



STRATFORD-UPON-AVON GATEWAY SITE FRAMEWORK MASTERPLAN

SUPPLEMENTARY PLANNING DOCUMENT



April 2024

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URBAN DESIGN, ARCHITECTURE & MASTERPLANNING

Corstorphine & Wright

PUBLIC REALM & LANDSCAPE ARCHITECTURE

Macgregor - Smith Landscape Architecture

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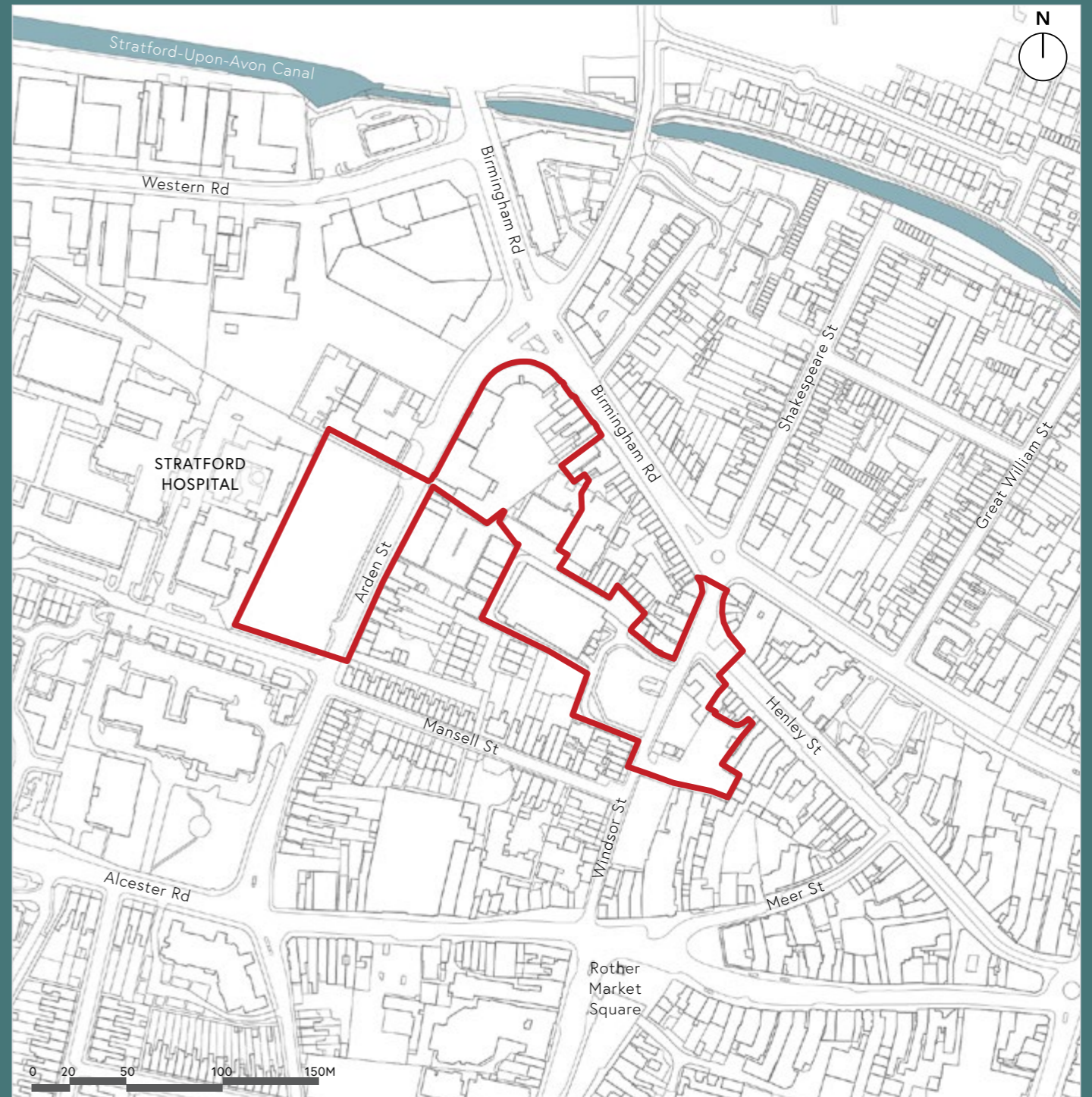
SITE LOCATION, WITH GATEWAY SITE OUTLINED IN RED

1. Introduction & Purpose

Stratford-on-Avon District Council seeks to encourage the regeneration of land to the northwest of Stratford-upon-Avon town centre to form a new 'gateway' into the town centre through the provision of high quality public realm and built form. The gateway site offers the opportunity to further expand the cultural and tourism offer of the town through the provision of a 'World Shakespeare Centre' to celebrate the life and work of William Shakespeare. The proposed World Shakespeare Centre (WSC) will anchor a broader mix of town centre uses, and provide a complementary addition to Shakespeare's Birthplace, the Royal Shakespeare Company (RSC), and other cultural attractions around the town.

