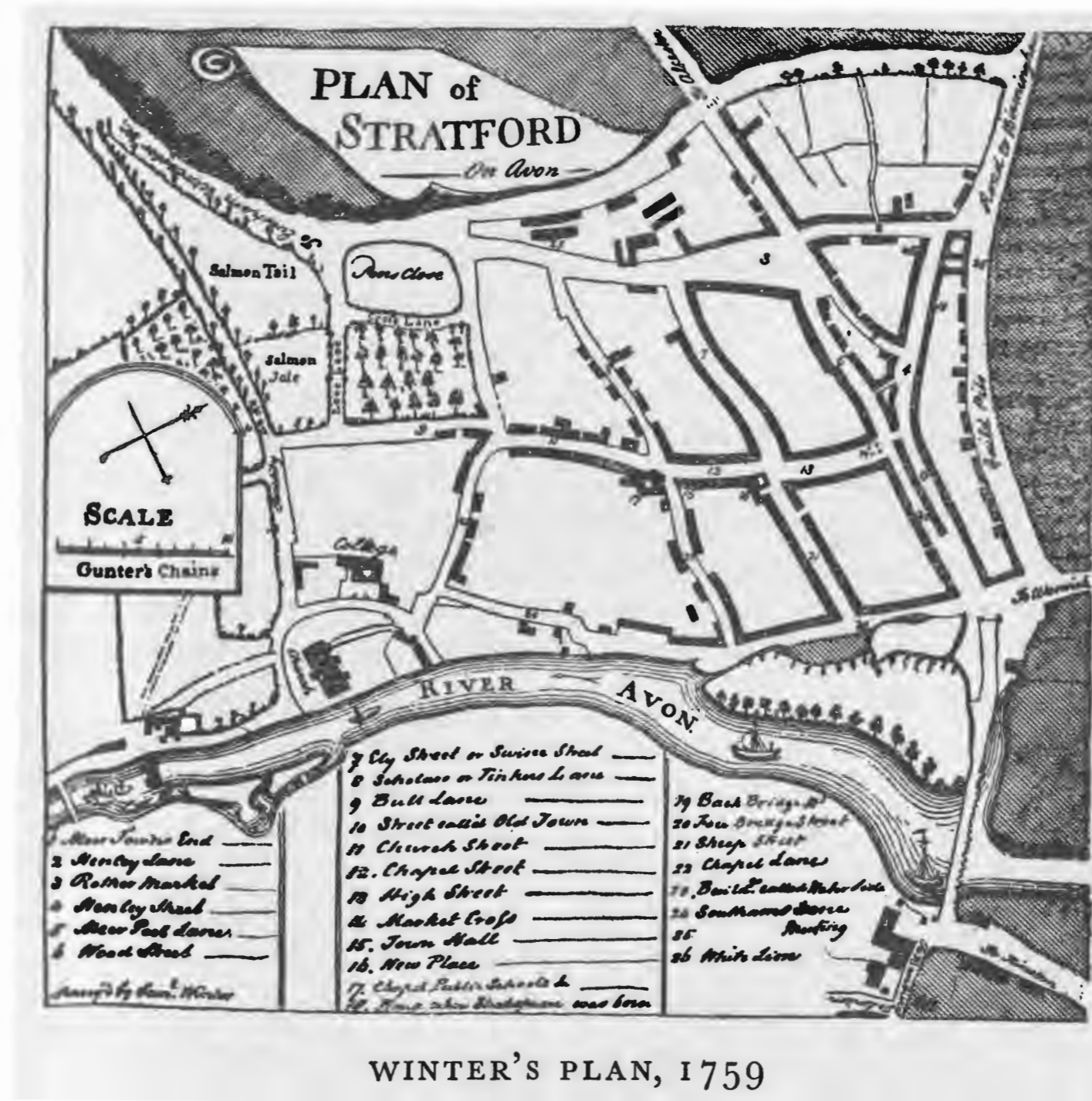


Figure 4.1 Plan of Stratford upon Avon, 1759 (source: Stratford-upon-Avon District Council)



Figure 4.2 Extract of Board of Health Map, 1851, showing grid pattern of streets in medieval core (source: Stratford upon Avon Council)



Figure 4.3 Extract of Board of Health Map, 1851 (source: Stratford upon Avon Council)

4.5 During the medieval period, urban blocks located within the town centre grid were lined with narrow burgage plots, creating continuous street frontages with alleyways providing access to rear courtyards. The burgage plots were established by the Bishop of Worcester when he laid out the town in 1196 and these were slowly occupied by tenants, and properties built on the land in the succeeding centuries. Burgage plots were typically narrow and deep, with the façade of the building occupying desirable space on the main thoroughfares.

4.6 The 1851 Board of Health Map illustrates the pattern of these burgage plots, with covered alleyways providing access to back land spaces. Backyards would typically contain outhouses, animals, stables, workshops, or crops, ancillary to the principal property fronting the street.

4.7 Despite piecemeal redevelopment, burgage plots continue to give the historic core a distinctive character of narrow but varied building frontages. **Figure 4.2** shows the urban block between Wood Street, High Street, Ely Street and Rother Street, illustrating the fine urban grain of the burgage plots.

4.8 The market in Stratford-upon-Avon was created in 1196 and by the 15th century, the town was a thriving market town with a street market throughout its centre. Bridge Street was made wide to accommodate market stalls, Rother Street was the site of the cattle market, Sheep Street the sheep market, and Wood Street the wood market, and between these, glove makers, tanners, metal workers and other artisan makers had market stalls and shops.

- 4.9 It was at this time that William Shakespeare (1564–1616) lived in the town. He was born at the ‘Birthplace’ on Henley Street and grew up in Stratford-upon-Avon as the eldest son of a glove-maker and wool dealer. Shakespeare’s wife, Anne Hathaway (1556–1623), and their children continued to live at the Henley Street property while he was located between London and Stratford upon Avon. In 1597, Shakespeare bought a large 15th century house on Chapel Street where he probably lived with his family until his death in 1616.
- 4.10 Between 1594 and 1641, there were four fires which destroyed much of the medieval fabric of the town. Timber was the most prevalent building material at this time, with stone only used for the most important civic and religious buildings. Mason’s Court (Grade II*), 11 and 12 Rother Street (Grade II) and the Birthplace Trust Office (Grade II) are examples of 15th century timber framing of the Wealden type that were commonplace throughout Stratford-upon-Avon prior to the fires of the 16th and 17th centuries (see **Figure 4.5**). Many examples of timber framing survive behind brick or stucco facades erected in the 18th and 19th centuries throughout the centre, such as those opposite the Birthplace. The tallest timber framed buildings are located in the town centre, on the High Street and were reportedly developed after the fire of the 16th century. These are contrasting with the lower scale timber framing of the outskirts of the centre.
- 4.11 Brick emerged as a popular building material in the second half of the 17th century both for fire safety and the discovery of clay pits to the west of the town. Brick making became a prevalent local industry and the town developed a distinctive two-tone brick work style. Through the redevelopment, refacing and re-windowing of medieval and timber frame buildings of the 16th and 17th centuries, Stratford upon Avon gained a character of brick cottages and grander, Georgian and Regency style townhouses. **Figure 4.6** shows an example of this brickwork, using red brick and pale headers.

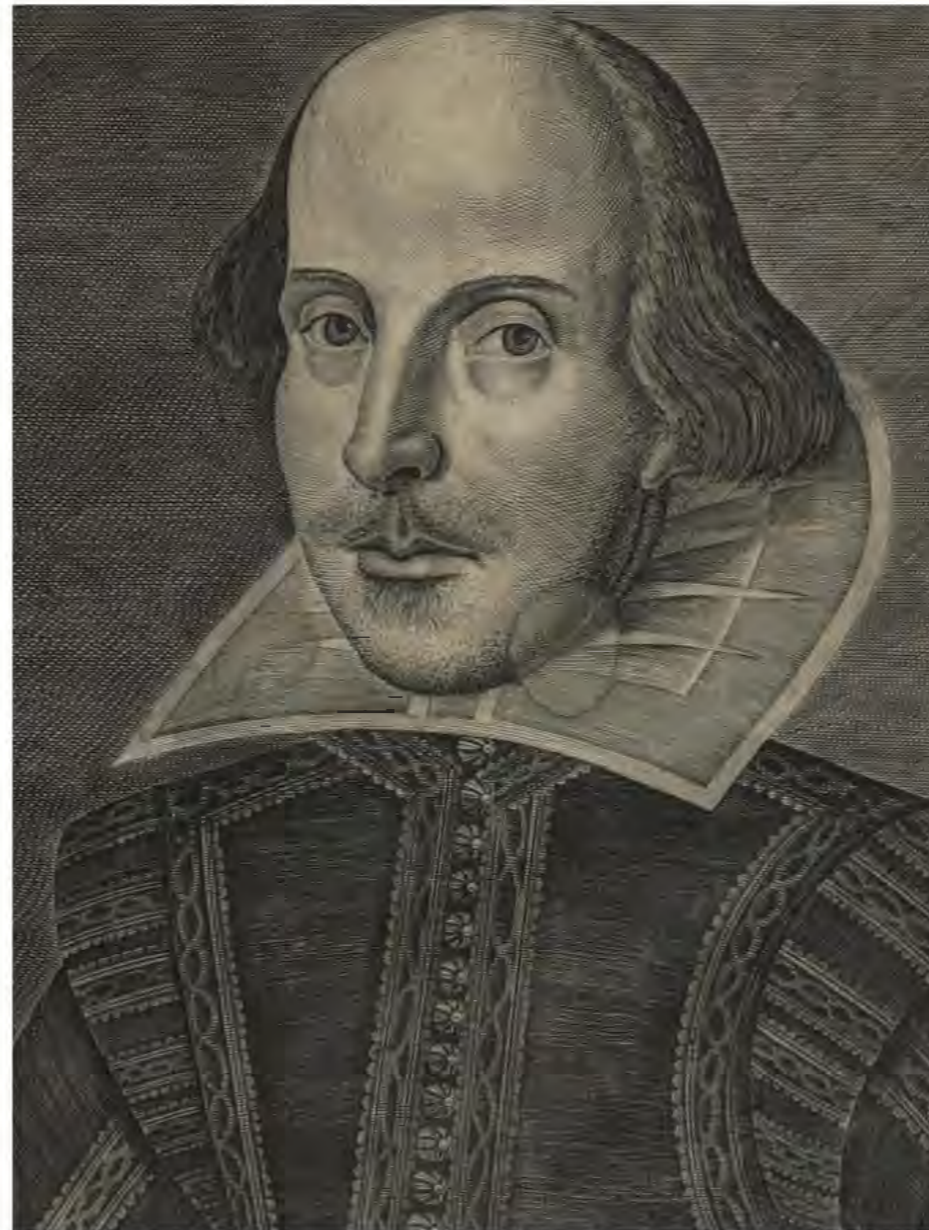


Figure 4.4 William Shakespeare (source: Shakespeare Birthplace Trust)



Figure 4.5 15th century timber framed Wealden House, Rother Street



Figure 4.6 Georgian townhouses, Guild Street

- 4.12 The town's status as a trading centre was raised with improvements in transport links. Stratford-upon-Avon was situated on a major coaching route between Birmingham and London, which encouraged the establishment of the coaching inns such as the White Lion Inn on Henley Street in the 17th and 18th centuries.
- 4.13 In 1816, the Stratford-upon-Avon Canal opened, connecting the Worcester and Birmingham Canal to the River Avon, which had itself become easily navigable. The trade route of the Canal was extended in 1823 with the construction of the Stratford-Upon Avon and Moreton in the Marsh Tramway, which transported goods from the wharves to Moreton-in-the-Marsh and later Shipston-on-Stour.
- 4.14 In 1859 and 1861, railway stations were built to the south and west of the town connecting Stratford-upon-Avon to the East and West Junction Railway and Great Western Rail Hatton and Honeybourne Branch.
- 4.15 **Figure 4.7** shows the 1885 Ordnance Survey Map. On this map, the railway line is shown to the west, the canal to the north and the Tramway to the southeast. To the west of the medieval core, the map shows large institutional buildings built on open land.
- 4.16 The population of Stratford-upon-Avon grew exponentially in the 19th century with the expansion of industry and availability of housing. Enclosure Acts at the end of the 18th century allowed for development in the north and west of the historic core. Terraced housing was built north of Guild Street in an area then referred to as new town in the early-19th century, largely comprising good quality workers cottages. Between 1196 and 1879, the borough boundary ran along Guild Street and it had previously been considered an area of waste land. To the west of the historic core, the land was used to construct institutional buildings including the Workhouse on Arden Street in 1837, the hospital on Alcester Road in 1884 and the Hospital for Infectious Diseases on Birmingham Road in 1891.
- 4.17 To the south of Church Street, the land of a former ecclesiastical college was sold off in the early- 19th century for the development of more residential terraces. Despite some development in the 19th century, development in the town was constrained by the river and marsh land to the east, the canal to the north and the railway in the south and west.



Figure 4.7 Extract from OS Map, 1885 (source: National Library of Scotland)

4.18 By the late-19th century, an industrial area was well established to the north-west of the town centre. Brick, lime and gas works were situated on Birmingham Road in close proximity to the canal and railway lines. Another dominant local industry in the town was malting, signified by the presence of two large brewing complexes on Clopton Road and Birmingham Road and the prominence of the Flower and Sons brewers in local life. The Flower and Sons Brewery was founded in 1831 by Edward Fordham Flower. Stratford-upon-Avon remained a market town rather than manufacturing town, with local industries consistent with any town of this size.

4.19 **Figure 4.8** is an aerial photograph taken from the north, showing the Flower and Sons Brewery on the canal edge at the centre of the image, with brick works in the background on Birmingham Road and the gasworks to the right. The Gateway Site is to the left of the image and Shakespeare Street in the foreground.

4.20 One of the town's primary industries, which contributed to its development, was the tourist industry associated with Shakespeare. In 1769, David Garrick, playwright and actor, helped to organise the Shakespeare Jubilee festival to celebrate the opening of Stratford upon Avon's new Town Hall. Garrick presented a statue of Shakespeare for the niche in the façade of the Town Hall and performed his Ode to Shakespeare in the town rotunda. Many people travelled to Stratford upon Avon for the Jubilee celebration, and it helped to identify the town as a tourist destination. By the mid-19th century, the tourist industry that centred around Shakespeare's birthplace was well established, culminating in the purchase of the Birthplace in 1847 by an early form of the Shakespeare Birthplace Trust. The Birthplace went on to purchase Anne Hathaway's childhood home in 1892. The arrival of the railway after 1861 further encouraged tourism to Stratford upon Avon and in 1879, the Shakespeare Memorial Theatre was opened on the site of the present Swan Theatre on land donated by the Flower family.

4.21 In 1858, the Shakespeare Birthplace Trust restored the Birthplace. The original timber framed building was three bays with a cross passage. The fourth bay on the north end was always a separate cottage, inhabited for a period by relatives of Shakespeare. Shakespeare inherited the Birthplace from his father in 1601, and after this time the building was converted to an inn and later subdivided to create a butcher's shop in the second half of the 18th century. During Garrick's Shakespeare Jubilee, the room above the butcher's shop was advertised as the "birthroom" and became the focus of tourism. The Trust reincorporated the neighbouring properties and restored the exposed timber framing of the façade. The Trust demolished properties to the north and south in order to reduce the fire risk to the Birthplace.



Figure 4.8 Aerial photograph, 1924 (source: Britain from Above)



Figure 4.9 The Birthplace, 1855 (source: Shakespeare Birthplace Trust)

4.22 In the late 19th and early 20th century there was a revival in the popularity of medieval, 16th and 17th century timber framed buildings. This was largely encouraged by novelist Marie Corelli (1855–1924), who campaigned and paid for the removal of stucco from buildings in Stratford upon Avon. This involved the removal of Georgian and Regency façades to expose their beams and jetties.



Figure 4.10 The Birthplace, 1857 (source: Shakespeare Birthplace Trust)



Figure 4.11 The Birthplace today

4.23 In the mid to late-20th century there was piecemeal redevelopment within the historic core. This was focused within urban blocks of the burgage system and the edges of the medieval core such as the east end of Guild Street and the Site, on Arden Street.

HISTORICAL CONTEXT OF THE SITE

- 4.24 The Site occupies a corner plot between Birmingham Road and Arden Street, a back land area between Birmingham Road, Windsor Street, Mansell Street and Arden Street and an area south of Henley Street.
- 4.25 In the Plan of Stratford 1759 shown in **Figure 4.1**, the northwest of the Site is shown to be largely undeveloped open land, perhaps market gardens or arable fields. In the southeastern area of the Site, terraced buildings on narrow burgage plots have lined Windsor Street from the medieval period.
- 4.26 The 1851 Board of Health map shown in **Figure 4.2** indicates that residential development had extended along Birmingham Road by this time, including Wellington Terrace at Nos. 37–43 Birmingham Road, which form part of the Site. By 1885, there is development on Arden Street, within the Site boundary.
- 4.27 The aerial image at **Figure 4.13** shows that in 1947, the Site was largely occupied by gardens and the Corporation (Council) Yard, with low barns around the perimeter. This use continues into the 1960s, as shown in the OS Map at **Figure 4.19** which labels this portion of the Site as the 'Council Depot'. Portions of the Site are more industrial in character in the mid-20th century, as shown by the 1960s OS Map, which identifies iron works on the southern portion.
- 4.28 By the mid-late-20th century, a row of terraced houses had been demolished on Windsor Street and a surface level carpark was indicated in its place the 1970s in **Figure 4.20**. In the 1980s, a multi storey carpark and coach terminal had been constructed on the Site, with Conrad House constructed on Arden Street and the north-west corner of the Site, replacing 19th century buildings, as shown in **Figure 4.21**.
- 4.29 A complete set of historical maps is included at **Figures 4.15–4.21** for reference, illustrating the historical development of the town centre and its surrounding environs.



Figure 4.12 Extract from OS Map, 1885 (source: National Library of Scotland)



Figure 4.13 View of the Site from the north-west, 1947 (source: Britain from Above)



Figure 4.14 View of the Site from the north-east, 1951 (source: Historic England)

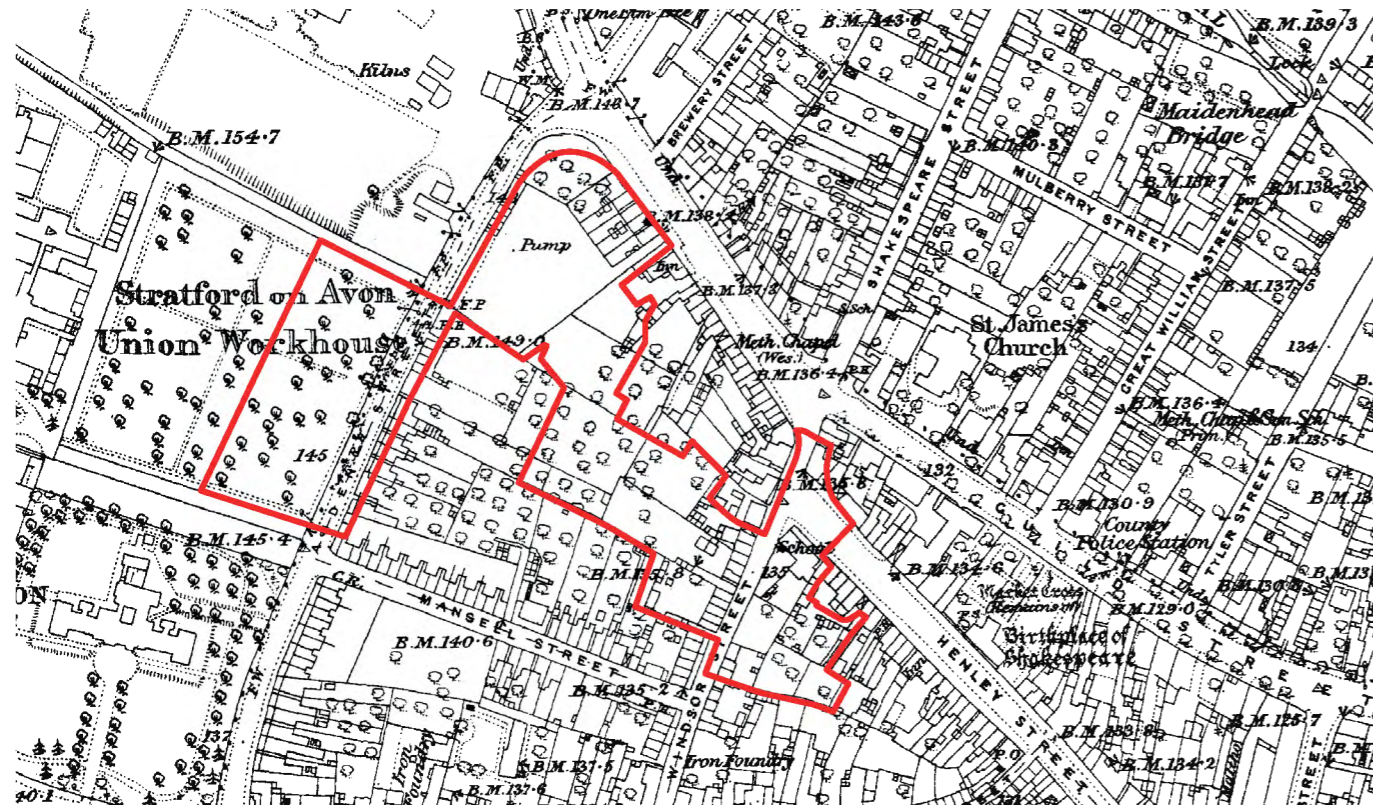


Figure 4.15 OS Map, 1880s (source: Corstorphine & Wright)

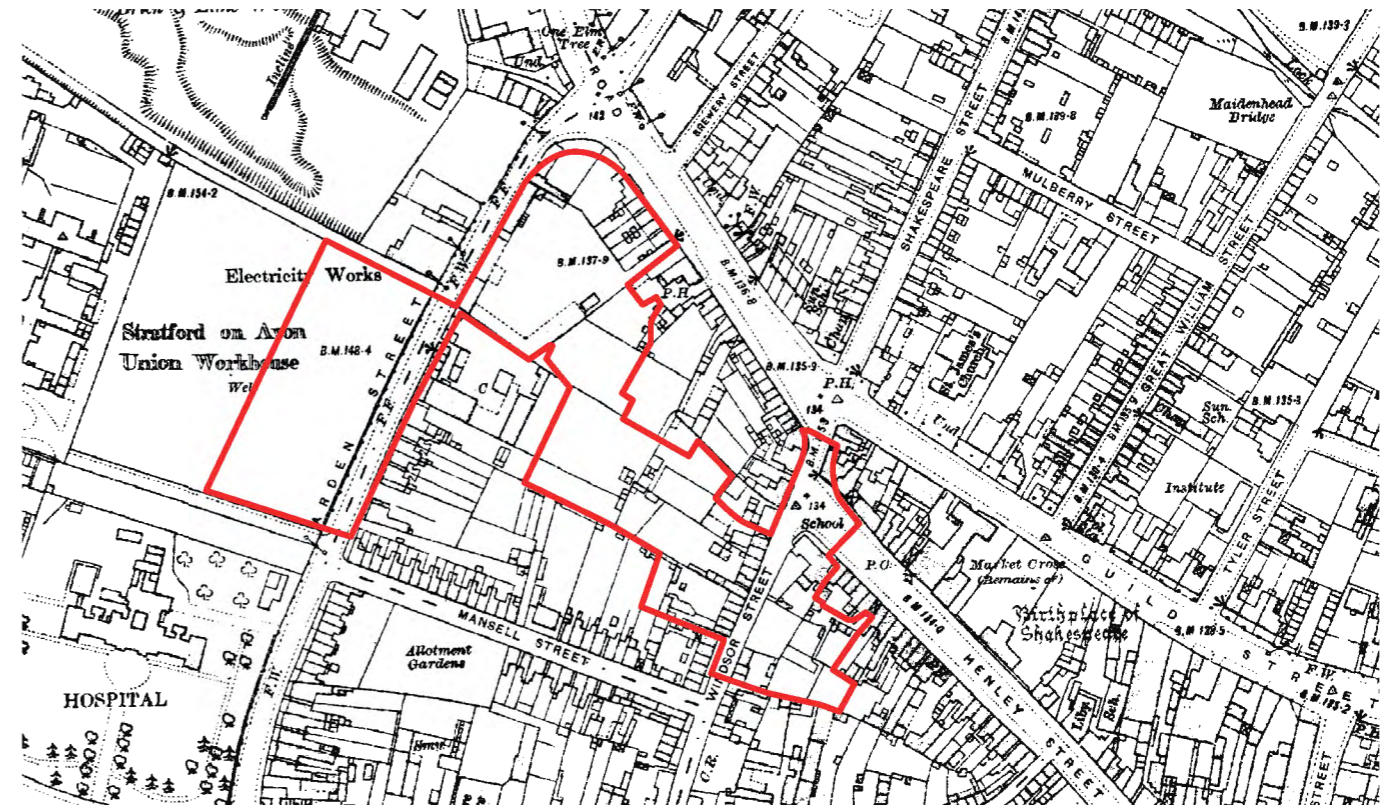


Figure 4.17 OS Map, 1910s (source: Corstorphine & Wright)



Figure 4.16 OS Map, 1900s (source: Corstorphine & Wright)



Figure 4.18 OS Map, 1930s (source: Corstorphine & Wright)

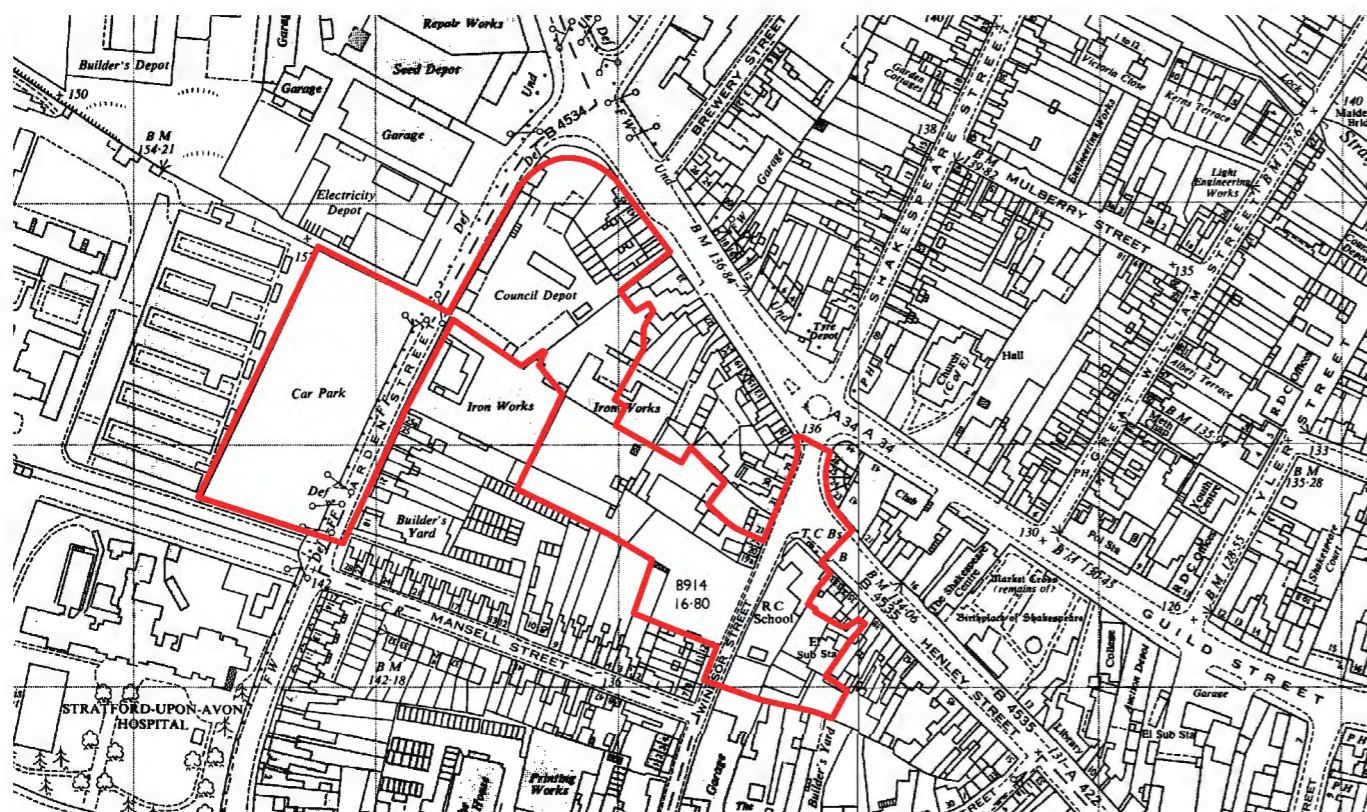


Figure 4.19 OS Map, 1960s (source: Corstorphine & Wright)



Figure 4.21 OS Map, 1980s (source: Corstorphine & Wright)

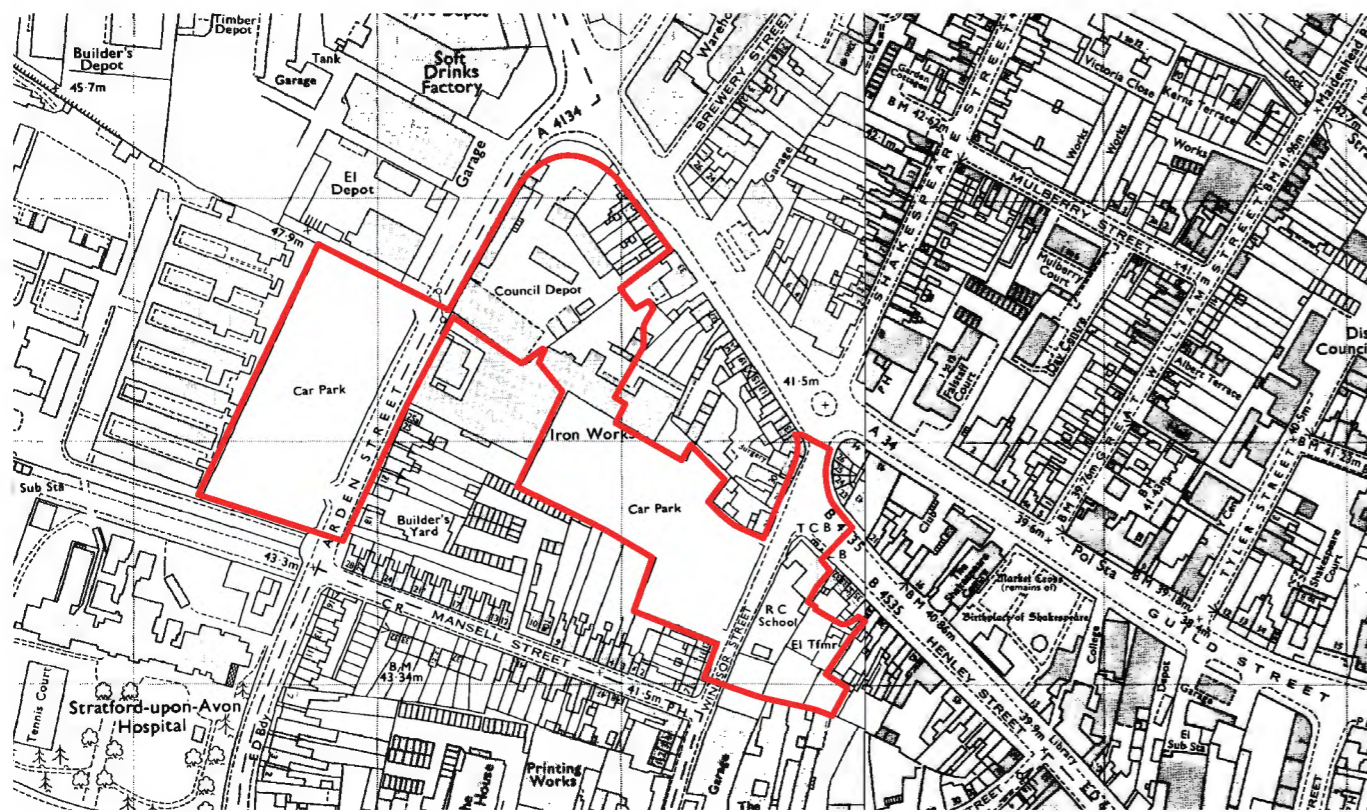


Figure 4.20 OS Map, 1970s (source: Corstorphine & Wright)

5.0

BASELINE: HERITAGE

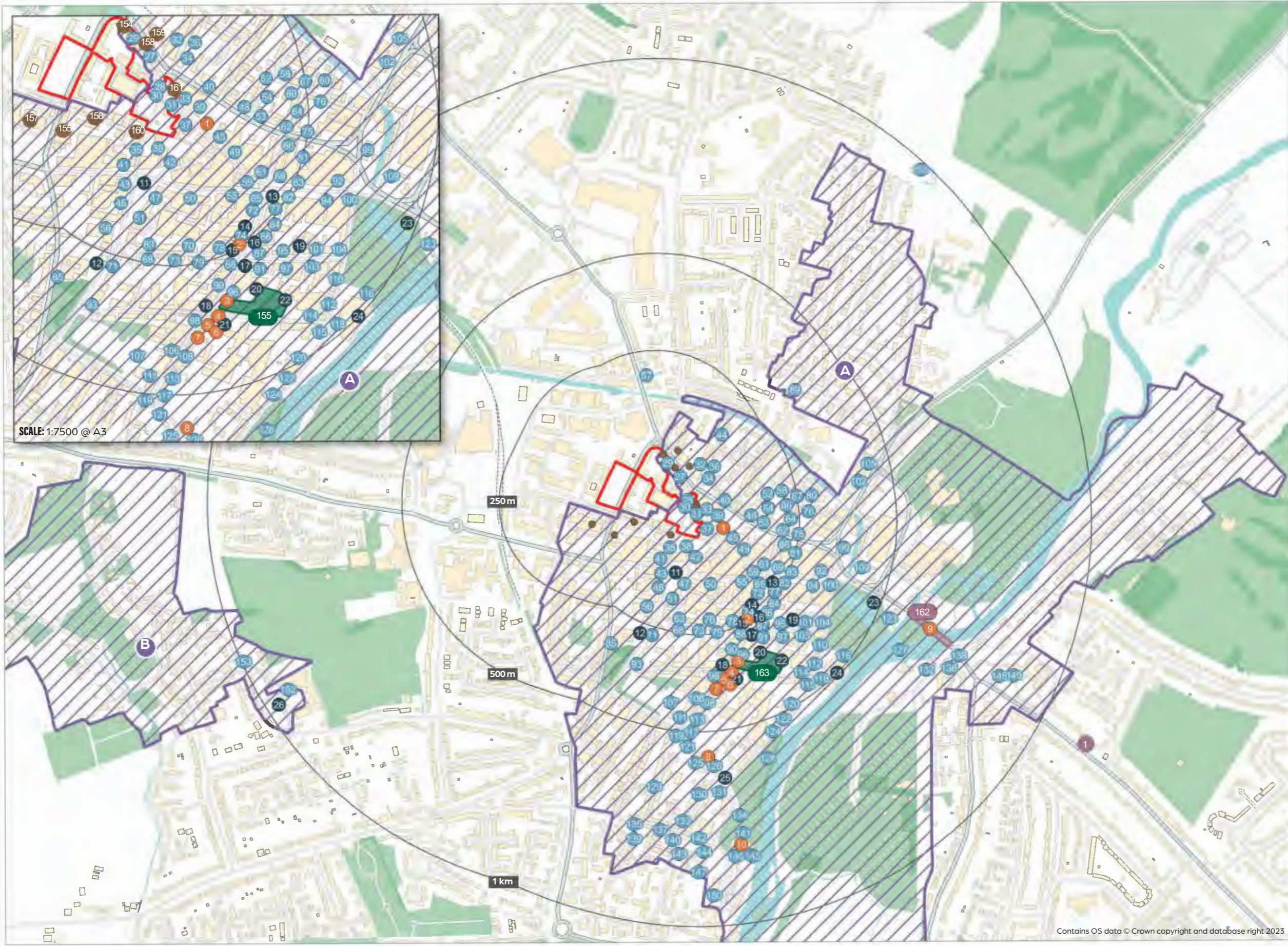
**STRATFORD-UPON-AVON GATEWAY MASTERPLAN FRAMEWORK
SUPPLEMENTARY PLANNING GUIDANCE**

BASELINE: HERITAGE

- 5.1 The identification of heritage assets has been based on the methodology set out in **Section 2.0** and has been agreed with Planning Policy, Conservation and Design Officers at the Council and Historic England.
- 5.2 This section of the report follows the guidance on the selection of Site Allocations defined by Historic England, in line with best practice. It identifies the heritage assets that could be affected by the future redevelopment of the Site (Step 1); assesses their significance and what their setting contributes to their significance, including the Site (Step 2); identifies what impact the adopted masterplan parameters [the allocation] might have on their significance (Step 3); and identifies potential mitigation and enhancement measures to help reduce or remove potential impacts (Step 4). **Section 8.0** of this report summarises our findings and conclusions and whether the future redevelopment of the Gateway Site and the guidelines set out in the accompanying SPD is appropriate in light of the NPPF's tests of soundness.
- 5.3 In preparation of this report, an initial 1km study area was drawn to identify all designated heritage assets (listed buildings and conservation areas). Professional judgement, supported by on-site surveys and the production of the ZTV (see **Section 2.0**) was then used to select those which may experience change to their setting.
- 5.4 The heritage assets are identified below with a short description and assessment of their significance (including an assessment of setting). The location of these heritage assets is identified at **Figures 5.1A** and **5.1B**.
- 5.5 In the context of the definition of setting offered in the Framework, (which advises this is 'surroundings in which a heritage asset is experienced'), this defines the setting of heritage assets in very broad terms. Indeed, such a broad scope means that many development proposals may be held to come within the setting of a heritage asset. Most would agree, however, that aside from some generic intervisibility, a great number of such proposals could not reasonably be held to engage with or alter the setting of heritage assets in a material way. In this case, where there is no possibility for the future redevelopment of the Site (one that accords with the parameters set out within the SPD) to have a setting effect on heritage assets, these have been scoped out of the following assessment.

