

GATEWAY PROJECT RESPONSES WITH NAMES

Name	1. Introduction & purpose: p4-6
Cassandra Higley	An excellent proposal which I fully support both in terms of its general concept and its specific location.
Elaine Blatcher	Henley Street. From the plans it looks as though the building, which at the moment houses the Boston Tea Party Restaurant, is going to be demolished to make way for a car park. I strongly object to this as the building is of historical interest. It was an original school house, and should be kept as a restaurant, museum or a building of similar use or interest and not demolished. We need to keep the character of Stratford upon Avon.
Jane Meehan	I am writing to oppose the demolition of the current BTP building on Henley Street. As a resident of the town, I am completely opposed to this proposal. This building generates much needed revenue for the local Catholic Church and it is not acceptable that this revenue is lost. It is also a beautiful historic building which compliments Henley Street and we enjoy spending time there in the cafe. It is not acceptable that it is being suggested that this important part of the town's heritage should be demolished. I am strongly opposed to this and request that my objection is noted and plans redrawn to protect this beautiful building. Thank you for your attention to this matter. Kind regards Jane Meehan
Rebecca vanni	I do not agree with plan to take over and use the site of St Gregory's hall / Boston tea party to be used in these plans for parking. It's listed and a currently a business that supports the local community. I'm concerned that these plans seem to support visitors more than locals
David Brown	I fully agree with the purpose of the development. The current coach park & "gateway to Stratford are underwhelming. The public conveniences are inadequate and coach visitors have to cross a road to find their way into the town. At the very least as an interim measure there should be a pedestrian crossing & clear signposting into the town. We live locally but to drive to Stratford several times week as there is no bus service. We use the Windsor street car park which although run down is convenient. The consultation should consider that Warwickshire is a rural county and many residents in local villages rely on their car so parking in town must be maintained. At busy times the Windsor street car park can be almost full. The alternative car park proposed must consider the weight of electric vehicles and charging requirements & should increase overall parking capacity. A pedestrian route from the car park should give level & easy access for elderly or disabled visitors.
Debbie Trueman	I object to Boston Tea Party Building being demolished to make way for a car park. It is a special building in Stratford.
Michael Mann	I totally agree with the purpose of this section
Professor Lynn Martin	I write to protest the demolition of the old school on the corner of Henley street identified in the Stratford-upon-Avon Gateway Masterplan Framework Supplementary Planning Document (SPD). the
Allan Cavanagh	In the main I agree with the context and proposals. I agree with the potential the project has and success it will hopefully bring to Stratford, its businesses, and local people.
Tim Bailey	It is important that vehicle access remains along Windsor Street for access to local services both for the benefit of residents and businesses. Closing access will have a highly detrimental effect on traffic congestion on already highly congested neighbouring streets and road and add to noise and pollution in other parts of the town. Directing coaches to Rother Street which is not easily accessed by large vehicles and already a route for some HGVs from the Alcester Road will cause massive congestion, noise and pollution to residential

	and commercial properties. Increased pedestrians unfamiliar with the area and not accustomed to UK roads will be at risk of injury. The increased traffic will put other pedestrians at risk in the town. A better location for coaches would be in Arden Street.
Richard Pearson	Objection to the planned demolition of the old Catholic School in Henley Street (presently The Boston Tea Party). A suggestion that it becomes a car park, is a betrayal of the traditions of Stratford-upon-Avon, and would be a blight upon one of the most notable and historic streets in England. It is an attractive building architecturally, and the suggestion of demolition would make the town much poorer. Please cancel the plan.
Mrs Olwen Kelly	Old catholic school now BTP my general view is I think it is very sad news you think it is a good idea to make this into a car park. I object strongly. All you have to do is see the empty lot where a delightful cinema once was on Greenhill Street.
Jon Knight	On page 5 there is a diagram saying it will draw people in from the canal quarter, station and town centre to the town centre. How can you draw people to the town centre from the town centre? If anything this development would appear to draw visitors away from the existing town centre, which is already struggling.
Sam Green	Purpose. Stupid waste of money. Why always spend on Stratford. Studley is in a chronic state. Need serious spending on dated infrastructure. Everything always goes to Stratford. It's a disgrace of a town now with all the housing crammed everywhere. Takes as long to get to the centre as it would for Birmingham.
Mr Peter Bartlett	Section 4, 5. 6 paragraphs 4.58,5.20 ,5.25,6.17 Opportunities, The project is missing one golden opportunity, a BUS STATION , the Windsor Street Car Park is past it's sell by date , the bays are too small for the modern cars, it's not safe for people on their own , If it was knocked down and smaller one built , a welcome Bus Station could be built with the one way entrance off the main road . It would mean we could remove all the buses waiting on Wood Street, and Bridge Street and Coaches would be handy for the new Shakespeare centre for the drop off. Please consider this suggestion as a bus station has been suggested for many years now and this is golden opportunity Regards. Peter. Bartlett
Caroline Elizabeth Nash	Stratford-upon-Avon Town Council considers that the Gateway Masterplan SPD is largely underwhelming, and there is a prevailing sentiment that much more could have been done to enhance the appeal and potential of this premier location. The SPD lacks the visionary approach that is expected for a site of such significance. This Gateway to the town deserves a plan that not only adheres to the necessary regulations but also inspires and reflects the unique character of our town. It is crucial that the document goes beyond the mere fulfilment of basic requirements and strives to create a legacy for our community. The Town Council strongly urged the District Council revisit and enhance the plan so that it serves as a beacon of innovation and sustainability. If the SPD is delivered, will the District Council consider pursuing a collaboration agreement that ensures land owners are not solely driven by the goal of maximising their land holdings?
Phil Smith	The Confederation of Passenger Transport UK (CPT) is the primary trade organisation that represents the UK coach industry. Many of our 500 coach operator members are Small Medium Sized Enterprises (SME'S) that rely heavily upon the transportation of tourists to historic towns & cities and of course Stratford Upon Avon is an iconic destination in this regard. Coach travel contributes greatly to the reduction in traffic congestion (especially important in historic towns & cities) one coach can typically eliminate up to 50 individual private car journeys & coach Co2 emissions are 6 times lower than those generated by private cars. Whilst the proposals outlined in this Gateway Masterplan framework should enhance the overall visitor experience