PURPOSE

- | | |
|---|--|
| <p>1.1 A Supplementary Planning Document (SPD) is a component part of the Planning Authority's Local Development Framework that provides guidance about how specific proposals or policies in the Local Plan will be implemented.</p> <p>1.2 The purpose of this Supplementary Planning Document (SPD) is to guide regeneration of the Gateway site in a way that benefits the wider district and region, as well as Stratford-upon-Avon's standing as a town of international importance while also achieving the relevant principles of the Stratford-on-Avon District Core Strategy Policy AS.1, the Neighbourhood Development Plan (NDP) and Proposal SUA.6 in the emerging Site Allocations Plan (SAP). The SPD extends the town centre offer into and through the site towards the emerging Canal Quarter (to the northwest), for which a separate masterplan has already been prepared.</p> <p>1.3 The SPD sets out:</p> <ul style="list-style-type: none"> • The planning policy context for the proposals; • Local and wider site context, issues and opportunities; • A vision and principles for the regeneration of the site, including the development of a World Shakespeare Centre of international standing; | <ul style="list-style-type: none"> • A framework masterplan with key development parameters; and • A strategy for phased development of the site and associated infrastructure that will be required to support its redevelopment. <p>1.4 What the SPD does not do:</p> <ul style="list-style-type: none"> • The SPD does not provide a prescriptive Plan of what the area will look like. It is not a 'blueprint'. • The SPD does not provide new policies but rather it builds on those already contained in the Development Plan, particularly Policy AS.1 of the Core Strategy, Policy TC5 of the Stratford-upon-Avon Neighbourhood Plan, and proposed Policy SUA.6 of the Site Allocations Plan. <p>1.5 The framework masterplan set out in the SPD will be formally adopted by the Council so that it becomes a material planning consideration, thus providing certainty to developers, and facilitating orderly and planned development.</p> <p>1.6 The site comprises land parcels in separate ownerships. A key objective of the SPD is, therefore, to ensure the co-ordinated delivery of a development that will create a new high quality public realm activated with a vibrant mix of town centre and complementary land uses.</p> |
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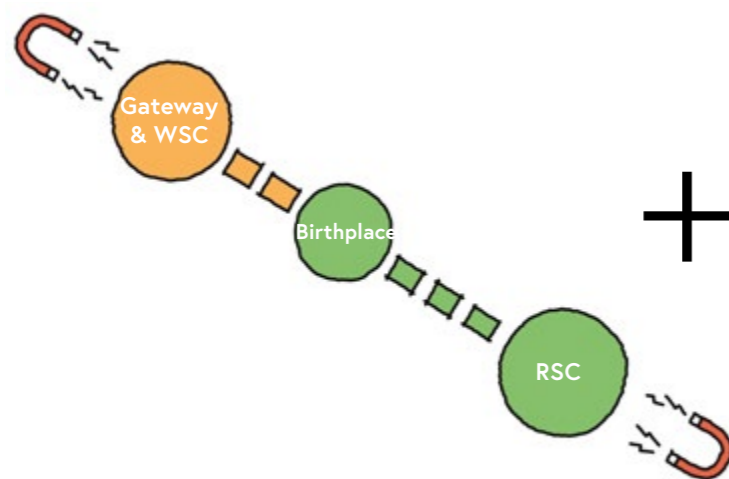
SITE LOCATION

STRUCTURE

Document structure

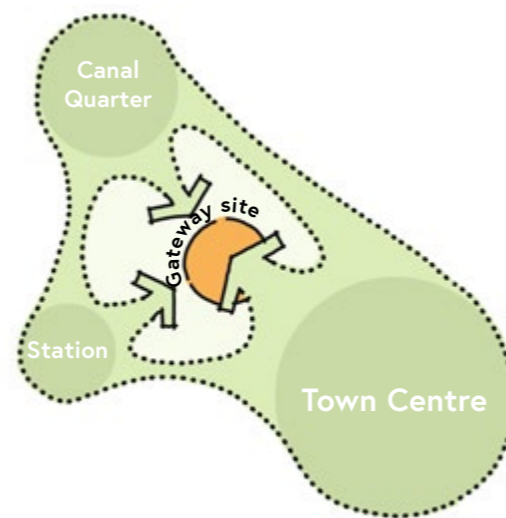
- 1.7 The SPD is structured as follows:
- Section 1 (this section) introduces the purpose of the Framework Masterplan and its status as a material planning consideration.
 - Section 2 - Vision - sets out the vision and ambition for the scheme including the benefits it will bring to the town.
 - Section 3 - Context - provides an overview of the Gateway site's local and wider urban context, its history and an overview of relevant adopted and emerging planning policy that has informed the SPD.
 - Section 4 - Contextual analysis - provides an analytic overview of the Gateway site's local context, and identifying key issues and opportunities.
 - Section 5 - Framework Masterplan - articulates the vision for the Gateway site, key principles and objectives guiding its future development, and a Framework Masterplan consisting of a suite of parameter plans within which the vision can be achieved through high quality architectural proposals.
 - Section 6 - Delivery - explains how the vision could be delivered, identifies key components, and sets priorities through an indicative phasing plan.

An extended draw



The Gateway site presents the opportunity to draw people beyond Shakespeare's birthplace towards a new attraction and beyond, towards the Canal Quarter.