HERITAGE ASSET PLAN

- Application Site
- Conservation Areas
 - A. Stratford-upon-Avon CA
 - B. Shuttery CA
- Listed Buildings
See separate key for details.
 - Grade I - Nos. 1-9
 - Grade II* - Nos. 10-26
 - Grade II - Nos. 27-153
 - Non-Designated Heritage Assets - Nos. 154-161
 - Scheduled Monuments
 - Registered Park and Gardens
- 162. Clopton Bridge
- Registered Park and Gardens
- 163. Shakespeare's Gardens, New Place



LOCATION:
Stratford-upon-Avon Gateway

DATE:
August 2023

SCALE:
1:10,000 @ A3

FIGURE 5.1A Heritage Asset Plan

▲ NORTH



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HERITAGE ASSET PLAN

- Application Site
- Conservation Areas
 - A. Stratford-upon-Avon CA
- Listed Buildings
See separate key for details.
- Grade I - Nos. 1-9
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- Scheduled Monuments
- 162. Clopton Bridge
- Registered Park and Gardens
- 163. Shakespeare's Gardens, New Place



LOCATION:
Stratford-upon-Avon Gateway

DATE:
August 2023

SCALE:
1:3,000 @ A3

FIGURE 5.18 Heritage Asset Plan

▲ NORTH



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HERITAGE ASSET PLAN - LISTED BUILDINGS

Grade I

1. Shakespeare's Birthplace
2. Harvard House
3. Nash's House (New Place Museum)
4. Guild Chapel of The Holy Cross
5. Guildhall, King Edward VI Grammar School
6. The Pedagogue's House, King Edward VI Grammar School
7. The Almshouses
8. Hall's Croft and attached Garden Wall
9. Clopton Bridge and attached Former Toll House

Grade II*

10. Church of The Holy Trinity
11. The Shakespeare Memorial Fountain (also referred to as The American Fountain)
12. Mason's Court
13. 1, High Street
14. 30, High Street
15. Garrick Inn, and Tudor House
16. 19 and 20, High Street
17. Town Hall
18. The Falcon Hotel
19. The Shrieve's House
20. The Shakespeare Hotel
21. The Old Vicarage, King Edward VI Grammar School
22. Shakespeare Monument on East Side of The Great Gardens of New Place
23. The Gower Monument
24. Royal Shakespeare Theatre
25. Dower House and Avon Croft and attached Garden Wall
26. Stratford Upon Avon Grammar School for Girls

Grade II

27. 21, 23, 23a and 25, Birmingham Road
28. 29, 30, 30a and 31, Henley Street
29. 37-43, Birmingham Road
30. 21, Windsor Street
31. Two K6 Telephone Kiosks in Front of St Gregory's Catholic Hall
32. 2-6, 7 and 8, and 9 and 10, Shakespeare Street
33. White Lion Inn
34. The Recession Public House
35. 1-4, Windsor Street, and Windsor Court
36. 54 and 55, 56 and 57, and 58 and 59, Shakespeare Street
37. 32-36, 37-40, 41 and 42, and 43, Henley Street
38. White Swan Hotel
39. The Shakespeare Centre
40. 4, Guild Street
41. 20, and 21 and 21a, Greenhill Street, The Teddy Bear Museum, and Fountain Laundry
42. 27, Rother Street, and 13 and 14, and 15 and 16, Meer Street
43. Old Thatch Tavern, and 18, 18a and 19, Rother Street
44. 19 and 20, 35-38, and 39-42, Shakespeare Street
45. Shakespeare Birthplace Trust Office, and Public Library
46. York House, Civic Hall, 11 and 12, 13, and 16, Rother Street
47. 27 and 28, 32 and 33, and 34, Wood Street
48. 9, 10 and 11, Guild Street
49. 8 and 9, and 10, Henley Street
50. 16, and 19 and 20, Wood Street
51. 39 and 40, and 41, Rother Street, Robert House, and The Lamplighter Public House

52. 4 and 5, Tyler Street
53. 12, 13 and 14, Guild Street
54. 1, 2 and 3, Tyler Street
55. 3 and 4, 5 and 6, and 7, Wood Street, and Terrett Court
56. 7 and 8, Rother Street
57. Mayflower Green (Terrace)
58. 1, 2 and 3, and 5, Payton Street, and Payton Court
59. 44 and 44a, and 45 and 45a Wood Street and 65 Henley Street, Barclays Bank, and Barclays Bank (Part)
60. 24, Payton Street, and Payton Hotel
61. 1, Henley Street, Barclays Bank, and 21, Bridge Street
62. 16, Guild Street (See Details For Further Address Information)
63. 30-34, and 39 and 40, Eley Street
64. 2, 3 and 4, 7, 9, and 11 and 12, John Street
65. 1 and 2, Wood Street, and 39 and 39a, High Street
66. The Slug and Lettuce Restaurant
67. Duke's Hotel
68. Christian Science Reading Room
69. Lloyds Bank, and 23, Bridge Street
70. 49, 50 and 51, Ely Street, and The Queen's Head Inn
71. Symphony Cottage, Tudor Cottage, and 50, 51 and 52, Rother Street
72. 36, High Street
73. 14, Ely Street
74. 27 and 28, and 31, High Street, and Mercers' Croft
75. Newland Almshouses
76. 19 and 20, and 21 and 21a, Payton Street
77. 2 and 3, and 4 and 5, High Street
78. 57, 58, and 59 and 60, Ely Street, and Outbuilding Range to Rear of Nos 59 and 60
79. 3, 5, 9, and 10, Ely Street, and Cross Keys Inn
80. Baptist Church, and Baptist Church Sunday School
81. 35 and 36, Guild Street
82. 12, 13 and 14, and 17, 18 and 19, Bridge Street
83. 27, Bridge Street
84. 10-13, High Street
85. Dovecote Immediately South West of Magistrates' Court
86. 16, and 17 and 18, High Street
87. 21, High Street
88. 11, Chapel Street, and Midland Bank
89. Regency Cottage
90. 4, 6 and 6a, and 8, 9 and 10, Chapel Street, The Web, and Stratheden Hotel
91. 1, 2, 3, 4, and 5, Sheep Street
92. 31, 32 and 33, and 34, Bridge Street
93. Attached Wall and Railings
94. Old Red Lion Shopping Centre
95. 42, Sheep Street, and Bancroft House
96. 20 and 20a, Chapel Street, and Chaucer Bookshop
97. 8 and 9, 13 and 14, Sheep Street, and Bobby Brown's Restaurant
98. 16, Church Street
99. Red Lion Inn
100. The Encore Public House
101. 36, and 37 and 38, Sheep Street
102. Grosvenor House Hotel
103. 19, and 24 and 25, Sheep Street, The Rose and Crown Public House, and Stratford House Hotel
104. 31, and 32 and 33, Sheep Street, and Nos. 21 and 20 Waterside
105. Grosvenor House Hotel, and Coach House Hotel and attached Former Coach House
106. 8 and 9, Church Street
107. Gateway Approx 19 Metres West of Mason Croft, and Gazebo Approx 42 Metres West of Mason Croft

108. 17 and 18, and 19 and 20, Church Street, and Windmill Inn
109. Pen and Parchment Public House
110. 25, 26-29, 30 and 31, 32 and 33, and 34 and 35, Waterside
111. Mason Croft and attached Gate and Walls, and Trinity College
112. 36 and 37, and 40-43, Waterside, and Theatre Workshops
113. 24, 25 and 26, Church Street, and Winton House
114. 4, 5 and 6, Chapel Lane
115. Arden Hotel
116. Pair of Lamp Standards, The Bancroft
117. 17, 18, 19 and 19a, Old Town
118. Gateway to South West of The Swan Theatre, and K6 Telephone Kiosk Outside Swan Theatre
119. Stratford Preparatory School
120. 51, Waterside, and The Dirty Duck Public House
121. 1, and 2 and 3, Old Town, and Old Town Place
122. 60 and 61, Waterside
123. Principal Timber Warehouse At Cox's Timber Yard, and Tramway House
124. Old Ferry House, and Former Barn Approx 22 Metres South West of Old Ferry House
125. Old Town Cottage
126. Old Town Croft
127. Old Tramway Bridge
128. Summerhouse in Avonbank Garden
129. 55 and 56, and 57 and 58, Bull Street
130. 13, 14 and 15, 16, 17, and 18 and 19, College Street
131. Stratford-Upon-Avon First World War Memorial, and Stratford-Upon-Avon Second World War Memorial
132. Stone Cottage
133. 1a, 1b and 2a, and 3 and 4, 5 and 6, and 7-12, College Street
134. Gate, and 2 X Headstones, in Churchyard North of Church of Holy Trinity
135. 38-47, College Lane, and Nos 1-4 and attached Railings
136. Swan's Nest Hotel
137. 36, College Lane
138. Gazebo on Traffic Island Approx 150 Metres North West of Alveston Manor Hotel
139. 1, and 2-7, Holtom Street
140. 1, 2-5, and 6, 7 and 8, New Street
141. 3 X Tombs North of Church of Holy Trinity
142. 20-30, College Lane, and Elmhurst
143. 7 and 8, 11 and 12, 28, and 26 and 27, Ryland Street
144. 3, Trinity Street
145. 3 X Tombs South of Chancel of Church of Holy Trinity
146. Hearse House Approx 23 Metres South of Church of Holy Trinity
147. 4-7, Trinity Street
148. Alveston Manor Hotel
149. Former Coach House Immediately to North East of Alveston Manor Hotel
150. Soli House (Catholic Youth Hostel)
151. 30, Avenue Road
152. Dovecote Approx 20 Metres North of Stratford Upon Avon Grammar School For Girls
153. Quineys, and Owl House

Non-Designated Heritage Assets

154. 45 Birmingham Road
155. 2-17 Arden Street
156. 1-28 and 32-39 Mansell Street
157. Former Stratford-Upon-Avon Hospital
158. 1-33 Birmingham Road
159. 1-10 Birmingham Road and 22-26 Birmingham Road
160. The Oddfellows Arms and 8-12 Windsor Street
161. Group at Windsor Street, Guild Street and Henley Street (including St. Gregory's Hall)

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LOCATION:
Stratford-upon-Avon Gateway

DATE:
August 2023

SCALE:
NOT TO SCALE

FIGURE 5.1C Heritage Asset Plan

▲ NORTH



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IDENTIFICATION OF HERITAGE ASSETS

- 5.6 Stratford-upon-Avon comprises a Medieval, market town settlement, with the medieval grid pattern and burgage plots still evident today. There is a high concentration of buildings of special architectural and historic interest, as recognised by statutory designations through the national heritage list for England ('NHLE'). The historic interest and medieval character of the town is also recognised by the conservation area designation which covers most of the town centre.
- 5.7 Further to the designated heritage assets (listed buildings and conservation area), whilst the Council does not maintain a list of buildings of local interest, or a 'Local List', they do identify 'Significant Non-Listed Buildings' and 'Positive Contributors' within adopted conservation area appraisals/ reports.
- 5.8 During the drafting of this report, meetings were held with Planning Policy and Conservation and Design Officers at the Council to agree those designated and non-designated heritage assets to be included within the supporting HTVIA. **Table 5.1** sets out those heritage assets scoped into the assessment, and those likely to experience an effect stemming from the Site's future redevelopment.
- 5.9 The following text includes summary assessments of significance for those heritage assets identified in **Table 5.1**. The assessments are proportionate to the importance of the asset and the potential effect arising on their significance deriving from the future redevelopment of the Gateway site.

MAP REF.	NAME	GRADE (IF APPLICABLE)
Designated Heritage Assets		
Listed Buildings		
1	Shakespeare's Birthplace	I
11	The Shakespeare Memorial Fountain (also referred to as The American Fountain)	II*
12	Mason's Court	II*
13	1, High Street	II*
27	21, 23, 23a and 25, Birmingham Road	II
28	29, 30, 30a and 31, Henley Street	II
29	37-43, Birmingham Road	II
32	2-6, 7 and 8, and 9 and 10, Shakespeare Street	II
33	White Lion Inn	II
34	The Recession Public House	II
35	1-4, Windsor Street, and Windsor Court	II
36	54 and 55, 56 and 57, and 58 and 59, Shakespeare Street	II
37	32-36, 37-40, 41 and 42, and 43, Henley Street	II
38	White Swan Hotel	II
39	The Shakespeare Centre	II
40	4, Guild Street	II
41	20, and 21 and 21a, Greenhill Street, The Teddy Bear Museum, and Fountain Laundry	II
42	27, Rother Street, and 13 and 14, and 15 and 16, Meer Street	II
43	Old Thatch Tavern, and 18,18a and 19, Rother Street	II
44	19 and 20, 35-38, and 39-42, Shakespeare Street	II
45	Shakespeare Birthplace Trust Office, and Public Library	II
46	York House, Civic Hall, 11 and 12, 13, and 16, Rother Street	II

MAP REF.	NAME	GRADE (IF APPLICABLE)
47	27 and 28, 32 and 33, and 34, Wood Street	II
49	8 and 9, and 10, Henley Street	II
51	39 and 40, and 41, Rother Street, Robert House, and The Lamplighter Public House	II
53	12,13 and 14, Guild Street	II
56	7 and 8, Rother Street	II
57	Mayflower Green (Terrace)	II
59	44 and 44a, and 45 and 45a Wood Street and 65 Henley Street, Barclays Bank, and Barclays Bank (Part)	II
61	1, Henley Street, Barclays Bank, and 21, Bridge Street	II
62	16, Guild Street	II
66	The Slug and Lettuce Restaurant	II
71	Symphony Cottage, Tudor Cottage, and 50,51 and 52, Rother Street	II
75	Newland Almshouses	II
99	Red Lion Inn	II
Conservation Areas		
A	Stratford-Upon-Avon	
Non-Designated Heritage Assets		
154	45 Birmingham Road	
155	2-17 Arden Street	
156	1-28 and 32-39 Mansell Street	
157	Former Stratford-Upon-Avon Hospital	
158	1-33 Birmingham Road	
159	1-10 and 22-26 Birmingham Road	
160	The Oddfellows Arms and 8-12 Windsor Street	
161	Group at Windsor Street, Guild Street and Henley Street (including St. Gregory's Hall)	

Table 5.1 Scoped in Heritage Assets

DESIGNATED HERITAGE ASSETS

CONSERVATION AREA

STRATFORD UPON AVON CONSERVATION AREA

5.10 The Stratford-upon-Avon Conservation Area was designated in 1969.

5.11 the conservation area is divided into six subareas, as follows:

- Sub-Character Area A: River
- Sub-Character Area B: North to the canal
- Sub-Character Area C: West to the railway
- Sub-Character Area D: South and Old Town
- Sub-Character Area E: Medieval heart of the town
- Sub-Character Area F: Beyond the canal to the north

5.12 We provide a summary of the character and appearance of each Sub-Character Area below.

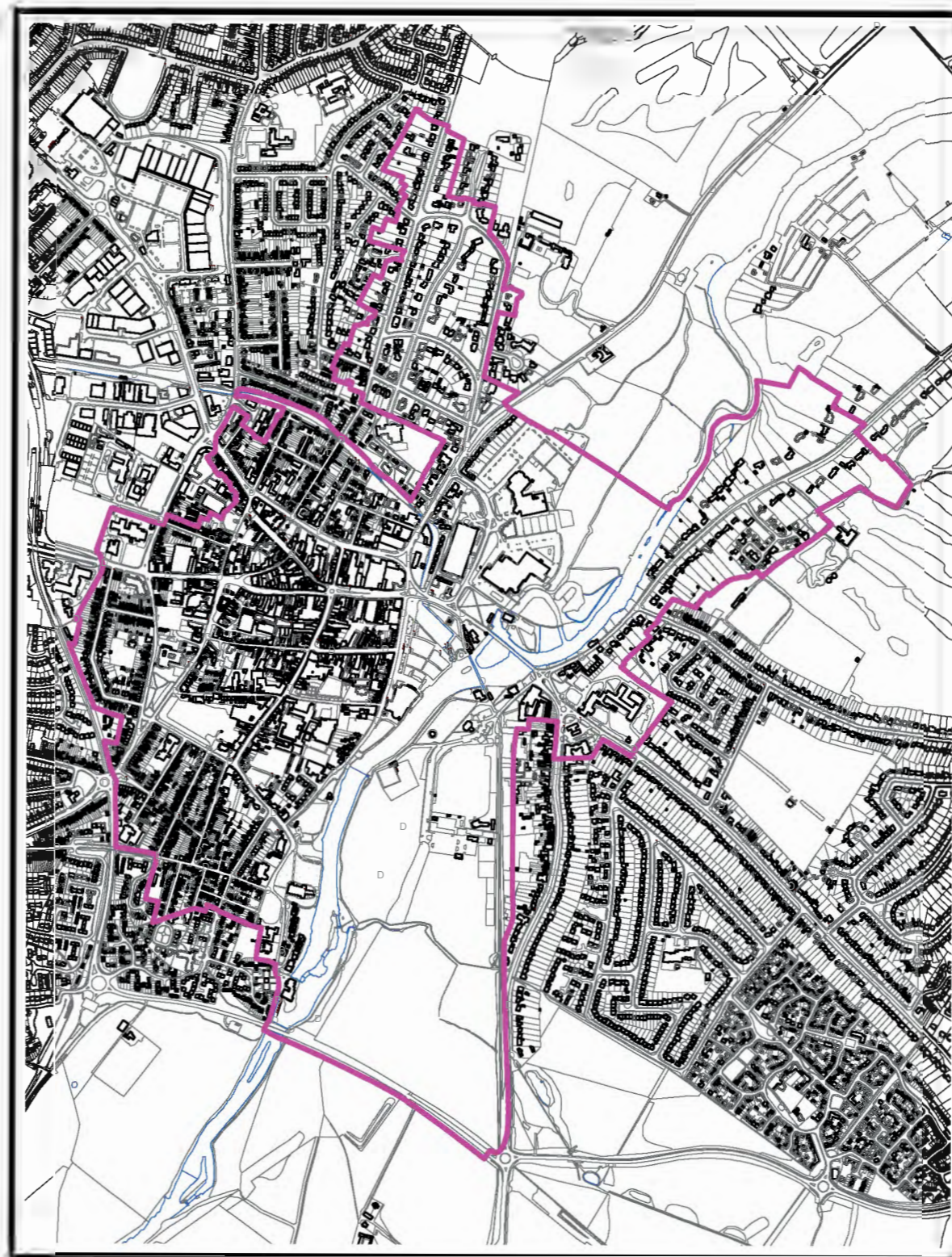


Figure 5.2 Stratford-upon-Avon Conservation Area boundary

THERE IS AN ADOPTED CONSERVATION AREA APPRAISAL (1992) WHICH HAS INFORMED THIS ANALYSIS. THE APPRAISAL IDENTIFIES THAT SUB-CHARACTER AREA A: RIVER

- 5.13 Area A comprises the River Avon and surrounding area, bound by the former tramway and Alveston Manor in the east, Seven Meadows Road to the south, Waterside, Southern Lane and Old Town in the west, and the leisure centre in the north.
- 5.14 The character of this sub-area and be principally characterised by waterways and surrounding green space with high levels of vegetation. This area of the conservation area is distinctive in its open character, landscaping and mature vegetation.
- 5.15 The area contains two large, statutorily designated buildings on the western bank of the River Avon, the Church of Holy Trinity (Grade I) and the Royal Shakespeare Company and Swan Theatres (Grade II*). These monumental and prominent buildings contribute to an understanding of the development of the town more widely and make a great contribution to the special character and appearance of the conservation area. The Church of the Holy Trinity indicates the location of the old hamlet of Stratford, prior to the laying out of the new town to the north at the end of the 12th century and is said to be on the site of a Saxon monastery. The Swan Theatre partially occupies the destroyed Shakespeare Memorial Theatre, constructed in 1879. The Swan, combined with the Royal Shakespeare Theatre, form an amalgamation of a 1930s design by Elisabeth Scott and 2000s design by Bennetts Associates. The building has a dominant presence on the river front, with a viewing tower added to the complex in 2007–2011, forming an important landmark as the tallest structure within the town.

- 5.16 The green spaces north and south of the Clopton Bridge on the eastern bank of the river Avon were not developed on historically, as the banks of the river were marshland and prone to flooding. The historic frontage of Riverside is characterised by 1 ½ to 3 storey cottages and townhouses built between the 17th and 19th centuries. The façades of these buildings are typically red brick, many with older timber framed structures.
- 5.17 To the east of Clopton Bridge is Bridgetown, a hamlet that developed alongside Stratford-upon-Avon from the medieval period and expanded in the late-19th and 20th century. To the west of Clopton Bridge is the former Tramway Bridge, leading to the Tramway footpath. This elevated walkway forms a visual boundary to the conservation area.

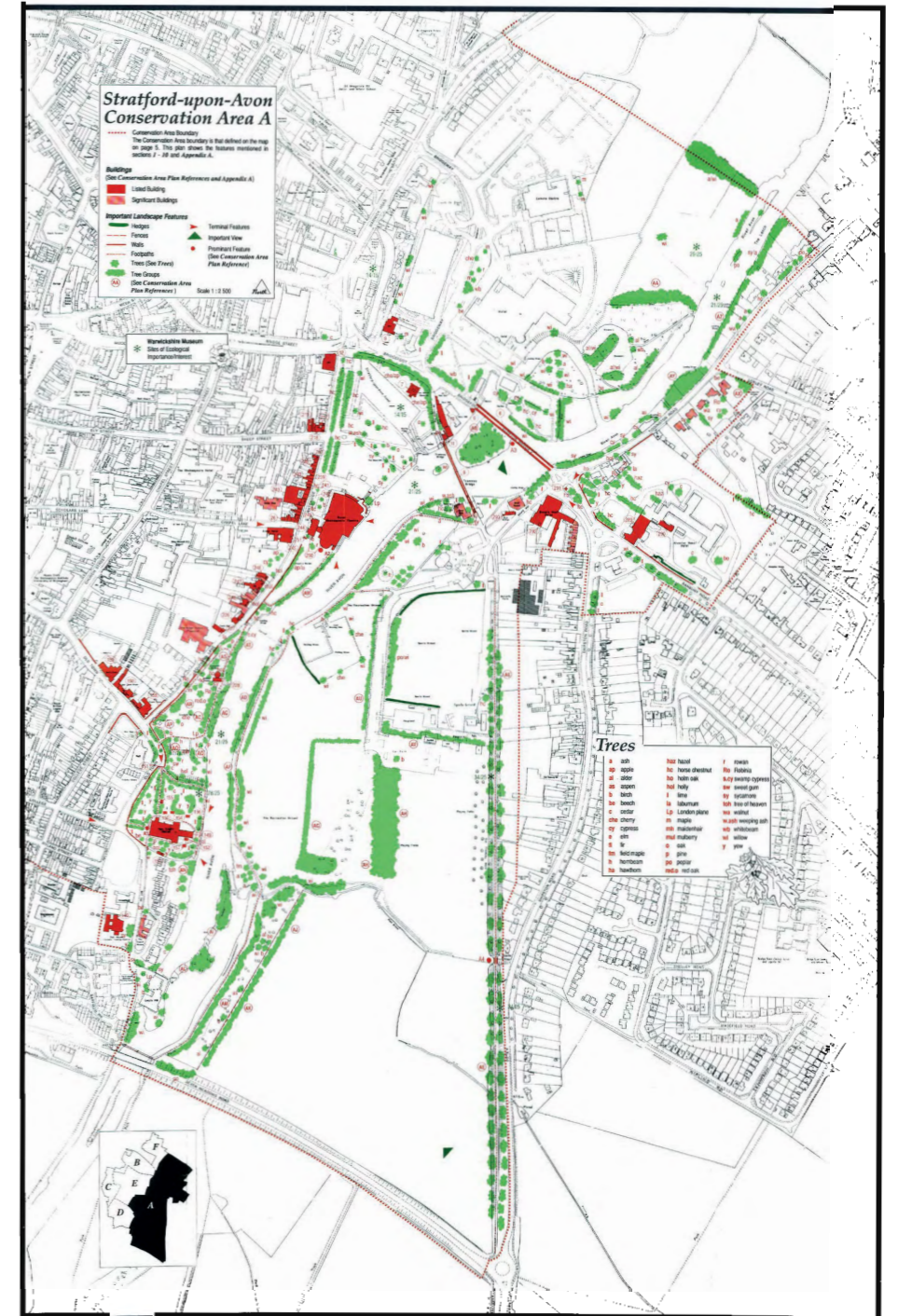


Figure 5.3 Map of Sub-Area A (Stratford-upon-Avon Conservation Area Appraisal (1992))

SUB-CHARACTER AREA B: NORTH TO THE CANAL

- 5.18 Area B is a residential suburb to the north of the medieval core, bound by Guild Street to the south and the canal to the north. Part of the Site is located in this character area. The area developed after an Enclosure Act at the end of the 18th century freed up common land for residential development. The area was originally intended as a middle to upper class suburb, but a demand for workers housing in the 19th century outweighed this intention, owing to the proximity to the industrial district of Stratford upon Avon, north-west of the centre along Birmingham Road. In the west of Area B on Clopton Road there is a range of 19th century malt houses associated with the Flower and Son's Brewery, these are not designated but contribute positively to an understanding of the development of the area and are the last surviving elements of an extensive brewing complex.
- 5.19 The area is less uniform in appearance than residential suburbs to the south and west of the medieval core, owing to its piecemeal development; however, it is predominantly characterised by terraced housing. The dominant material is brick, specifically the two-tone chequerboard brick which became popular in Stratford during the late-18th and early-19th centuries using bricks produced locally.
- 5.20 On Payton Street, there is a concentration of listed townhouses, which illustrate the former intentions of the residential suburb. These townhouses occupy large plots and have finer architectural detailing. Nos. 6-7 Payton are a pair of former townhouses in a Regency Style, influenced by neighbouring Leamington Spa, constructed after 1818. These are in contrast to the modest workers cottages on Shakespeare Street.

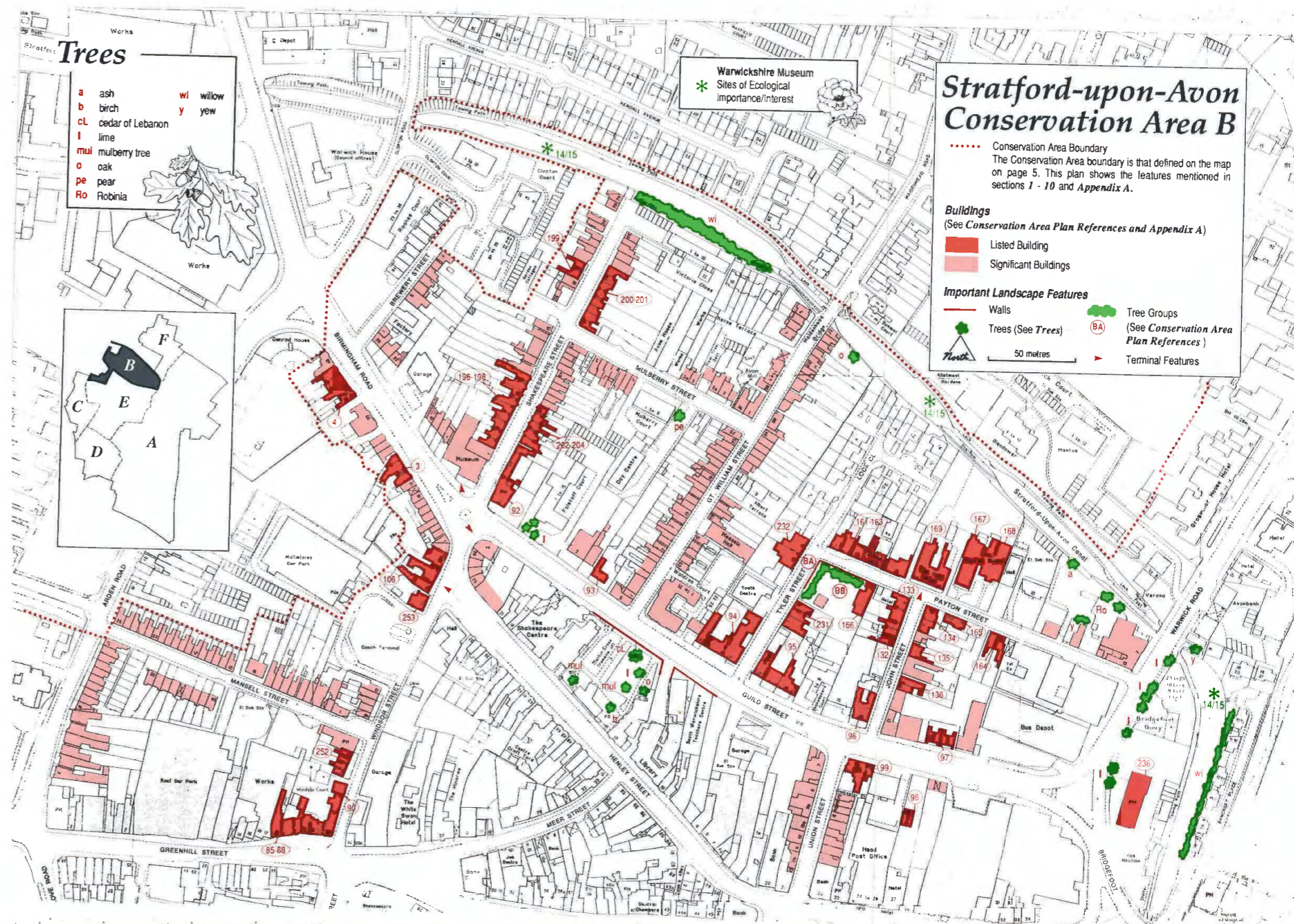


Figure 5.4 Map of Sub-Area B (Stratford-upon-Avon Conservation Area Appraisal (1992))

SUB-CHARACTER AREA C: WEST TO THE RAILWAY

5.21 Area C is bound by Grove Road to the east, Summertown Way to the west (formerly the railway line), and Gresley Close to the north. It is a residential suburb of Victorian and Edwardian terraced and semi-detached houses. The area was laid out from the north at the end of the 19th century, with the southern portion completed in the early-20th century. The houses are typically 2 to 3 storeys, and the dominant building material is brick and pebbledash. The houses are of a typical vernacular-style, featuring faux-timber framing, gables, and bay windows.

5.22 To the north of the area is the former hospital building constructed in 1884. The former hospital is one of several large institutional buildings built on the edge of the town centre in the late-19th century. The former hospital was originally set within parkland and holds a prominent corner location between Alcester Road and Arden Street. The building has been heavily altered in association with its conversion to a hotel.