	to Stratford Upon Avon and therefore further increase its popularity which in turn ought to virtuously increase the volumes of business our members experience. It is essential that the following features are incorporated into any new scheme: a) Coach Parking provision for "long stay" must be provided. Preferably free of charge. b) Central area pick up & drop off facilities within the town centre (historic zone) must be maintained.
James and Christina WHITE	The demise of Stratford town centre as a functioning centre of commerce has little to do with the lack of a Gateway to the town. It would appear that whilst some areas of the redevelopment are in need of refurbishment other areas are not and some of the sites are culturally and historically important to the town and should not be destroyed. Specifically the St Gregory's school building should be considered an important part of Stratford's heritage just as is King Edward VI school hall already is. The original master plan frequently mentioned an area bounded by Arden Street, Birmingham Road and Windsor Street but the more recent documentation seems to have extended this to places that are not necessarily in need of redevelopment. It should also be noted that the majority of Shakespeare Birthplace properties are usually now closed and offer nothing to encourage tourism to our town - e.g. Halls Croft, Mary Arden's house. We are therefore opposed to ratepayers' money being spent on what is already an industry in decline.
Martin Liddament	The plan makes no reference to any evidence that there is sustainable long-term demand that it will meet. It proceeds on the assumption that it is intrinsically a good thing to create the Gateway site and that it will attract footfall and realise the broadly stated objectives set out in paragraphs 2.6 and 2.8. This may be true, but there is nothing substantive in the plan or in an associated document to support such an assertion. I would have expected a link to a well-evidenced tourism and marketing strategy that would be the main driver for the plan.
Iona Wibberley	There is potential to improve this area, however it is important to consider residents as well as visitors. Whilst recognising that Shakespeare is key to the town and its wealth the Council should not lose track of the fact that residents have to also cope with the downside of the associated traffic, visitor numbers, overpriced shops etc. It is important to acknowledge that a balance needs to be maintained between the needs of locals who live and work in the town 365 days a year and those of the visitors who can come for as little as a few hours.
Jason Lupton	use a local architect/landscape consultant that has experience living/working and using Stratford-upon-Avon. a handful of site visits doesn't give enough experience of a place.
Sophie Davies	We welcome the proposals set out in the Stratford Gateway Masterplan. We believe they have enormous potential to positively impact the town in areas where regeneration is needed most. Stratford-upon-Avon is an internationally renowned visitor destination with a unique relationship to Shakespeare's life and work. The Gateway Masterplan seeks to enhance this, reinforcing the town's position as a global centre for exploring Shakespeare's work, as well as the relationship of that work to our lives and world today. We wholeheartedly support the proposals and look forward to playing our part in developing it. We believe that the Stratford-upon-Avon Strategic Partnership, and Town Transport Group, have vital roles to play in realising the potential of the Stratford Gateway. An effective public transport infrastructure is key to enabling Stratford to fulfil its potential as an environmentally responsible place of welcome, learning and enjoyment for people of all ages and at all stages of their lives across the region, country and world.
George Whitehouse	When i first heard of the gateway development a couple of years ago, I was keen to follow all developments, as a lifetime inhabitant of this town, and i must say i am broadly impressed, the part pedestrianisation of Windsor street will be a brilliant walkable connection from Henley street, and perhaps it will