Bringing people in



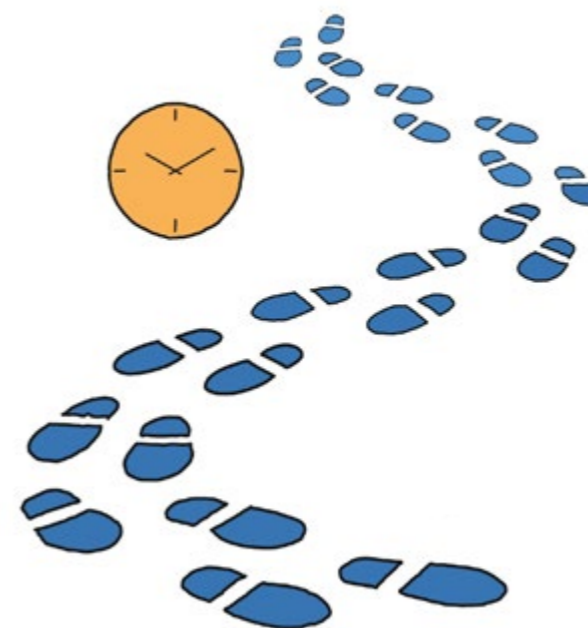
It can also draw people in from multiple directions: the Canal Quarter, Town centre and Station Quarter.

THE FRAMEWORK MASTERPLAN

What is a framework masterplan?

- 1.8 The Framework Masterplan establishes the high level design principles that the Council will use to guide development proposals and assess future planning applications. Its role is not to set out a detailed design for what the Stratford-upon-Avon Gateway will 'look like', but rather to establish the core principles and parameters that will guide future detailed proposal(s).
- 1.9 This will ensure that development comes forward in a co-ordinated manner that ensures the Shakespeare Centre, other mixed uses and wider public realm improvements, are delivered through a comprehensive framework masterplan taking account of potential phasing scenarios and interim uses.

Increasing footfall, dwell time, and activity



Combining increased footfall with new uses will extend dwell time and ultimately tourism spend in the town centre.



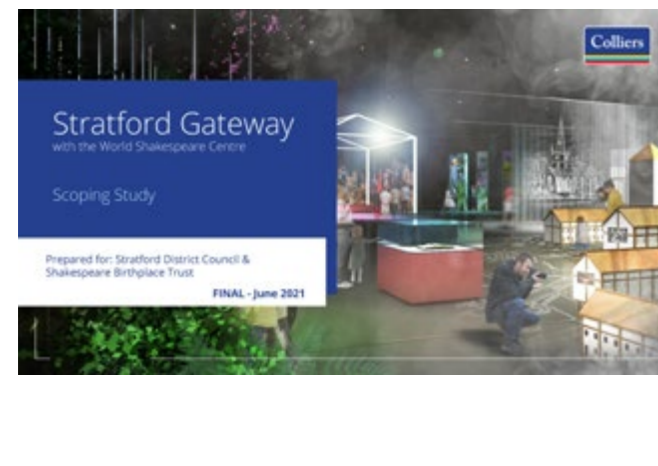
Henley Street looking towards the Gateway site.

CONSULTATION

Approach

- 1.10 Stratford-upon-Avon District Council has developed the Framework Masterplan in close consultation with a wide range of key stakeholders.
- 1.11 Key stakeholders consulted through the masterplanning process and leading up to the public consultation process included:
- Shakespeare's Birthplace Trust;
 - Stratford-upon-Avon Strategic Partnership;
 - Town Transport Group;
 - The Town Council; and
 - The Royal Shakespeare Company.
- 1.12 Advice was sought from key statutory consultees including Historic England and Warwickshire County Council (WCC) highways.

- 1.13 The framework masterplan has also been informed by the scoping study for the proposed World Shakespeare Centre prepared by other consultants on behalf of the Shakespeare Birthplace Trust (SBT).
- 1.14 Consultation with the District Council's technical officers covering planning and heritage, was also undertaken throughout the process.
- 1.15 The emerging proposals were consulted on publicly, between 19th October and 1st December 2023. Members of the public were invited to have their say on the proposals, and these were taken into account by the Council and its consultant team in further developing the SPD.
- 1.16 The consultation followed the process and procedures prescribed in the Town and Country Planning (Local Planning) (England). Regulations, 2012.



WORLD SHAKESPEARE CENTRE SCOPING STUDY

The public was invited to have its say about the emerging redevelopment proposals for the Gateway site at www.stratford.gov.uk/gatewayspd



2. Vision

A gateway to the historic town centre, with high-quality public realm framed by high quality and sustainable built form and inclusive new spaces, places and facilities for everyone to enjoy, anchored by a world-class celebration of the world's greatest playwright: William Shakespeare.

The opportunity

- 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, as well as a major new cultural attraction - incorporating community and educational facilities - that are inclusive and welcoming to everyone.
- 2.2 William Shakespeare is one of the leading cultural assets in the UK. His works are unique in their truly global significance across culture, creativity, education, academia and tourism. Stratford-upon-Avon is the birthplace and authentic home of William Shakespeare. The town, district and wider region is an international destination with Shakespeare being the key driver of the cultural, educational and visitor offer.
- 2.3 The Shakespeare's Birthplace Trust along with the Royal Shakespeare Company (RSC) are central to celebrating the life of William Shakespeare. The two organisations hold archives and collections of international significance charting the life of Shakespeare and the interpretation of his work.
- 2.4 Although the work done by both organisations is acknowledged as excellent, current physical restrictions limit the full cultural, economic and

educational potential at local, regional and national levels: there is huge untapped potential.