SUB-CHARACTER AREA D: SOUTH AND OLD TOWN

5.23 Area D is a 19th century residential suburb south of Chestnut Walk and Old Town. The suburb was laid after the grounds of a former ecclesiastical college associated with the Saxon monastery were sold off in the early-19th century. The area is in close proximity to the Church of the Holy Trinity and is likely the location of the historic parish of Stratford, later known as 'Old Town'.

5.24 The area is distinctive in its uniform architectural style. The principal roads within the suburb are lined with terraces of 2-storeys. These houses feature two tone brickwork, and the narrow building plots, gardens and roads signify their status as workers cottages. The buildings are, nevertheless, well built and feature attractive Georgian and Victorian detailing such as stucco surrounds, door canopies and bay windows.

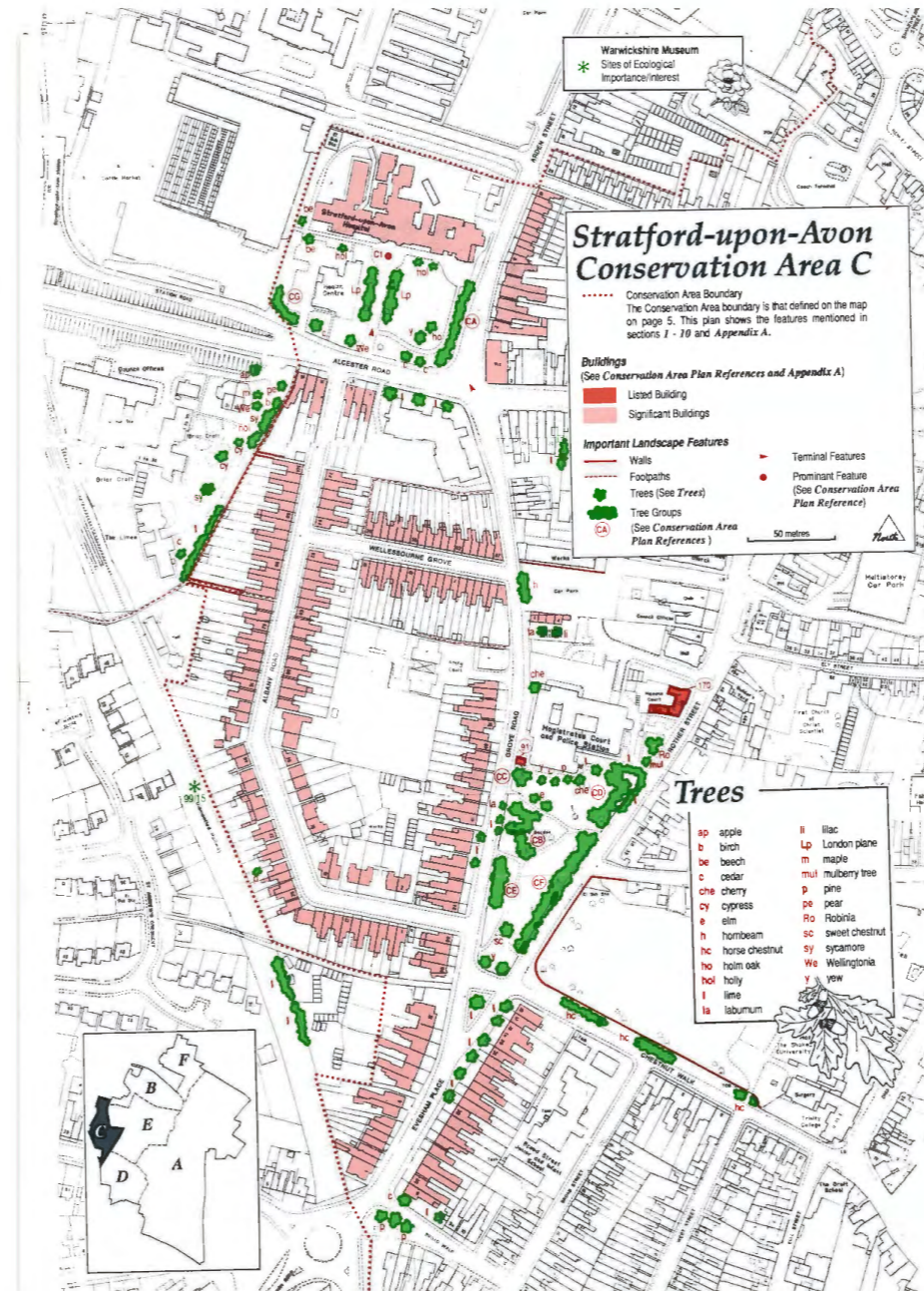


Figure 5.5 Map of Sub-Area C (Stratford-upon-Avon Conservation Area Appraisal (1992))

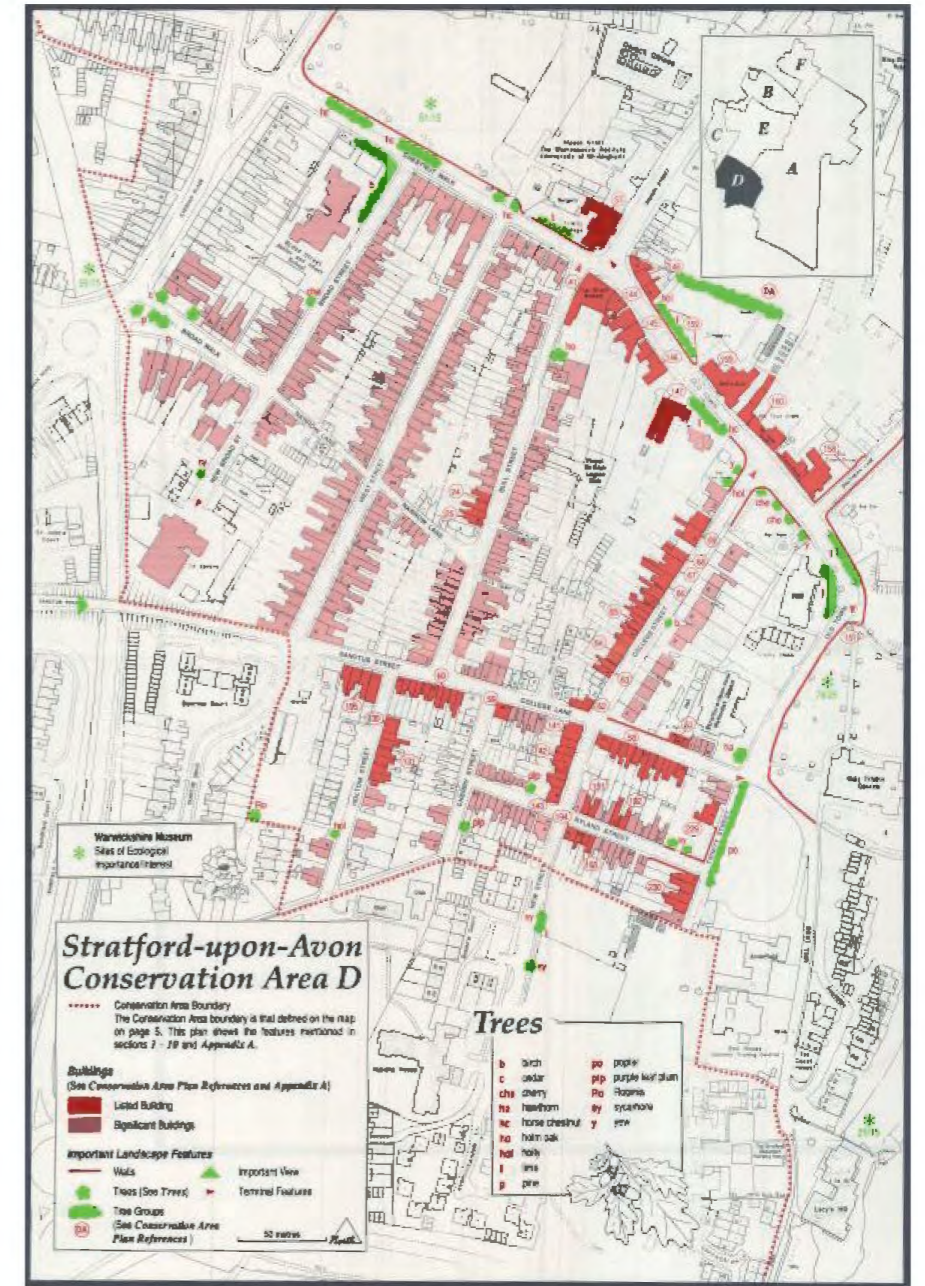


Figure 5.6 Map of Sub-Area D (Stratford-upon-Avon Conservation Area Appraisal (1992))

SUB-CHARACTER AREA E: MEDIEVAL HEART OF THE TOWN

5.25 Area E comprises the historic core of the town, which developed at the end of the 12th century on a planned grid of thoroughfares. The area is bound by Guild Street in the north, Rother Street and Windsor Street in the west, Scholars Lane and Chapel Lane in the south, and Waterside in the east.

5.26 Despite piecemeal redevelopment, the medieval layout of the town centre is identifiable, comprising rectilinear roads and narrow building widths consistent with historic burgage plots. Historically, the back land areas of the urban blocks would be accessed by covered carriageways or alleys. This character has been lost in places through redevelopment and the provision of large commercial and car parking premises.

5.27 This area of the conservation area derives its character from former marketplaces, which have created distinctively wide roads and open spaces at Bridge Street and Rother Street.

5.28 The architectural character is varied, comprising historic buildings from the 15th to 20th century. Much timber framing and medieval fabric was destroyed in the centre as a result of four fires in the 16th and 17th centuries. After this time, the use brick was encouraged in the interest of fire safety and the discovery of clay pits to the west of the town.

5.29 The lasting effect of the burgage plot system has resulted in great variation in the street frontages of the buildings lining the historic core, with 15th century timber framing, Georgian, Regency and Victorian façades of brick or stucco, and Edwardian mock-Tudor. Buildings range from 1 1/2 to 3 storeys, and the dominant building materials are timber, brick, stucco, and red roof tiles.

5.30 In addition to designated heritage assets within Area E, the conservation area appraisal identifies a number of non-designated heritage assets that contribute to the character and appearance of the conservation area. These are important in understanding the historical development of the town, as well as evoking an historic, market town character.

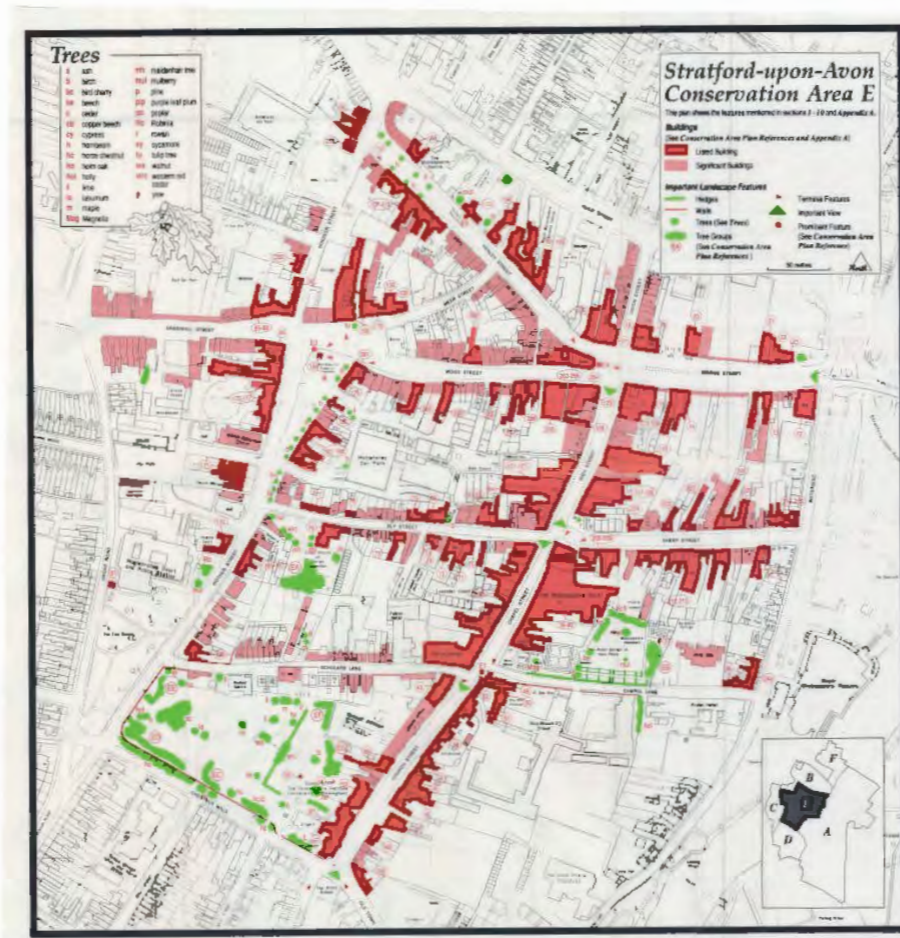


Figure 5.7 Map of Sub-Area E (Stratford-upon-Avon Conservation Area Appraisal (1992))

SUB-CHARACTER AREA F: BEYOND THE CANAL TO THE NORTH

5.31 Area F is a 19th century residential suburb to the north of the canal, comprising Maidenhead Road, St Gregory Road, Rowley Crescent, Welcombe Road, Avenue Road and Benson Road. The suburb was laid out for middle to upper class residents and is distinct from other areas of the conservation area in the spatial quality of its roads and housing, green character, and large houses.

5.32 There is a mixture of terraced, semi-detached, and detached housing, in typical Victorian and Edwardian vernacular styles. The houses feature some Arts and Crafts detailing, bay windows and gables, and the dominant building materials are brick, pebbledash, and tile.

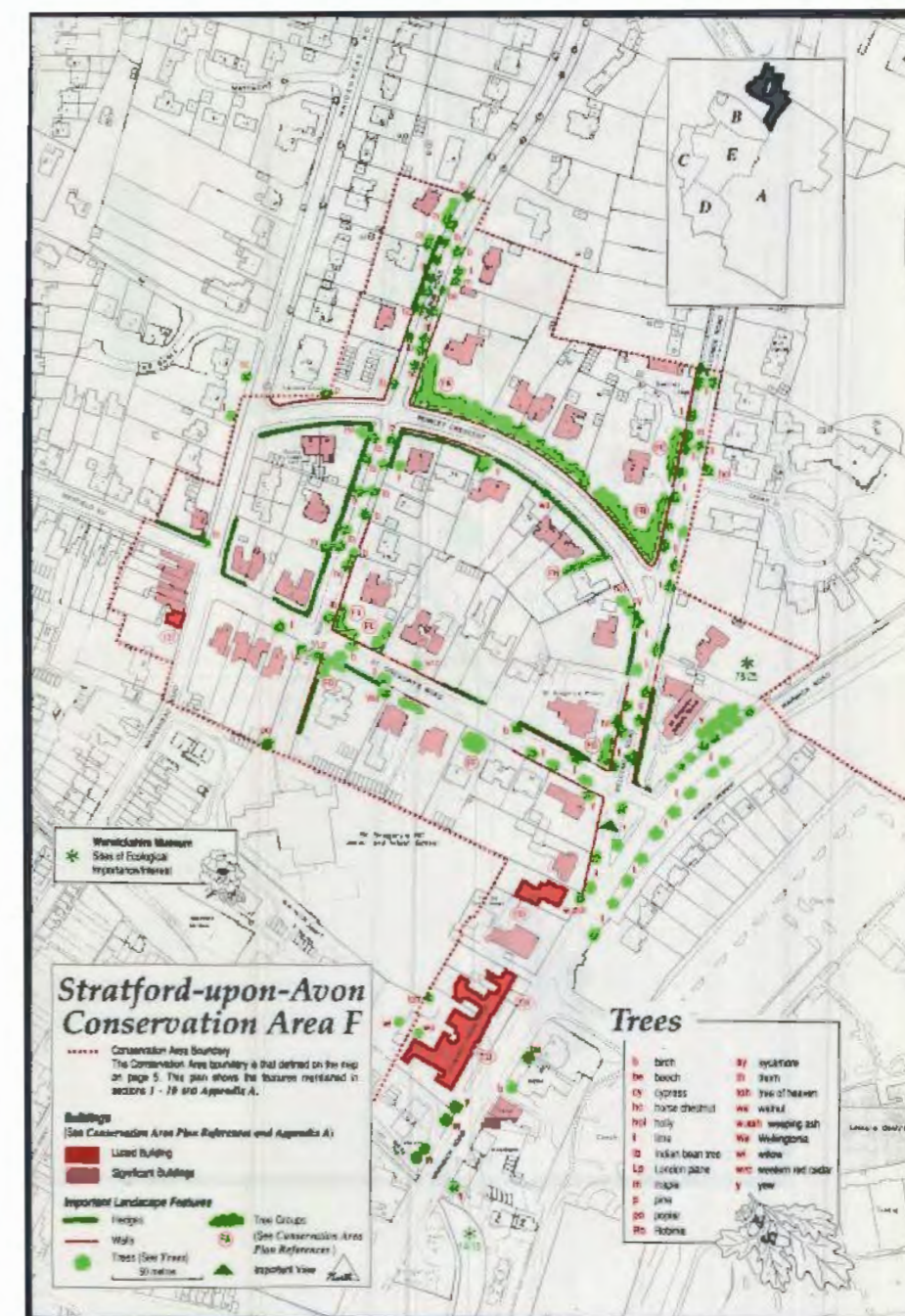


Figure 5.8 Map of Sub-Area F (Stratford-upon-Avon Conservation Area Appraisal (1992))

5.33 Area F is further characterised by wide roads, heavy vegetation and generous building plots which contrast to the narrow burgage plots of the medieval core and 19th century workers terraces closer to the centre.

CONTRIBUTION OF SETTING TO SIGNIFICANCE

- 5.34 The setting of the conservation area contributes to its significance only in reinforcing the boundaries of the historic centre of the town developed between the 12th and 19th centuries.
- 5.35 Outside of the conservation area boundary, there is modern residential and industrial development dating from the 20th and 21st centuries, which is not considered to contribute to the character and appearance of the conservation area as a medieval market town.
- 5.36 The Site is located partially within the boundary of the conservation area (in Sub Area B) and partially within its setting. The late-20th century commercial buildings within the Site, lining Arden Street and the corner of Arden Street and Birmingham Road are detracting features in the setting of the conservation area and the multi-storey carpark lacks any architectural quality, forming a detracting feature in views out of Henley Street.

LISTED BUILDINGS

- 5.37 Owing to the high concentration of listed buildings within the town centre, coupled with the high levels of group value and historic association between historic buildings (including shared settings), some listed buildings are grouped together for the purposes of this assessment. Such groupings have been informed by background research, site surveys and assessments of setting, in line with best practice.

SHAKESPEARE'S BIRTHPLACE (GRADE I)

- 5.38 The Birthplace was listed in 1951. It is a timber framed building constructed in the 15th and 16th centuries and heavily altered in 1858 under the supervision of the Shakespeare Birthplace Trust who purchased the building in 1847.
- 5.39 The townhouse was restored according to a drawing from 1769, which depicted the house as being much larger than it was at the time. The restoration involved removing the brick façade of the neighbouring public house and incorporating this into the timber framed building. Neighbouring townhouses were demolished, making the Birthplace a standalone building within associated gardens.
- 5.40 The original townhouse would have been one of many narrow burgage plots lining Henley Street, rather than a standalone building with ample surroundings. In its restored form, the building is four bays with close

timber studding at ground floor. At first floor there is an oriel window, and the roof features a front gable and gabled dormer. To the rear of the building there is a cross wing.

- 5.41 The historic interest of the building lies in its strong association with Shakespeare, who is understood to have been born in the property and lived in the former townhouse in the 16th century. Although restored in the 19th century, the house derives architectural interest as an example of 16th century timber framing. Internally, evidence of the cross passage of a hall house survives. Further historic interest is derived from its evolution over time, particularly during the mid-late-19th century, following the Shakespeare Trust's purchasing of the property in 1847.



Figure 5.9 Shakespeare's Birthplace

CONTRIBUTION OF SETTING TO SIGNIFICANCE

- 5.42 The setting of the Birthplace contributes to its significance in the survival of burgage plots and 15th to 19th century architecture. The building is set within gardens, and although not original, these allow for greater appreciation of the architecture of the building. The building has a strong visual and spatial relationship with the other listed buildings on Henley Street. The Site has no spatial or visual relationship with the building and does not contribute to the significance of the Birthplace.

THE SHAKESPEARE MEMORIAL FOUNTAIN (ALSO REFERRED TO AS THE AMERICAN FOUNTAIN) (GRADE II*)

- 5.43 The Shakespeare Memorial Fountain was listed in 1951. It was constructed in 1887 for the Jubilee to designs by Jethro Cossins, with sculpture by Robert Bridgeman.
- 5.44 The Fountain is Gothic in style and features carved arches, triple lancet windows and spires. At its base are watering troughs, owing to its location in the former cattle market.
- 5.45 The architectural interest of the Fountain lies in its high-quality detailing and carving, and as an illustration of a Victorian public monument at the heart of the market town. The fountain has historic associations with Shakespeare and is situated prominently in his birthplace. The sculptural elements represent themes from *Midsummer Night's Dream*, written by Shakespeare in 1595. Further historic interest is derived from the fountain's age, being constructed in the late-19th century. It's continued presence within the streetscene is illustrative of the late-Victorian streetscape of the late-19th century.

CONTRIBUTION OF SETTING TO SIGNIFICANCE

- 5.46 The setting of the fountain contributes positively to its significance. Its location is prominent within the ancient marketplace, and it has an important visual and spatial relationship with the surrounding buildings dating from the 15th to 19th centuries. The fountain is visible from the surrounding roads, which converge at the marketplace, marking the importance of Shakespeare in the development of Stratford-upon-Avon. The Site has no spatial or visual relationship with the fountain and does not contribute to the significance of the structure.

1 HIGH STREET (GRADE II*)

- 5.47 1 High Street was listed in 1951. It comprises a former townhouse of 15th century timber frame construction, with 19th century alterations. The building is 3-storeys and occupies a prominent corner site on High Street and Bridge Street. The timber framed building is jettied on both street frontages; however, these were refaced and roughcast in the 19th century.
- 5.48 The building has historic interest, being illustrative of an early-18th century townhouse and through its associations with Shakespeare's daughter Judith, who lived here after 1616. The former townhouse also derives architectural interest as an illustration of early-17th century timber framing and the later practice of refacing medieval buildings.

CONTRIBUTION OF SETTING TO SIGNIFICANCE

5.49 The setting of the former townhouse contributes positively to its significance in its prominence on the main market street of medieval Stratford upon Avon. The immediate setting of the building is of 15th to 19th century architecture which, together with No. 1 High Street, contribute positively to the historic street scene of the market town. The Site has no spatial or visual relationship with the building and does not contribute to its significance.



Figure 5.10 The Shakespeare Memorial Fountain

MASON'S COURT (GRADE II*)

5.50 Mason's Court was listed in 1951. The timber framed building is an example of a Wealden House, constructed in the late-15th century with later extensions and brick alterations. The upper storey is jettied and the central bay is recessed and would have originally contained the hall, with a parlour, service and solar chambers contained in cross wings either side.

5.51 The timber framed building derives historic interest as an example of a medieval domestic building of high status, illustrative of the medieval fabric of Stratford-upon-Avon prior to the fires of the 16th and 17th centuries. The building holds historic interest as a fine example of timber framing with a high level of surviving detail.

CONTRIBUTION OF SETTING TO SIGNIFICANCE

5.52 Mason's Court is located to the south of the former cattle market on Rother Street, one of the principal historic routes into the medieval town. The building has a strong visual relationship with the other historic townhouses on the east side of Rother Street, which together illustrate the historic character of the town. The Site has no spatial or visual relationship with the building and does not contribute to its significance.

GRADE II LISTED BUILDINGS IN BIRMINGHAM ROAD

5.53 **21, 23, 23a and 25 Birmingham Road** were listed in 1972. Now four houses, the 2-storey front range features two brick arches, one over a carriage way and the other a large bay window. No. 23 features a fine ogee arched doorway with blocked window above.

5.54 This terrace derives historic and architectural significance as an illustration of Georgian development in Stratford and fine brick work using rubbed bricks. The terraces have a high level of group value with Nos. 3-15 to the east, which are not listed but contribute to the historic streetscene.

5.55 **37-43 Birmingham Road (Wellington Terrace)** was listed in 1972. They comprise a row of four terraced townhouses of 3-storeys, constructed in the 1820s. The houses are typically Georgian in style and character, featuring flat gauged brick arches and moulded doorcases with canopy. The terrace has been altered with the addition of a bay window to No. 43 and a ground floor shopfront to No. 37. The round arched entranceways that would have provided access to the rear gardens have since been blocked. The former townhouses appear to have been disused for many years and there is evidence of arch slippage.



Figure 5.11 21, 23, 23a and 25 Birmingham Road



Figure 5.12 37-43 Birmingham Road

5.56 The terrace derives historic and architectural interest as an illustration of Georgian expansion in Stratford during the early-19th century, using the distinctive chequerboard brickwork of the area. The terrace derives group value from its relationship with the 2-storey townhouse at No. 45 Birmingham Road, which is not listed but contributes to views east on Birmingham Road at this key entry point to Stratford upon Avon.

CONTRIBUTION OF SETTING TO SIGNIFICANCE

5.57 The terraced properties are located on the southern side of Birmingham Road. The presence of other historic townhouses within their immediate and wider setting contributes to their overall significance, illustrating the Georgian and Victorian development of Stratford-upon-Avon, on the edge of the historic core.

5.58 The terraced properties have a visual relationship with surviving terrace on the northern side of Birmingham Road; however, Birmingham Road is a busy vehicular route and there has been unsympathetic piecemeal development which makes no contribution to an understanding of their historic and architectural interest, or the historic character of the town centre. The busy character of the street and the high levels of vehicular traffic also stands as a dominant feature within their immediate setting.

5.59 Nos. 37-43 are located within the boundary of the Gateway SPD Site. Conrad House is located to the north-west of the listed terrace, separated by No. 45 an unlisted historic building. The Conrad Building steps down towards the listed terrace and is constructed from red brick with a low-pitched roof, so respects their setting to some extent. Overall, the Conrad Building is of ordinary architectural quality, so makes a neutral contribution to the setting and significance of Nos. 37-43 Birmingham Road. Similarly, the back land character of the Site to the rear of the properties, in use for carparking, does not currently contribute to the significance of Nos. 37-43 Birmingham Road.

GRADE II LISTED BUILDINGS IN HENLEY STREET

5.60 **29, 30, 30a and 31, Henley Street** were listed in 1951. They comprise a terrace of former residential houses of 17th century timber framed construction, refaced with red brick in the 19th century. The principal façade is 2-storeys and features flat gauged arches and pedimented entranceways. The historic and architectural interest of the terrace is as an example of modest residential townhouses and changing building practices between the 17th and 19th centuries.

5.61 **32-36 Henley Street** were listed in 1972. They comprised a terrace of five 2-storey terraced cottages, constructed in the 17th century and refaced in red brick. The timber frame of No. 32 is revealed on the side return and No. 36 incorporates a carriage way, providing access to the back land area within the urban block.

5.62 **37-40 Henley Street** were listed in 1994. They are a terrace of four houses constructed in the 17th century and refaced and altered in the 18th and 19th centuries. The former townhouses have a partially concealed timber frame and later bay windows. The ground floors of the buildings have been converted into shops. The terrace derives historic and architectural interest in their timber frame construction and later Georgian brick detailing. The buildings derive group value from one another and the neighbouring properties along Henley Street.

5.63 **41 and 42 Henley Street** were listed in 1985. The former townhouse is timber framed, constructed in the early-16th century, and refaced in the 19th century. Elements of the frame within indicate that this is a medieval hall house, formerly with hall, through passage and cross wing. The building derives historic and architectural interest as standing as a good example of timber framing, featuring Queen strut roof trusses. The building is also a good example of the practice of refronting more historic properties during the 19th century, in line with changing building practices and techniques at this time. The building also helps illustrate historic development in Stratford from the 15th to 19th centuries.

5.64 **43 Henley Street** was listed in 1951. The property stands as a former inn, constructed in the early-19th century. The principal façade to Henley Street is three bays and 3-storeys and features Georgian architectural detailing such as stuccoed dressings. The historic and architectural interest of the building derives from its architectural detailing, imposing street presence and association with the coaching industry of the 19th century. The former inn is illustrative of the development of Stratford-upon-Avon after the medieval period.

5.65 **The Shakespeare Centre** was listed in 2010. The centre was built for the Shakespeare Birthplace Trust in 1962-4 to the designs of Laurence Williams. The building houses a library, archive, conference, exhibition and office space. The building is in two parts. To the left of the entrance is a curved single storey block in red brick featuring an abstract sculpture by Douglas Wain Hobson. The entrance to the principal building is

covered by a concrete portico and the building itself is constructed in pre-cast and in-situ reinforced concrete sections of mullions and glazed units. There is artwork and sculpture throughout by John Hutton, Nicolette Gray, Angela Conner, Richard Kindersley and Paul Vincze, Skelton and Christina Sheppard.

5.66 The building is of architectural interest in the rich presence of thematic sculpture and murals by well-known post-war artists. The centre is of historic importance for its association with Shakespeare's life and work, and the Shakespeare Birthplace Trust, founded in the 19th century. The building has group value with the Birthplace (Grade I); however, this is a relationship of contrast rather than harmony, with the properties marking very distinct periods in the historic development of the town centre.

5.67 **Shakespeare Birthplace Trust Office** was listed in 1951. This former townhouse, known as Hornby Cottage, was constructed in the 15th century and is timber framed with a later brick façade. The timber frame is that of a Wealden House. To the rear there is a mock-Tudor wing built in circa. 1900. The former townhouse derives historic and architectural interest as an example of 15th century vernacular architecture in a medieval market town.

5.68 Public Library was listed in 1972. This former townhouse incorporates 15th to early-20th century fabric. The front range of the building is in three parts. To the left, the narrow jettied façade is derivative of a 15th century townhouse with front facing gable. The central portion features close timber studding and a ground floor of brick. The 3-storey entrance bay to the right is late-19th to early-20th century mock-Tudor with jettied upper floor. The library derives historic and architectural interest as an example of Tudor revival in the late-19th century. This was particularly influential in Stratford-upon-Avon at the turn of the 20th century, motivated by a desire to restore the town to its medieval origins and character.

5.69 10 Henley Street was listed in 1994. It is a former townhouse constructed in the late-17th to early-19th century. The building is 2-storeys with attic, constructed in brick and timber framing with commercial ground floor. The former townhouse has historic and architectural interest as an illustration of 18th century development in Stratford-upon-Avon.

5.70 **8 and 9 Henley Street** were listed in 1994. They are a pair of 18th century townhouses constructed in brick with distinctive two-tone brick work and detailing to the cornice. The ground floors have later shopfronts. The buildings derive historic and architectural interest as examples of Georgian vernacular architecture which make a great contribution to the historic character and appearance of the town centre and streetscene along Henley Street.



Figure 5.13 Henley Street (northwest)



Figure 5.14 Henley Street (close to Meer Street junction)

5.71 **1 Henley Street** was listed in 1972. The former townhouse is 2-storeys and three bays, faced in roughcast with earlier-16th century timber frame. Likely partially rebuilt after a fire in the 17th century which altered building practices in Stratford-upon-Avon and refaced in the 19th century including ground floor shop front. The building derives historic and architectural interest as an example of Georgian vernacular architecture. The low scale, terraced shop fronts on Henley Street have strong group value as a continuous frontage of former townhouses, now with ground floor shop fronts.

CONTRIBUTION OF SETTING TO SIGNIFICANCE

5.72 The listed buildings lining Henley Street date largely from the 15th to 19th centuries and have a shared and harmonious setting. The buildings have a strong visual and spatial relationship, located on either side of the medieval road. The setting of the buildings contributes to an understanding of their construction and the development of Stratford-upon-Avon more widely. The continuous but varied street frontages contribute to the historic streetscene and despite piecemeal redevelopment, still contribute to an understanding of the burgage plot system on which the medieval market town developed.

5.73 More recently, the paving of Henley Street has resulted in a pedestrian route through this part of the town centre, which the listed buildings noted above form part of and are experienced within. This creates a busy, active location, dominated by pedestrian traffic and street activity, which in turn contributes to an enjoyment of the built form lining both sides of the street.

5.74 The Site is visible from the western end of Henley Street. Here, there are views of the coach park to the north of Windsor Street and the multi-storey car park to the south. These are detracting features in the setting of the listed buildings on Henley Street, promoting vehicular traffic and lack the architectural quality seen within the historic town centre.

GRADE II LISTED BUILDINGS IN BRIDGE STREET AND WOOD STREET

5.75 **Barclays Bank and Barclays Bank (Part)** were listed in 1951. The bank is in two parts. To Wood Street, the building incorporates a 16th century townhouse, timber framed with first floor jetty and side passage. On the corner of Henley Street and Wood Street is the former market house, which was refaced in stucco in the early-19th century, incorporating older timber framing. The market house replaced an older structure in a similar location and would have been open at ground floor to accommodate stalls. The building was designed to be prominent in views west on Bridge Street and features an octagonal clock tower. The building was converted into a bank in 1908. The former market hall has historic and architectural

interest in its curved façade and dominant street presence. The building is also an example of Georgian civic architecture and illustrates the historic development of market town during the 19th century.

5.76 **Barclays Bank, 20 Bridge Street** was listed in 1951. The building was rebuilt after a fire in the 17th century and restored in the 19th and 20th centuries. It is a 3-storey building with jetties to the first and second floor and timber cladding to the façade. The historic and architectural interest of the building lies in the survival of some 17th century fabric and 19th century mock-Tudor architecture. The building has strong group value with No. 21, which uses a similar architectural language and together the pair have a prominent street presence.

5.77 **21 Bridge Street** was listed in 1993. It is a 3-storey commercial building dating from 1924 in a mock-Tudor style. The building occupies a corner plot to Wood Street and Union Street and is jettied at first floor level. The building derives architectural interest in its revivalist style and group value with its neighbour at No. 20.

5.78 **27 and 28 Wood Street** was listed in 1972. The former townhouse is located on the western end of Wood Street. The building is two storeys with attic, constructed in the early-16th century. The first floor is jettied for the full length of the building on both Wood Street and Rother Street. Ground floor has been altered with shop front. The building has historic and architectural interest as an illustration of 16th century domestic architecture using timber framing.