	<p>breathe life into a part of town that neither resident nor visitor has ever enjoyed visiting. That being said, however i feel that it is important to consider the character of the new buildings. Often nowadays there is a stigma associated with new developments. What i feel Stratford deserves from the development is buildings that can represent and add to the town's heritage, modern but in a new and bold way.</p>
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Name	2. Vision: p7-10
Mary Jane Donaghue	2.1 Regenerating this underused and unattractive site will put in place a 'new piece of town' for residents and visitors alike to enjoy. It will create new spaces and places, activated by a vibrant mix of shops, cafes and homes I wish to comment on the above in respect of St Gregory's Hall ...this building is neither underused nor unattractive, and already provides considerable 'vibrancy and activity' within Henley Street. Indeed, the repurposing of a Victorian school into a vibrant and successful cafe provides EXACTLY the type of ancient - to - modern built timeline which is so often referred to in the literature you have prepared and /or commissioned on this topic It is important that those buildings which currently 'work' in the context you propose, should not be altered so as to lose their charm. Otherwise you are working against your expressed aims
Phil Smith	a) Coach Parking provision for "long stay" must be provided. Preferably free of charge. b) Central area pick up & drop off facilities within the town centre (historic zone) must be maintained.
Martin Liddament	As above for section 1. These are all good things to wish for, but need quantifying as solid objectives that have their own sets of measures. It is vital that the development does not become an attractive, but expensive, vanity project. Unless it is absolutely clear what evidenced needs it will meet, how they will be met, and what success will look like in measurable terms, it would be a gamble to proceed. Although given a passing mention later in 5.19 I would also like to see more thought given to the creation of space and facilities for the creative industries. Stratford is in great need of affordable space for artists of all kinds and the development would be a good opportunity to build a hub for local creative people that could include associated retail facilities, independent restaurants, cafes, etc.
Iona Wibberley	As is so often with local plans they focus on the needs of visitors rather than residents. Whilst many of the principles are laudable consideration also needs to be given to local traffic flows, for example this will now all be forced onto Arden Street if it wishes to go from one side of the town centre to the other with Windsor Street no longer being an option
Jon Knight	Homes and cultural sites seems fine (especially if the RSC/SBT have money to fund the WSC proposed) but shops and cafes? Stratford already has lots of these and given the number of retail properties that have closed over the last few years and then stayed closed, it does not appear that we can sustain more buildings for this purpose. The very fact that the existing properties on the site are either in non-retail commercial use, used as car parks or have been allowed to become derelict demonstrates a lack of demand for retail space in that area.
Cassandra Higley	I commend the proposal on its vision for a mix of retail, food & drink, cultural, entertainment, space, greenery and residential uses. A multi-purpose site with such varied uses is just what Stratford needs and, I believe, will be more sustainable in the long-term than a vision incorporating fewer purposes which can feel sterile and lose their functionality in the future. I implore the planners to make good on their vision for the Gateway to be a green space as we have lost a lot of greenery with the removal of the old rose garden and a green space here will have multiple benefits including improved wellbeing for residents and the creation of a modern space which feels in-tune with modern times and projects an image of pride and can-do spirit in our town.
George Whitehouse	I feel it is important for there to be visual texture expressed in these new buildings whether that means the variation of appearance and colour that comes from using natural, local materials or ornament, preferably both. as the 'gateway' to the town centre it should express the towns place and belong confidently and take inspiration from the historic towns existing fabric in a way that typical modern developments can't, in order to create an area

	<p>everyone can be proud of and happy in. Ornament and a consideration to symmetry with variety (e.g. windows set in the same place horizontally but with slight difference in design as you look up) is essential to building places where people want to linger I imagine, for example a mixture of materials to represent landmarks in the town centre. For example, imagine a cafe of Cotswold stone (to represent the townhall) decorated with terracotta flowers, a building that besides from its functional considerations is capable of making someone happy to be there. you mention creating places to explore is a consideration in this project and i and many others of the public would argue that glass, steel and stripped wood planks can't achieve that. bell court, I feel was only a success because it was a court and existed in its own identity, but it doesn't really fit in with the rest of the town. This development, so close to the birthplace should do more to both blend in but innovatively express its own identity and location in a way we don't normally see in modern developments, not afraid to use ornament of flowers, buildings in the town or of scenes from Shakespeare plays, to take inspiration from the old bank. paired with the existing heritage buildings in this part of town this could make for a fantastic addition that contributes to the long list of reasons to visit and live in this town, and it does seem like this development will make a positive contribution in that direction. The addition of trees, attractive street furniture and perhaps those lovely flower displays like those added to Meer street would elevate the area even further.</p>
David Brown	<p>I mostly agree with the vision. Practical considerations such as public conveniences, car parking and easy attractive pedestrian access into the town should be prioritised over cafes and open spaces in the development. This would encourage residents in local villages to visit the Stratford regularly and would benefit existing cafes & other businesses in the town. Currently in our view there is a concern that Stratford to a small degree alienates local residents who whilst appreciating the historic nature of the town do need convenient access, and shops that cater residents as well as tourist memorabilia. The pedestrianisation of streets in town which has been subject of another consultation should be considered in parallel with this consultation to provide green spaces and reduce vehicle traffic the town centre. For example the proposed extended car park should contain sufficient spaces to accommodate vehicles displaced from the Windsor St car park and also those related to reduced parking on Bridge St and other streets which may be pedestrianised. We are very much in favour of attracting more visitors to the town, reducing vehicle traffic in the town centre, easy parking around the periphery of the town & good pedestrian access. There must be a "Joined up approach"</p>
Debbie Trueman	<p>I object to Boston Tea Party Building being demolished to make way for a car park. It is a special building in Stratford.</p>
Alex Soans	<p>I support the plan's vision and feel public realm improvements in the area are long overdue. Windsor street has been too narrow and difficult for pedestrians to navigate for many years, with other SDC owned car parks already existing around town to replace Windsor Street multistorey. However, I would be concerned that there would be difficulty attracting sufficient commercial interest (cafes, shops) to make the gateway viable given the inability of higher footfall areas (BHS, Debenhams, Bell Court) to attract development and tenants. I would rather see improvements to the existing town centre locations before creating a new 'destination'.</p>
Dr Rosalind Baker-Frampton	<p>It is great to reduce the number of car parks and get people to use active travel when accessing our town.</p>
Michael Mann	<p>It's important to compete with our surrounding towns and cities such as Oxford, Birmingham and Warwick, with the rail links from Birmingham are an</p>