- 2.5 In recognition of these issues and opportunities, and to realise the maximum potential of the site, an opportunity has been identified to create a new mixed-use destination, including the World Shakespeare Centre, comprising well-designed and sustainable buildings and associated public realm, located to the north of the town centre to both improve the northern access and orientation to Stratford-upon-Avon.

- 2.6 The central mission of the WSC is to share Shakespeare with the world. Its core objectives in cultural and Shakespearian terms are two-fold:

- To make Shakespeare more accessible, inclusive and engaging for everyone and anyone, and
- To illustrate Shakespeare's enduring relevance to our lives.

- 2.7 Part of Shakespeare's material culture is the town of Stratford-upon-Avon itself. The town provided the setting for Shakespeare's own lived experience, and conserving its built heritage is therefore fundamental to celebrating his life and times.



HIGH QUALITY PUBLIC REALM



ACTIVE USES



ROOF TOP GARDENS



WAYFINDING



FOCAL SPACES

2.8 As the 'shop window for the West Midlands', enhancing the attraction of Stratford-upon-Avon through the regeneration of this brownfield site into a new cultural attraction with complementary uses, will also bring wider regional benefits.

Objectives

2.9 The current offices and multi-storey carpark make a poor contribution to the fabric of the town. They are non-descript at best. This SPD provides a positive framework to significantly improve the built form as well as deliver a new tourist destination. To achieve the vision, successful implementation of the SPD will deliver the following objectives:

Objective 1: Transition - Maximise the regenerative opportunities this site provides by virtue of its location between the town centre and Canal Quarter Regeneration Zone.

Objective 2: Connectivity - Improve access through the site and stitch the site into the 'fabric' of the town.

Objective 3: Revitalisation - Regenerate an underused and underutilised area of land and improve the built form through the provision of high-quality buildings.

Objective 4: Attraction - Achieve significant improvements to the public realm in and around the site to promote walking and visitation.

Objective 5: Heritage - Make a positive contribution to the historic context including securing the long-term future of the Listed Buildings.



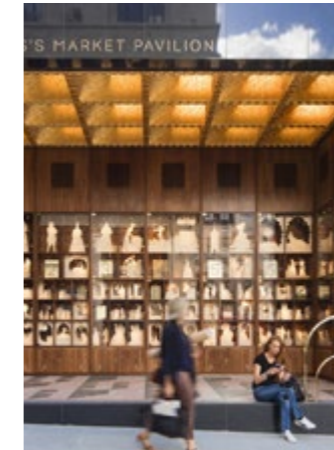
VIBRANT STREETS



PLACES TO MEET AND LINGER



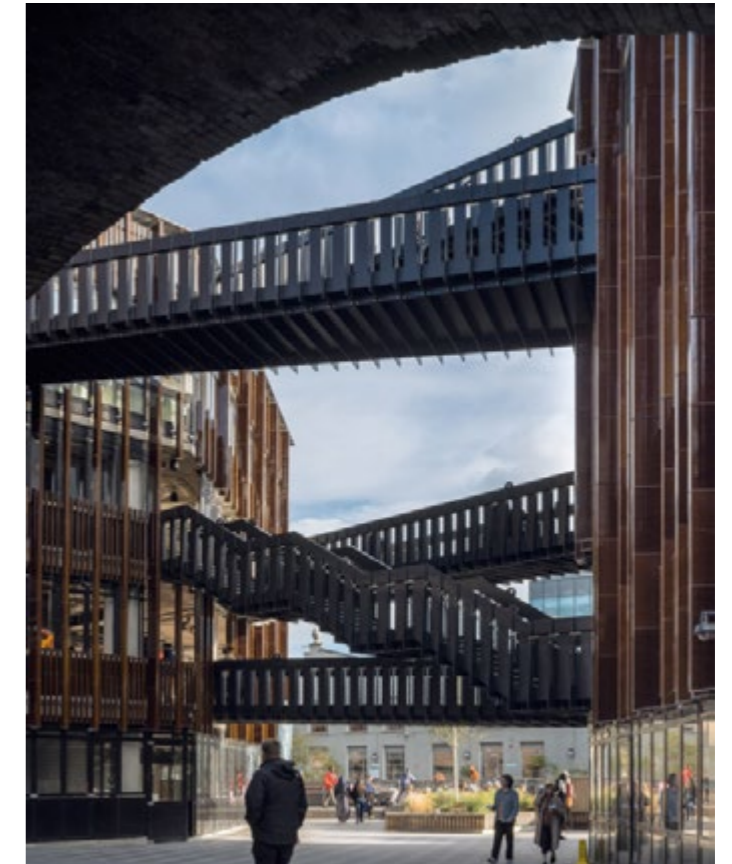
RENEWING HERITAGE BUILDINGS



PLACES TO EXPLORE



CELEBRATING SHAKESPEARE



EXCITING ROUTES AND SPACES BETWEEN BUILDINGS



MULTI-FUNCTIONAL GREEN INFRASTRUCTURE WITH HIGH QUALITY STREET FURNITURE

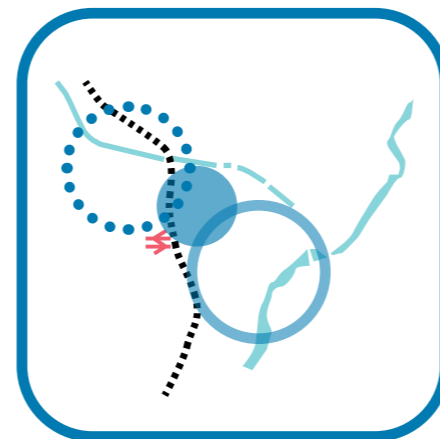
COMMUNITY BENEFITS

The proposals will bring a wide range of community benefits including new spaces and places, employment opportunities, new homes (including affordable new homes) and educational facilities that take advantage of new ways of studying Shakespeare. Boosting the town's tourist offer will also support the long-term viability of local businesses.