5.79 **44 and 44a, Wood Street** were listed in 1972. Former townhouse of 2-storeys with attic, constructed in the mid-18th century and extended in the 20th century. Principal façade uses two tone brick work and flat gauged arches with key stone. Ground floor has been altered to incorporate shop fronts. The historic and architectural interest of the former townhouses derives from their fine Georgian detailing and as an illustration of changing building practices from timber framing to brick construction.

5.80 **45 and 45a Wood Street and 65 Henley Street** were listed in 1951. The principal façade to Wood Street is a 16th century timber framed former townhouse of 3-storeys and two wide bays. The first and second floors are jettied and there are later curved bay shop fronts at ground floor level. To the rear, on Henley Street there is a 20th century extension which is sympathetic to the architectural language of the 16th century range. The building has historic and architectural interest as a grand 16th century townhouse with wide street frontage and good quality timber framing. The rear elevation illustrates a mock-Tudor revival at the turn of the 20th century.

CONTRIBUTION OF SETTING TO SIGNIFICANCE

- 5.81 The listed buildings on Bridge Street and Wood Street have shared settings which contribute positively to their significance. The buildings have a strong visual and spatial relationship with one another, based on the historic development of the medieval market streets of Wood Street and Bridge Street. The individual buildings occupy former burgage plots and the continuous and varied street frontages contribute to an understanding of their development. The varied architecture in the setting of the buildings signifies different periods of building and rebuilding in the market town, from the 15th to 20th centuries.
- 5.82 The Site is not visible in the setting of the buildings on Bridge Street or Wood Street and the listed buildings share no visual or spatial relationship with the Site. It is not considered, therefore, to make any contribution to the significance of the listed buildings identified above.

GRADE II LISTED BUILDINGS IN ROTHER STREET

- 5.83 **Old Thatch Tavern** was listed in 1951. It is a 2-storey timber framed building constructed in the 16th century with later alterations, brick infill and 19th century range to Greenhill Street. Range to the roof is thatched and tiled. The former public house derives historic and architectural interest as an example of 16th century timber framed public house.



Figure 5.15 Civic Hall and 11, 12 and Rother Street

- 5.84 **18, 18a and 19 Rother Street** were listed in 1972. They are formed of a row of three former townhouses of 2-storeys. The former townhouses were constructed in the 17th century and are timber framed, refronted in the 19th century, deriving historic and architectural interest as examples of 17th century vernacular architecture.
- 5.85 **York House** was listed in 1972. The building is a former townhouse constructed in the 17th century using rubble and timber framing. The principal façade dates from the 20th century and features three gables, bay windows and faux timber cladding. The former house has architectural and historic interest as an example of 17th century vernacular architecture.
- 5.86 **Civic Hall** was listed in 1972. The former Civic Hall at No. 14 and 15 Rother Street was constructed as two separate town houses in the 1830s. The former townhouses are typically Georgian in style, featuring a stuccoed façade, round headed and flat window arches. The building was altered later to combine the two houses and incorporate a central entrance portico. The historic and architectural interest of the building derives from its fine Georgian detailing and historic use as a post-reformation Catholic chapel in the mid-19th century.
- 5.87 **7 and 8 Rother Street** were listed in 1951. The former townhouses were constructed in the late-18th century, and are 3-storeys and three bays each, constructed in brick with two tone brickwork. The principal façade features a parapet roofline and continuous sill bands to the first and second floor. Both former townhouses have classically detailed entrance porches. The historic and architectural interest of the buildings lies in their fine Georgian detailing.
- 5.88 **11 and 12 Rother Street** were listed in 1972. The former townhouse is of timber frame construction and is a Wealden style house dating to the 15th century. The recessed bay originally containing the hall and through passage has been infilled with brick to bring the façade forward. Formerly one large townhouse, it has been divided into three. The historic and architectural interest of the building is that of its timber framed construction, as an illustration of a popular medieval house type.
- 5.89 **13 Rother Street** was listed in 1972. Single bay townhouse of three storeys constructed in the 1830s. Georgian architectural detailing of pedimented doorway, stucco surrounds and fan light. The historic and architectural interest of the buildings lies in its fine Georgian detailing and as an illustration of a modest townhouse.
- 5.90 **16 Rother Street** was listed in 1972. Double bay townhouse of 2-storeys constructed in the 19th century. Georgian architectural detailing of pedimented doorway and sash windows. historic and architectural interest of the buildings lies in its fine Georgian detailing and as an illustration of a modest townhouse.
- 5.91 **27 Rother Street** was listed in 1973. Former townhouse of 17th century timber framed construction, refronted in the 19th century. Principal façade is Victorian in style with two full height bay windows and central entrance bay. The former townhouse derives historic and architectural interest as an example of 17th century timber framing and 19th century refronting.
- 5.92 **32, 33 and 34 Rother Street** were listed in 1972. The three buildings are timber framed townhouses constructed in the late-16th century with later alterations and brick infill. These townhouses were once part of the same terrace, before the intervening buildings were demolished in the 20th century. The historic and architectural interest of the buildings lies in their timber frame construction, as an illustration of 16th century vernacular architecture.
- 5.93 **39 and 40 Rother Street** were designated in 1972. They form a pair of 17th century townhouses constructed with timber framing, rubber and brick. The historic and architectural interest of the buildings lies in their timber frame construction, as an illustration of 17th century vernacular architecture. The former townhouses form part of a historic grouping associated with the market square.
- 5.94 **41 Rother Street** was designated in 1972. It comprises a former townhouse of 17th century timber framed construction, refronted in the 19th century. Principal façade is Victorian in style with two full height bay windows and central entrance bay. The former townhouse derives historic and architectural interest as an example of 17th century timber framing and 19th century refronting.
- 5.95 **Robert House** was designated in 1972. This 2 1/2 storey former townhouse was constructed in the mid-18th century with Victorian alterations. The principal façade features bay windows and modern ground floor shop front. The former townhouse has historic and architectural interest as an example of an 18th century townhouse. The building further derives interest as part of a group set around the Rother Street marketplace.



Figure 5.16 Listed Buildings on eastern side of Rother Street

5.96 **The Lamplighter Public House** was designated in 1972. Former townhouse of 17th century timber framed construction, refronted in the 19th century and converted into a public house. Principal façade is simple, featuring four bays of sash windows. The former townhouse derives historic and architectural interest as an example of 17th century timber framing and 19th century refronting.

5.97 **White Swan Hotel** was designated in 1951. It is an inn of 15th century origin. The building is largely timber framed; however, it was largely remodelled in 1927. The principal façade comprises two gabled wings with exposed timber beams and two recessed gables at the centre. Internally, 16th century window openings, panelling and murals survive. The inn derives historic and architectural interest in its long history as an inn and hotel, and the extent of surviving 16th century fabric within.

CONTRIBUTION OF SETTING TO SIGNIFICANCE

5.98 The listed townhouses and public houses located on Rother Street have an important visual and spatial relationship. The buildings, dating from the 15th to 19th century, are arranged around the former cattle market at the centre of the medieval settlement of Stratford-upon-Avon. The relationship between these buildings, the Memorial Fountain and the former market contribute to an understanding of their significance and the wider development of the market town.

5.99 The Site is visible only from the corner of Greenhill Street and Rother Street. From this location there are glimpsed views of the entrance to the coach park, which stands as a marked break in the historic streetscene. The Site has no visual or spatial relationship to the listed buildings on Rother Street, and is considered to make no contribution to their significance by virtue of setting.

GRADE II LISTED BUILDINGS IN SHAKESPEARE STREET

5.100 The listed buildings along Shakespeare Street (comprising: 2 to 6, 7 to 8, 9 to 10, and 19 to 20, 35 to 38, 39 to 42, 54 to 55, 56 to 57, 58 to 59) were listed in 1994. These are terraced housing built in the 1830s and 1840s to house a growing working-class population in Stratford-upon-Avon. The sets of terraces vary slightly in their architectural detailing, some more elaborate than others with square or angular bay windows, stucco window surrounds and classically detailed door surrounds. The terraces are overall uniform in their materiality, scale and form. The building height of these terraces is consistent at 2-storeys and the façades feature the distinctive Stratford two tone brick work.

5.101 The historic interest of the terraced housing on Shakespeare Street lies in its purpose as workers cottages. The area north of Birmingham Road and Guild Street, known as New Town, was originally intended for the middle and higher classes; however, there was more demand for workers housing associated with the brick works and breweries to the west. This suburb of housing indicates a new phase in the development of the medieval town. The terraces derive architectural interest as examples of modest Georgian townhouses for the working class, demonstrating good quality architectural design. The terraces have strong group value with one another.

5.102 **The Recession Public House** was listed in 1992. The 3-storey public house was constructed in the 1830s as part of New Town. The principal façade to Guild Street features two double height bay windows and the public house incorporates a terraced cottage to the rear. The historic and architectural interest of the building lies in its Georgian detailing as an example of early-19th century public house architecture.



Figure 5.17 Listed terrace on Shakespeare Street

CONTRIBUTION OF SETTING TO SIGNIFICANCE

5.103 The listed terraces and public house on Shakespeare Street have a shared and intimate setting. The terraces to the east and west of Shakespeare Road have a strong visual and spatial relationship owing to their shared history and arrangement on the narrow road. The narrow road and housing plots are indicative of their status as working-class housing, nevertheless these characteristics contribute to a sense of isolation off the busy Birmingham Street and Guild Street.

5.104 The Site is visible only from the north end of the residential street and views are occluded by intervening development. At present, only Nos. 37 to 45 Birmingham Road are visible from this location; however, these have no meaningful visual or spatial relationship to the listed buildings on Shakespeare Street.

GRADE II LISTED BUILDINGS IN GUILD STREET

- 5.105 **4, Guild Street** was listed in 1972. The 2-storey townhouse was constructed in 1847. It stands alone, and the principal façade is three bays of sash windows with stuccoed surrounds and a central doorway. The Georgian-style townhouse is constructed in red brick with two-tone detailing. The townhouse derives architectural and historic interest as a fine example of a mid-19th century townhouse.
- 5.106 **9, 10 and 11, and 12, 13 and 14 Guild Street** were listed in 1951. Two rows of three terraced houses constructed in 1837. The houses are each 3-storeys and three bays with sash windows, stuccoed window surroundings and Ionic pilaster entrance ways. The townhouses are constructed in red brick and feature the two-tone brick work characteristic of Stratford-upon-Avon. The principal façades are generally uniform except for a number of original and later alterations. No. 9 comprises a carriage way serving Nos. 9, 10 and 11, No. 12 has a later 19th century double height bay window and No. 12 has blocked windows to the first and second floor, in the central bay. To the east of No. 13 is the carriageway serving Nos. 9, 10 and 11. The terraces represent a period of expansion to the north of the medieval core in the 19th century, in what was known as New Town.
- 5.107 The historic and architectural interest of the townhouses lies in their Georgian detailing and as an example of changing architectural fashions in English market towns. Early development in the new town was modelled on the neighbouring Leamington Spa and intended to be a wealthy extension to the medieval core, illustrated by Nos. 9 to 14 Guild Street, which are substantially grander than the 15th to 18th century townhouses of the streets to the south. Nos. 9 to 13 hold group value with one another, and No. 16 in their shared architectural language and as part of the new town.



Figure 5.18 12, 13 and 14 Guild Street

- 5.108 **16, Guild Street** was listed in 1994. This townhouse was built in 1818 and is typically Georgian in style and proportion. The house appears as one townhouse; however, it is two with principal facades to Guild Street and John Street. The façades are nearly symmetrical, comprising 3-storeys and three bays of sash windows with stuccoed flat arches. The central doorways feature fanlights, pilasters, and pediments. The ground floor windows to Guild Street were changed to bay windows later in the 19th century.
- 5.109 The townhouse is constructed in red brick and features the two-tone brick work characteristic of Stratford-upon-Avon. The building derives historic and architectural interest as a fine example of a Georgian townhouse with attractive symmetry. It is one of the earliest in the development of New Town and illustrates changing architectural fashions in Stratford upon Avon. No. 16 holds group value with Nos. 9 to 13 Guild Street in their shared architectural language and as part of the new town.



Figure 5.19 16, Guild Street

- 5.110 **Newland Almshouses** were listed in 1994. They comprise a row of four Almshouse cottages, constructed in 1857. The almshouses have a symmetrical frontage of 2-storeys and feature front gable porches with doorways at right angles to the road. The cottages are constructed in red brick, with stone surroundings and there are two prominent chimney stacks. The historic and architectural interest of the cottages lies in their design and function as Almshouses, a form of social housing. They were designed for single women and were paid for by Mary Newland. Their design is consistent with other Almshouses across the country, which intended to provide their residents with some privacy, applied here with the side entrances and porches.
- 5.111 **The Slug and Lettuce Restaurant** was listed in 1972. The 2-storey public house was constructed in the mid-19th century and the principal façade features round headed arches to the ground floor and a later 19th century shop front to the left. The side return to Union Street features Gothic arches to the windows. The building has historic and architectural interest as an illustration of mid-19th century architecture.



Figure 5.20 Newland Almshouses

CONTRIBUTION OF SETTING TO SIGNIFICANCE

5.112 The listed buildings to the north and south of Guild Street have a shared setting that contributes to an understanding of the buildings' significance. The buildings have a spatial and visual relationship as part of the 19th century development of the new town in Stratford-upon-Avon. There has been piecemeal redevelopment and infilling on the south side of Guild Street in the 20th century which, in places, is a detracting feature in the setting of these listed buildings.

5.113 The Site is partially visible from the west end of Guild Street; however, it makes no contribution to the significance of the listed buildings, formed by backland development, car and coach parking areas.

GRADE II LISTED BUILDINGS IN GREENHILL STREET AND WINDSOR STREET

5.114 **1-4 Windsor Street** were listed in 1992. They are a row of four terraced houses, each with single bay of round headed doorway and sash windows with stuccoed surrounds. The terrace was constructed in 1837 and the houses are red brick and features the two-tone brick work of the local vernacular. The terrace derives historic and architectural interest as an example of modest Georgian townhouses, likely constructed as workers housing.



Figure 5.21 Windsor Court

5.115 **Windsor Court** was listed in 1994. The building is a former agricultural building constructed largely in the early-19th century, incorporating older fabric. The barn is 2-storeys, and the side return features small window openings and a doorway associated with its agricultural or industrial use. In the mid-19th century, the barn was used as a malthouse. The former barn was converted to commercial use in the 20th century and modern shop fronts added to Windsor Street later. The historic and architectural interest of the building lies in its agricultural or industrial use of the 19th century.

5.116 **20 Greenhill Street** was listed in 1994. This is a former townhouse constructed in the 17th century with 18th century refronting. The building is constructed in brick, and is 2 1/2 storeys. At ground floor level, there is a modern shopfront. The former townhouse derives historic and architectural interest as an example of 17th century domestic architecture, whilst it retains a high degree of group value as part of a series of 16th to 19th century historic frontages.

5.117 **21 and 21a Greenhill Street** were listed in 1994. Former farmhouse building associated with the neighbouring Windsor Court, constructed in the early-17th century and refronted in the early-19th century. The principal façade is 2-storeys with ground floor shop fronts and prentice. The historic and architectural interest of the former farmhouse lies in its 17th century

construction and agricultural purpose. The farmhouse and neighbouring barn illustrate the rural character of the market town.

5.118 **The Teddy Bear Museum, 19 Greenhill Street**, was listed in 1994. The former townhouse was constructed in the late-16th or early-17th century, with early-19th century refronting. It is a 2-storey timber framed building with brick façade. The former townhouse derives historic and architectural interest as an example of 17th century domestic architecture and group value as part of a series of 16th to 19th century historic frontages.

5.119 **Fountain Laundry, 18 Greenhill Street**, was listed in 1972. It is a timber framed building of two storeys with jettied first floor, constructed in the 16th century. The former townhouse derives architectural and historic interest as an example of 16th century timber framed construction and domestic architecture.

CONTRIBUTION OF SETTING TO SIGNIFICANCE

5.120 The listed buildings on the north side of Greenhill Street have a strong visual and spatial relationship with one another which contributes to their significance. Despite alteration at ground floor levels (largely consisting of modern shop frontages), the continuous terrace of varied street frontages is illustrative of the historic burgage system and development of the market town more widely. The location of the former farmhouse and barn, at the corner of a former cattle market, contributes positively to their significance, exemplifying the historically rural character of the medieval settlement and the function of the market town.

5.121 The Site is visible only on the corner of Greenhill Street and Rother Street, and Greenhill Street and Windsor Street. From these locations the entrance to the coach terminal and car park is visible; however, the Site makes no contribution to the significance of the listed buildings, lacking any architectural quality in such views.

13 AND 14, AND 15 AND 16, MEER STREET (GRADE II)

5.122 **Nos. 13 and 14 Meer Street** were listed in 1972. The building was originally constructed around the end of the 16th century and reconstructed in 1980 after a fire. The building is timber framed with a jetty to the first floor and later shopfronts to the ground floor.

5.123 **Nos. 15 and 16** were listed in 1972. This is a timber framed building constructed around the end of the 16th century. The building is 2-storeys, with brick infill and casement windows. There are modern, plate glass shopfronts to the ground floor.

5.124 The timber framed buildings at 13 to 16 Meer Street have historic and architectural interest as examples of late 16th and early 17th century timber framing for domestic buildings. The buildings have strong group value with one another which contributes to their overarching significance and to the wider streetscene of Meer Street.

CONTRIBUTION OF SETTING TO SIGNIFICANCE

5.125 The historic streetscape to the east and south of the buildings has been redeveloped in the late-20th century; however, the buildings have a spatial and visual relationship with the former cattle market on Rother Street and the listed buildings on Rother Street, Wood Street and Greenhill Street. The Site is not visible within the setting of the listed buildings and makes no contribution to their significance.

RED LION INN (GRADE II)

5.126 The Red Lion Inn was listed in 1972. It is a 1 1/2 storey building of late-18th century construction, incorporating older fabric though has seen alteration throughout. The building is listed for its special architectural and historic interest, standing as a good example of an 18th century inn, as well as its contribution in understanding the historic development of the town centre, making a particular contribution to the streetscene in views east on Guild Street and north on Bridge Street.

CONTRIBUTION OF SETTING TO SIGNIFICANCE

5.127 The historic setting of the Red Lion has been largely eroded by large, 20th century commercial developments and busy vehicular routes. The building is located on a historically prominent coaching route which contributes to an understanding of its significance. The Site is not visible within the setting of the Red Lion and does not contribute to the building’s significance.

MAYFLOWER GREEN (TERRACE) (GRADE II)

5.128 Mayflower Green was listed in 1981. The terrace comprises a collection of residential properties, and was constructed in 1938 to designs by FWB Yorke and FRS Yorke. The terrace was built for workers of the Flower and Son’s Brewery, a prominent local industry. The row of seven houses are of 2-storeys, constructed in pale brick with an end wall of coursed stone. The terrace has architectural interest as a forerunner of workers housing that would become popular in suburban expansion in the post-war period.

CONTRIBUTION OF SETTING TO SIGNIFICANCE

5.129 The setting of the terrace contributes to its significance only in retaining its original formation and gardens. The brewery with which the houses were associated has since been demolished.

5.130 The Site is visible within the setting of the listed buildings, when looking south on Birmingham Road, though it does not make any meaningful contribution to the significance of the listed buildings.

NON-DESIGNATED HERITAGE ASSETS

‘SIGNIFICANT BUILDINGS’ IDENTIFIED WITHIN THE STRATFORD-UPON-AVON CONSERVATION AREA

5.131 The following paragraphs describe the significance of those non-designated heritage assets which are considered to have a close relationship with the Site, based on both visibility, historic association and/or distance. They have been identified through engagement with Planning Policy and Conservation and Design Officers at Stratford-on-Avon District Council.

SIGNIFICANT BUILDINGS ON BIRMINGHAM ROAD

5.132 **The buildings listed here are located either side of Birmingham Road, and are** situated within ‘Sub-Area B’ of the Stratford Conservation Area (see conservation area assessment set out previously within this report).

5.133 **45 Birmingham Road** is a villa-style house constructed in the second half of the 19th century. The villa is two storeys, with a central entrance with architrave and door canopy. The first floor features a pair of round-headed windows, and the ground floor has a single bay window, presumably a later addition, as well as one sash window, with stucco flat arch and keystone. The building makes a positive contribution to the historic streetscape and has a high degree of group value with the neighbouring properties of Nos. 39-43 Birmingham Road, which are listed at Grade II. The building has local architectural and historic interest as an example of 19th century development on the outskirts of the medieval core.

5.134 **The Former Motor Museum** is a prominent former religious building situated immediately to the north of the town centre. A Wesleyan Chapel was constructed on the corner of Birmingham Road in 1834. This chapel was refronted in 1883 and a church hall added to the west in 1902, to which the present/ existing building now dates. The former chapel is Italianate

in style, and the principal façade is stuccoed and has rounded headed windows and entrances, as well as channelled pilasters. The former chapel is red brick with gable and decorative finials, and large round headed window above a modern entrance porch. The significance of the building is derived from its local architectural and historic interest, with remnants dating from the mid-19th century.

5.135 **4-10 (even) Birmingham Road** are a row of four terraced houses, completed in the 1830s. The houses are constructed in brick and feature the distinctive two tone of the local vernacular. The houses are two storeys, and the principal façades feature round headed entrance and side passages, and sash windows with stuccoed flat arches. The terrace is an example of Georgian workers cottages associated with the New Town in Stratford upon Avon.

5.136 **22-26 (even) Birmingham Road** are a row of three, more substantial terraced houses completed in 1824. The two storey cottages are of two window bays with central doorway. The houses are constructed in brick and set back from the road. The terrace is an example of modest Georgian townhouse associated with the ‘New Town’ in Stratford-upon-Avon in the early-mid-19th century.



Figure 5.22 No. 45 Birmingham Road on far right (with No. 37-43 Birmingham Road)



Figure 5.23 27-31 Birmingham Road



Figure 5.24 No. 33 Birmingham Road



Figure 5.25 Former Stratford-upon-Avon Hospital

5.137 **1-19 and 27-31 (odd) Birmingham Road** are terraced houses of varying architectural quality, mostly built between 1820 and 1830. The houses are uniform in height and composition, generally comprising two storeys and one bay. Nos. 3-7 have particularly fine brickwork to the doorways and windows. No. 1 occupies a corner plot between Birmingham Road and Windsor Street. Nos. 9-19 are the earliest range in this group, constructed in 1815 and known formerly as Birmingham Row. This range includes a carriage way formerly leading to rear stables. The terraced houses here are an example of Georgian development in Stratford-upon-Avon on the edge of the historic core.

5.138 **33 Birmingham Road** is a former public house, built in 1824 as the 'Sir John Falstaff'. It was constructed to serve the New Town neighbourhood. The building was originally symmetrical and of three storeys, with later alterations including a single bay extension to the west. Either side of the pedimented entrance are double height bay windows. The former public house has always been stand-alone from the neighbouring terraces and a unique part of the streetscene. It is illustrative of the creation of a New Town outside of the medieval core and a community establishment to serve the surrounding neighbourhood/ population.

CONTRIBUTION OF SETTING TO SIGNIFICANCE

5.139 The setting of the individual buildings along Birmingham Road contributes to their significance, comprising a large group of surviving Georgian fabric to the north/ northwest of the historic town core. Despite piecemeal redevelopment and alteration, notably Crucible House, and the busy vehicular traffic associated with the location on the town centre edge, Birmingham Road maintains its historic character and Georgian/ Victorian streetscape. Together with the listed buildings on Birmingham Road, the terraced houses noted above illustrate the early-19th century development of Stratford-upon-Avon's New Town, forming an important entrance to the town from the north.

ARDEN STREET

5.140 **The 'Stratford upon Avon Hospital'** is located within 'Sub-Area C' of the Stratford upon Avon Conservation Area. The hospital that existed on this site was completed in 1884 to designs by Edward Mountford. It has since been significantly altered and redeveloped and now comprises a modern hotel building, which has seen significant change to the original hospital, though retains its original clock tower. To the north of the former hospital site, a 19th century lodge survives.



Figure 5.26 2-7 Arden Street

- 5.141 The building is set within the original plot in roughly the same location as the original hospital building. The hotel building alludes to Victorian hospital architecture in its design with front gables and an H-plan and as a result, makes a positive contribution to the townscape of the area. Any historic interest is derived from the existing/ historic clock-tower, incorporated into the wider hotel redevelopment scheme.
- 5.142 **2-7 Arden Street** are located in 'Sub-Area C' of the Stratford-upon-Avon Conservation Area. They comprise a run of mid-19th century terraced properties, constructed in a Gothic revival style in 1866. The terrace was designed by Birmingham based architects John and G. Hawkes and feature Gothic arches, triple lancet windows, steep front gables and decorative brick work. The terrace is the only of their type in the town and were speculatively built to appeal to commuters using the new train line to the west. The properties make a positive contribution to the historic character of the conservation area.



Figure 5.27 8-17 Arden Street

- 5.143 **8-17 Arden Street**, also located within 'Sub-Area C', are a row of terraced workers cottages completed in 1878 by the Stratford-upon-Avon Labourers' Dwelling Company Limited, as part of a slum clearance programme. These are two storey brick buildings, each of a single bay comprising sash windows and entrance with pedimented door porch. Nos. 12-13 are roughly central to the terrace group and together form a front gable within the otherwise pitched roofline. The terrace is modest in architectural detailing; however, they are an attractive row of workers housing which make a positive contribution to the character and appearance of the conservation area.

CONTRIBUTION OF SETTING TO SIGNIFICANCE

- 5.144 The Stratford-upon-Avon Hospital and the residential terraces are located on both the eastern and western side of Arden Street. Arden Street was developed in the 19th century on the outskirts of the medieval core of the town. The street is characterised by a modern hospital building and associated carparking, 19th century properties and a hotel complex. The terraces to the north are located outside of the conservation area, but contribute positively to the significance of 2-17 Arden Street and to the setting of the conservation area more generally.

MANSELL STREET

- 5.145 **1-28 and 32-39 Mansell Street** are located within 'Sub Area B' of the Stratford-upon-Avon Conservation Area.
- 5.146 These are two terraces of workers cottages, either side of 10 Mansell Street which is a detached townhouse. 10 Mansell Street is a townhouse of three bays and two storeys, set back from the terraces. The sash windows have stuccoed flat arches with keystone detailing and there is an over door mantel on the doorway. The brickwork is particularly refined and the size of the townhouse gives it some status above the neighbouring workers cottages.
- 5.147 The terrace properties are two storeys, constructed in brick and each cottage comprises a single bay of sash windows and an entrance with door porch or over door mantel. The flat window arches of 1-28 are stuccoed, a practice common throughout the town during this period. Nos. 32-39 have a construction date stone of '1876' and were constructed by the Stratford-upon-Avon Labourers' Dwelling Company Limited, as part of a slum clearance programme. The cottages are illustrative of 19th century workers housing and form a near continuous historic streetscape on the north side of Mansell Street.



Figure 5.28 Terrace on Mansell Street

CONTRIBUTION OF SETTING TO SIGNIFICANCE

- 5.148 The south side of Mansell Street was historically industrial in character and has consequently been redeveloped with modern housing and carparking, which sit somewhat at odds from the fine grain of the northern side. Together with the 19th century terraces on Windsor Street and Arden Street, the terraces illustrate the 19th century development of the town and contribute to the historic character and fine urban grain.

WINDSOR STREET

- 5.149 **The Oddfellows Arms** is located within 'Sub Area B' of the Stratford upon Avon Conservation Area.
- 5.150 The Oddfellows Arms was constructed in 1837 and has been extensively altered. The public house occupies a corner plot between Windsor Street and Mansell Street. The principal façade is of two storeys with full height bay window and front gable. On the side return, the public house has incorporated a small terrace of former workers cottages.



Figure 5.29 8–12 Windsor Street

5.151 **8–12 Windsor Street** are located within 'Sub Area B' of the Stratford-upon-Avon Conservation Area. 8–12 Windsor Street are a row of five 19th century workers cottages. The terrace is two storeys, constructed in brick with a single bay of windows and round headed doorways. The flat arches of the windows are stuccoed. 12 Windsor Street has been converted into a commercial premise with a ground floor shop front.

CONTRIBUTION OF SETTING TO SIGNIFICANCE

5.152 Windsor Street has undergone piecemeal redevelopment resulting in the loss of the sense of enclosure typical of streets lined with terraced housing. 8–12 Windsor Street now stand alone, adjacent to the coach terminal, and there is a large vacant plot on the east side. These are detracting features in the setting of these buildings.

GROUP AT WINDSOR STREET AND HENLEY STREET

5.153 **22 Henley Street** are located within 'Sub Area B' of the Stratford-upon-Avon Conservation Area. It is a commercial building of two storeys and five bays. The ground floor features a series of arched windows, similar to a shopping arcade, and there is a round headed entranceway. The building has limited architectural interest; however, it contributes to an overall attractive row of shops within the town centre.



Figure 5.30 23–26 Henley Street

5.154 **23–26 Henley Street** are located within 'Sub Area B' of the Stratford-upon-Avon Conservation Area. This row of buildings was constructed in 1933 to designs by Macer-Wright. The buildings have ground floor shopfronts and stepped crows foot gables. There is decorative brickwork to the parapet and the central bays are stuccoed. The corner plot has a timber framed gabled, which was presumably a later alteration and detracts from the overall uniformed appearance of the row. The buildings were designed to address a prominent corner plot on the northern entrance to Henley Street. The style of the buildings differs from other buildings on Henley Street, nevertheless the decorative roofline contributes positively to the streetscape. They are an example of 1930s architecture, not common in the town.

5.155 **St Gregory's Hall** is located within 'Sub Area C' of the Stratford-upon-Avon Conservation Area. The Hall was constructed in 1883 as a Catholic school on the site of the former workhouse. It is a tall, single storey building, constructed in brick with timber detailing, with full height windows. It is an attractive Victorian building which responds well to the low scale and character of older residential buildings on Henley Street and Windsor Street.



Figure 5.31 St. Gregory's Hall

CONTRIBUTION OF SETTING TO SIGNIFICANCE

5.156 These buildings are located on corresponding corners at the west end of Henley Street. The setting of the buildings contributes to their significance in comprising historic frontages from the 15th to 20th centuries. Together with the listed buildings on Henley Street, these buildings contribute to the character of the historic market street and wider conservation area as a whole.

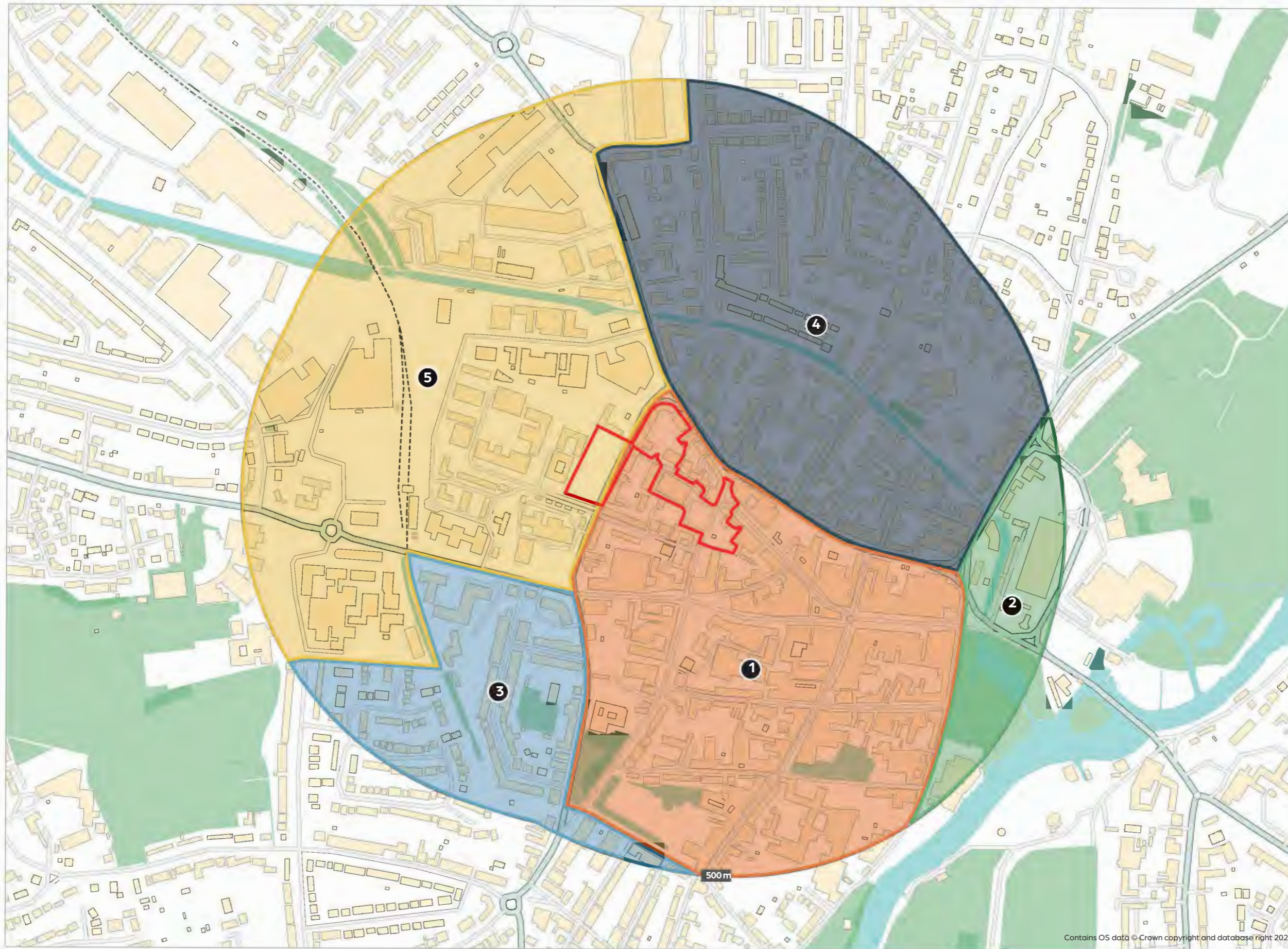
6.0

BASELINE: TOWNSCAPE

**STRATFORD-UPON-AVON GATEWAY MASTERPLAN FRAMEWORK
SUPPLEMENTARY PLANNING GUIDANCE**

BASELINE: TOWNSCAPE

- 6.1 The townscape surrounding the Site may be categorised into 5 distinct character areas. These broadly comprise the historic and medieval core of the town centre, surrounding residential suburbs and commercial sprawl to the west/northwest of the historic core. For the purposes of this assessment the character areas are referred to as:
- Townscape Character Area 1: Historic Core
 - Townscape Character Area 2: Riverside
 - Townscape Character Area 3: South-Western Residential Suburb
 - Townscape Character Area 4: North-Eastern Residential Suburb
 - Townscape Character Area 5: Institutional/ Commercial District
- 6.2 The broad boundaries of the character areas are identified in **Figure 6.1**. The character and townscape quality of the character areas is discussed below, and with photographs provided throughout the baseline assessment.



