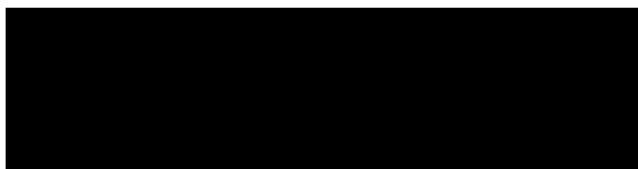




Our ref: PL-00793039

Your ref:



30 November 2023

Dear Madam,

**Stratford-upon-Avon Gateway Masterplan Framework Supplementary Planning Document (SPD), Consultation Draft, October 2023**

Thank you for consulting Historic England on the above document. As the Government's adviser on the historic environment, Historic England is keen to ensure that the conservation and enhancement of the historic environment is fully considered at all stages and levels of the local planning process.

These comments have been formed in line with the NPPF (2021), which sets out the need for heritage assets to be conserved in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of this and future generations.

We understand that the purpose of this SPD is to guide the regeneration of the Gateway site in a way that benefits Stratford-upon-Avon's standing as a town of international importance.

Whilst the purpose of an SPD also is to provide guidance on the application of adopted policy, in this case Policy AS.1 of the Stratford-on-Avon District Core Strategy, Policy TC.5 of the Stratford-upon-Avon Neighbourhood Plan and also Site Specific Proposal SUA.6 of the emerging Site Allocations Plan (SAP), it is important to ensure that the implication of this policy document does not adversely affect or undermine the historic, physical and social value of the historic environment.



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In relation to the consultation draft Gateway Masterplan Framework SPD we have the following specific comments:

## Vision

Historic England welcomes the **Vision** for the Gateway Site and especially the opportunities for celebrating heritage that can be harnessed through the regeneration of this area of Stratford. We welcome the inclusion of the core objectives of the proposed new World Shakespeare Centre, as well as reference to the conservation of the town being fundamental to the celebration of Shakespeare's life and legacy, and we note that the SPD refers to the intention that this proposed new mixed-use destination will effectively replace the function of the current Shakespeare Centre, located on Henley Street.

We appreciate the liaison with the Shakespeare Birthplace Trust (SBT) and note that the Masterplan Framework has been informed by the scoping study for the World Shakespeare Centre, prepared for the SBT.

## Understanding Context

We are pleased to see a section on **Historical Development** encompassed within the document and that narrative on the development of the town in the medieval period has been included here. We consider that the inclusion of historical mapping in the **Site History** section is particularly useful in detailing the characteristic burgage plots within the medieval town, which part of the site lies within.

## Built Heritage

We welcome that a **Heritage, Townscape and Visual Impact Assessment (HTVIA)** has been prepared to inform the masterplan framework, as this will be key to assisting the redevelopment of the Gateway site. Please see below for our specific comments on the HTVIA.

With regard to paragraph 4.15 we welcome the intention that future redevelopment will be sensitive to the setting of the Stratford Conservation Area and their individual and collective heritage assets but consider that the reference to the heritage **significance** of assets within the site and surrounding area should be made.

We are pleased to see further details regarding the listed buildings within the site on p.23, and also details of the non-designed heritage buildings within the site.

## Opportunities

Historic England welcomes the opportunities identified for the Gateway site, and in particular, the identification of the potential to establish a better sense of integration between the site and its historic surroundings.



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## Masterplan Framework

We welcome that the **'KEY PRINCIPLES'** (p.33) include reference to the heritage significance of assets within the site and surrounding area.

In terms of the **'DEVELOPMENT PARAMETERS'** identified, we welcome the retention of the listed buildings and other non-designated heritage assets fronting the Birmingham Road, as indicated on the **'Land Use'** plan on p.36.

In the **'Movement and Access'** section we support the intention to create a new pedestrian route through the Gateway site to improve connectivity with the historic core of the town and strongly support the intention to devise a holistic coach management strategy for the town as a whole. We also note the intended linkages between the Gateway site and the Canal quarter and would welcome further details of these as they emerge.

Historic England stresses that building heights within the redeveloped site will need to be appropriate to their wider setting. Therefore with regard to the **'Heights and Massing'** section we are pleased to see the acknowledgement that moderating heights and massing will be key to ensuring that the proposals do not cause harm to Stratford's heritage townscape and will need to be architecturally justified in the context of the site and surrounding townscape. We also welcome that the approach to height has been informed by the HTVIA, and especially that the potential for a 5 storey element has been restricted to the central part of the site, and we welcome the notes that the use of 4 storeys and above assumes innovative use of roof spaces and site levels and that such heights will need to be justified.

With regard to **'Public realm and green infrastructure'** we welcome the requirement for the provision of high quality public realm enhancement to Windsor Street, but consider that a public realm strategy for the town as a whole would be beneficial in creating some good quality cohesiveness between the Gateway site and the town.