Building new homes

Rejuvenating the town centre by providing new homes, including affordable homes.



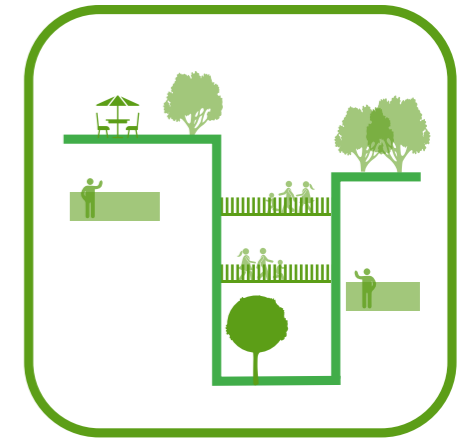
Improving connections

Making it easier for people to get around on foot and by active travel.



A new piece of town

For everyone to enjoy, anchored by a major cultural attraction.



A greener place

A multi-layered landscape that will respond to the climate emergency while improving biodiversity, wellbeing and air quality.



Creating jobs

A mix of complementary commercial uses, including shops and cafes, and the proposed World Shakespeare Centre, will generate employment for local people.



Events and experience

An exciting place to visit time and time again.



Spaces to dwell

Safe, attractive and inclusive new spaces and places for everyone, with high quality public realm and active ground floor uses.

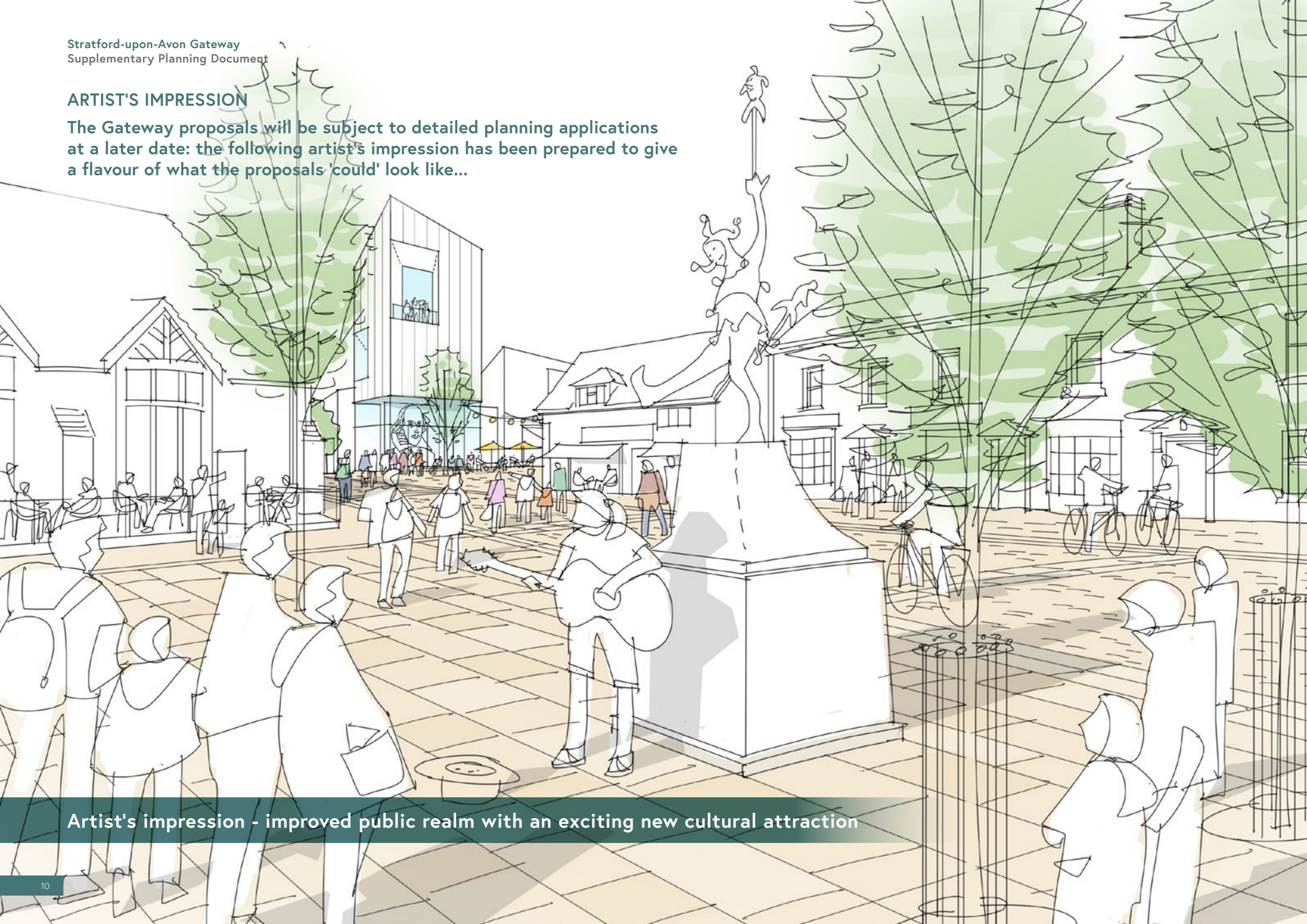


Educational facilities

A cultural asset with educational facilities for school children and the local community.