TOWNSCAPE CHARACTER AREA PLAN

- Application Site
- 1 Historic Core
- 2 Riverside
- 3 South-Western Residential Suburb
- 4 North-Eastern Residential Suburb
- 5 Institutional/Commercial District

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LOCATION:
Stratford-upon-Avon Gateway

DATE:
August 2023

SCALE:
NOT TO SCALE

FIGURE 6.1 Townscape Character Area Plan

▲ NORTH



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TOWNSCAPE CHARACTER AREA 1: HISTORIC CORE

- 6.3 The area that is captured in Character Area 1 represents the historic core and medieval part of Stratford-upon-Avon, encompassing the town's civic, retail and commercial centre. It includes principal shopping thoroughfares and pedestrianised routes which included high levels of pedestrian footfall (from both local residents and tourists), as well as surrounding vehicular routes associated with a working commercial 'Market Town'.
- 6.4 The town centre has a fine urban grain, with building footprints largely following more historic and smaller burgage plots of the medieval period. This fine urban grain is also derivative of the town's largely intact historic street pattern/ network, with streets varying in width and demonstrating a clear hierarchy, reflecting the differing characteristics associated with a historic market town (residential, commercial, civic etc.). Henley Street, Wood Street, Bridge Street, Sheep Street and Rother Street form the principal routes through centre of town, with relatively wide proportions and a grander architectural appearance, whilst smaller, more intermate secondary streets include Ely Street, Meer Street, Mansell Street and Scholars Lane, which contain smaller-scale, more vernacular and utilitarian architecture.
- 6.5 The principal streets, as noted above, include high volumes of both vehicular and pedestrian traffic. At Henley Street, the north-western half of the street has been pedestrianised and now reads as a fully paved thoroughfare which incorporates some of the town centre's most well-known and famous landmarks (including William Shakespeare's Birthplace). Here, there is an overarching commercial character, with a range of retail and restaurant/ café uses, and an eclectic mix of architectural styles from timber framed Tudor properties, to Georgian and Victorian brick buildings, as well as the more recent Shakespeare Centre, which differs from the overarching character in terms of style, scale and grain.
- 6.6 Building heights are generally consistent across the townscape character area, ranging from between 2–3 storey buildings, with a more small-scale, medieval character to the north-west close to Windsor Street. The roofscape of the area is more varied. This includes pitched gables and hipped roofs, with clay-tiles to early medieval/ post-medieval properties.

- 6.7 Rother Street marks the centre of the character area, with a relatively large area of hard landscaping and open space, similar to that of a central 'market square', defined by the Shakespeare Memorial Fountain.
- 6.8 Church Street forms a southern entry point into the centre of town from the south. Here, long-range timber framed buildings of 2-storeys differ from the smaller scale, fine grain plots throughout the area, whilst the early-20th century offices of Stratford District Council, situated towards its northern end are more classical in style and appearance.
- 6.9 The larger, well-populated thoroughfares of the town centre are surrounded by a more intermate network of residential streets. These generally include defined residential building lines fronting directly onto pavements, with a continued range of building typologies, styles and ages. Owing to the consistent and well-defined building lines, not only to these smaller thoroughfares by other, wider principal routes, but views between properties is also relatively limited, though linear views along streets are commonplace.
- 6.10 Beyond Henley Street, to the west the Windsor Street multi-storey carpark and Coach Park differ from the overarching townscape character of the area, introducing buildings of larger scale and footprint and areas of low-quality hardstanding, which varies from the townscape of the town centre, both in terms of architectural style, layout, form and age.

TOWNSCAPE CHARACTER AREA 2: RIVERSIDE

- 6.11 Townscape Character Area 2 is situated to the east of the medieval / historic town centre. Its western boundary is defined by the Waterside which defines the fine urban grain of the town centre.
- 6.12 The area can be largely defined and characterised by the presence of the large expanse of green open space, Bancroft Gardens, located to the north of the Royal Shakespeare Theatre and to the west of the River Avon. The Gardens provide a point of transition point between the urban grain of the town centre and the more rural, riparian character of the river. They include wide paved walkways and square grassed areas, with public seating and raised flowerbeds, whilst also links to the canal system, with Bancroft Basin located to the north of the public realm.



Figure 6.2 Bancroft Gardens

- 6.13 The Royal Shakespeare Company Theatre stands as a prominent building within the character area, addressing Bancroft Gardens with its curved red brick northern elevation, whilst its view tower, constructed in 2010 stands in stark contrast to the smaller scale, fine grain properties on the western edge of the character area.

TOWNSCAPE CHARACTER AREA 3: SOUTH-WESTERN RESIDENTIAL SUBURB

- 6.14 Character Area 3 is located to the south-west of the historic town centre and is bounded by Alcester Road in the north and Grove Road to the east. The area includes swathes of residential properties, largely consisting of mid-late-19th century terraced development of between 2 and 3 storeys.
- 6.15 The residential area can be split into two areas, separated by the former railway line once connecting the town with Cheltenham, now a pedestrianised route known as Summerton Way.

6.16 To the east of Summerton Way, Albany Road includes a large collection of historic residential properties. To its eastern end, this includes Arts-and-Craft semi-detached properties on the northern side of the street, with pitched gables and projecting bay windows at first floor level. To the south, there is a more consistent building line, defined by red-brick ground floors and pitched gables, with pebble-dashed upper storeys. Beyond the turn in the street, the strong and coherent terrace line includes a strong rhythm of vertical bays with pitched dormers at roof level. The general townscape character is that of an urban, Victorian residential street, with little public open space, save for a community garden to the rear of a consistent building line.

6.17 The residential character of the area continues to the west of Summerton Way, though there is a looser urban grain to that seen at Albany Road. Here, residential development evokes a 'Garden-Village' suburban typology, comprising late-20th/ early-21st century development, set back from the pavement edge in generous boundary plots, with front driveways and areas of soft-landscaping and grass verges.



Figure 6.3 Albany Road

TOWNSCAPE CHARACTER AREA 4: NORTH-EASTERN RESIDENTIAL SUBURB

6.18 Townscape Character Area 4 covers the northern residential suburb, bound to the south by Guild Street and Birmingham Road. It includes the northern area of Stratford-Upon-Avon Conservation Area, defined by Sub-Character Areas B and F.

6.19 Between Guild Street and the Stratford-upon-Avon Canal, the area can be generally characterised by the small-scale terraced housing of a fine urban grain, constructed directly onto the pavement with high levels of on-street parking. These terraces are chiefly red brick with a coherent and strong building line/frontage, and are derivative of the former industrial character of the area and links to the canal system to the north during the mid-late-19th century. The street pattern of this part of the area is defined by a network of secondary residential streets, with an overarching residential character.

6.20 Building heights throughout this part of the character area are generally 2 storeys, though there is an increase in 3 storey properties running along the northern side of Guild Street and Birmingham Road, which once marked the northern extremities of the town centre.

6.21 Guild Street forms a principal vehicular thoroughfare which cuts across the northern part of the historic medieval centre, linking into Birmingham Road, with high levels of vehicular traffic and movement. Properties fronting both streets are generally of a larger footprint than those to the north of both thoroughfares.

6.22 Beyond the Stratford-Upon-Avon Canal to the north, the density of residential development decreases, with a looser urban grain, reflective of the historic demographics of the area during the 19th century. Here, properties are set further back from street frontages, with wider streets than the majority seen to the south of the canal and within the town centre. Buildings are generally Victorian in both age and style, with Gothic architectural detailing to larger properties, and more vernacular, utilitarian styles to smaller cottage buildings.



Figure 6.4 Small-scale residential terraced housing on Shakespeare Street



Figure 6.5 Guild Street

6.23 To the north of the area, there is reduction in building density, with large Victorian properties set within large building plots, set back from the street frontage with large driveways. The scale of buildings also changes here, from small-scale cottages or terraces of 2-storeys to large, detached properties of 2 1/2 – 3 1/2 storeys. Furthermore, there is higher levels of vegetation, with hedgerows marking the edge of boundary plots, and mature trees with dense foliage evoking an ‘out-of-town’ affluent residential suburban. Activity is also markedly diminished to that seen in the town centre, with movement generally reserved to residents and pedestrians, travelling on secondary residential routes.

TOWNSCAPE CHARACTER AREA 5: INSTITUTIONAL/ COMMERCIAL DISTRICT

6.24 Townscape Character Area 5 is located to the west of the town centre, bound to the east by Arden Street and Birmingham Road to the north/north-west. It is defined by buildings of a large footprint and a coarse urban grain, markedly different to the character of the medieval/ historic town centre to its east.

6.25 Chiefly commercial and light industrial in character, the area is home to a variety of uses, including community facilities in the form of Stratford-Upon-Avon Hospital and the DoubleTree Hotel to the west of Arden Street. Commercial and light industrial uses are dispersed along either side of Brunel Way and Western Road, generally consisting of shed-like buildings typical of these uses. The northern section of Western Road includes a high concentration of car-sales/ servicing establishments, with high volumes of vehicular traffic.

6.26 The character area also includes Stratford-Upon-Avon Railway Station, situated to the north of Alcester Road and to the west of Brunel Way. To the immediate east of the Station is the new residential development of ‘Arden Quarter’, part of the western Gateway development on the perimeter of the town centre. Here, there is a shift in character, with buildings of a greater scale and height to those seen throughout the industrial zone to the north/ north-east. This includes residential development of 5-6 storeys, surrounded by generous public realm and soft landscaping. Pitched roofs and gables help link this regenerative scheme into the wider typology of Stratford-upon-Avon.



Figure 6.6 Industrial area to the north of Stratford-upon-Avon Railway Station



Figure 6.7 Arden Quarter

6.27 The railway line linking the town to Birmingham City Centre and its surrounding suburbs cuts through the character areas on a north-south axis, with the industrial/ commercial character continuing to its west. This includes a large supermarket buildings and large expanses of associated car-parking facilities. Equally, this character continues to the north of the Stratford-upon-Avon Canal, which cuts through the character area on an east-west axis, with various industrial/ commercial shed buildings located to the west of Birmingham Road.

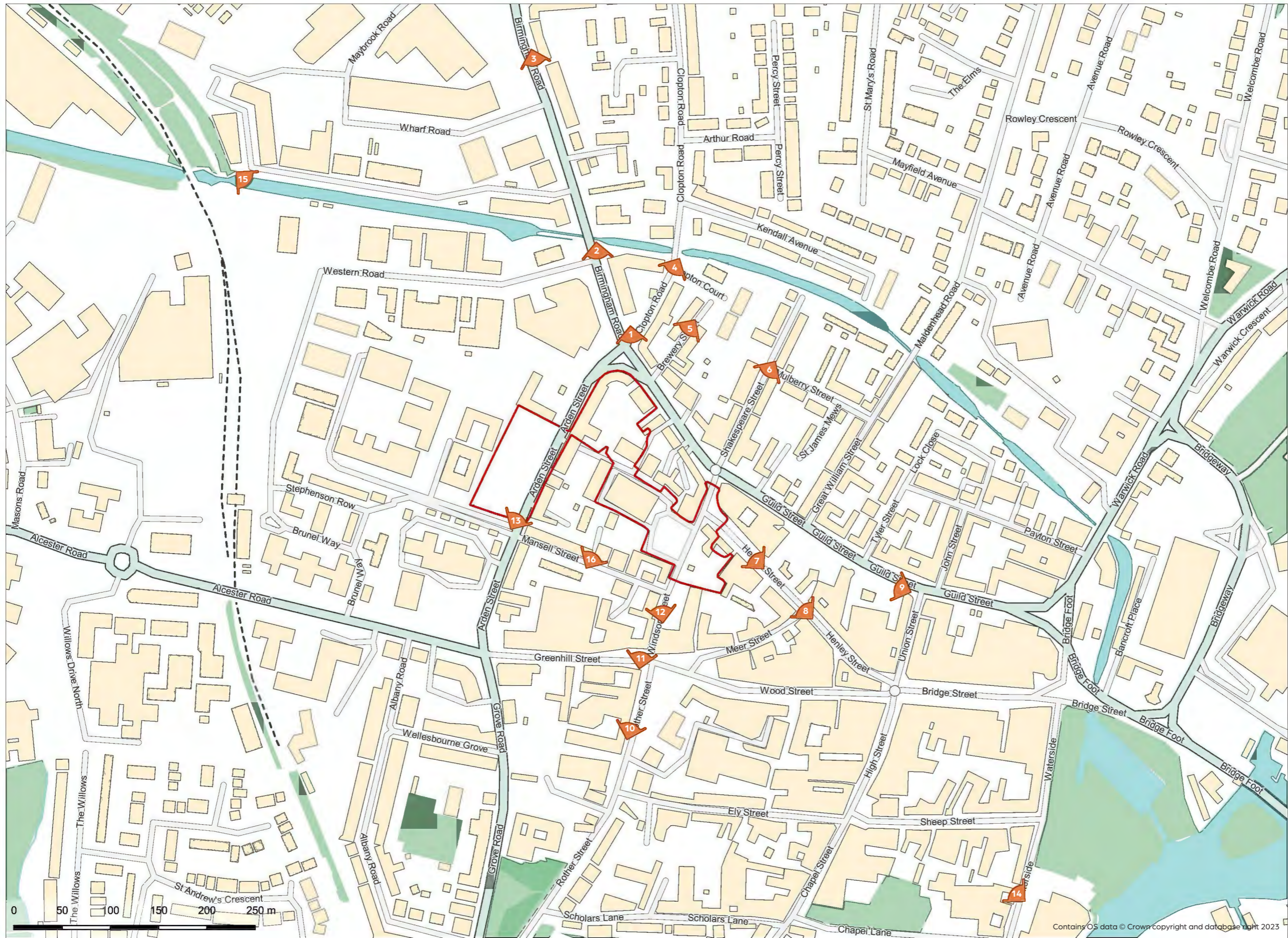
6.28 Townscape Character Area 5 is identified to undergo significant change, being subject to an adopted Site Allocation within the Council’s Core Strategy 2011-2031, identified for 650 new homes across the plan period, identified as the ‘Canal Quarter Regeneration Zone’. The Site Allocation is supported by the ‘Canal Quarter Regeneration Zone Framework Masterplan’, adopted by the District Council in July 2018.

7.0 BASELINE: VISUAL

**STRATFORD-UPON-AVON GATEWAY MASTERPLAN FRAMEWORK
SUPPLEMENTARY PLANNING GUIDANCE**

BASELINE: VISUAL

- 7.1 To support the development of any future regenerative redevelopment of the Gateway site in relation to heritage, townscape and visual amenity considerations, 16 Viewpoints have been identified, in collaboration of Planning Policy, Conservation and Design Officers at the Council. The location of these is provided at **Figure 7.1**.
- 7.2 Each viewpoint has been selected based on the location of designated and non-designated heritage assets, sensitive locations within townscape character areas and where visibility of future development proposals is likely to be at its greatest.
- 7.3 A description of each view, along with view management guidelines is included at **Section 10.0** of this report. Such management guidelines are included within this report to inform/ guide the height, scale and mass of any future redevelopment proposal on the Gateway site.



VIEWPOINT LOCATION PLAN

- Application Site
- 1. Birmingham Road/Clopton Road
- 2. Birmingham Road
- 3. Birmingham Road North
- 4. Clopton Road/ Clopton Court
- 5. Brewery Street
- 6. Shakespeare Street
- 7. Henley Street
- 8. Henley Street/ Meer Street
- 9. Guild St/Union St
- 10. Rother Street
- 11. Rother Street/Greenhill Street
- 12. Windsor Street
- 13. Arden Street
- 14. RSC Tower
- 15. Stratford-upon-Avon Canal
- 16. Mansell Street

LOCATION:
Stratford-upon-Avon Gateway

DATE:
August 2023

SCALE:
1:3,500 @ A3

FIGURE 7.1 Viewpoint Location Plan

▲ NORTH



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8.0

DESIGN RECOMMENDATIONS

**STRATFORD-UPON-AVON GATEWAY MASTERPLAN FRAMEWORK
SUPPLEMENTARY PLANNING GUIDANCE**

DESIGN RECOMMENDATIONS

- 8.1 This Section of the report provides design recommendations with respect to heritage, townscape and visual considerations, which have informed and are to be read in conjunction with the Development Parameters defined in Masterplan Framework SPD.
- 8.2 This Section of the report continues to follow the guidance on the selection of Site Allocations defined by Historic England. It builds upon the baseline assessments set out in **Sections 5.0** and **6.0** (steps 1 and 2 of the guidance) and identifies how the identified heritage assets and wider townscape character could be affected by the redevelopment of the Gateway Site. This includes what impact future redevelopment proposals might have on the significance of heritage assets (step 3 of the guidance) and identifies potential mitigation and enhancement measures to reduce and/or remove such impacts (step 4 of the guidance).
- 8.3 Viewpoint management guidelines for the viewpoints identified in **Section 7.0** are included within **Section 9.0**. **Section 10.0** of this report summarises our findings and conclusions and provides commentary on whether the future redevelopment of the Site, in line with the considerations and masterplanning set out in the supporting SPD, is appropriate in light of the NPPFs tests of soundness and potential affects arising on identified heritage assets and townscape character.

HERITAGE ASSETS

CONSERVATION AREAS

STRATFORD-UPON-AVON CONSERVATION AREA

- 8.4 As set out in **Section 5.0** of this report, the Stratford-Upon-Avon Conservation Area can be split into six sub-character areas, each one contributing to the overarching special character and appearance of the conservation area, which is principally manifested in the eclectic mix of historic buildings dating from the medieval period to more recent

industrial periods in the town's history. This includes a high concentration of statutorily listed buildings, from timber framed properties lining Henley Street and Rother Street, to workers cottages/ lines of terraces along Mansell Street and Shakespeare Street, as well as civic buildings at Chapel Street, Ely Street and the High Street.

- 8.5 The setting of the conservation area contributes positively to its significance, though in a way that only reinforces the historic town centre boundary. Modern residential development surrounds the conservation area, with more industrial areas located to the north-west. The eastern portion of the Site (that which comprises an existing coach park), and the historic terrace along its northern boundary) are situated within the boundary of the conservation area, with all other areas situated within its setting (see Heritage Asset Plan in **Section 5.0** and **Appendix 1.0**). Those elements of the Site located outside the conservation area boundary, including the coach parking area (situated within it), make no contribution to an understanding of the historic character and appearance of the conservation area.

POTENTIAL IMPACT

- 8.6 As noted above, elements of the Site are located within the boundary of the Stratford-upon-Avon Conservation Area. There is therefore potential for the future redevelopment of the Gateway site to have a direct impact on its special character and appearance (both harmful or beneficial), as well as an understanding of its core interest as a medieval market town, with subsequent urban expansion throughout the 17th, 18th and 19th centuries. There is also potential for there to be an indirect effect by virtue of setting, with the majority of the Site located beyond its western boundary.
- 8.7 The Development Parameter Plans, as presented in the Masterplan Framework SPD, illustrate how the potential impacts arising on the conservation area (as noted above) can be mitigated and reduced, as well as how the future redevelopment of the Site can enhance the setting of the conservation area. This includes:
- The **Land Use Parameter Plan** illustrates how the future redevelopment of the Site can contribute to the setting of the conservation area, through the introduction of active frontages along Windsor Street, and provide new connections which enhance the Site's interface with the conservation area boundary, including

replacing areas of low-quality hard-standing (coach-park) and multi-storey carparking with new pedestrian routes, with both cultural and commercial uses. Carparking is indicated as being retained at the Arden Street car park, but this should not preclude other alternative uses, which would create active frontages and attractive architecture that would enhance the townscape and setting of designated heritage assets.

- The **Movement and Access Parameter Plan** shows how the future redevelopment of the SPD site can improve permeability and create new connections through to the pedestrian routes seen on Henley Street, whilst also providing further connectivity with the historic terrace on the southern side of Birmingham Road. This has the potential to enhance the Site's contribution to both the setting and character and appearance of the conservation area, whilst also being responsive to the tradition of pedestrianised courts and yards. There are also potential enhancements to the quality of the streetscape within the conservation area boundary, introducing enhanced public realm and street landscaping (also shown within the Public Realm and Green Infrastructure Parameter Plan).
- The **Heights and Massing Parameter Plan** demonstrates that any future redevelopment of the site should introduce a range of building heights, contributing to visual interest to views out of, into and across the conservation area. Such an approach will assist in responding to the varied roofscape within the conservation area, a characteristic which contributes greatly to its overarching character and appearance/ special interest. The variation in scale of future redevelopment proposals also enables a reduction in height to the site edges, notably the interface with the conservation area along Windsor Street and to the rear elevations of listed buildings and non-designated heritage assets (Birmingham Road and Windsor Street). The parameter plan also shows locations for great heights of between 4 and 5 storeys, which have the potential to add attractive, visual interest to the setting of the conservation area in the form of high-quality, contemporary architecture. Such taller elements will be required to introduce innovative uses of roof space and site levels, so to ensure they respond to the surrounding context of the town centre. It is also noted within the Heights and Massing Parameter Plan that the northern end of Arden Street, at the

junction with Birmingham, is less sensitive than areas close to the boundary of the conservation area, with the potential for increased height (approximately 3–4 storeys). Importantly the Heights and Parameters section of the SPD notes that the townscape and scale of buildings within Stratford-upon-Avon is generally 3 storeys, with any future design proposal for greater height needing to be justified in the context of the Site and its surrounding context. This includes high-quality, detailed design (discussed further below).

MITIGATION AND ENHANCEMENT

8.8 As noted above, the Parameter Plans set out within the Masterplan Framework SPD include embedded mitigation, showing how redevelopment proposals can reduce any potential impacts arising on the Stratford-upon-Avon Conservation Area, as well as introduce potential enhancements (both to its character and appearance and setting). There is potential for any future redevelopment proposal to further reduce such impacts at full application/ design stage, including the following mitigation measures:

- Introducing high-quality, contextual design that responds positively to the surrounding architectural quality and the interest of the historic market town.
- Improving permeability through the Site and create new connections to Windsor Street and the pedestrian route of Henley Street.
- Introduce an urban form that responds to the surrounding street pattern and fine urban grain.
- Provide a development that acts as a gradual transition from the historic urban form to the east (Henley Street, Windsor Street and surrounding environs), with the coarser urban grain seen to the west, primarily along Birmingham Road).
- Replace unsympathetic areas of hardstanding (Coach parking) and mid-late-20th century car parking facility, (including the Arden Street car park if feasible), with high quality, contextual architecture, introducing a range of uses which complement the commercial and residential character of the town centre. Such mitigation is shown within the Land Use Parameter Plan, illustrating how a scheme could be successful in this regard.

- Propose a material palette and detailed design informed by an in-depth study of the materiality and architecture of the town centre, including red brick, pitched roofs, timber framing and stone. This does not intend to promote a pastiche of the historic architecture but encourages contemporary design that is sensitive to its context.
- Introduce a range of heights across the Site, so to add visual interest in views out of the conservation area, responding to the varied roofscape seen across the conservation area (as shown in the Height Parameter Plan).
- Retain and enhance the contribution Nos. 37–43 Birmingham Road and No. 45 Birmingham Road make to the character and appearance of the conservation area, retaining their intrinsic value and celebrate their individual significance, and improving the setting relationship to the rear.
- Consider the potential for lower density development on the eastern areas of the Gateway site (as shown in the Height Parameter Plan), with any proposals for height being informed by a thorough assessment of potential impacts on the historic built environment (including an assessment of views – see **Section 9.0**).
- Enhance biodiversity and street landscaping through the introduction of street trees and other forms of planting.
- Follow the principles set out in various design guidance documents, including the Stratford-upon-Avon Town Design Statement (2002), the Urban Design Framework for Stratford-upon-Avon (2007) and the Stratford-on-Avon District Design Guide (2001).

LISTED BUILDINGS

LISTED BUILDINGS BEYOND THE SITE'S IMMEDIATE SURROUNDINGS

POTENTIAL IMPACTS

8.9 Owing to the high concentration of listed buildings throughout the historic town centre, their shared wider and extended settings, their contribution in understanding the historic evolution of the town centre, coupled with the contribution the Site makes to their wider and extended settings, it is likely that any future redevelopment proposals at the Gateway Site will give rise to similar indirect effects on a wide range of listed buildings throughout the town centre. This includes listed buildings along Henley Street, High Street, Meer Street Greenhill Street, Rother Street and Guild Street, typically those situated beyond a circa. 50m distance from the Site's red line boundary.

Such potential indirect impacts include changes to listed buildings' wider and extended settings and the potential to adversely affect an appreciation of their historic market town context, which contributes greatly to their overarching significance. There is also potential for enhancements to the setting of such listed buildings, including improvements to their setting and bettering the Site's contribution to that setting.

8.10 The suite of Development Parameter Plans, presented within the Masterplan Framework SPD, include embedded mitigation (as set out within the plans) and demonstrate that any indirect effects arising on the listed buildings beyond the Site's immediate surroundings can be reduced, removed and enhanced. Such mitigation measures include:

- The **Land Use Parameter Plan** includes a range of uses across the SPD site, including cultural uses (Class F1, E) and a variety of commercial (Class E), residential (Class C3) and hotel uses (Class C1). Such a mix of uses stands to contribute to the character and existing tenure mix seen across the town centre, complementing its town centre character. Such vibrancy and mix of uses stands to be a positive addition to the wider and extended settings of listed buildings beyond the Site's immediate context.
- The **Movement and Access Parameter Plan** illustrates that the SPD site can contribute to the permeability of the town centre, creating new connections through onto both Henley Street, Windsor Street and Arden Street. Such connections and improved connectivity/permeability stands to enhance the Site's contribution to the character and appearance of the town more generally, and therefore stands to benefit the wider and extended setting of its listed buildings.
- The **Public Realm and Green Infrastructure Parameter Plan** includes enhanced public realm and street landscaping to Windsor Street and Henley Street, toward the junction of Birmingham Road. Such improvements stand to enhance the surrounding streetscape and contribution of this part of the town centre makes to the wider and extended setting of its listed buildings.
- The **Heights and Massing Parameter Plan** includes a range of building heights, from 1.5 storeys to a maximum of 5 storeys. Owing to the tight street network and finer grain of the town centre, it is anticipated that visibility of such scale across the site will be limited across a wider area, with glimpsed visibility through gaps in properties along linear routes.

The parameter plan shows that a range of building heights should be introduced across the site to mitigate potential effects, adding visual interest to such views, with height stepping down towards site edges where there is a sensitive interface. Future proposals which follow such an approach, as well as contains a varied roofscape and points of visual interest (as shown within the Parameter Plan), have the potential to form attractive features within long distant views, as well as have a limited, beneficial effect. The SPD notes that any development that seeks to rise above the existing height datums seen within the town centre (approx. 3-storeys) will be required to be of high architectural quality and be justified in the context of the site and its surrounding locality/ built form. This includes the listed buildings beyond the Site's immediate boundaries, with any new development responding positively and forming a positive addition to their immediate and wider settings.

MITIGATION AND ENHANCEMENT

- 8.11 The Parameter Plans within the Masterplan Framework SPD include embedded mitigation to guide the future redevelopment of the SPD site. Potential effects/ impacts on listed buildings beyond the site's immediate surroundings can be further reduced, mitigated and settings enhanced through following additional mitigation measures at detailed design / full-application stage. This may include the following:
- Responding to the scale of development along Henley Street, including the strong and coherent roof profile on the southern side of the street (particularly in Viewpoints 7 and 8 – See **Section 9.0**).
 - Ensure any proposals respond appropriately to the scale of existing development surrounding Rother Street, and reads as a background feature in views north, noting the importance and historic relationship with listed buildings surrounding the Grade II* listed Shakespeare Memorial Fountain, forming a core group of assets which read as a historic market square.
 - Ensure massing is broken through the introduction of varied scale/ heights, avoiding monotonous or monolithic forms of development.
 - Propose an attractive roofscape, responding to the profile of the listed buildings across the town centre, including pitches and traditional profiles.

- Introducing new pedestrian routes, forging new connections between the Site, Windsor Street and Henley Street, with new activation at ground floor level through the introduction of active frontages within the Site (as shown on Movement and Access Parameter Plan).
- Enhance public realm to the northern end of Windsor Street and north-western end of Henley Street, enhancing the setting of listed buildings along Henley Street and its surrounding environs.
- Propose a material palette cognisant of the materiality seen across the town centre, including red brick, timber framing and stone, though avoiding 'pastiche' architectural styles.

LISTED BUILDINGS ALONG BIRMINGHAM ROAD AND WINDSOR STREET

POTENTIAL IMPACTS

- 8.12 Birmingham Road is located immediately to the north of the Gateway site, forming a principal vehicular route into the town centre. It comprises a series of terraced properties associated with the 19th century expansion of the medieval market town. There is potential for both a direct and indirect effect on the significance of listed building along Birmingham Road, with Nos. 37-43 Birmingham Road (Wellington Terrace) situated within the Site's red line boundary. There is therefore potential for a harmful or beneficial effect on the significance of Nos. 37-43 Birmingham Road through direct alterations, as well as a wider setting effect stemming from the redevelopment of the Site as whole. The degree of harm/ benefits would be dependent on the nature and scale of any future development proposals.
- 8.13 The suite of Development Parameter Plans, presented in the Masterplan Framework SPD includes mitigation measures to help reduce, mitigate, and remove any potential adverse effects arising on the significance of the listed buildings along Birmingham Road. This includes the following measures:
- The **Land Use Parameter Plan** shows that in respect of Nos. 37-43 Birmingham Road directly (those within the Site's red line boundary), a mix of uses could be proposed/ introduced, including residential, hotel and/or commercial. Such uses have the potential to benefit and enhance the significance of the listed buildings, including bringing them back into a future viable use, consistent with their ongoing conservation. The variety of uses shown across the wider

SPD site stands to add both activity and vibrancy to the setting of the listed buildings, including the introduction of cultural uses, which will respond and further an understanding of the historical town centre context. The retained frontage to Nos. 37-43 Birmingham Road ensures the listed buildings' contribution to the streetscene is preserved.

- The **Movement and Access Parameter Plan** illustrates that the SPD site can contribute to the permeability of the town centre, creating new connections through onto both Henley Street, Windsor Street and Arden Street. It also shows the potential for the opening up and utilisation of existing alleyways to the immediate south of No. 37 Birmingham Road, activating an historic alley which is currently underutilized and contributes little to the setting of the listed building. There is potential for enhancement through this activation and increased permeability, including enhanced pedestrian crossing to the northern end of Windsor Street, enabling an improved streetscene onto and activity onto Birmingham Road.
- The **Heights and Massing Parameter Plan** includes a range of building heights across the SPD site, from 1.5 storeys to 5 storeys. There is an existing transition in height stepping away from Nos. 37-43 Birmingham Road, around the corner of Birmingham Road and onto Arden Street. The parameter plan includes a gradual stepping up from 3 storeys (listed buildings) to 4 storeys onto Arden Street, which, if designed appropriately, stands to preserve the significance of the listed terrace, with a gradual increase in height, away from the listed buildings and remains relatively consistent with the existing situation. Furthermore, the reduction in height to the rear of the terrace on Birmingham Road, limits visibility of the proposals above the listed terraces' roofline, ensuring their intrinsic relationship and contribution to the historic streetscape of Birmingham Road remains fully legible. Importantly, any use of heights greater than 3 storeys will be required to be architecturally justified in the context of the town centre, with any proposed heights of 4 to 5 storeys making innovative use of roof spaces and site levels.

MITIGATION AND ENHANCEMENT

- 8.14 The Parameter Plans within the Masterplan Framework SPD include embedded mitigation to guide the future redevelopment of the SPD site. There is potential for the future redevelopment of the site to have a direct impact on the significance of the Grade II listed Nos. 37–43 Birmingham Road (Wellington Terrace). There are opportunities to mitigate and remove harm to Wellington Terrace through embedded design mitigation within a detailed design/ planning and listed building consent submission. Such additional design mitigation measures at a detailed design stage may include:
- Celebrating the listed buildings’ intrinsic value as 19th century residential terraced properties, through both restoration, sensitive adaption and bringing the properties back into use.
 - Any proposed alterations are required to be informed by a thorough assessment of significance, following the approach set out in Historic England Advice Note 12: Statements of Heritage Significance: Analysing Significance in Heritage Assets (2019), as required by Paragraph 194 of the NPPF (2021). Such assessments are to be agreed with the Council at an early stage of design development.
 - Proposals should seek to preserve the significance of the listed buildings, with any alterations responding to their overarching character as 19th century residential properties. Any harm to the significance of the listed building should be supported by clear and convincing justification, demonstrating that such harm is necessary and outweighed by the public benefits of the proposals.
 - Any proposal should seek the full retention of Wellington Terrace and should seek to integrate the properties into a wider placemaking strategy, celebrating their contribution to the character of the town centre.
 - Any future proposals which seek to alter, redevelop and/or adapt Nos. 37–43 Birmingham Road will likely require listed building consent (subject to the works proposed having the potential to affect the special architectural and/or historic interest of the terrace group). It is advisable that pre-application engagement is undertaken with the Council prior to any formal submission, so to inform the scope of any future redevelopment proposals.
- 8.15 Along with potential for direct impacts to Nos. 37–43 Birmingham Road, the redevelopment of the Gateway site has the potential to cause a setting effect to the listed properties along Birmingham Road and Windsor Street. The Parameter Plans demonstrate potential design mitigation measures to reduce and enhance this setting effect, though

such effects can be further reduced, mitigated and settings enhanced through following additional mitigation measures at detailed design / full-application stage. This may include the following:

- Introducing a varied height strategy, so to create a varied roofscape which, when visible, reads as a background feature to the terraced properties, which continue to remain the prominent feature along Birmingham Road.
- Roof profiles to respond to the local vernacular, including pitches and avoiding monotonous or monolithic forms.
- Locating higher threshold buildings within the centre of the Site, limiting visibility along Birmingham Road, where the significance of the listed buildings is best experienced (as shown within the Height Parameter Plans).
- Using a material palette that responds to the local character, including listed buildings, though care to be taken not to ‘mimic’ the architectural character and instead, take cues from it.
- Ensuring the character and fine grain of the street pattern (including Burgess plots) are retained and celebrated.