	opportunity to encourage visitors, Wellington terrace is an eye sore giving visitors a poor image of Stratford-upon-Avon
Jason Lupton	little or no reference to recent development/refurbishment in Stratford upon Avon e.g. Bell Court. The vision doesn't go far enough, the connectivity is limited and stops at the redline. what is being done about the huge junction (with its various furniture obscuring the immediate views) fronting the gateway site and improvements and encouragements for cycling and pedestrians.
Mrs Olwen Kelly	See above
Morgan Powell	The document talks about the "huge untapped potential" of Shakespeare. This key statement is not substantiated in the document in terms of how many additional visitors it would bring into the town and what the economic and cultural benefits actually are. This needs to be substantiated and tested because what no one would want is for it to become a white elephant if built.
Anne Prior	The Parish Council has discussed this and we feel that there is a lack of vision in what is being proposed. The new centre for the Shakespeare centre is fine but the surrounding development is unimaginative, providing more of the same when already there are too many coffee shops competing for too little trade, too many empty units and a lack of provision of interesting and vibrant things to do or see. We would have liked to have seen a whole focus, looking at the provision of interesting units in the town as a whole. looking at who comes to the town and how much it is used by residents. We are concerned about the proposal to build a multi-level car park on Arden Street, blocking the light from the medical centre and potentially impacting on the hospital itself. If one thinks about other tourist destinations like York or Oxford, there is the provision of a mixed retail offer with small independent units, historical buildings, culture and leisure activities. This proposed Gateway does none of that. The plan should include a look at everything that is on offer and put a cohesive imaginative plan together that address the issues of the whole town.
Karen Stevens	Whilst we understand the benefits of the regeneration of the gateway to Stratford Town, we would like to see similar opportunities for investment outside the immediate environment of Stratford to benefit those parts of the community who do not get an immediate 'knock-on' effect from the improvements to Stratford Town
Professor Lynn Martin	You seem to have a very blinkered vision of the town - the area you propose to demolish includes a very popular restaurant in a picturesque building but more importantly, this is one of the few areas in town that looks prosperous, is fully occupied and put simply - it works. Large areas of the rest of the town do not. Surely your gateway plan should be focused on how to revive the dead areas on Wood St and the High St rather than removing the few thriving areas. A better candidate for demolition might be the 1960s Shakespeare Birthplace Trust building which is not only ugly and out of character with other buildings in the street (especially Shakespeare's' actual birthplace, which it is sadly next to. The coaches might then approach a car park directly from the Birmingham Road, a more elegant solution than having coaches inching towards the current Windsor St car park

Name	3. Planning Policy: p11-14
Cassandra Higley	I feel that the proposal is entirely in sync with relevant local policies, frameworks and plans.
Martin Liddament	No comments.
Jo	I just wondered if any detailed consideration has been given to developing bus services in the area and outlying areas in order to reduce car use? I live just 20mins drive away from Arden St but have no regular bus service (e.g. every 30mins) within walkable distance.
Michael Mann	I agree with planning policy and artists impressions look worthy
George Whiteouse	This section is making a positive move in the right direction, and I generally have high hopes for the prospects of this area.
Mary Jane Donaghue	The Stratford upon Avon Gateway Development Brief (referred to at 3.23-3.25) includes the following requirement on page 9 • protect and enhance the character and appearance of the Conservation Area including significance of Henley Street and also refers to the following excerpts from Core Strategy AS1 3. Co-ordinate new developments and open spaces so that they are integrated with the existing fabric of the town. • 5. Improve the quality and appearance of the main corridors and gateways to the town centre, including the Birmingham Road/Arden Street area. • 6. Improve the way in which the town's historic environment and cultural heritage is conserved, interpreted and presented. Ref 5 above, it is clear that St Gregory's Hall is a key building, being precisely at the point of entry shown on Image 7 of the Gateway Development Brief. So it is has more significance in the plan than its present non-listed status would suggest. It is a building of considerable charm, and this charm would undoubtedly suffer if it were redeveloped and only its frontage retained Ref points 3 and 6 above from the Development Brief, these refer to EXISTING FABRIC and HISTORIC ENVIRONMENT. To significantly alter St Gregory's Hall would go against these principles. The Hall is an important heritage building, purpose built in 1883 as the town's Catholic primary school and operating there right up to the 1960s
Debbie Trueman	I object to Boston Tea Party Building being demolished to make way for a car park. It is a special building in Stratford.
Jason Lupton	more green strategy focus would be useful, green and blue infrastructure, BNG - one 'green wall' along a car park doesn't do much for this.
Mrs Olwen Kelly	See above
Phil Smith	CPT would draw attention to Warwickshire County Council Local Transport Plan (LTP) https://api.warwickshire.gov.uk/documents/WCCC-630-116 which specifically states the following on page 93: "The need to provide better facilities for coaches to encourage them to stop in the town instead of driving through without stopping;"