ARTIST'S IMPRESSION

The Gateway proposals will be subject to detailed planning applications at a later date: the following artist's impression has been prepared to give a flavour of what the proposals 'could' look like...



Artist's impression - improved public realm with an exciting new cultural attraction

3. Context

SITE DESCRIPTION

Wider site context

- 3.1 The Gateway site is located to the northwest of the existing town centre of Stratford-upon-Avon. It is bounded by Birmingham Road to the northeast, Arden Street to the northwest, and Windsor Street to the southeast.
- 3.2 The site occupies a transitional zone between the historic core of the town, and more recent peripheral expansion characterised by mixed commercial and employment uses.
- 3.3 The SPD boundary extends westwards to encompass the existing surface car park fronting Arden Street, and eastwards to encompass a smaller surface car park fronting Windsor Street.
- 3.4 The Birmingham Road forms part of the major artery into the town however the sense of arrival into the town centre is underwhelming and non-descript.



STRATEGIC LOCATION



THE SITE LOCATION (SHOWN IN RED), IN THE WIDER STRATFORD-UPON-AVON CONTEXT

- SPD boundary
- Canal Quarter Regeneration Zone
- Town centre boundary
- Significant locations
- Main roads
- Railway

Local site context

3.5 The main part of the Gateway site is currently underutilised brownfield land with an area of c. 1.04 hectares. The land is in different ownerships with the Council being the largest landowner. The site has a number of existing buildings and uses, (ranging between 2 and 5 storeys). Much of the site is used for vehicle parking including surface parking, a multi-storey car park (MSCP) and a surface coach park.

3.6 The multi-storey car park and coach park detract from the quality of the surrounding townscape, and create a vehicle oriented environment that is unfriendly to pedestrians.

3.7 There is a noticeable level difference across the site (equivalent to one storey) with Arden Street being the high point and the land falling away as one moves through the site towards the town centre.



SITE LOCATION

□ SPD boundary

- 1 The Stratford-upon-Avon Canal is a towpath with pedestrian and cycling access. The canal will become the defining feature for the emerging Canal Quarter Development.
- 2 The 3-storey buildings on the corner of Arden Street and Birmingham Road contributes to an underwhelming sense of arrival into the town that lacks 'gateway' qualities.
- 3 More intensive use of existing public service car park could provide parking for the gateway site.
- 4 The existing coach park has created a gap within the existing historic street pattern, while causing pedestrian and vehicular conflict along Windsor Street.
- 5 The unique historic setting of the town is epitomised by Henley Street, Shakespeare's Birthplace. The street provides a key link towards the Gateway site and as such the relationship between them are fundamental.



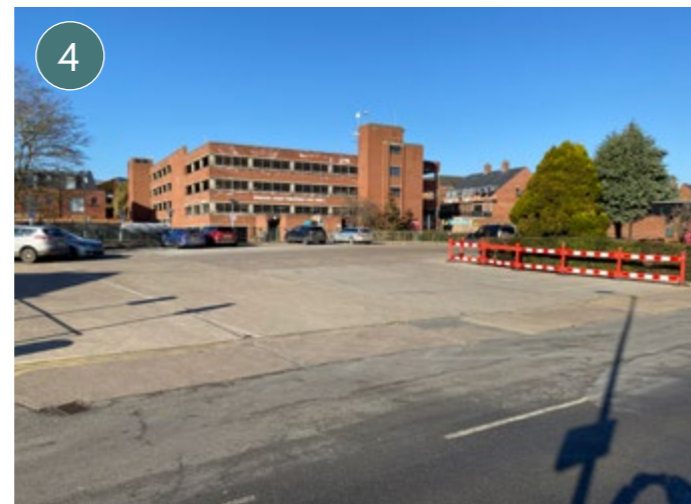
CANAL EDGE



VIEW LOOKING TOWARDS THE SOUTH ALONG BIRMINGHAM ROAD



STRATFORD HOSPITAL WITH ARDEN STREET CAR PARK IN FOREGROUND



COACH PARK WITH MULTI-STOREY CAR PARK IN BACKGROUND



SHAKESPEARE'S BIRTHPLACE, HENLEY STREET



VIEW IN FROM BIRMINGHAM ROAD



LOWER GROUND LEVEL PARKING



NEIGHBOURING YARD WITH RESIDENTIAL USES



WINDSOR STREET (NORTH SIDE)



WINDSOR STREET (JUNCTION WITH HENLEY STREET)