**LISTED BUILDINGS ALONG SHAKESPEARE STREET
POTENTIAL IMPACTS**

- 8.16 Shakespeare Road is located to the north-east of the Site, beyond Birmingham Road. It includes a series of terraced properties constructed between the 1830s and 1840s, housing the growing working-class population in the town during the early-mid-19th century. They vary slightly in architectural detailing, though generally consist of a red brick construction with stuccoed window dressings and angular bay windows, with classically door surrounds. For completeness and owing to the shared setting, the former Recession Public House (Grade II) is included within this group.
- 8.17 There is potential for a setting effect on the listed buildings along Shakespeare Street, in the form of a change in character within the wider setting of the listed buildings. This includes an interruption to the strong visual and spatial relationship between the terraced group, as well as the more intimate residential character, situated beyond the busy town centre to the south, along both Birmingham Road and Windsor Street.
- 8.18 As set out in **Section 5.0**, the Site currently makes no contribution to the significance of the listed buildings along Shakespeare Street, and there is potential for enhancement and for any setting effect to be mitigated.
- 8.19 The suite of Development Parameter Plans, presented within the Masterplan Framework SPD, show that with embedded mitigation (as

set out within the plans), any indirect effects arising on the listed buildings on Shakespeare Street can be reduced, removed and enhanced. Such mitigation measures include:

- The **Land Use Parameter Plan** includes the introduction of a variety of uses across the SPD site. This includes cultural uses (Class F1, E), commercial uses (Class E), residential uses (Class C3) and hotel uses (Class C1). Such a mix of uses stands to contribute to the character and existing tenure mix seen across the town centre. Such vibrancy and mix of uses stands to be a positive addition to the wider and extended settings of listed buildings surrounding the town centre, including along Shakespeare Street.
- The **Movement and Access Parameter Plan** illustrates that the SPD site can contribute to the permeability of the town centre, creating new connections through onto both Henley Street, Windsor Street and Arden Street. Such connections and improved connectivity/ permeability stands to enhance the Site’s contribution to the character and appearance of the town more generally, and therefore stands to benefit the wider and extended setting of its listed buildings, including those fronting on Shakespeare Street.
- The **Public Realm and Green Infrastructure Parameter Plan** includes enhanced public realm and street landscaping to Windsor Street and Henley Street, close to the junction of Birmingham Road, located close to the junction of Shakespeare Street/ Guild Street and Birmingham Road. Such public realm improvements stand to enhance the setting of the listed buildings along Shakespeare Street, introducing increased levels of biodiversity, street landscaping and enhanced activation/ movement, forming an attractive backdrop to views south out of their domestic setting.
- The **Heights and Massing Parameter Plan** includes a range of building heights, from 1.5 storeys to a maximum of 5 storeys. The range of buildings heights and the stepping down in height towards the site’s interface with Windsor Street responds to the surrounding height datums and historic streetscene seen to the south of Shakespeare Street. Furthermore, the parameter plan makes clear that any future proposal which seeks to introduce a height of greater than 3 storeys should be supported by architectural justification, and any use of 4 to 5 storeys is assumed a proposal will be innovative in terms of usable roof space and responding to the existing site levels.

MITIGATION AND ENHANCEMENT

8.20 The Parameter Plans demonstrate potential design mitigation measures to reduce and enhance the potential setting effect on the listed building along Shakespeare Street, though such effects can be further reduced, mitigated and settings enhanced through following additional mitigation measures at detailed design / full-application stage. This may include the following:

- The provision of varied scale across the Site, adding visual interest to views south out of Shakespeare Street and the immediate setting of the listed buildings (as shown in the Height Parameter Plan).
- Introducing high-quality, detailed architecture that responds to the character of the surrounding area and is befitting of an international destination and historic market town.
- Transforming the northern side of Windsor Street to include enhanced public realm, including street planting and activity (as shown in the Movement and Access Parameter Plan, as well as the Public Realm and Green Infrastructure Parameter Plan).

NON-DESIGNATED HERITAGE ASSETS

'SIGNIFICANT BUILDINGS' ON BIRMINGHAM ROAD

POTENTIAL IMPACTS

8.21 As identified earlier within this Section, Birmingham Road is located immediately to the north of the Site, including a run of historic terraced properties, associated with the urban expansion of the town centre during the 19th century. There is potential for the future redevelopment of the Gateway site to have both a direct and indirect on this sub-group, with No. 45 Birmingham Road located within the Site's red line boundary (please refer to the Heritage Asset Plan at **Figure 5.1** and in **Appendix 1.0**). There is therefore potential for the proposed redevelopment of the Site to have either a harmful or beneficial effect on the significance of No. 45 Birmingham Road through direct redevelopment proposals, as well as wider setting impacts, derived from the redevelopment of the Site as a whole (both to No. 45, Nos. 1-33 and Nos. 1-10 Birmingham Road).

8.22 The suite of Development Parameter Plans, presented in the Masterplan Framework SPD includes mitigation measures to help reduce, mitigate, and remove any potential adverse effects arising on the significance of the listed buildings along Birmingham Road. This includes the following measures:

- The **Land Use Parameter Plan** shows that in respect of No. 45 Birmingham Road, a mix of uses could be proposed/ introduced within the building, including residential, hotel and/or commercial. Such uses have the potential to benefit and enhance the significance of the non-designated heritage asset and improve its contribution to the streetscene, as well as bring the building back into a viable use. The variety of uses shown across the wider SPD site stands to add both activity and vibrancy to the setting of the historic terrace fronting Birmingham Road, including the introduction of cultural uses which has the potential to respond and further an understanding of the historical town centre context. The retained frontage of No. 45 Birmingham Road ensures the building continues to contribute to the streetscene and the character and appearance of the Stratford-upon-Avon Conservation Area.
- The **Movement and Access Parameter Plan** illustrates that the SPD site can contribute to the permeability of the town centre, creating new connections through onto both Henley Street, Windsor Street and Arden Street. It also shows the potential for the opening up and utilisation of existing alleyways onto Birmingham Road, activating an historic alley which is currently underutilized and contributes little to the setting of non-designated heritage assets fronting Birmingham Road. This stands to make an enhancement to the setting of the properties on Birmingham Road, through activation and increased permeability. The Parameter Plan also shows potential enhancements to the south-eastern end of Birmingham Road, including improvements to the pedestrian crossing to the northern end of Windsor Street, enabling an improved streetscene onto and activity onto Birmingham Road.
- The **Heights and Massing Parameter Plan** includes a range of building heights across the SPD site, from 1.5 storeys to 5 storeys. There is an existing transition in height stepping away from No. 45 Birmingham Road, around the corner of Birmingham Road and onto Arden Street. The parameter plan seeks to ensure that there will be a gradual stepping up in height, away from No. 45 Birmingham Road, onto the interface with Arden Street, which stands to show that a gradual stepping up of height has the potential to preserve the significance of the non-designated heritage asset and remains relatively consistent with the existing situation (albeit offers the potential for improved architectural design). Furthermore, the

reduction in height across the site, namely at 'pinch points' close to the rear of terraced properties on Birmingham Road, stands to limit visibility of the proposals above the historic terraces' roofline, ensuring their intrinsic relationship and contribution to the historic streetscape of Birmingham Road remains fully legible. Importantly, and given the existing height datums seen across the town centre (of approx. 3-storeys), the height parameters plan notes that any future proposal for height across the site will need to be architecturally justified and respond to the surrounding townscape context. This includes assessing potential indirect effects arising to the setting of surrounding heritage assets, including No. 45 Birmingham Road.

MITIGATION AND ENHANCEMENT

8.23 The Parameter Plans within the Masterplan Framework SPD include embedded mitigation to guide the future redevelopment of the SPD site. There is potential for the future redevelopment of the site to have a direct impact on the significance of No. 45 Birmingham Road. There are opportunities to mitigate and remove harm to the non-designated heritage asset through embedded design mitigation at full-application stage. Such additional design mitigation measures at a detailed design stage may include:

- Celebrating the intrinsic interest of the non-designated heritage asset, both through its reuse, restoration and integration in a wider, holistic proposal.
- Incorporating a new use within the property, consistent with its ongoing conservation.
- Where proposed alterations occur, such alterations should be informed by a detailed analysis of the significance of the heritage asset, taking into account Paragraph 203 of the NPPF, requiring a balanced judgement to be had in regard to non-designated heritage assets.

8.24 Along with potential for direct impacts as noted above, the redevelopment of the Site has the potential to cause a setting effect to the non-designated heritage assets located along Birmingham Road. The Parameter Plans demonstrate potential design mitigation measures to reduce and enhance this setting effect, though such effects can be further reduced, mitigated and settings enhanced through following additional mitigation measures at detailed design / full-application stage. This may include the following:

- 8.25 Ensuring the scale of the Proposed Development responds positively to the scale of the properties along Birmingham Road, with a stepping down of scale close to the rear boundaries.
- Introducing a varied height strategy, so to create a varied roofscape which, when visible, reads as a background feature to the terraced properties, which continue to remain the prominent feature along Birmingham Road.
 - Roof profiles to respond to the local vernacular, including pitches and avoiding monotonous or monolithic forms.
 - Locating higher threshold buildings within the centre of the Site, limiting visibility along Birmingham Road.
 - Using a material palette that responds to the local character, though care to be taken not to ‘mimic’ the architectural character and instead, take cues from it.
 - Ensuring the character and fine grain of the street pattern (including Burgess plots) are retained and celebrated.

‘SIGNIFICANT BUILDINGS’ ON AT JUNCTION OF BIRMINGHAM ROAD, WINDSOR STREET AND HENLEY STREET

POTENTIAL IMPACTS

- 8.26 The Site is located to the immediate west/ south-west of the group of non-designated heritage assets at Windsor Street and Henley Street (including Nos. 22, 22-26 Henley Street and St. Gregory’s Hall). The Site boundary also incorporates St. Gregory’s Hall within its red line boundary. There is therefore potential for both a direct and indirect effect on the significance of non-designated heritage assets within this group. Such impacts stem from potential alterations to Gregory’s Hall, and changes to the character of the assets’ immediate and wider setting. It is considered that there is potential for both a beneficial and harmful impact from the future redevelopment of the Site, including insensitive redevelopment within the setting of the buildings, and/or insensitive direct redevelopment.
- 8.27 The suite of Development Parameter Plans, presented in the Masterplan Framework SPD includes mitigation measures to help reduce, mitigate, and remove any potential adverse effects arising on the significance the non-designated heritage assets fronting the junction of Birmingham Road, Windsor Street and Henley Street. This includes the following measures:
- The **Land Use Parameter Plan** shows that in respect of St. Gregory’s Hall, a mix of uses could be introduced within the building, including

residential, hotel and/or commercial. Such uses have the potential to benefit and enhance the significance of the non-designated heritage asset and continue its contribution to the streetscene, which currently contributes to the vibrancy and character of the Stratford-upon-Avon Conservation Area. The variety of uses shown across the wider SPD site stands to add both activity and vibrancy to the setting of the non-designated heritage assets to the north-western end of Henley Street and northern side of Windsor Street, including the introduction of cultural uses which has the potential to respond and further an understanding of the historical town centre context. The retained frontage of St. Gregory’s Hall ensures the building continues to contribute to the streetscene and the character and appearance of the Stratford-upon-Avon Conservation Area.

- The **Movement and Access Parameter Plan** illustrates that the SPD site can contribute to the permeability of the town centre, creating new connections through onto both Henley Street, Windsor Street and Arden Street. The plan also shows the potential for public realm improvements along Windsor Street and to the north-western edge of Henley Street. Such proposals stand to enhance the setting of the non-designated heritage assets surrounding Henley Street and Windsor Street, transforming an area currently dominated by vehicular traffic, to a pedestrianised/ shared-use area of public realm, with enhancements to streetscape.
- The **Heights and Massing Parameter Plan** includes a range of building heights across the SPD site, from 1.5 storeys to 5 storeys. This includes stepping down in height at the site’s interface with Windsor Street, including to the rear of St. Gregory’s Hall, with a proposed height datum of between 2-3 storeys in this location. Such a reduction in scale, with a gradual increase to the north-west, stands to provide a smooth transition in scale from the finer grain and smaller scale buildings seen around the junction of Henley Street and Windsor Street. The potential for higher buildings at the centre of the Site, to the west of Windsor Street, has the potential to add a point of visual interest and high-quality architecture to the setting of the non-designated heritage assets, not only improving the SPD site’s contribution to the setting of the heritage assets, but also enhancing their setting. The parameter plan ensures that where increased heights are proposed within the Site (especially those of

4 to 5 storeys), such buildings should introduce an innovative use of roof spaces and site levels, so to mitigate any potential impacts arising from such height. The variety in scale shown across the SPD site within the parameter plan also stands to add visual interest and layering in longer distant views along Henley Street, where the non-designated heritage assets will be experienced alongside future development proposals.

MITIGATION AND ENHANCEMENT

- 8.28 The Parameter Plans demonstrate potential design mitigation measures to reduce and enhance the potential setting effect on the non-designated heritage assets surrounding the Henley Street and Windsor Street junction (including St. Gregory’s Hall). At full application/ detailed design stages, such effects have the potential to be further reduced, mitigated and settings enhanced through following additional mitigation measures, such as:
- Sensitive alterations to St. Gregory’s Hall, ensuring its contribution to the streetscene of Henley Street and Windsor Street is maintained and enhanced.
 - Ensuring the scale of the Proposed Development responds positively to the scale of the properties at the junction of Windsor Street and the north-west corner of Henley Street.
 - Introducing a varied height strategy, so to create a varied roofscape.
 - Roof profiles to respond to the local vernacular, including pitches and avoiding monotonous or monolithic forms.
 - Locating higher threshold buildings within the centre of the Site, ensuring that any height reads as a wayfinding tool, contributing to a sense of place.
 - Using a material palette that responds to the local character, though care to be taken not to ‘mimic’ the architectural character and instead, take cues from it.
 - Ensuring the character and fine grain of the street pattern (including Burgess plots) are retained and celebrated.
 - Provision of street enhancements to both Windsor Street and Henley Street, creating new pedestrian connections, extending footfall beyond Henley Street to the north-west.

'SIGNIFICANT BUILDINGS' ON MANSELL STREET AND ARDEN STREET

POTENTIAL IMPACTS

- 8.29 The Site is located within relatively close proximity to Mansell Street, which runs laterally to the south. Mansell Street comprises a high concentration of non-designated heritage assets, including rows of historic, mid-late-19th century terraced properties which make a positive contribution to the character and appearance of the Stratford-upon-Avon Conservation Area. There is potential for the redevelopment of the Gateway site to cause an indirect setting effect on the non-designated heritage assets fronting Mansell Street and Arden Street, owing to changes to their immediate and wider settings.
- 8.30 The suite of Development Parameter Plans, presented in the Masterplan Framework SPD includes mitigation measures to help reduce, mitigate, and remove any potential adverse effects arising on the significance of heritage assets across the town centre, including those along Mansell Street and Arden Street. This includes the following measures:
- The **Land Use Parameter Plan** includes a range of uses across the SPD site, including cultural uses (Class F1, E) and a variety of commercial (Class E), residential (Class C3) and hotel uses (Class C1). Such a mix of uses stands to contribute to the character and existing tenure mix seen across the town centre, complementing its town centre character. Such vibrancy and mix of uses stands to be a positive addition to the setting of the non-designated heritage assets along Mansell Street and Arden Street, reinforcing their town centre context.
 - The **Movement and Access Parameter Plan** illustrates that the SPD site can contribute to the permeability of the town centre, creating new connections through onto both Henley Street, Windsor Street and Arden Street. Such connections and improved connectivity/permeability stands to enhance the Site's contribution to the character and appearance of the town more generally, and therefore stands to benefit the wider and extended setting of the non-designated heritage assets fronting both Arden Street and Mansell Street.
 - The **Public Realm and Green Infrastructure Parameter Plan** includes enhanced public realm and street landscaping to Windsor Street and Henley Street, toward the junction of Birmingham Road. Such improvements stand to enhance the surrounding streetscape and contribution of this part of the town centre, including the

immediate setting of Mansell Street, with public realm improvements to the northern end of Windsor Street.

- The **Heights and Massing Parameter Plan** includes a range of building heights, from 1.5 storeys to a maximum of 5 storeys. Owing to the tight street network and finer grain of the town centre, it is anticipated that visibility of such scale across the site will be limited across a wider area, with glimpsed visibility through gaps in properties along linear routes. This is illustrated in the ZTV (see **Section 2.0**) which illustrates limited intervisibility from Mansell Street, reserved to glimpsed views between breaks in the terrace. The parameter plan shows that a range of building heights should be introduced across the site to mitigate potential effects, adding visual interest to such views, with height stepping down towards site edges where there is a sensitive interface. It is considered that a future proposal which follows such an approach, comprising a varied roofscape and points of visual interest (as shown within the Parameter Plan), can be an attractive feature within long distant views, as well as have a limited, beneficial effect. Importantly, the proposed redevelopment of the Site stands to enhance the setting of the non-designated heritage assets at Mansell Street and Arden Street, replacing low-quality multi-storey carparking and areas of existing hard standing, seen to the rear of terraces and in no way responding to their more domestic, residential character. Importantly, any future design proposal for increased heights across the Site should be architecturally justified and responsive to the surrounding townscape context, with innovative uses of roof spaces and site levels.

MITIGATION AND ENHANCEMENT

- 8.31 The Parameter Plans within the Masterplan Framework SPD include embedded mitigation to guide the future redevelopment of the SPD site. Potential effects/ impacts on surrounding non-designated heritage assets, including Mansell Street and Arden Street can be further reduced, mitigated and settings enhanced through following additional mitigation measures at detailed design / full-application stage. This may include the following:
- Ensuring the scale of the Proposed Development responds positively to the scale of the properties along Mansell Street and Arden Street, with a stepping down of scale close to the rear boundaries of domestic properties.
 - Introducing a varied height strategy, so to create a varied roofscape which, when visible, reads as a background feature to the terraced

properties.

- Roof profiles to respond to the local vernacular, including pitches and avoiding monotonous or monolithic forms.
- Locating higher threshold buildings within the centre of the Site, limiting visibility along Mansell Street, where the context reads as a Victorian terraced street.
- Using a material palette that responds to the local character, though care to be taken not to 'mimic' the architectural character and instead, take cues from it.
- Ensuring the character and fine grain of the street pattern are retained and celebrated.

TOWNSCAPE CHARACTER

TOWNSCAPE CHARACTER AREA 1: HISTORIC CORE

POTENTIAL IMPACT

- 8.32 The majority of the Site is situated within Townscape Character Area 1. There is potential for the future redevelopment of the Site to introduce transformative, positive change within the townscape of the town centre. This includes replacing low-quality architecture and urban design with high-quality buildings which seek to respond to the character of the historic core, whilst also creating new routes and connections, integrating the Site into the urban fabric of Stratford-upon-Avon. The Development Parameter Plans, as presented in the Masterplan Framework SPD, illustrate how the future redevelopment of the Site can respond to its surrounding context, and how potential effects arising the immediate townscape context, including the historic core of the town centre, can be mitigated, reduced and enhanced. This includes the following:
- The **Land Use Parameter Plan** illustrates how the future redevelopment of the Site can contribute to and compliment that of the town centre, both through the introduction of active frontages along Windsor Street and along new pedestrian routes through the site itself, as well as introduce a variety of uses, including cultural uses (Class F1, E) and a variety of commercial (Class E), residential (Class C3) and hotel uses (Class C1). The introduction of such uses stands to introduce transformative change to the townscape character area, enhancing its contribution to the town, replacing areas of low-quality hard-standing (coach-park) and a multi-storey car park with a vibrant tenure mix.

- The **Movement and Access Parameter Plan** shows how the future redevelopment of the SPD site can improve permeability and create new connections through to the pedestrian routes seen on Henley Street, whilst also providing further connectivity with the historic terrace on the southern side of Birmingham Road. This has the potential to enhance the Site's contribution to the town centre, whilst also being responsive to the tradition of pedestrianised courts and yards. There are also potential enhancements to the quality of the streetscape along Windsor Street and the north-western end of Henley Street, introducing enhanced public realm and street landscaping (also shown within the Public Realm and Green Infrastructure Parameter Plan).
- The **Heights and Massing Parameter Plan** demonstrates that any future redevelopment of the site should introduce a range of building heights, contributing to visual interest to views throughout the historic core of the town centre. Such an approach will assist in responding to the varied roofscape within the area, a characteristic which is of great contribution to an understanding of the historic development of the historic core and its townscape quality/ fine, domestic grain. The variation in scale of future redevelopment proposals also enables a reduction in height to the site edges, notably the interface with Windsor Street and to the rear elevations of listed buildings and non-designated heritage assets at Birmingham Road. The parameter plan also shows how, at various locations within the site (both at the centre of the Site and to the north-west along Birmingham Road), areas could accommodate higher buildings of between 4 and 5 storeys, which have the potential to add attractive, visual interest to the historic core and provide a new way-finding tool, in the form of high-quality, contemporary architecture. Importantly, the SPD notes that any future design proposal will be required to be fully justified in terms of architectural style, scale and heights. This includes ensuring any proposed buildings of 4 to 5 storeys introduce an innovative use of roof spaces and are responsive to existing site levels and surrounding townscape context.

MITIGATION AND ENHANCEMENT

- 8.33 The Parameter Plans within the Masterplan Framework SPD include embedded mitigation to guide the future redevelopment of the SPD site. Potential effects/ impacts on the townscape quality of the historic core can be further reduced, mitigated and townscape enhanced through following additional mitigation measures at detailed design / full-application stage. This may include the following design principles:
- Introducing high-quality, contextual design that responds positively to the surrounding architectural quality and the interest of the historic market town.
 - Improve permeability through the Site and create new connections to Windsor Street and the pedestrian route of Henley Street.
 - Introduce an urban form that responds to the surrounding street pattern and fine urban grain.
 - Introduce a variety of uses which respond and complement existing uses within the town centre.
 - Introduce active frontages to Windsor Street, aiding in placemaking and contributing to new pedestrian routes through the town centre.
 - Provide a development that acts as a gradual transition from the historic urban form to the east (Henley Street, Windsor Street and surrounding environs), with the coarser urban grain seen to the west, primarily along Birmingham Road).
 - Replace unsympathetic areas of hardstanding (Coach parking) and mid-late-20th century car parking facility with high quality, contextual architecture, introducing a range of uses which complement the commercial and residential character of the town centre.
 - Propose a material palette informed by an in-depth study of the materiality of the town centre, including red brick, pitched roofs, timber framing and stone.
 - Introduce a range of heights across the Site, so to add visual interest in views out of the conservation area, responding to the varied roofscape seen across historic core.
 - Consider the potential for lower density development on the eastern areas of the Gateway site, with any proposals for height being informed by a thorough assessment of potential impacts on the historic built environment (including an assessment of views – see **Section 9.0**).
 - Create new high-quality architecture, with taller elements aiding in

both wayfinding and placemaking.

- Enhance biodiversity and street landscaping through the introduction of street trees and other forms of planting.
- Follow the principles set out in various design guidance documents, including the Stratford-upon-Avon Town Design Statement (2002), the Urban Design Framework for Stratford-upon-Avon (2007) and the Stratford-on-Avon District Design Guide (2001).

OTHER TOWNSCAPE CHARACTER AREAS

POTENTIAL IMPACTS, MITIGATION AND ENHANCEMENTS

- 8.34 The future redevelopment of the Site has the potential to alter the Site's contribution and relationship with neighbouring townscape character areas surrounding the historic core. There is potential for both beneficial and adverse effects arising from transformative change. The Parameter Plans within the Masterplan Framework SPD include embedded mitigation to guide the future redevelopment of the SPD site. Potential effects/ impacts on the townscape quality of the character areas surrounding the historic core can be further reduced, mitigated and townscape enhanced through following additional mitigation measures at detailed design / full-application stage. This may include the following design principles:
- Introducing high-quality, contextual design that responds positively to the surrounding architectural character.
 - Improving connections with surrounding suburbs of Stratford-upon-Avon, increasing permeability through the Site and enhancing its contribution to the entry to the town centre, particularly from the north-west.
 - Introduce a variety of uses which benefit uses in the surrounding locality (as shown on the Land Use Parameter Plan).
 - Introduce active frontages to Birmingham Road and Arden Street (as shown in the Land Use Parameter Plan).
 - Create new high-quality architecture, with taller elements aiding in both wayfinding and placemaking.

9.0

VIEWPOINT MANAGEMENT GUIDELINES

**STRATFORD-UPON-AVON GATEWAY MASTERPLAN FRAMEWORK
SUPPLEMENTARY PLANNING GUIDANCE**

VIEWPOINT MANAGEMENT GUIDELINES

- 9.1 The following text provides an assessment for each viewpoint identified within the study area, as shown in **Figure 7.1**. It follows the approach set out in adopted guidance documents on viewpoints and/or vistas, including GLVIA3 and the London Views Management Framework (2012) (also referred to here as the LVMF). Whilst only concerning development guidelines within Strategic Viewpoints within London, the LVMF provides a good case study for the assessment of viewpoints more generally, as well as the identification of key management guidelines associated with important features identified within each view.
- 9.2 It is important to note here that any future redevelopment proposals should be supported by a suite of Accurate Visual Representations (AVRs), prepared using the viewpoint locations identified within this report (and any additional viewpoints directly related to the scale and form of future proposals). As noted previously, Historic England have been consulted as part of the preparation of this report and the adoption of the SPD for the Gateway site. During such engagement, Historic England noted that any future redevelopment of the Gateway site should take account of elevated views around the town centre, including not only the RSC Tower (identified at Viewpoint 14), but also from the elevated position at Borden Hill, to the south-west of the town centre. Any future proposals for the Gateway site should also consider this view as part of the suite of AVRs, supported by justification (including Zones of Theoretical Visibility) if such views are to be scoped out from further assessment.
- 9.3 The suite of AVRs prepared to support any future development proposals, their detail (renders, block/ chalk massing or wirelines) and their location should be agreed with the Council during pre-application stages prior to any formal planning application submission.
- 9.4 The series of viewpoints presented as part of this report seeks to illustrate how people may be affected by the future redevelopment of the Site, through changes in visual amenity at different places across the town centre, including publicly accessible locations. The Visual Receptors referenced within this Section are always people, rather than landscape or other features of the historic environment.

VIEWPOINT MANAGEMENT GUIDANCE

VIEWPOINT 1: BIRMINGHAM ROAD/ CLOPTON ROAD

DESCRIPTION OF THE VIEW

- 9.5 Viewpoint 1 is located to the north/ north-west of the Site, positioned on the northern edge of Birmingham Road, where it meets Clopton Road, which runs north away from the Site. It shows a heavily populated vehicular junction and associated infrastructure, including safety railings, road signs and large areas of tarmac.
- 9.6 The view's foreground is comprised of the pedestrian pavement, railings and the road network, which dominates the view. Beyond this busy immediate context, the view's middle ground is made up of the north-western edge of Stratford-upon-Avon Town Centre. This boundary edge includes 'The Gateway' building, a late-20th century commercial development which follows the curvature of the road junction/ network, with a central gable denoting its entrance. To the south, the scale of development increases along the eastern side of Arden Street, which denotes a residential character.
- 9.7 To the south/south-east of The Gateway building, the historic streetscape of the town centre is discernible, with a run of historic terraced properties dating from the early-mid-19th century extending south-east along the southern side of Birmingham Road. These historic properties contribute to the experience of entering into the medieval and historic town core.
- 9.8 At present, the appearance, quality and character of The Gateway building offers little to the streetscene within the view, with relatively low architectural quality and evoking an uninviting/ uninspiring edge to the town centre.

VISUAL MANAGEMENT GUIDANCE

- 9.9 The redevelopment of the Gateway site is likely to result in a significant change within the foreground and middle ground of Viewpoint 1. New development on the Site should respond positively to the scale and fine grain character of the neighbouring historic terrae along the southern side of Birmingham Road and seek to preserve (and where possible) enhance the setting of the heritage assets within the view.
- 9.10 The development should be complimentary to the historic terrace and seek opportunities to improve the Site's contribution to their immediate setting, including high-quality, contemporary design that forms a new gateway into the town centre, whilst being mindful of the contribution the historic terrace on Birmingham Road makes to the view and north-western entrance to Stratford-upon-Avon.
- 9.11 Any proposal which seeks to introduce height within the Site should ensure that the prominence of the roofscape to the historic terrace is retained and remains the prominent feature within the view. Stepping up in height away from the historic terrace group may be considered a responsive design solution, noting the existing transition in height from the western end of Birmingham Road onto Arden Street. Such a transition in scale/ height should be gradual and be responsive in terms of architectural typology and overall scale, so to respond positively with the streetscene and not overly dominate the historic streetscape along Birmingham Road.



Figure 9.1 Viewpoint 1: Birmingham Road/ Clopton Road

VIEWPOINT 2: BIRMINGHAM ROAD**DESCRIPTION OF THE VIEW**

- 9.12 Viewpoint 2 is located approximately 135m to the north-west of the Gateway Site. It is situated on the eastern side of Birmingham Road, atop of the bridge over the Stratford-upon-Avon Canal. The view is dominated by the vehicular route of Birmingham Road, as one approaches the town centre on foot, with the road network transitioning from the view's foreground into the middleground.
- 9.13 The view's foreground is framed by the Fordham House, a residential development of 4-storeys, constructed in circa. 2017, which faces a mid-late-20th century commercial development, associated with the commercial and industrial area to the north of the town. The Gateway site terminates views towards the town centre, and marks the edge of the historic core. At present, the appearance of the Gateway building offers little to the streetscene and does not relate positively with the neighbouring run of historic terraced properties, which draw attention towards the historic market town centre.
- 9.14 The viewpoint forms a kinetic sequence with Viewpoint 1 and 3, illustrating the approach to Stratford-upon-Avon town centre from the north-west.

VISUAL MANAGEMENT GUIDANCE

- 9.15 New development at the Gateway site should ensure that the significance of the historic terrace within the view's background is preserved and (where possible) enhanced. This includes introducing high-quality, contextual architecture that responds positively to the surrounding townscape. Visibility of historic buildings within the view contribute to the quality of the view's background, which should be preserved, and any new development should not harm the relationship between these historic buildings and their contribution to the character and appearance of the conservation area. The scale of any new development should step down towards the northern boundary of the Site, where there is an interface with the historic terraced properties, whilst also seeking to enhance the Site's contribution to the terminating point of the view, providing a new and enhanced entrance to the town centre from the north-west. This, in turn, stands to enhance the Site's contribution to the setting of heritage assets and overall townscape character.



Figure 9.2 Viewpoint 2: Birmingham Road

VIEWPOINT 3: BIRMINGHAM ROAD NORTH

DESCRIPTION OF THE VIEW

- 9.16 Forming a kinetic sequence with Viewpoint 1 and 2, on one's approach to the town centre along Birmingham Road, Viewpoint 3 illustrates distant views towards the Gateway site, with the linear character of Birmingham Road affording longer views than the finer grain and medieval street pattern within the town centre core.
- 9.17 The view is located approximately 320m to the north/north-west of the Site, with its foreground dominated by road infrastructure and traffic. It is framed to the east by a run of attractive Victorian terraced properties, constructed from red brick, with brick and terracotta dressings as well visually attractive roofscapes (including brick chimneys). Vegetation, both in the form of small hedgerows on the eastern side of the street and mature tree canopies to the west offer some relief from the urban character.
- 9.18 The view's background is terminated by the pitched roof and central gable of the Gateway site, with the historic roofscape of the terraced properties on the southern side of Birmingham Road (namely Nos. 37-43 Birmingham Road) denoting a more historic streetscene close to the historic core of the town centre. At present, the roofscape of the Gateway offers little to the view, with limited features of interest.

VISUAL MANAGEMENT GUIDANCE

- 9.19 The foreground of the view, including the run of historic terraced development on the eastern side of Birmingham Road, should remain the prominent feature within the townscape, with any new development at the Gateway site marking a new entry point into the town centre, forming an attractive feature within the background of linear views along the street. The visibility and discernability of the historic roofscape seen within the background of the view along Birmingham Road should also be retained, with new development not obscuring this historic feature, which makes a positive contribution to the character and appearance of the conservation area.
- 9.20 Any redevelopment proposals should seek to preserve the significance of the listed buildings within the view by virtue of setting, preserving the interrelationship between historic properties and the remnants of historic streetscape.



Figure 9.3 Viewpoint 3: Birmingham Road North

VIEWPOINT 4: CLOPTON ROAD / CLOPTON COURT**DESCRIPTION OF THE VIEW**

- 9.21 Viewpoint 4 is located to the north-east of the Site, on the junction of Clopton Road and Clopton Court. It is positioned on the north-eastern boundary of the Stratford-upon-Avon Conservation Area, facing south-west towards Birmingham Road. The view's foreground is mixed, with the eastern side of the street lined with modern residential development, in a style and character informed by the early-mid-19th century character of this part of the town centre. The western edge of the view is framed by the modern residential development of Fordham House.
- 9.22 The middle ground of the view is terminated by The Gateway building, a late-20th century development which offers little to the view, with the scale of built form rising beyond its pitched and gabled roof profile, again with little architectural relief to provide interest to the view. The busy character of Birmingham Road is evident in the view, cutting across the view's middleground.

VISUAL MANAGEMENT GUIDANCE

- 9.23 The redevelopment of The Gateway site provides the opportunity to enhance the Site's contribution to the townscape in views south along Clopton Street towards the junction of Birmingham Road and Arden Street.
- 9.24 Any redevelopment proposals should ensure that the scale, form and mass of built form responds to the surrounding context, both in terms of height datums and attractive roof profiles, responsive to their townscape setting. The scale of development should step down in height towards the junction of Arden Street and Birmingham Road to respond to this context, whilst introducing a visually interesting backdrop to the view. The material palette should also respond to the surrounding context, informed by a contextual analysis of materials, styles and form.