Name	4. Understanding Context: p15-31
C Wheeldon	4.63 Potential to reprovide public car parking lost from Windsor Street at Arden Street. COMMENTS: There is very little information in the consultation documents regarding the plan to reprovide public car parking lost from Windsor Street at Arden Street. The proposed approach seems to be an afterthought. There needs to be a more joined up transport strategy such as improved park and ride, bus and train transport. Currently, entrances to the town centre are clogged up such as the Birmingham Road. Increasing parking at Arden Street will simply add more traffic to this area and not resolve the underlying existing problems. It won't resolve environmental issues and is very short sighted.
Simon Tagg-Wilkinson	As a material consideration, planning authorities are required to take archaeology into consideration when determining planning applications. The Context section and supporting Heritage, Townscape and Visual Impact Assessment document whilst siting requirements under the NPPF for the conservation and enhancement of the historic environment considering only considers listed buildings in everyday use, but fails to consider as yet undiscovered, undesignated buried remains of archaeological interest. There appears to have been no consultation with a planning archaeologist and no plans included for site investigation works where applicable. With such a sensitive and national important heritage site, there is a significant possibility of further archaeological finds when other areas are re-developed. Areas of previous development such as car parks may as yet contain further archaeology and it is also a requirement that the Historic Environment Record be consulted, which is not mentioned. Another area not considered is that of community engagement which would enable the public to be engaged with the development and would be a lost opportunity for Stratford Upon Avon. NPPF sections not considered: 192. Local planning authorities should maintain or have access to a historic environment record. This should contain up-to-date evidence about the historic environment in their area and be used to: (a) assess the significance of heritage assets and the contribution they make to their environment; and (b) predict the likelihood that currently unidentified heritage assets, particularly sites of historic and archaeological interest, will be discovered in the future. 193. Local planning authorities should make information about the historic environment, gathered as part of policymaking or development management, publicly accessible.
Cassandra Higley	I believe that the council could not have picked a better site for the Gateway as I agree that it is high time that this eyesore area was regenerated. It adds nothing to the town and, frankly, is an embarrassment left as it is.
George Whiteouse	i just have one thing to note about building height, i believe there is fine balance to be made, and an example to avoid would be studio Spicers original failed proposal, which would have hideously loomed over an already unappealing area on the edge of the town centre, the architect claimed that : 'It is designed to reflect local materials, through scale, pattern and configuration' it is clearly false that it would have done any of these things and the fact that it was refused is a commendation towards the council. thank you for considering my comments
Debbie Trueman	I object to Boston Tea Party Building being demolished to make way for a car park. It is a special building in Stratford.
Peter Donaghue	In the current proposed plan, it details that the frontage of St. Gregory's Hall be retained. I object to this proposal and would argue that the whole building be retained in its current state and design. No alterations should be made. In the historical development, St Gregory's is shown as St Gregory's school in the map of 1880's. The building is a non- designated heritage asset with a distinct sense of character and any alteration to the building will have a harmful impactful from any future redevelopment of the site. As detailed in 5.155 of the Stratford upon Avon September 2023 Gateway Masterplan Framework (Built Heritage, Townscape & Visual Impact Assessment: St Gregory's Hall "is an attractive Victorian building that responds well to the low scale & character of older

	residential buildings on Henley Street & Windsor Street." Then in 5.156: "The setting of the buildings contribute to their significance in comprising historic frontages from the 15th to 20th century " ..." these buildings contribute to the character of the historical market street & wider conservation area as a whole". What you describe as Hall is a site of a former workhouse and a former school and should be preserved in its entirety as historical & significant building with its unique architectural interest. The complete building of St. Gregory's Hall should remain untouched. it could even be considered for a Listed Building Status at some future date. Few refer to it as a Hall as it is currently a thriving business frequented by many locals and visitors alike.
Jon Knight	It says that the site is not currently served by public transport, but it should be noted that in the past the coach park has also been used as a bus terminal.
Morgan Powell	It would be help to know what alternative uses for the site have been considered and why this has be determined to the best option. For example, the Council could have used much more of its land to build housing
Sue Sutton	Most domestic visitors to Stratford would not be interested in a WSC, they come for the river and green space around it. Only avid Shakespeare scholars would visit, and this whole plan is obviously being planned around the SBT.
Martin Liddament	No comments.
Michael Mann	No concerns here
Jason Lupton	not enough consideration given to recent developments in Stratford upon Avon. too much focus on the built form, where are the green infrastructure strategies and connections, links with the Welcome Hills (not just one view!) the Greenway, Bancroft Gardens, the Recreation Ground. There is a riverside development going ahead, how does this connect with that scheme? Improvements to the Birmingham Road have been proposed for a number of years, what links/improvements/connections is this doing to link with that.
GERARD BUCKEL	Page 22 - Build Heritage. Please refer to Document - (Build) Heritage, Townscape and Visual Impact Assessment. Section 4 - Historical Development. Page 24 - Figure 4.15 (OS Map 1880's) The Old School at the junction of Henley St and Windsor St is a Heritage Building well in keeping with other properties along Henley St. I understand that it is owned by the Catholic Church and provides a regular source of income to the Parish of St Gregory's. Its demise would be wholly inappropriate and a loss to the Town and the Church.
Matt Peel	Page 30, 4.53 Please can you additionally consider the acoustic impact on neighbouring properties, for example, Bell Court can get quite loud at times with its concentration of parallel hard surfaces. Please can you additionally consider artificial light pollution on neighbouring properties and ensure lighting fixtures are fitted with appropriate louvres to eliminate glare from light sources. The new street lighting in Stratford is particularly bad in this regard.
Patricia E Roberts	Page 30, point 4.48 "The sense of arrival into the town from Birmingham Road is underwhelming, and lacks 'gateway' quality". My question is, who is arriving into Stratford from this direction and by what means of transport? • Visitors to Stratford come from the local towns and villages and from further afield (worldwide). • They may arrive by bus, car, train, coach, bicycle or on foot. • By far the majority of people visiting Stratford and coming into the town from the Birmingham Road direction are on foot. This is because: o Visitors by car from the north will come into town by the Warwick road from the M40 motorway junction o Visitors from the south enter the town via Banbury or Evesham roads o Visitors from the west enter the town via the Alcester road • The county's own traffic survey has shown that 80% of traffic on the Birmingham Road either begin or end their journeys on the Birmingham Road. These are not visitors to the town. Page 30, point 4.56 "Traffic/pedestrian conflict along Birmingham Road, Arden Street and along Windsor Street." The traffic/pedestrian conflict is