SITE LOCATION

SPD boundary
 Existing building footprint
 Existing canal
 Green open space



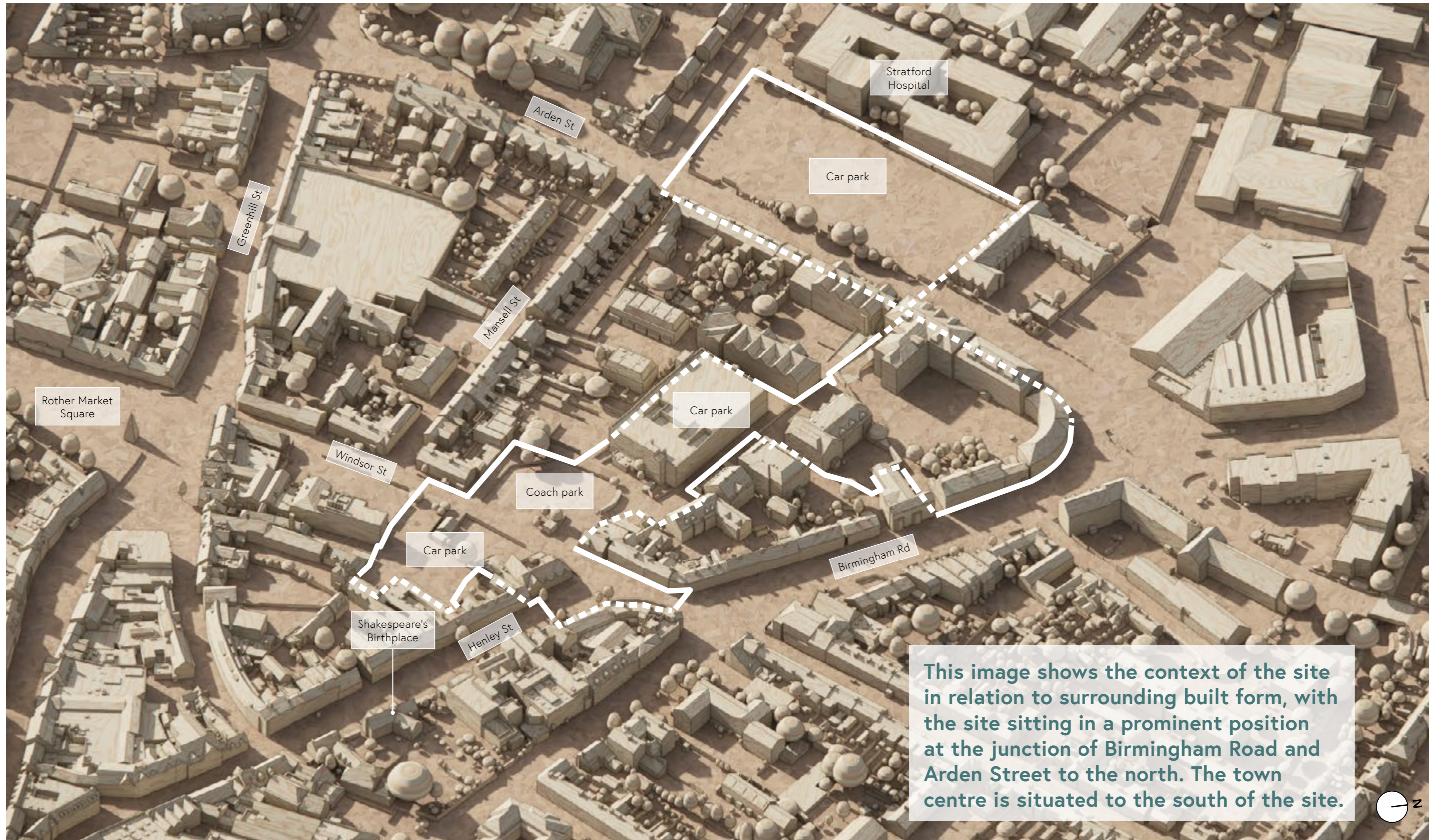
- 1 Covered access to rear courts remains a historic feature of Birmingham Road.
- 2 Changes in level across the site provides the opportunity to conceal on-site car parking.
- 3 Residential amenity of recent courtyard developments must be safeguarded.
- 4 Some existing buildings adjacent to the site are served by the coach park, this access will need to be maintained.
- 5 Historic buildings enclose the view north from Henley Street towards the Gateway site.
- 6 The site offers panoramic views across the town's varied and interesting roofscape to the Royal Shakespeare Theatre (RST) and towards the surrounding hills.
- 7 Rother Market/Meer Street (pictured) offers an alternative approach to the site via Windsor Street, however the environmental quality of Windsor Street will benefit from improvement to facilitate this.



VIEW FROM TOP OF EXISTING CAR PARK LOOKING EAST



VIEW TOWARDS MEER STREET

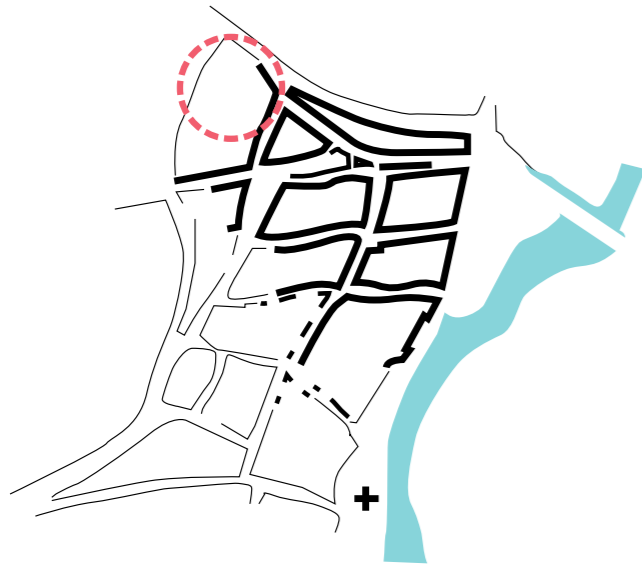


OBLIQUE AERIAL OF SITE CONTEXT MODEL (VIEW FROM EAST) AS EXISTING (DASHED LINES INDICATE APPROXIMATE SITE EXTENTS WHERE OBSCURED BY BUILDINGS)

SITE HISTORY

The Gateway site sits at the edge of planned medieval expansion of the town that was laid out in the late 12th century in the form of a loose grid.