Figure 9.4 Viewpoint 4: Clopton Road / Clopton Court

VIEWPOINT 5: BREWERY STREET

DESCRIPTION OF THE VIEW

- 9.25 Viewpoint 5 is situated within the northern area of the Stratford-upon-Avon Conservation Area, identified as Sub-Area B in **Section 5.0** of this report (as well as the adopted Conservation Area Appraisal). The view is located approximately 70m to the north-east of the Site, which is visible at the view's middle point, denoted by Nos. 43 and 45 Birmingham Road.
- 9.26 The view is illustrative of the Georgian and Victorian townscape of Stratford-upon-Avon, with a high concentration of historic buildings lining the eastern edge of Brewery Street, as well as to the south of Birmingham Road. It is of a high visual quality, with historic frontages of varying styles, from cottage style terraces to more elaborate Victorian properties with geometric brick detailing in more of a Gothic style. The view is terminated by the historic terrace along Birmingham Road, which contributes to the Georgian/ Victorian character of this part of Stratford-upon-Avon.

VISUAL MANAGEMENT GUIDANCE

- 9.27 The high concentration of historic buildings within the foreground of Viewpoint 5 should continue to read as the prominent feature, with their interrelationship fully retained and not effected by the introduction of inappropriate scale beyond Nos. 43 and 45 Birmingham Road, which should continue to form the view's terminating feature.
- 9.28 Any built form visible beyond the roof of the historic terrace on Birmingham Road has potential to reduce the prominence of the listed building and should be read as a background feature, subservient to the primary feature of the view, which are the collection of historic properties which make a great contribution to the character and appearance of the Stratford-upon-Avon Conservation Area. Any visible new development should be of the highest design quality and should not detract from the high sense of group value between the buildings within this view. There should also be variation in roof profiles so to not appear as a monotonous/ monolithic built form beyond the roofline of the historic terrace.



Figure 9.5 Viewpoint 5: Brewery Street

VIEWPOINT 6: SHAKESPEARE STREET

DESCRIPTION OF THE VIEW

- 9.29 Viewpoint 6 is located approximately 130m to the north/north-east of the Site, on the eastern side of Shakespeare Street where it converges with Mulberry Street. It is located within the Stratford-upon-Avon Conservation Area, within 'Sub-Area B', as identified in **Section 5.0** of this report. The view is illustrative of the 19th century expansion of Stratford-upon-Avon, and is characterised by its residential uses, synonymous with the need to provide housing for the working-class of the town during this period.
- 9.30 The foreground is made up of the road network of Shakespeare Street and Mulberry Street, lined on both its eastern and western sides with rows of small-medium scale terraced properties, constructed from red brick with low pitched roof profiles. Chimney stacks with clay chimney pots adds visual interest to the roofscape in the view, whilst the linear character of the street draws the viewer's eye through the view's middleground to the terminating features at the boundary of Birmingham Road and the northern end of Windsor Street.
- 9.31 The overarching character is that of an early-19th century streetscene, which is both attractive and important to this part of Stratford-upon-Avon.

VISUAL MANAGEMENT GUIDANCE

- 9.32 Any new development on the Gateway site should ensure that the interrelationship between the historic buildings within Viewpoint 6 is retained, and should seek to preserve the settings of the listed buildings fronting Shakespeare Street. This includes introducing contextual architecture which is of the highest architectural/ design quality, responsive to its heritage context. Any visibility of new development should ensure that it reads as a contemporary piece of architecture which contributes to the overall townscape quality of the town centre. Importantly, it should not detract from the importance of the residential streetscene and not form a detracting feature within the view's background. The strong building line and roof profile of the terrace should also be retained as an important feature of the view composition.



Figure 9.6 Viewpoint 6: Shakespeare Street

VIEWPOINT 7: HENLEY STREET

DESCRIPTION OF THE VIEW

- 9.33 Viewpoint 7 is located to the east of the Gateway site, towards the north-western end of Henley Street. It is located within the Stratford-upon-Avon Conservation Area and faces north-east towards Windsor Street. The view is lined on both sides with historic properties, including the Grade II listed Nos. 32–36 Henley Street, St. Gregory's Hall (Non-Designed Heritage Asset) and the White Lion Inn (listed at grade II). The view's foreground is comprised of the pedestrian route of Henley Street, with attractive street planting and areas of public realm including street furniture.
- 9.34 Important features of the view include the varied roof profile of historic buildings lining Henley Street, the overarching Georgian/ Victorian market town character, with the view terminated at its mid-point by the Grade II listed terrace of Nos. 29–31 Henley Street, further contributing to the character and appearance of the conservation area.
- 9.35 Views beyond this historic streetscape are limited, though glimpsed views of chimney stacks, pitched roofs and later development (including limited, glimpsed visibility of the mid-late-20th century car park located on the Gateway site) offer an awareness of the mixed townscape quality beyond the confines/ boundary of the historic town centre.
- 9.36 The immediate context seen within the view's foreground is a key component of the Stratford-upon-Avon Conservation Area.
- 9.37 The viewpoint forms a kinetic sequence of views, including Viewpoint 8 and 9.

VISUAL MANAGEMENT GUIDANCE

- 9.38 Any future redevelopment of the Gateway site should ensure that the character and appearance of this part of the conservation area is preserved. This includes the strong group value and interrelationship between historic buildings (including listed buildings) within the foreground of the view. Proposals should (if possible) seek public realm improvements on the north-western end of Henley Street and Windsor Street, improving permeability and routes through the town centre, through to the north-western edge of the town.
- 9.39 Any new development visible beyond the confines of this part of Henley Street/ Windsor Street should not cause an adverse impact on the conservation area and the significance of listed buildings by virtue of setting and should not compromise the viewer's ability to experience/ appreciate the historic, 18th/19th century streetscene.
- 9.40 The roofline of the historic terrace on the western side of Windsor Street (Nos. 28–31 Henley Street), coupled with the strong linear roof form of the terraces lining the southern side of Henley Street, form an important part of the composition of this view, and should be retained. Any visibility beyond this roofscapes should be read as a background feature, glimpsed through incidental views and ensure the listed buildings/ historic terraces remain of primary focus.



Figure 9.7 Viewpoint 7: Henley Street

VIEWPOINT 8: HENLEY STREET/ MEER STREET**DESCRIPTION OF THE VIEW**

- 9.41 Viewpoint 8 is located on Henley Street, within the heart of the Stratford-upon-Avon Conservation Area. It faces to the north-west along the linear pedestrian route through the town centre and is situated approximately 150m to the south-east of the Site.
- 9.42 The foreground of the view is dominated by the historic streetscene and pedestrian thoroughfare, including an eclectic mix of historic terraced properties, some of Victorian character with mock timber framing, timber framed 18th century properties to quaint brick properties which add variety to the streetscene. Properties have a commercial character at ground floor level, some with unsympathetic shop frontages, though the overarching character of the view is that of a historic market town, with wide pedestrian pavements, street furniture and properties of a high-architectural quality.
- 9.43 Important features within the view include the varied roofscape and use of traditional materials, with a wide variety of architectural styles synonymous with the historic town centre.
- 9.44 The View's middle ground includes a modern statue of William Shakespeare, whilst the background is terminated by the classically designed frontage of No. 30 and 31 Windsor Street (Grade II listed). Beyond the pitched roof of the listed terrace on Windsor Street, larger scale development is discernible, though the varied roof profile ensures such visibility does not detract from the principal interest of the view, which is defined by the historic linear streetscene of Henley Street.

VISUAL MANAGEMENT GUIDANCE

- 9.45 Viewpoint 8 is an important view within the Stratford-upon-Avon Conservation Area. Any new development on the Gateway site should ensure that the historic townscape quality of the historic core is retained. This includes the interrelationship between historic buildings lining both sides of Henley Street, which create an attractive, historic streetscape integral to the character and appearance of the conservation area.
- 9.46 New development within the background of the view should seek to improve the Site's contribution to the setting of historic buildings to the northern end of Henley Street/ Windsor Street, improving the appearance of the Site which currently forms a detracting feature with a low-quality monolithic roofscape (the element of roofscape visible beyond the roofline of Nos. 38–31 Henley Street). Any visibility of new development should be of the highest quality and make a positive contribution to the setting of heritage assets (including listed buildings and conservation area).



Figure 9.8 Viewpoint 8: Henley Street/ Meer Street

VIEWPOINT 9: GUILD STREET/ UNION STREET

DESCRIPTION OF THE VIEW

- 9.47 Viewpoint 9 is located on Guild Street, approximately 200m to the east/ southeast of the Site. It is situated on the southern side of the street, on the pedestrian footpath facing north-west, and within the Stratford-upon-Avon Conservation Area.
- 9.48 The foreground of the view is comprised of the vehicular route of Guild Street, which accommodates high levels of vehicular traffic moving through the northern area of the town centre. The street is lined with an eclectic mix of historic and modern buildings, with the northern side of Guild Street forming an attractive composition illustrative of the mid-19th century expansion of the town centre. The appearance of the historic buildings, with their red brick façades, gauged flat arches to windows, sash windows and pitched roofscape with prominent chimney stacks forms important features within the view, as does the varied and irregular streetscape.
- 9.49 Owing to the linear nature / character of Guild Street, long distant views are afforded towards the junction with Birmingham Road, which comprises further historic terraced properties from the 19th century. This forms an attractive middle ground to the view, though larger scale, late-20th century development is discernible above and beyond its roofscape, with limited articulation and a monolithic form. There are opportunities to improve the relationship between the Site and the historic terrace on Birmingham Road in this view.

VISUAL MANAGEMENT GUIDANCE

- 9.50 The redevelopment of the Gateway site will introduce new development within the background Viewpoint 9. It is important that new development is of a scale, mass and form which is read as a contextual feature within the townscape and does not form a dominating feature beyond the fine grain built form situated on the southern/ eastern side of Birmingham Road. Development should seek to improve the Site's contribution to the setting of the conservation area and setting of the historic buildings within it. The interrelationship between historic buildings should be retained and continue to be of primary focus.



Figure 9.9 Viewpoint 9: Guild Street/ Union Street

VIEWPOINT 10: ROTHER STREET**DESCRIPTION OF THE VIEW**

- 9.51 Viewpoint 10 is located to the south of the Site. The view is located on the west side of Rother Street in front of No. 11 Rother Street. Viewpoint 10 forms the first in a kinetic sequence moving north from Rother Street to the corner of Rother Street and Greenhill Street (Viewpoint 11), and towards the Site on Windsor Street (Viewpoint 12).
- 9.52 The view focuses on the open space of Rother Street and adjacent car parking, which historically formed the Cattle Market. The surrounding buildings are varied in scale and character, though none higher than three storeys. Attention is drawn in this view to the Shakespeare Memorial Fountain to the north, this is an important focal point within the town. The view is terminated by Nos. 20–21 Rother Street.

VISUAL MANAGEMENT GUIDANCE

- 9.53 Viewpoint 10 is located within the heart of the conservation area, with a high concentration of historic buildings, including listed buildings and ‘Significant Buildings’ that contribute positively to the character and appearance of the conservation area. Together, the presence of historic buildings, surrounding the Grade II* listed Shakespeare Memorial and areas of hardstanding/ open public realm, contribute to an understanding of the historic market town, with various uses from civic, commercial to residential.
- 9.54 Any future redevelopment of the Gateway site should ensure that the interrelationship between historic buildings surrounding Rother Street is maintained, and remains the prominent feature within the foreground of the view. Any visibility of built form beyond this immediate context should be of the highest design quality and ensure that it does not detract from the varied historic roofscape seen within the conservation area. New development should also contribute to placemaking and wayfinding within this part of the town centre, contributing to the Site’s contribution to the setting of the conservation area. There are also opportunities to improve the Site’s contribution to the setting of the listed buildings within this part of the conservation area and within the backdrop of views from Rother Street, currently discernible though glimpsed views of low-quality multistorey carparking beyond historic rooflines.



Figure 9.10 Viewpoint 10: Rother Street

VIEWPOINT 11: ROTHER STREET/ GREENHILL STREET

DESCRIPTION OF THE VIEW

- 9.55 Viewpoint 11 is located to the south of the Site. The view is located on the corner of Rother Street and Greenhill Street in front of the Thatch Tavern pub, looking north towards the Site. Viewpoint 11 forms the midpoint last in a kinetic sequence moving north from Rother Street (Viewpoint 10) to the corner of Rother Street and Greenhill Street (Viewpoint 11), and towards the Site on Windsor Street (Viewpoint 12).
- 9.56 The foreground of the view is dominated by busy vehicular traffic. The middle ground of the view is framed by 18th and 19th century buildings. The three storey former townhouses on the east corner of Windsor Street and Rother Street are prominent in this view, at a greater height than the one and half to two storey development in the wider view and further north on Windsor Street.
- 9.57 Windsor Street is at the centre of the view, drawing the focus north to the Site in the background. The entrance to the coach park is visible.
- 9.58 The scale of the buildings on Windsor Street is consistent and low. There is very little vegetation in this view, giving it an urban character.

VISUAL MANAGEMENT GUIDANCE

- 9.59 New development on the Gateway site should ensure that the interrelationship between historic buildings within the foreground of the view from the junction of Rother Street and Greenhill Street is maintained and historic buildings either side of Windsor Street remain the prominent features. This includes ensuring the setting of Windsor Court, located within the View's immediate foreground is preserved, with any visibility of new built form beyond its immediate setting ensuring that it contributes to the surrounding town centre context.
- 9.60 New development should be of the highest design and townscape quality, improving the Site's contribution in views north along Windsor Street from this location, which is currently seen and understood as areas of hardstanding with gaps in built form along the western side of the street. New built form should contribute to the character and appearance of the conservation area, being contextual to its surrounding context. The varied roofline and strong building line of terrace properties along the western side of Windsor Street should be respected, whilst ensuring that there is a clear distinction between historic buildings and new, transformative development of high architectural quality, synonymous with the special historic character of this part of the town centre. Where increased heights are proposed, these should introduce an innovative approach to roof space and seek to add visual interest to views north along Windsor Street, though taking great care and ensuring aspects of setting which contribute to the significance of the heritage assets within the foreground of the view are preserved and (where possible) enhanced.



Figure 9.11 Viewpoint 11: Rother Street/ Greenhill Street

VIEWPOINT 12: WINDSOR STREET**DESCRIPTION OF THE VIEW**

- 9.61 Viewpoint 12 is located to the south of the Site. The view is located on the pavement on the east side of the road, opposite No. 4 Windsor Street. Viewpoint 12 forms the last in a kinetic sequence moving north from Rother Street (Viewpoint 10) to the corner of Rother Street and Greenhill Street (Viewpoint 11), and towards the Site on Windsor Street.
- 9.62 The view is focused on two storey 19th century residential development on the western side of Windsor Street. To the right of the view is a vacant building plot with high fencing, rubble and overgrown shrubbery. Beyond this plot is a four-storey building to the rear of the White Swan Hotel. The east side of Windsor Street detracts from the appearance of the low-scale residential development to the west.
- 9.63 The entrance to the coach park within the Site is visible in the middle ground of the view. This is characteristic by a modern kiosk and street furniture which detracts from the historic terraces and fine urban grain of the view.

VISUAL MANAGEMENT GUIDANCE

- 9.64 Viewpoint 12 is located close to the south-eastern edge of the Gateway site, where it interfaces with Windsor Street. Future redevelopment proposals should ensure that the prominence of historic buildings within the foreground of the view, including The Oddfellows Arms and Nos. 8–12 Windsor Street remain the primary focal point, with roofscape and the character of built form being responsive to the historic building's overarching domestic character and scale, including variation in roof profiles and forms. Development in the background of the view should relate positively with the historic frontage onto Windsor Street, with the scale of development stepping down to the Site's southern edge and interface with Windsor Street, so to respond and aid in transitions through the Site.
- 9.65 Elements of built form that become visible beyond the roofscape of the historic buildings fronting Windsor Street has the potential to have an adverse impact on their significance, though such impacts can be mitigated through careful articulation in scale and ensuring any future development is read as a background feature, subservient to the historic buildings that are of primary importance.



Figure 9.12 Viewpoint 12: Windsor Street

VIEWPOINT 13: ARDEN STREET**DESCRIPTION OF THE VIEW**

- 9.66 Viewpoint 13 is located to the west and south of the Site, on the western pavement of Arden Street on the corner of Arden Street and the hospital entrance. The view looks north towards the carpark in the west of the Site, and Conrad House at the corner of Arden Street and Birmingham Road.
- 9.67 The foreground of the view is focused on the road and busy vehicular traffic. The fore and middle ground of the view focusses on linear 19th century residential development of two storeys. The building height along the eastern side of Arden Street increases to the north with late-20th century development, rising to three storeys with attic at Elm Court.
- 9.68 The left side of the view is characterised by the carpark within the Site and the modern hospital building beyond. The east and west sides of Arden Street have differing urban characters. The west side has a course, open grain, and the east has a fine historic grain. At the north end of the road, the modern four storey residential development of Fordham House is visible.

VISUAL MANAGEMENT GUIDANCE

- 9.69 The redevelopment of the Gateway Site should ensure that the scale of built form responds to the scale and finer grain character of terraced properties on the eastern side of Arden Street. This includes ensuring that the southern interface of the Site with existing lower-scale built-form onto Arden Street steps down in height, with scope for increasing heights towards the northern of Arden Street and the junction of Birmingham Road.
- 9.70 Any new development should ensure that is responsive to the surrounding context, on the edge of the Stratford-upon-Avon Conservation Area, introducing a scale and material palette that does not detract from the existing townscape qualities. Care should be taken in the articulation to roofscape/ profiles, taking into account the varied character seen across this part of the town centre. Of importance to this view is ensuring the domestic, residential character along the eastern side of Arden Street in the foreground is maintained.



Figure 9.13 Viewpoint 13: Arden Street

VIEWPOINT 14: RSC TOWER

DESCRIPTION OF THE VIEW

- 9.71 Viewpoint 14 is located to the south-east of the Site, at the viewing platform level of the Royal Shakespeare Company Tower. The view looks north-west, across the roofscape of the town towards the Site.
- 9.72 The tower is the tallest building in the town, giving it an elevated viewing position. The fore, middle and background of the view is urban in character, focused on the roof forms and architectural detail of the upper storeys of the 14th to 21st century development of the town. The roof forms of the buildings are varied, comprising gabled, pitched and flat roofs, and dormer windows. The varied character of the buildings is illustrative of the development of the burgage plots of the market town. Large institutional buildings stand out in the view, owing to their scale and a coarse urban grain. The hospital building is easily identified in the background of the view.
- 9.73 In the distance, the ridge line of the surrounding hills (including Copham's Hill, Bishopton Hill and Potato Hill), is seen across the whole width of the view.

VISUAL MANAGEMENT GUIDANCE

- 9.74 The elevated view from the RSC Tower provides unique opportunity to experience the varied and eclectic roofscape of the town centre. The redevelopment of the Gateway site has the ability to transform the Site's contribution to the roofscape of the town centre in this view, removing development currently at odds with the predominant form of pitched roofs.
- 9.75 New development on the Site should ensure that the scale, form and character of new built form responds to the surrounding context of the town centre, and 'knits in' with the urban grain. Care should be taken to ensure that new development does not dominate the view, whilst also not becoming an overly prominent/dominant focal point, detracting from the importance of the fine grain street pattern across the town centre. Of great importance in this view is the roofscape of any new development on the Site. New development should therefore seek to introduce a varied roof profile, responding to the surrounding context of pitches and gables, adding visual interest, avoiding monolithic and/or monotonous forms.



Figure 9.14 Viewpoint 14: RSC Tower

VIEWPOINT 15: STRATFORD-UPON-AVON CANAL

DESCRIPTION OF THE VIEW

- 9.76 Viewpoint 15 is located to the north-west of the Site, on the footpath to the north of the Stratford-upon-Avon Canal. The view is located to the east of the railway bridge, looking south-east towards the Site. This a long-distance view assessing the impact of the Proposed Development on the skyline of the town. The view location has been chosen according to the proposed location of a pedestrian bridge, as identified in the Canal Quarter Regeneration Zone SPD.
- 9.77 The view is focused on the canal itself, which is narrow with vegetation and canal boats at its banks. To the left of the view there is palisade fencing and large modern industrial warehouses. Industrial and institutional development to the south of the view is largely obscured by mature vegetation, except for the tallest elements of the hospital complex. The view has a dominant green character, despite the detracting appearance of the industrial development to the north.

VISUAL MANAGEMENT GUIDANCE

- 9.78 The character of Viewpoint 15 is that of a rural canal, on the edge of the town centre. New development on the Gateway Site should seek to limit intervisibility from this location, owing to the 'out of town' nature of the view. Whilst it is likely any new development will be screened from view by dense vegetation and future regenerative development, if and when glimpsed through gaps in vegetation, any new development on the Gateway site should be of the highest quality, forming an attractive background feature to views out of the canal side.



Figure 9.15 Viewpoint 15: Stratford-upon-Avon Canal

VIEWPOINT 16: MANSELL STREET**DESCRIPTION OF THE VIEW**

- 9.79 Viewpoint 16 is located to the south of the Site, on Mansell Street. The view is located on the pavement on the north side of Mansell Street, looking north through a building gap between No. 10 and No. 12 Mansell Street.
- 9.80 The view is framed by blank side elevations of 19th century residential buildings in the foreground. At the centre of the view a narrow private road leads north towards a carpark of hardstanding with single storey garages. The car park and low scale garages in the middle ground mean there is a large expanse of sky between the terraces of Mansell Street and the Site. The absence of intervening development means that the background of the view is dominated by the four to five storey carpark within the Site. The carpark was constructed in the 1980s and is Brutalist in style. To the left of the multistorey carpark, the gables of Elm Court Apartment development constructed in the late 1980s or early 1990s are visible in the background and the end gable of an outbuilding in the middle ground.
- 9.81 The view has a "back land" character typical of the inside of the urban blocks within Stratford upon Avon town centre. Views of these back land areas are limited to building gaps such as this. The buildings and structures within the view have a dominant appearance of red brick. There is very little greenery within the view, except for in the gardens of No. 10, giving the view an urban character.
- 9.82 The multistorey carpark has a linear form which is contrasting to the gabled roofline of the surrounding buildings. From this location, the multistorey carpark appears to exceed the building height of the surrounding development.

VISUAL MANAGEMENT GUIDANCE

- 9.83 Owing to the location of the Site relative to Mansell Street, it is likely any future redevelopment proposals on the Site will be highly visible through gaps in built form. It is important that any future redevelopment proposals are of the highest quality, so to form an attractive townscape feature in views out of Mansell Street to the north. Attention should be paid to rear elevations facing south of any future development proposals, so to add visual interest to the backdrop of views out of Mansell Street, whilst the scale should respond to the domestic scale and character of the Street, so to not over dominate the domestic townscape quality. Proposals should seek to preserve the setting of the conservation area and setting of non-designated heritage assets along the street.



Figure 9.16 Viewpoint 16: Mansell Street

10.0 SUMMARY

**STRATFORD-UPON-AVON GATEWAY MASTERPLAN FRAMEWORK
SUPPLEMENTARY PLANNING GUIDANCE**

SUMMARY

- 10.1 This Section of the report summarises the findings and recommendations set out in previous sections and considers the appropriateness of the future redevelopment of the Gateway Site and the adoption of the Stratford-upon-Avon Gateway Supplementary Planning Document by Stratford-upon-Avon District Council, in relation to heritage, townscape and visual considerations.
- 10.2 In the case of the historic built environment, we conclude that the future redevelopment of the Site, following the principles set out in the Masterplan Framework SPD and illustrated in the suite of Development Parameter Plans, has the potential to have both a direct and indirect effect on the significance of a number of listed buildings, the Stratford-upon-Avon Conservation Area and several non-designated heritage assets (also referred to within this report as 'Significant Buildings'). This includes both a beneficial and/or harmful effect, dependent on the scale, form and character of any future redevelopment proposals that come forward.
- 10.3 At present, the Site (excluding historic buildings within its northern boundary) is considered to make no contribution to an appreciation of the special interest/ significance of the identified heritage assets within this report, comprising modern, late-20th century development of limited architectural quality and articulation. In some instances, notably to those listed buildings and non-designated heritage assets situated on the southern side of Birmingham Road, the Site is considered to make a negative contribution. Any future redevelopment of the Site should seek to introduce built form which responds positively to the surrounding historic environment, being of the highest architectural quality, informed by a contextual study of scale, materiality and character, whilst ensuring that the special character and appearance of the conservation area and its associated historic buildings (both listed and non-designated) are maintained, and where possible enhanced.
- 10.4 In specific relation to those historic buildings within the Site's red line boundary, including Nos. 37-43 Birmingham Road (listed at grade II) and No. 45 Birmingham Road (non-designated heritage asset), there are opportunities to enhance their contribution to the streetscene fronting onto Birmingham Road, including securing their optimal viable use, consistent with their ongoing conservation. Such improvements and potential benefits are clearly defined by the Land Use Parameter Plan within the Masterplan Framework SPD, which includes the possibility of introducing a variety of uses within the listed buildings and non-designated heritage asset, including residential (Class C3), hotel (Class C1) and/or commercial (Class E). Equally, the Land Use Parameter Plan ensures the building frontages of the listed buildings and non-designated heritage asset is retained as part of any future redevelopment proposals, continuing their contribution not only to their intrinsic value as heritage assets, but to the character and interest of the surrounding streetscene.
- 10.5 The Heights and Massing Parameter Plan (as shown in the Masterplan Framework SPD) illustrates that any future redevelopment proposal should be of a varied scale and introduce a range of building heights, adding visual interest to the backdrop of views through the area, whilst also responding to the variation in scale and form seen across the town centre and its surrounding environs. Equally, such variation in scale and height is shown to clearly step down towards sensitive interfaces and edges, providing a gradual transition between the historic streetscape along Windsor Street and Birmingham Road to the more urban, coarse grain of northwestern end of Birmingham Road and the northern end of Arden Street. The Heights and Massing Parameter Plan also shows how, at various locations within the site (both at the Site's centre and to the north-west along Birmingham Road), areas could accommodate higher buildings of between 4 and 5 storeys, which have the potential to add attractive, visual interest to both the setting of the conservation area in the form of high-quality, contemporary architecture, as well as stand as wayfinding tools, drawing pedestrians along Henley Street and to the north-west of Stratford-upon-Avon, improving legibility and placemaking on the edge of the historic core.
- 10.6 In relation to the townscape character of the town centre and its surrounding suburbs, the future redevelopment of the Site offers an opportunity to enhance the Site's contribution to the existing urban fabric, replacing relatively low-quality architecture of the late-20th century and introduce contextual design of the highest quality, synonymous with a town centre of international renown. The variety of uses set out in the Land Use Parameter Plan stand to be complimentary to the existing uses across the town centre, whilst the Movement and Access Parameter Plan ensure permeability and connectivity through the town centre will be markedly improved, along with enhanced streetscape/ landscaping to Windsor Street and Henley Street (as is also shown in the Public Realm and Green Infrastructure Parameter Plan).
- 10.7 The Development Parameter Plans, as presented in the Masterplan Framework SPD, illustrate how the potential impacts arising from the future redevelopment of the Gateway site on town centre can be mitigated and reduced. As part of any future design development in relation to a detailed planning application, further to such design being informed by the parameters set out within the Masterplan Framework SPD, we recommend consideration is given to the following additional mitigation measures:
- Introducing high-quality, contextual design that responds positively to the surrounding architectural quality and the interest of the historic market town of Stratford-upon-Avon.
 - Development should seek to improve permeability through the Site and create new connections from and to the town centre.
 - Seek to introduce an urban form that responds to the surrounding street pattern and fine urban grain.
 - Provide a development that acts as a gradual transition from the historic urban form to the east (Henley Street, Windsor Street and surrounding environs), with the coarser urban grain seen to the west (primarily along Birmingham Road).
 - Replace unsympathetic areas of hardstanding (Coach parking) and mid-late-20th century car parking facility with high quality, contextual architecture, introducing a range of uses which complement the commercial and residential character of the town centre.

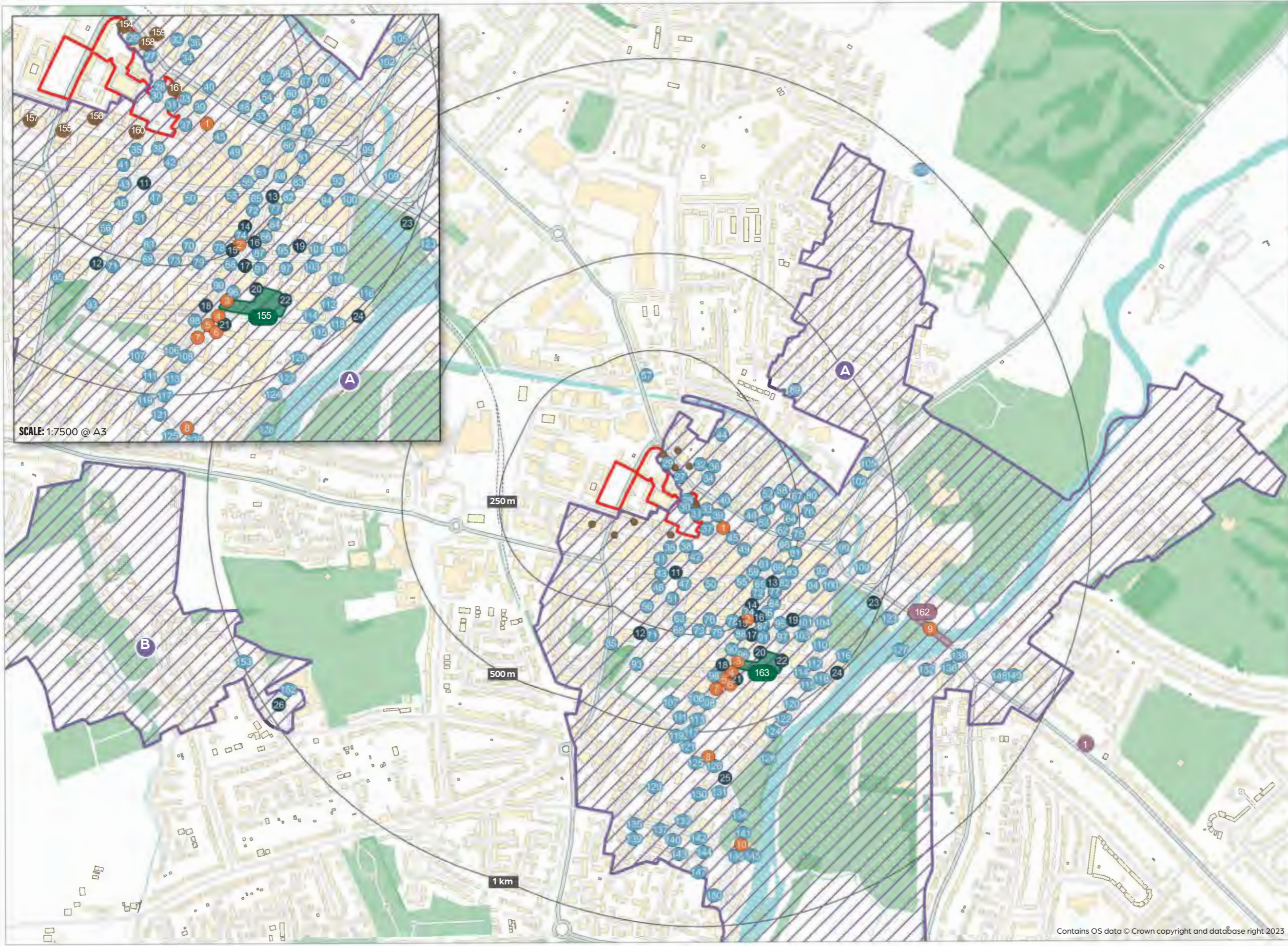
- Propose a material palette informed by an in-depth study of the materiality of the town centre, including red brick, pitched roofs, timber framing and stone.
 - Introduce a range of heights across the Site, so to add visual interest in views out of the historic town centre, responding to the varied roofscape seen across Stratford-upon-Avon.
 - Retain and enhance the contribution Nos. 37-43 Birmingham Road and No. 45 Birmingham Road make to the character and appearance of the conservation area and the streetscene fronting Birmingham Road, retaining their intrinsic value and celebrate their individual significance.
 - Consider the potential for lower density development on the eastern areas of the Gateway site, with any proposals for height being informed by a thorough assessment of potential impacts on the historic built environment.
 - Enhance biodiversity and street landscaping through the introduction of street trees and other forms of planting.
 - Follow the principles set out in various design guidance documents, including the Stratford-upon-Avon Town Design Statement (2002), the Urban Design Framework for Stratford-upon-Avon (2007) and the Stratford-on-Avon District Design Guide (2001).
- 10.8 As noted above, any future redevelopment proposals prepared in relation to the redevelopment of the Site should follow the principles set out in the Masterplan Framework SPD and be underpinned by a thorough assessment of the significance of the identified heritage assets set out within this report. A full assessment and analysis of local viewpoints should also guide the development parameters of any future proposals, using the visual management guidelines presented in this report as a starting point. This should take the form of a Heritage, Townscape and Visual Impact Assessment, or separate Heritage Impact Assessment, and Townscape and Visual Impact Assessment.
- 10.9 In summary, the development parameters set out within the Masterplan Framework SPD stand to introduce transformative change to the north-western gateway into the town centre. It has been demonstrated within this report that potential effects arising from the redevelopment of the Site, both in relation to impacts on the significance of designated and non-designated heritage assets, and impacts on townscape character can be appropriately mitigated and enhanced through embedded design mitigation, underpinned by the principles set out in the SPD. The presence of designated and non-designated heritage assets within and surrounding the SPD Site's boundary does not preclude development.
- 10.10 Where it is considered that the future redevelopment of the Site has the potential to cause residual harm (after proposed mitigation measures – as noted within this report), this should be weighed against the public benefits of the proposals, including the potential to contribute to housing delivery, possibilities of enhanced public realm, the provision of new cultural destinations, improved connections and permeability through the town centre and enhanced biodiversity.