	the main problem. The junction of Birmingham Road and Windsor Street is dangerous to pedestrians and cyclists who are coming into town. Traffic should not be coming into Windsor Street. It should be pedestrian only. If a coach station and car park are needed here, then it should be moved out of that tight junction, perhaps with entrances from Arden Street.
Mrs Olwen Kelly	See above
Phil Smith	The context of the proposals are clear. However, CPT would reiterate that visits by coach must remain efficient to deliver and cognisant to coach passenger access to the key sites of interest.
Mary Jane Donaghue	The heritage assessment mentioned at 4.14 refers to St Gregory's Hall at paras 5.155 and 5.156, describing it as 'and attractive Victorian building which responds well to the (streetscape of) Henley Street, concluding that it makes an important contribution to Henley Street. It raises the concern that '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' This view supports my objection to your proposal significantly to redevelop this building

Name	5. Masterplan Framework: p32-41
Jon Knight	I remain unconvinced by the whole "Gateway to the town" idea. It isn't. Its redeveloping some space to the edge of the town at best. It's only a "gateway" if you come on foot (or by bike if they are allowed through the development) and want to go between the Maybird or housing beyond and the town centre. Most out-of-town visitors that are already in the town centre won't (or will be pretty disappointed if they do!)
Phil Smith	5.15 page 35: Coaches will be allowed to drop-off visitors on Windsor Street north, and potential for drop-offs at other locations such as Rother Market Square and Arden Street will be explored by the Council. The above is essential to ensuring that coaches can lead on enabling Stratford's tourism offer to be sustainable.
Chris Malam	Another absolutely ludicrous proposal by SDC, how many more historic buildings are you going to destroy before you have archived your 'Masterplan'. There is something very sinister in even just the name given to this vision of how Stratford should look to the rest of the world. It is not a good look. Look to yourselves, before it is too late.
Liz Nicholson	Displaced parking should not be replaced with more car parking at Arden Street. The traffic problems in the town will never diminish unless the nettle is grasped and there is a serious reduction in parking provision in the town, thereby encouraging people to use the park & ride. The P&R will never be successful unless there are fewer cars on the roads and the buses don't get

	<p>stuck in so many traffic jams. It would be great if this development could go ahead without requiring private parking spaces, or accessible parking spaces only. The Windsor Street environment could be transformed through pedestrianisation, which could co-exist with coach access and drop-off. So many other towns have made huge improvements to the pedestrian environment, encouraging people to stay longer and spend more, and Stratford seems to fall further and further behind.</p>
Caroline Noble	<p>I am the owner of the office buildings at 4, 5, 7 & Mansell Street. The offices car parks are currently served via access by the road circling around the multi-story car park. Could I request that under the new designs, where there is a planned 'service access' on page 37, could this please also be enabled for access to the car parks of my properties? This is not a request to change or add to the proposed access, just to enable it for access to my properties in order to continue offering car park access.</p>
Cassandra Higley	<p>I fully endorse the concepts set out in this section and feel that the proposal is thorough in its examination of these concepts and potential issues.</p>
Debbie Trueman	<p>I object to Boston Tea Party Building being demolished to make way for a car park. It is a special building in Stratford.</p>
Tony Underwood	<p>I object to the demolition of what was the old Catholic School to make way for yet another car park. We have lost enough old buildings for housing. The site was originally a workhouse, then a school was built in 1884 and now it's The Boston Tea Party so popular with visitors. The building is an asset to the town and to demolish it to make it into a car parking site is a step too far.</p>
Mary Jane Donaghue	<p>on page 32, the ten principles of placemaking are set out. The first two are 'Respect context' and 'Build on identity'. Both principles suggest that St Gregory's Hall should remain untouched within your design plan, in order to capitalise on what it can offer to the town's heritage and charm.</p>
Patricia E Roberts	<p>Page 36 – map Can you confirm that the building known as St Gregory's Hall on Henley Street will not be demolished? It is not a listed building but it is a beautiful Victorian building, a thriving business and also an historic building for Stratford and especially for the Catholic community. Its demolition, or partial demolition, would be fiercely resisted. If there is not a plan to demolish or partly demolish St Gregory's Hall, why is it included in the designated development area (e.g. map on page 36) and why is it being purchased as part of the process? Reference to (BUILT) HERITAGE, TOWNSCAPE AND VISUAL IMPACT ASSESSMENT STRATFORD-UPON-AVON GATEWAY MASTERPLAN FRAMEWORK SUPPLEMENTARY PLANNING GUIDANCE September 2023 161. Group at Windsor Street, Guild Street and Henley Street (including St. Gregory's Hall) Page 33 point 5.1 "Visitors' perception of Stratford-upon-Avon is largely shaped in the south-eastern part of the town centre, extending only as far as the birthplace itself. However many visitors arrive from the north, leaving them with a relatively poor first impression of the town." Where is the data to back up the claim that many visitors arrive from the north and use this approach into town? In my experience, many visitors arrive into the town by rail (and I think we should be trying to increase this number and discouraging car usage) and their first impression of the town is based on the visually much worse Greenhill Street and the terribly unsafe junction with Arden Street. This is where you should be focusing your attention.</p>
Fr. Alexander Austin OSB	<p>Page 38 In general terms, the proposed Gateway Masterplan lacks, (in particular the "Development Parameters" section), a considerable amount of necessary site information, and more specifically, the requirement to demolish the former Catholic Primary School, (now restaurant), on the corner of Windsor Street and Henley Street. This is a fine example of a well built and well maintained early Victorian School building, and whilst it is not listed, it is nonetheless a significant contributor to the overall character of this important gateway location at the entrance to Henley Street. The proposed intention to demolish this important former School building, simply to provide a miniscule</p>