Historic England recognises the urgent need for positive action in response to the **climate crisis** and is committed to achieving net zero carbon emissions. Therefore, we are fully supportive of Stratford-on-Avon District Council's commitment to responding to the climate emergency through the principles set out on p.41 of the draft SPD.

Historic England has recently published an advice note for public consultation entitled **"Climate Change and Historic Building Adaptation"** which may be of interest. This can be accessed via the following link:

[https://historicengland.org.uk/content/docs/guidance/climate-change-historic-building-adaptation-consultation-draft/#:~:text=Historic%20England%20has%20produced%20this%20Historic%20Environment%20Advice%20Note%20\(HEAN,reduction%2C%20whilst%20conserving%20their%20significance](https://historicengland.org.uk/content/docs/guidance/climate-change-historic-building-adaptation-consultation-draft/#:~:text=Historic%20England%20has%20produced%20this%20Historic%20Environment%20Advice%20Note%20(HEAN,reduction%2C%20whilst%20conserving%20their%20significance)



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## Delivery

We are pleased to see a section on the delivery of the regeneration of the Gateway site include within the SPD, and in particular we welcome the requirement that as a minimum the proposed public realm connections that cross differing land ownerships are 'joined up' and to a high standard.

We strongly support the intention to commission an integrated public realm and parking strategy, to include a coach management plan for the whole town centre, which is identified as part of the 'NEXT STEPS' in the delivery section of the draft SPD.

## ***(Built) Heritage, Townscape and Visual Impact Assessment (HTVIA), September 2023***

### **General comments:**

Historic England welcomes the preparation of this document to assist the formulation of the Masterplan Framework SPD for the Stratford Gateway site.

### **Chapter 2: Methodology**

Historic England notes the 500m radius study area and welcomes that this has been informed by a thorough review and analysis of the Zone of Theoretical Visibility (ZTV), an assessment of setting of heritage assets identified within the wider 1km area, as well as an analysis of the contribution of setting to the significance of heritage assets.

We are also pleased to see that the HTVIA has been prepared with reference to Historic England's good practice advice notes and other guidance.

### **Chapter 4: Historic Development**

We consider this to be a very comprehensive account of Stratford's development and the town's links to key historical figures such as William Shakespeare, David Garrick and Marie Corelli.

### **Chapter 4: Baseline: Heritage**

We are pleased to see that the methodology for the identification of heritage assets and the assessment of the effect of the proposed masterplan on their significance follows the guidance set out in Historic England's Advice Note 3 on Site Allocations.



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## Chapter 8: Design Recommendations

Historic England welcomes that many of the design recommendations appear to have influenced the Masterplan for the site's redevelopment included within the draft SPD, particularly with regard to heights and massing, but also in respect of the parameter plans for public realm and movement and access.

## Chapter 9: Viewpoint Management Guidelines and Appendix 1

Historic England is strongly supportive of the recommendations contained in the 'Visual Management Guidance' for the viewpoints identified. Particularly we are pleased to see that in some cases the 'Visual Management Guidance' advises on the appropriateness of the scale and massing of new development on the Gateway site e.g. Viewpoint 4: Clopton Road/Clopton Court and Viewpoint 9: Guild Street/Union Street and in other cases that new development on the Gateway site should seek to ensure that the interrelationship between historic buildings within views is maintained, together with the prominence of historic buildings – e.g. Viewpoint 11: Rother Street/Greenhill Street.

Viewpoint 15: Stratford-upon-Avon Canal - we note the inclusion of the viewpoint from near to the railway line, on the canal side, and suggest that consideration should be given to the inclusion of views from the train, as the ZTV clearly shows visibility from the railway line.

Other viewpoints to consider –

We suggest that consideration should be given to the distant view from Borden Hill (particularly from the Evesham Road) and the further consideration of any other such elevated viewpoints over Stratford from that direction.

### Next steps

Historic England would be happy to provide further comments as the Stratford-upon-Avon Gateway Masterplan Framework SPD is progressed over the coming months and also would welcome further engagement with the SBT as proposals for the World Shakespeare Centre emerge.

We would like to stress that the above opinion is based on the information provided by the Council in its consultation. To avoid any doubt, this does not affect our obligation to provide further advice and, potentially, object to specific proposals, which may subsequently arise (either as a result of this consultation, or in later versions of the plan/guidance) where we consider that these would have an adverse impact upon the historic environment.





Historic England

We hope that the above comments will assist, but if you have any queries about any of the matters raised or would like to discuss anything further, please do not hesitate to get in touch and we look forward to continuing dialogue with you as the draft SPD for this important site progresses.

Yours faithfully,



Elizabeth Boden  
Historic Environment Planning Adviser



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