APPENDIX 1: HERITAGE, TOWNSCAPE AND VIEWPOINT LOCATION MAPS

**STRATFORD-UPON-AVON GATEWAY MASTERPLAN FRAMEWORK
SUPPLEMENTARY PLANNING GUIDANCE**

HERITAGE ASSET PLAN

- Application Site
- Conservation Areas
 - A. Stratford-upon-Avon CA
 - B. Shuttery CA
- Listed Buildings
See separate key for details.
 - Grade I - Nos. 1-9
 - Grade II* - Nos. 10-26
 - Grade II - Nos. 27-153
 - Non-Designated Heritage Assets - Nos. 154-161
 - Scheduled Monuments
 - Registered Park and Gardens
- 162. Clopton Bridge
- Registered Park and Gardens
- 163. Shakespeare's Gardens, New Place



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HERITAGE ASSET PLAN

- Application Site
- Conservation Areas
- A. Stratford-upon-Avon CA
- Listed Buildings
See separate key for details.
- Grade I - Nos. 1-9
- Grade II* - Nos. 10-26
- Grade II - Nos. 27-153
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- 162. Clopton Bridge
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- 163. Shakespeare's Gardens, New Place



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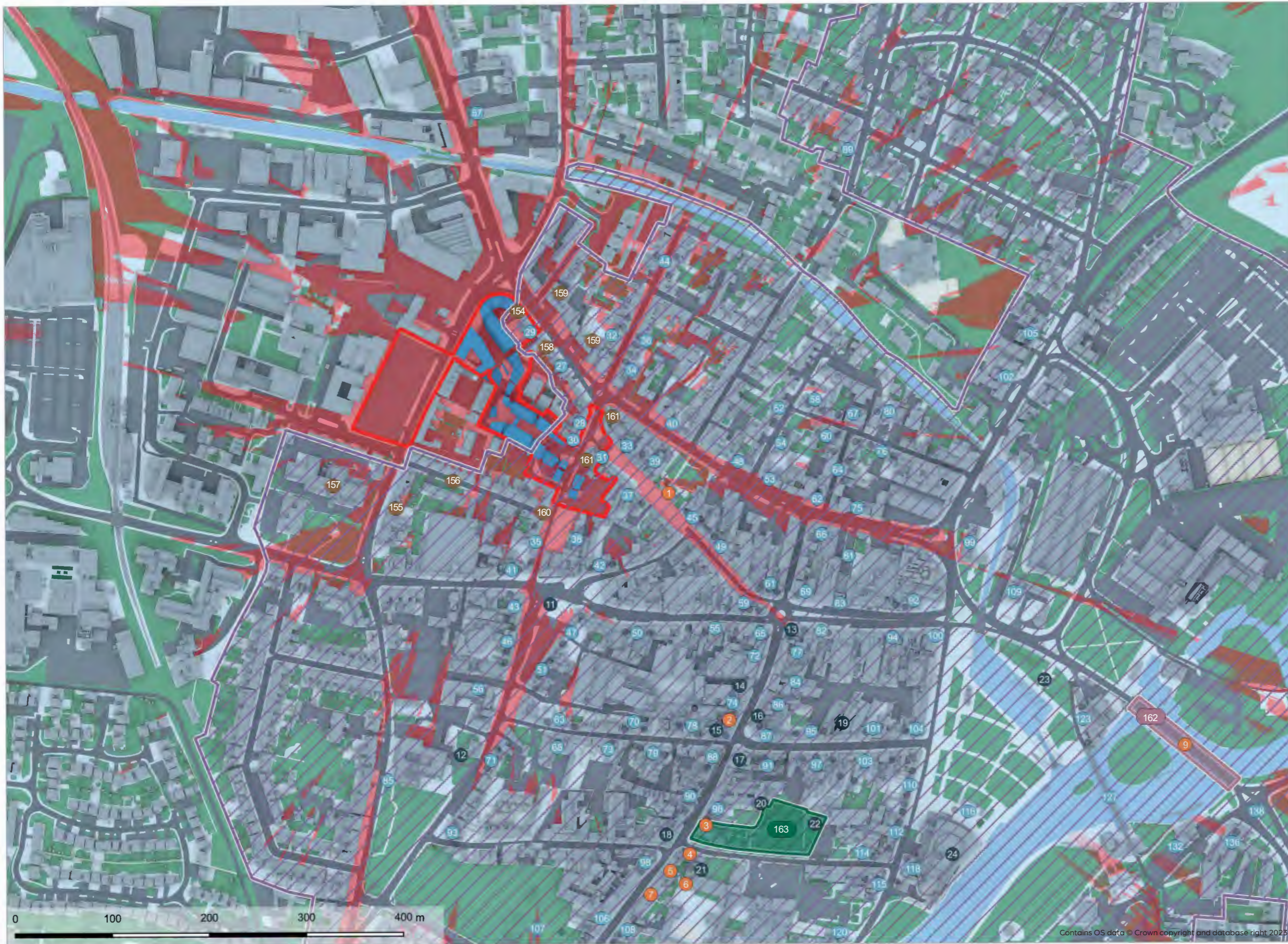
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HERITAGE ASSET PLAN

- Application Site
- Conservation Areas**
 - A. Stratford-upon-Avon CA
 - B. Shuttery CA
- Listed Buildings**
See separate key for details.
- Grade I - Nos. 1-9
- Grade II* - Nos. 10-26
- Grade II - Nos. 27-153
- Scheduled Monuments
 - 154. Clopton Bridge
- Registered Park and Gardens
 - 155. Shakespeare's Gardens, New Place



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HERITAGE ASSET PLAN - LISTED BUILDINGS

Grade I

1. Shakespeare's Birthplace
2. Harvard House
3. Nash's House (New Place Museum)
4. Guild Chapel of The Holy Cross
5. Guildhall, King Edward VI Grammar School
6. The Pedagogue's House, King Edward VI Grammar School
7. The Almshouses
8. Hall's Croft and attached Garden Wall
9. Clopton Bridge and attached Former Toll House

Grade II*

10. Church of The Holy Trinity
11. The Shakespeare Memorial Fountain (also referred to as The American Fountain)
12. Mason's Court
13. 1, High Street
14. 30, High Street
15. Garrick Inn, and Tudor House
16. 19 and 20, High Street
17. Town Hall
18. The Falcon Hotel
19. The Shrieve's House
20. The Shakespeare Hotel
21. The Old Vicarage, King Edward VI Grammar School
22. Shakespeare Monument on East Side of The Great Gardens of New Place
23. The Gower Monument
24. Royal Shakespeare Theatre
25. Dower House and Avon Croft and attached Garden Wall
26. Stratford Upon Avon Grammar School for Girls

Grade II

27. 21, 23, 23a and 25, Birmingham Road
28. 29, 30, 30a and 31, Henley Street
29. 37-43, Birmingham Road
30. 21, Windsor Street
31. Two K6 Telephone Kiosks in Front of St Gregory's Catholic Hall
32. 2-6, 7 and 8, and 9 and 10, Shakespeare Street
33. White Lion Inn
34. The Recession Public House
35. 1-4, Windsor Street, and Windsor Court
36. 54 and 55, 56 and 57, and 58 and 59, Shakespeare Street
37. 32-36, 37-40, 41 and 42, and 43, Henley Street
38. White Swan Hotel
39. The Shakespeare Centre
40. 4, Guild Street
41. 20, and 21 and 21a, Greenhill Street, The Teddy Bear Museum, and Fountain Laundry
42. 27, Rother Street, and 13 and 14, and 15 and 16, Meer Street
43. Old Thatch Tavern, and 18, 18a and 19, Rother Street
44. 19 and 20, 35-38, and 39-42, Shakespeare Street
45. Shakespeare Birthplace Trust Office, and Public Library
46. York House, Civic Hall, 11 and 12, 13, and 16, Rother Street
47. 27 and 28, 32 and 33, and 34, Wood Street
48. 9, 10 and 11, Guild Street
49. 8 and 9, and 10, Henley Street
50. 16, and 19 and 20, Wood Street
51. 39 and 40, and 41, Rother Street, Robert House, and The Lamplighter Public House

52. 4 and 5, Tyler Street
53. 12, 13 and 14, Guild Street
54. 1, 2 and 3, Tyler Street
55. 3 and 4, 5 and 6, and 7, Wood Street, and Terrett Court
56. 7 and 8, Rother Street
57. Mayflower Green (Terrace)
58. 1, 2 and 3, and 5, Payton Street, and Payton Court
59. 44 and 44a, and 45 and 45a Wood Street and 65 Henley Street, Barclays Bank, and Barclays Bank (Part)
60. 24, Payton Street, and Payton Hotel
61. 1, Henley Street, Barclays Bank, and 21, Bridge Street
62. 16, Guild Street (See Details For Further Address Information)
63. 30-34, and 39 and 40, Eley Street
64. 2, 3 and 4, 7, 9, and 11 and 12, John Street
65. 1 and 2, Wood Street, and 39 and 39a, High Street
66. The Slug and Lettuce Restaurant
67. Duke's Hotel
68. Christian Science Reading Room
69. Lloyds Bank, and 23, Bridge Street
70. 49, 50 and 51, Ely Street, and The Queen's Head Inn
71. Symphony Cottage, Tudor Cottage, and 50, 51 and 52, Rother Street
72. 36, High Street
73. 14, Ely Street
74. 27 and 28, and 31, High Street, and Mercers' Croft
75. Newland Almshouses
76. 19 and 20, and 21 and 21a, Payton Street
77. 2 and 3, and 4 and 5, High Street
78. 57, 58, and 59 and 60, Ely Street, and Outbuilding Range to Rear of Nos 59 and 60
79. 3, 5, 9, and 10, Ely Street, and Cross Keys Inn
80. Baptist Church, and Baptist Church Sunday School
81. 35 and 36, Guild Street
82. 12, 13 and 14, and 17, 18 and 19, Bridge Street
83. 27, Bridge Street
84. 10-13, High Street
85. Dovecote Immediately South West of Magistrates' Court
86. 16, and 17 and 18, High Street
87. 21, High Street
88. 11, Chapel Street, and Midland Bank
89. Regency Cottage
90. 4, 6 and 6a, and 8, 9 and 10, Chapel Street, The Web, and Stratheden Hotel
91. 1, 2, 3, 4, and 5, Sheep Street
92. 31, 32 and 33, and 34, Bridge Street
93. Attached Wall and Railings
94. Old Red Lion Shopping Centre
95. 42, Sheep Street, and Bancroft House
96. 20 and 20a, Chapel Street, and Chaucer Bookshop
97. 8 and 9, 13 and 14, Sheep Street, and Bobby Brown's Restaurant
98. 16, Church Street
99. Red Lion Inn
100. The Encore Public House
101. 36, and 37 and 38, Sheep Street
102. Grosvenor House Hotel
103. 19, and 24 and 25, Sheep Street, The Rose and Crown Public House, and Stratford House Hotel
104. 31, and 32 and 33, Sheep Street, and Nos. 21 and 20 Waterside
105. Grosvenor House Hotel, and Coach House Hotel and attached Former Coach House
106. 8 and 9, Church Street
107. Gateway Approx 19 Metres West of Mason Croft, and Gazebo Approx 42 Metres West of Mason Croft

108. 17 and 18, and 19 and 20, Church Street, and Windmill Inn
109. Pen and Parchment Public House
110. 25, 26-29, 30 and 31, 32 and 33, and 34 and 35, Waterside
111. Mason Croft and attached Gate and Walls, and Trinity College
112. 36 and 37, and 40-43, Waterside, and Theatre Workshops
113. 24, 25 and 26, Church Street, and Winton House
114. 4, 5 and 6, Chapel Lane
115. Arden Hotel
116. Pair of Lamp Standards, The Bancroft
117. 17, 18, 19 and 19a, Old Town
118. Gateway to South West of The Swan Theatre, and K6 Telephone Kiosk Outside Swan Theatre
119. Stratford Preparatory School
120. 51, Waterside, and The Dirty Duck Public House
121. 1, and 2 and 3, Old Town, and Old Town Place
122. 60 and 61, Waterside
123. Principal Timber Warehouse At Cox's Timber Yard, and Tramway House
124. Old Ferry House, and Former Barn Approx 22 Metres South West of Old Ferry House
125. Old Town Cottage
126. Old Town Croft
127. Old Tramway Bridge
128. Summerhouse in Avonbank Garden
129. 55 and 56, and 57 and 58, Bull Street
130. 13, 14 and 15, 16, 17, and 18 and 19, College Street
131. Stratford-Upon-Avon First World War Memorial, and Stratford-Upon-Avon Second World War Memorial
132. Stone Cottage
133. 1a, 1b and 2a, and 3 and 4, 5 and 6, and 7-12, College Street
134. Gate, and 2 X Headstones, in Churchyard North of Church of Holy Trinity
135. 38-47, College Lane, and Nos 1-4 and attached Railings
136. Swan's Nest Hotel
137. 36, College Lane
138. Gazebo on Traffic Island Approx 150 Metres North West of Alveston Manor Hotel
139. 1, and 2-7, Holtom Street
140. 1, 2-5, and 6, 7 and 8, New Street
141. 3 X Tombs North of Church of Holy Trinity
142. 20-30, College Lane, and Elmhurst
143. 7 and 8, 11 and 12, 28, and 26 and 27, Ryland Street
144. 3, Trinity Street
145. 3 X Tombs South of Chancel of Church of Holy Trinity
146. Hearse House Approx 23 Metres South of Church of Holy Trinity
147. 4-7, Trinity Street
148. Alveston Manor Hotel
149. Former Coach House Immediately to North East of Alveston Manor Hotel
150. Soli House (Catholic Youth Hostel)
151. 30, Avenue Road
152. Dovecote Approx 20 Metres North of Stratford Upon Avon Grammar School For Girls
153. Quineys, and Owl House

Non-Designated Heritage Assets

154. 45 Birmingham Road
155. 2-17 Arden Street
156. 1-28 and 32-39 Mansell Street
157. Former Stratford-Upon-Avon Hospital
158. 1-33 Birmingham Road
159. 1-10 Birmingham Road and 22-26 Birmingham Road
160. The Oddfellows Arms and 8-12 Windsor Street
161. Group at Windsor Street, Guild Street and Henley Street (including St. Gregory's Hall)

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SCOPED HERITAGE ASSET PLAN

 Application Site

 Conservation Areas

A. Stratford-upon-Avon CA

Listed Buildings

See separate key for details.

Grade I

1. Shakespeare's Birthplace

Grade II*

11 The Shakespeare Memorial Fountain (also referred to as The American Fountain)

12 Mason's Court

13 1, High Street

Grade II

27 21, 23, 23a and 25, Birmingham Road

28 29, 30, 30a and 31, Henley Street

29 37-43, Birmingham Road

32 2-6, 7 and 8, and 9 and 10, Shakespeare Street

33 White Lion Inn

34 The Recession Public House

35 1-4, Windsor Street, and Windsor Court

36 54 and 55, 56 and 57, and 58 and 59, Shakespeare Street

37 32-36, 37-40, 41 and 42, and 43, Henley Street

38 White Swan Hotel

39 The Shakespeare Centre

40 4, Guild Street

41 20, and 21 and 21a, Greenhill Street, The Teddy Bear Museum, and Fountain Laundry

42 27, Rother Street, and 13 and 14, and 15 and 16, Meer Street

43 Old Thatch Tavern, and 18, 18a and 19, Rother Street

44 19 and 20, 35-38, and 39-42, Shakespeare Street

45 Shakespeare Birthplace Trust Office, and Public Library

46 York House, Civic Hall, 11 and 12, 13, and 16, Rother Street

47 27 and 28, 32 and 33, and 34, Wood Street

49 8 and 9, and 10, Henley Street

51 39 and 40, and 41, Rother Street, Robert House, and The Lamplighter Public House

53 12, 13 and 14, Guild Street

56 7 and 8, Rother Street

57 Mayflower Green (Terrace)

59 44 and 44a, and 45 and 45a Wood Street and 65 Henley Street, Barclays Bank, and Barclays Bank (Part)

61 1, Henley Street, Barclays Bank, and 21, Bridge Street

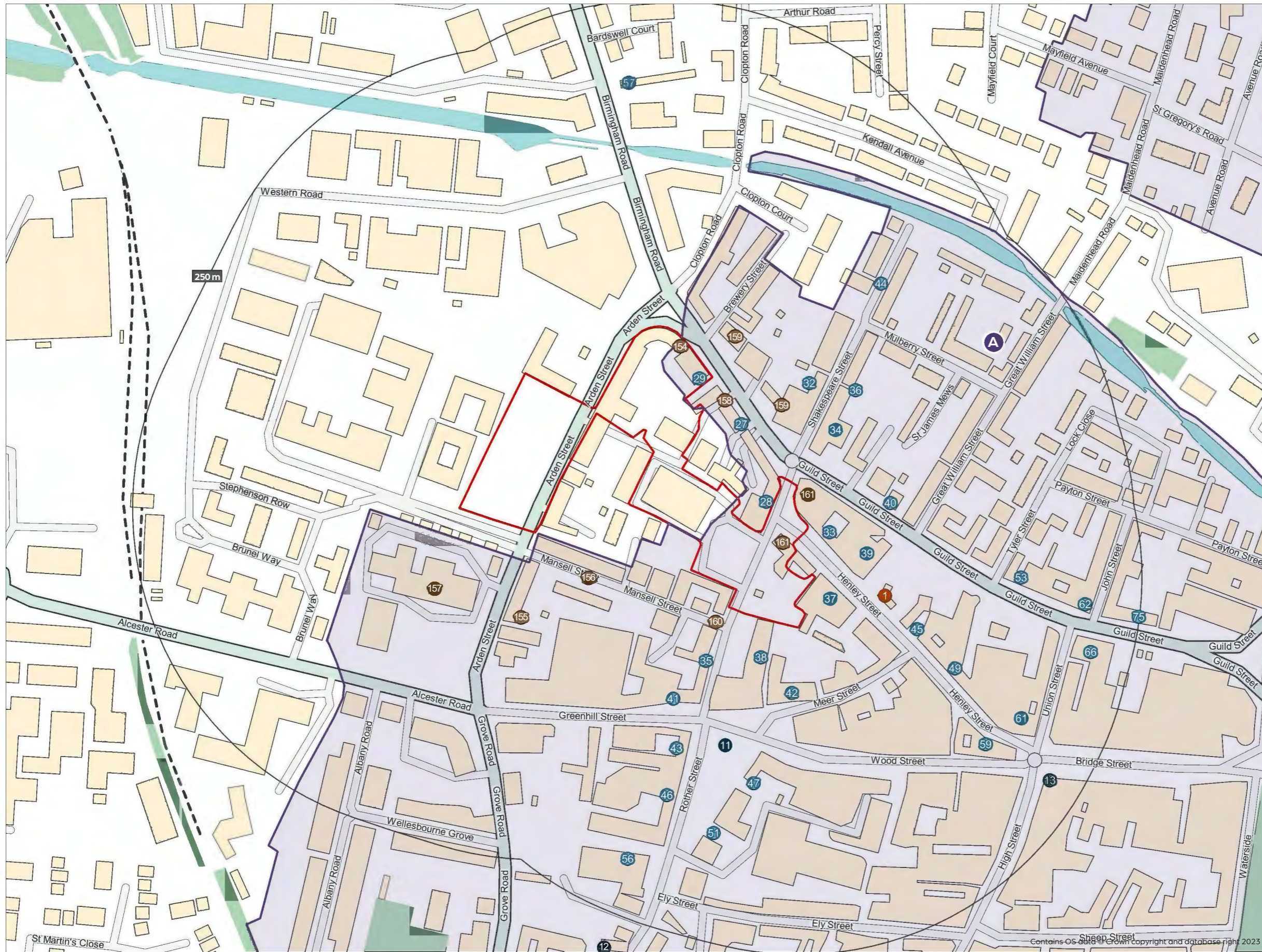
62 16, Guild Street (See Details For Further Address Information)

66 The Slug and Lettuce Restaurant

71 Symphony Cottage, Tudor Cottage, and 50, 51 and 52, Rother Street

75 Newland Almshouses

99 Red Lion Inn



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SCOPED HERITAGE ASSET PLAN ZTV OVERLAY

- Application Site
- Conservation Areas
- A. Stratford-upon-Avon CA
- Listed Buildings
See separate key for details.
- Grade I
- 1. Shakespeare's Birthplace
- Grade II*
- 11 The Shakespeare Memorial Fountain (also referred to as The American Fountain)
- 12 Mason's Court
- 13 1, High Street
- Grade II
- 27 21, 23, 23a and 25, Birmingham Road
- 28 29, 30, 30a and 31, Henley Street
- 29 37-43, Birmingham Road
- 32 2-6, 7 and 8, and 9 and 10, Shakespeare Street
- 33 White Lion Inn
- 34 The Recession Public House
- 35 1-4, Windsor Street, and Windsor Court
- 36 54 and 55, 56 and 57, and 58 and 59, Shakespeare Street
- 37 37-40, 41 and 42, and 43, Henley Street
- 38 White Swan Hotel
- 39 The Shakespeare Centre
- 40 4, Guild Street
- 41 20, and 21 and 21a, Greenhill Street, The Teddy Bear Museum, and Fountain Laundry
- 42 27, Rother Street, and 13 and 14, and 15 and 16, Meer Street
- 43 Old Thatch Tavern, and 18, 18a and 19, Rother Street
- 44 19 and 20, 35-38, and 39-42, Shakespeare Street
- 45 Shakespeare Birthplace Trust Office, and Public Library
- 46 York House, Civic Hall, 11 and 12, 13, and 16, Rother Street
- 47 27 and 28, 32 and 33, and 34, Wood Street
- 49 8 and 9, and 10, Henley Street
- 51 39 and 40, and 41, Rother Street, Robert House, and The Lamplighter Public House
- 53 12, 13 and 14, Guild Street
- 56 7 and 8, Rother Street
- 57 Mayflower Green (Terrace)
- 59 44 and 44a, and 45 and 45a Wood Street and 65 Henley Street, Barclays Bank, and Barclays Bank (Part)
- 61 1, Henley Street, Barclays Bank, and 21, Bridge Street
- 62 16, Guild Street (See Details For Further Address Information)
- 66 The Slug and Lettuce Restaurant
- 71 Symphony Cottage, Tudor Cottage, and 50, 51 and 52, Rother Street
- 75 Newland Almshouses
- 99 Red Lion Inn

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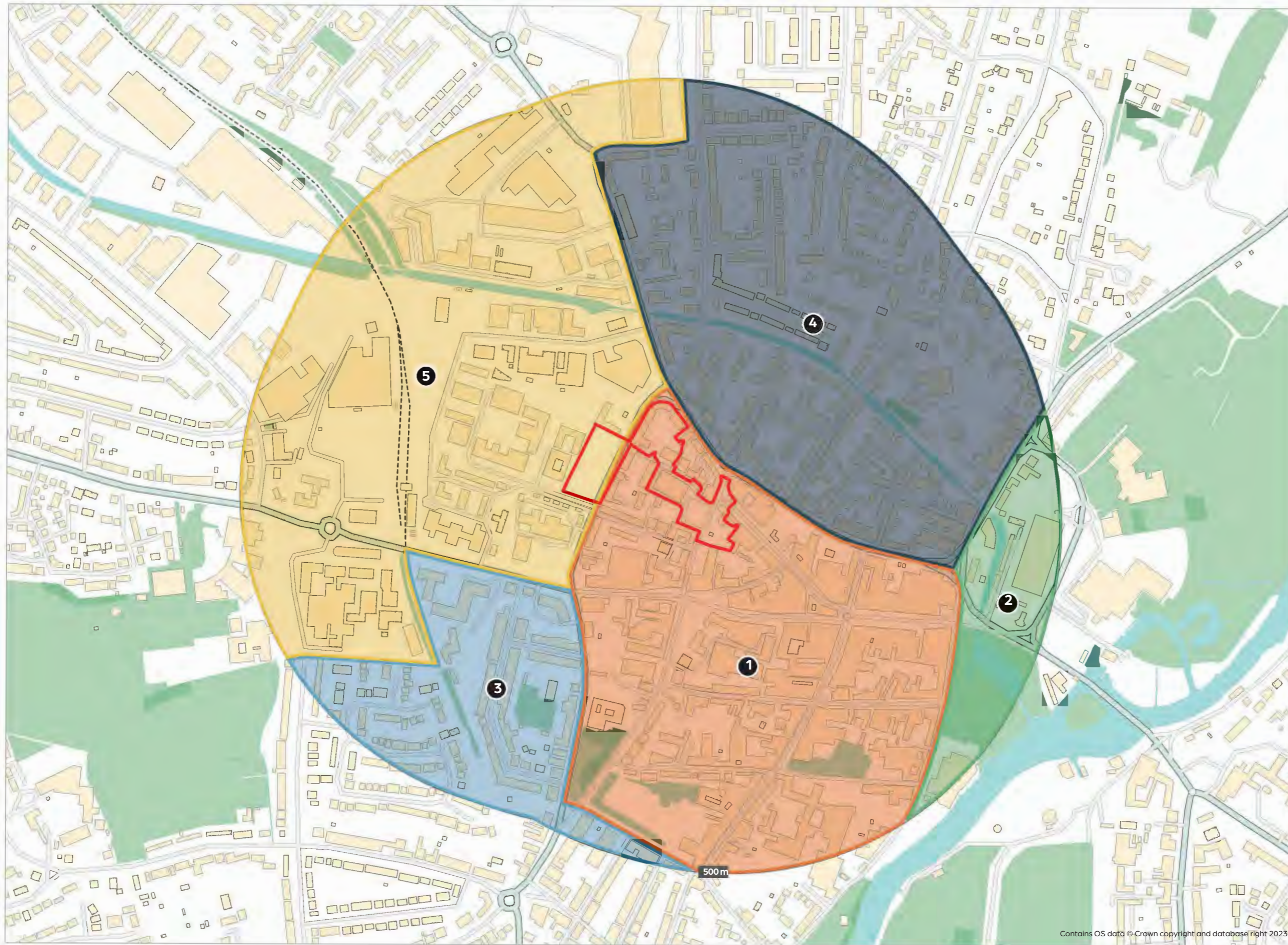
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TOWNSCAPE CHARACTER AREA PLAN

- Application Site
- 1** Historic Core
- 2** Riverside
- 3** South-Western Residential Suburb
- 4** North-Eastern Residential Suburb
- 5** Institutional/Commercial District



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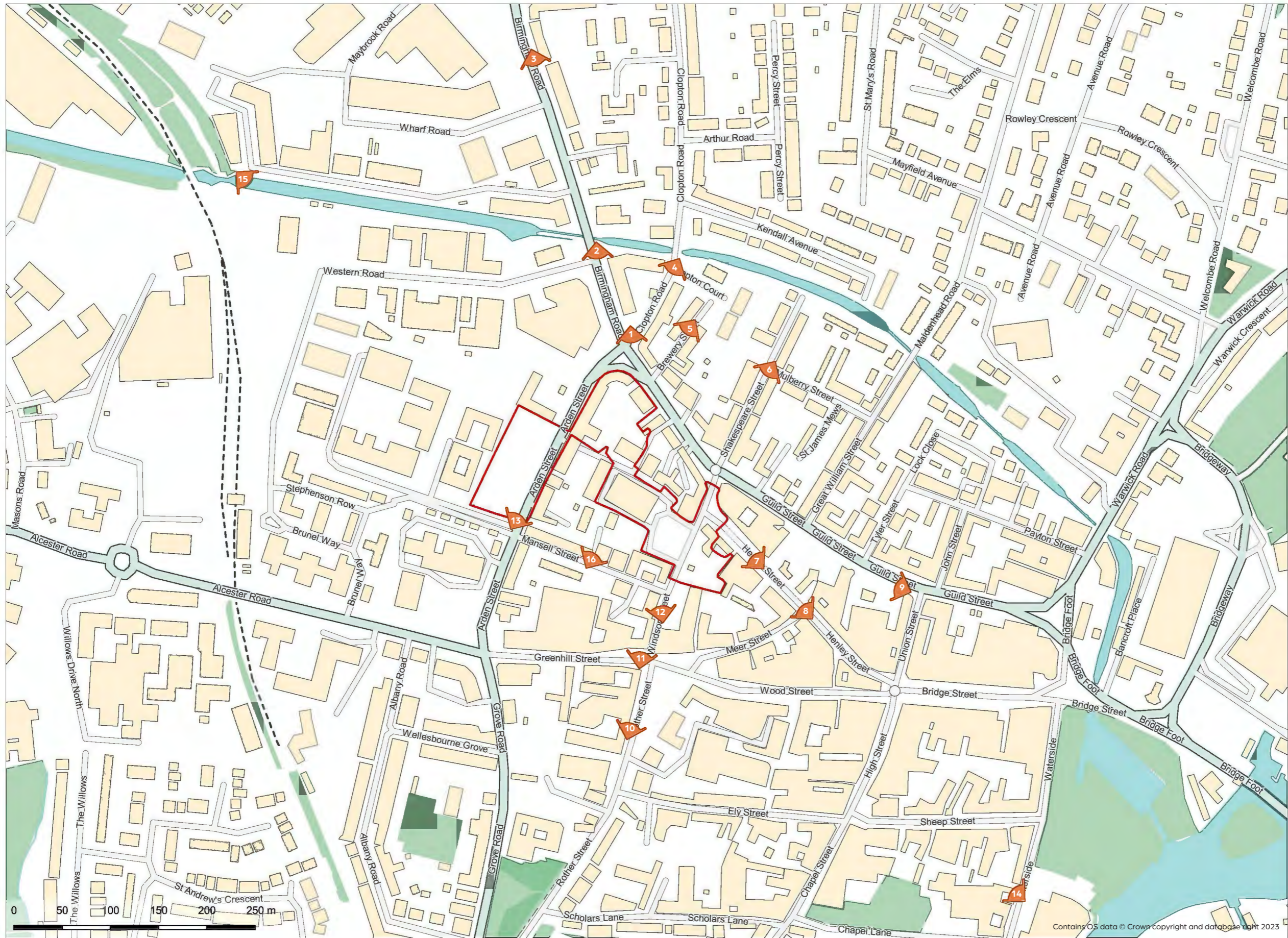
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VIEWPOINT LOCATION PLAN

- Application Site
- 1. Birmingham Road/Clopton Road
- 2. Birmingham Road
- 3. Birmingham Road North
- 4. Clopton Road/ Clopton Court
- 5. Brewery Street
- 6. Shakespeare Street
- 7. Henley Street
- 8. Henley Street/ Meer Street
- 9. Guild St/Union St
- 10. Rother Street
- 11. Rother Street/Greenhill Street
- 12. Windsor Street
- 13. Arden Street
- 14. RSC Tower
- 15. Stratford-upon-Avon Canal
- 16. Mansell Street

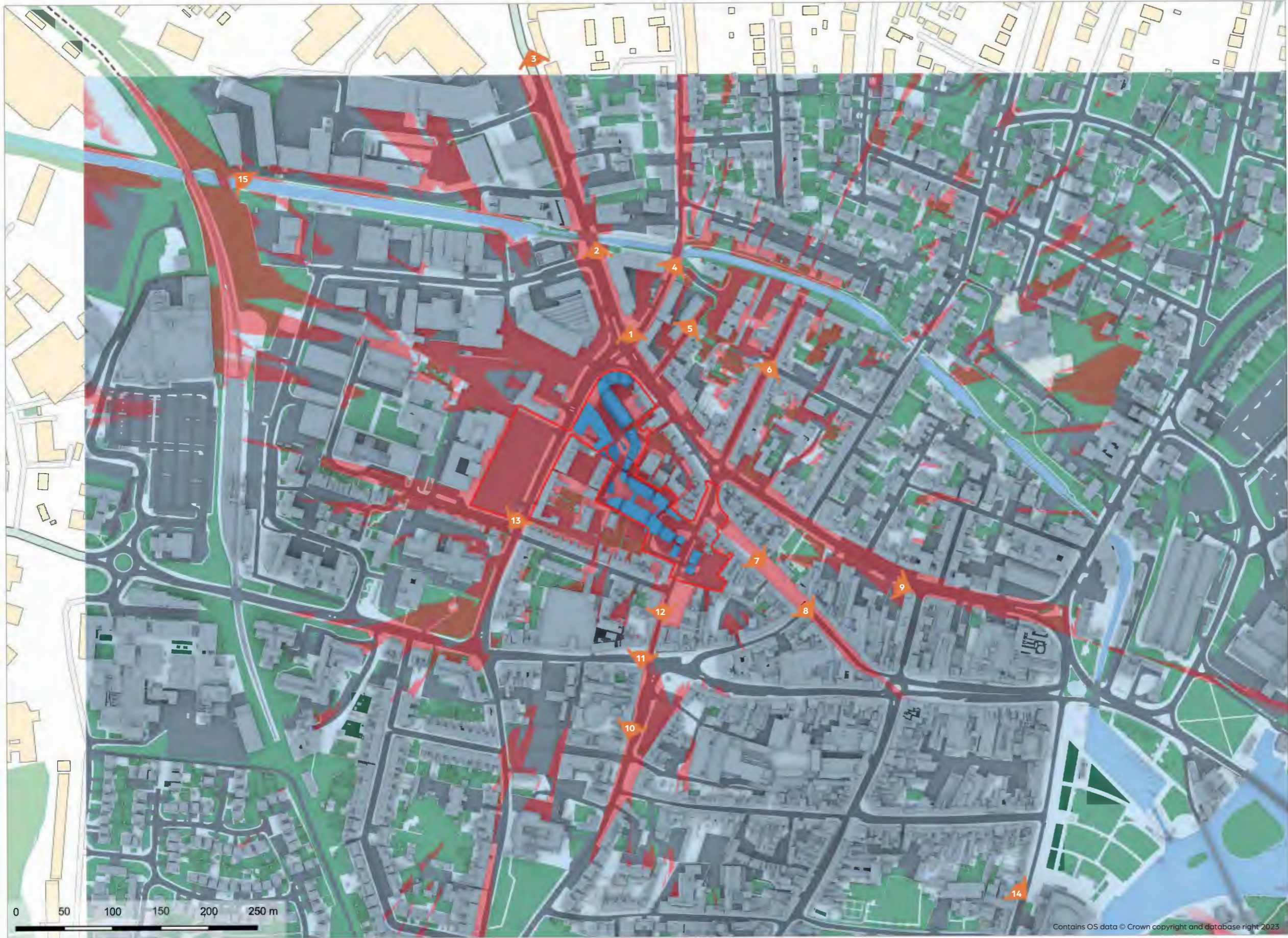
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VIEWPOINT LOCATION PLAN

- Application Site
- 1. Birmingham Road/Clopton Road
- 2. Birmingham Road
- 3. Birmingham Road
- 4. Clopton Road/Clopton Street
- 5. Brewery Street
- 6. Shakespeare Street
- 7. Henley Street
- 8. Henley Street
- 9. Guild St/Union St
- 10. Rother Street
- 11. Rother Street/Greenhill Street
- 12. Windsor Street
- 13. Arden Street
- 14. RSC Tower
- 15. Canal Option A

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