	number of car parking spaces, can only be described at best, as clear wanton destruction, and should be strongly resisted.
Con McHugh	Pages 38 shows existing and proposed site. If you look at the before and after it shows the red telephone boxes retained but not the Old School House - basically this is earmarked for parking and the building would be demolished. It does not specifically say that within the document but it is clearly shown on the plan. The study area includes the Old School House (now Boston Tea Party). The Old School House homes an established and successful business which draws people to the north end of Henley Street. Demolition of the Old School House will result in the loss of part of the Catholic Heritage of the town as was the old Catholic Primary School. Demolition of the Old School House goes against economic and environmental sustainability. A lot of money has been spent on preserving the building in recent years. Is more parking really needed? Sort out park and ride. The document set are at best confusing and worst grossly incompetent.
VINCENZO CUSOLITO	Please do not remove St Gregory's Hall.
Mrs Olwen Kelly	See above
Bryan Cottrell	The closure of the northern end of Windsor Street to most traffic would simply displace more vehicles on to Birmingham Road, Arden Street and Greenhill Street. This would slow traffic speeds and increase distances driven, resulting in worse congestion, higher carbon emissions and more serious air pollution. The closure of Henley Street to traffic has already contributed to the regular gridlocks in Guild Street. Unless and until a complete by-pass for the town is built, any further pedestrianisation of town centre streets should not be considered.
Martin Liddament	The illustration above 5.1 is quite important. I agree that there is a wider visitor experience to be had. I would like to see more thought given to how the site would link up with the routes to Holy Trinity church and how the environment around the church, especially the paths, could be improved and preserved. 5.2 This may be optimistic. It is something of a walk from the southern area to the proposed Gateway site and it might be difficult to persuade visitors, especially the elderly and families with children, to go beyond Shakespeare's birthplace and the restaurants and cafes on Henley street in order to reach it. There is also a need to decide what kind of visitor offer is being made at the southern part of town, around the river and the RSC as this will affect the numbers visiting the Gateway site. I think the current mix of uses and offers is confused and confusing, that the purposes and goals of different types of visitor are currently not combining well in terms of the facilities they have and the overall impression one gets of the town, and that there is not much that gives visitors who are looking for the "Shakespeare experience" obvious cues as to the way to go, or how Stratford thinks about them and is proactively catering for them. 5.14 Anything that reduces the number of cars parked on town centre streets would be welcome. Visually, Stratford suffers badly from poorly conceived architecture that clashes with the older buildings (as at the top of Sheep Street, for example) and especially the lines of cars and associated street furniture, all of which severely reduce the impression one receives of an historic town. It is not clear what would happen to the current Shakespeare Centre. I think the plan should make reference to that, even though it sits outside the site boundaries.
Iona Wibberley	The removal of Windsor Street car park and the extension of Arden Street parking has some issues insofar as there will need to be multi storey parking at Arden Street to compensate. This is a large area where built heights will be increased which will potentially have a detrimental effect on the visual landscape. The increased use of the car park will also slow down the already

	poor traffic flows on Arden Street. Improved pedestrian/cycle access to the north of the town is to be welcomed.
Jason Lupton	this needs much more work and thought, too much of this layout isn't going to work on a daily basis. pedestrianising all of Windsor Street with no vehicle access would be a good start. Have any of the consultants preparing this document tried crossing the road near the roundabout at the east end of Windsor Street while a coach is trying to make the turn. there is too much focus on the buildings and structures in the document, let the landscape architect lead and the built form fitting around suitable open/public spaces rather than public realm and landscape filling the gaps. Stratford-upon-Avon has historically wide streets to reduce fire spread, however, Henley Street, High Street and Rother Street maintain these widths - has this been considered. I learnt this on a bus tour around the town - have the consultants done this to better understand the place? Less focus on vehicles and more on town centre improvements, pedestrianised streets improve footfall and being more revenue to businesses - where is this evidence and influence to this document? Tokyo hasn't had on-street parking since the 1960s and is a thriving capital city. the plans need much more work, how will the coaches turn around on Windsor Street if it's blocked off?! has the visual impact of the coaches been considered in this new gateway area? has the interaction of coaches and pedestrians/cyclists been considered with this approach? they don't mix well!
Michael Mann	Totally agree with master plan, sooner the work is started the better Stratford-upon-Avon will be
Sue Sutton	Using the lay-by in Rother St as a temporary coach park is laughable! I am a Blue Badge guide and at busy times the Windsor St coach park is full, with up to 3 more coaches queuing to get in. This is a minimum of 300 people milling about waiting to get on their coach. Obviously someone has no knowledge of the logistics of tourism. Having coach parking in Arden St. close to the proposed WSC would not work for the majority of people who have mobility issues. Also many tour groups only have about an hour and a half in Stratford and they certainly would only have time for a visit to the Birthplace and certainly not have the time to visit a WSC.

Name	6. Delivery: p42
Martin Liddament	"Delivery" is very much the buzzword of the moment and it is popular (especially with politicians) because it gives an impression that things magically turn up, like a parcel on the doorstep. The reality is that a project like this needs to be strongly managed and needs to anticipate and make provision for obstacles and setbacks of many kinds. Many people and many organisations would need to work on it to make it happen. I would prefer this section to be titled "Implementation" and to address how each phase would be reviewed before progressing to the next.
Ian Clegg	6.7 Objection to demolition of former Catholic school building (now BTP) to provide car parking. It is important for cultural heritage and as a fine building of architectural merit.
Debbie Trueman	I object to Boston Tea Party Building being demolished to make way for a car park. It is a special building in Stratford.
Cassandra Higley	I take no issue with any point made in this section.
Dr Rosalind Baker-Frampton	It is really important to have designated cycle routes that are not on pavements. When you cycle on the pavement, pedestrians wander into the path, and you also have to stop at every road that joins as cars have priority. Cycle routes should be independent or on roads, which would stop pedestrian collisions and stop cyclists having to stop every 200 metres to let a car out.
Sue Sutton	It strikes me that this verbose, meandering set of proposals is a waste of money especially as it appears to be all about a proposed WSC which is SBT led. No mention of anything significant to enhance the life of local people. If Stratford had a proper ring road, that would dispense with a lot of traffic problems. In my opinion this whole thing is a white elephant, comparable to Bell court when it was first built.
Leticija Petrovic	<p>Lack of Specific Focus on Urban Growing: While the SPD emphasizes creating a greener environment and improving biodiversity, it lacks a specific focus on urban growing spaces, such as community gardens or urban farms. These are important for local food production, community engagement, and environmental education.</p> <p>Missed Opportunities for Sustainable Living: Urban growing spaces are key components of sustainable urban development. The SPD could better integrate these spaces to promote local food production, reduce the carbon footprint associated with food transportation, and foster a stronger connection between residents and their food sources.</p> <p>Potential for Community Engagement: The creation of community gardens or allotments could provide significant opportunities for community engagement and social cohesion. The current plan may miss out on leveraging these communal spaces to enhance the social fabric and offer educational opportunities about sustainable living and local food systems.</p> <p>Environmental and Health Benefits: Urban growing spaces contribute to better air quality and increased biodiversity. The SPD could include specific strategies to incorporate these areas to enhance environmental and public health. This omission might overlook a crucial aspect of urban planning that can positively impact residents' well-being.</p> <p>Alignment with Sustainability Goals: Although the SPD aims to respond to the climate emergency, the inclusion of dedicated urban growing spaces could further align with broader sustainability goals. These spaces not only contribute to greener urban landscapes but also promote sustainable practices among the community.</p> <p>Economic Opportunities: Urban agriculture can provide economic benefits, such as local job creation and potentially a local food market. The current SPD may miss the chance to capitalize on these economic opportunities that urban growing spaces can offer.</p> <p>Educational Value: The lack of emphasis on urban growing misses an educational opportunity. Spaces for growing could be used for educational programs, especially in connection with the proposed</p>

	educational facilities, to teach about agriculture, sustainability, and environmental stewardship.
Jason Lupton	much more work needs to be done in the plan/concept stages before delivery is being proposed.
Allan Cavanagh	My focus centres on the proposed works. It would be great for local contractors and businesses to be provided an opportunity to quote/bid for all levels of work. I and dare I say many other businesses would be saddened to see a large multinational contractor be given the opportunity to complete the work and the money provided by the council and local taxpayers be taken away. There are a many number of tasks/opportunities that local contractors could fill for example I run an electrical installation company that would look to quote/bid for any electrical/solar/EV opportunities. In the short it would help sustain the company that employee's local people and may even lead to the hiring of more. I'm sure I am not alone in this. So in terms of planning and delivery it would be easy to create a local portal for contractors (like jets for Warwickshire) for local businesses/contractors to bid/quote on certain aspects of the project.
Michael Mann	Obviously subject to funding and investment
Mrs Olwen Kelly	See above
Jon Knight	The parking plan should be done irrespective of this scheme and should be including ways to reduce the amount of vehicular traffic into the town centre, rather than just slapping more car parking around it. This should include ways to make the existing P&R offering more attractive, possibly by making public car parking in the town far more difficult/expensive to use for non-blue badge users. Otherwise you'll just be moving the deckchairs around on the sinking ship.
Phil Smith	There should be no overall reduction in the total number of coach pick & drop off points nor any reduction in available coach parking spaces as a consequence of this scheme.