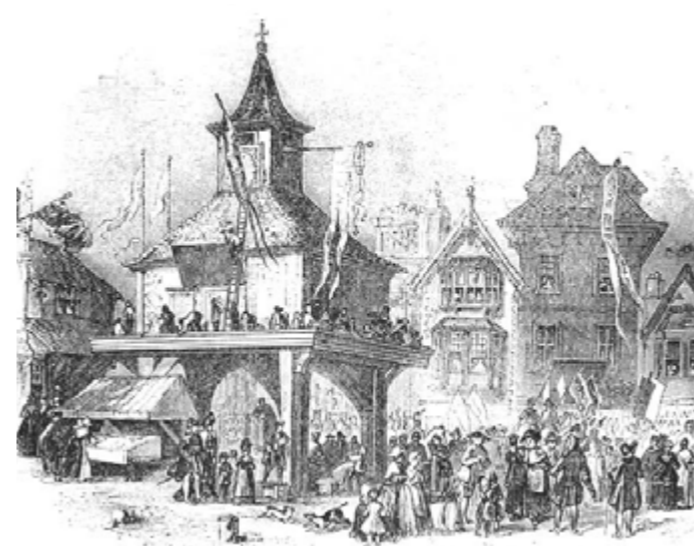
3.8 Stratford was an important gateway to the network of British canals. The River Avon was made navigable through Stratford in 1639, by the construction of locks and weirs, providing Stratford with a navigable link to the River Severn to the south-west and to near Warwick to the north-east. The Gateway site thus sits between two of Stratford's most historically significant features: the planned medieval town to the south and southeast, and the system of canals to the north and northwest.



Medieval grid pattern: During the 12th - 14th Centuries Stratford upon Avon became a 'planned town' with the town centre shifting northwards away from the Church. A grid of wide, regular streets and evenly dispersed 'burgage plots' (houses on a long, slender plot of land with narrow street frontages) were built. Much of the historic fabric of streets, plots and buildings has survived albeit to varying degrees.



Market Town: Located close to the Cotswolds, Stratford was a major centre for the processing, marketing and distribution of sheep products, which offered a wealth of new business opportunities to local entrepreneurs.



Celebrating Shakespeare: In 1769, David Garrick organised the Shakespeare Jubilee, the first festival to celebrate Shakespeare in his hometown. By the end of the century, Stratford-upon-Avon had become an attraction for bardolators, sparking the start of the Shakespeare tourist industry.

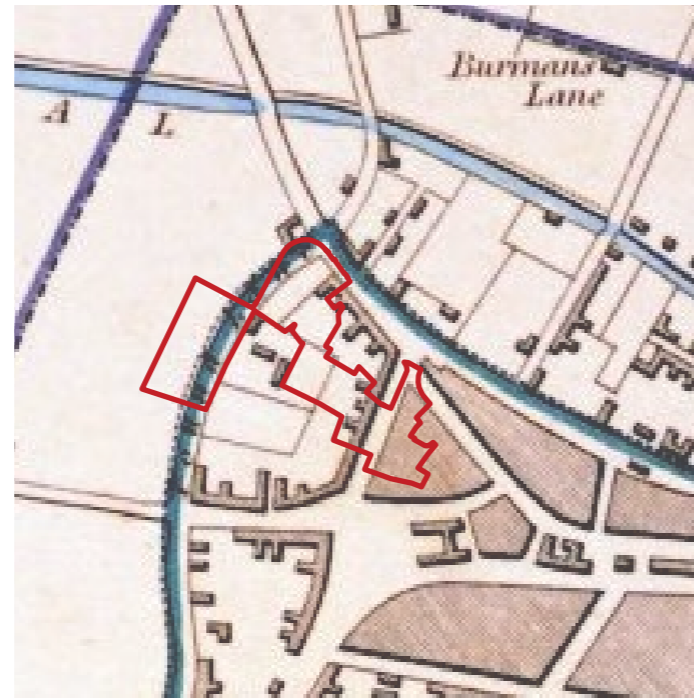


Connections: The nineteenth century saw a number of improvements to Stratford's infrastructure. A canal opened in 1816, gaslight was introduced in 1834 and a sewage network in the 1850s. A railway station arrived in 1859. These modern amenities meant that the quality of life gradually improved, along with the town's economic growth. By this time Stratford was accessible to tourists, and the establishment of Shakespeare's Birthplace Trust established the cultural capital to attract them.

Site history

3.9 The sequence of historic maps opposite illustrate the evolution of the north-western part of the historic town centre.

- **1832:** The site falls within a larger urban block that formed part of the outer perimeter of the town. Birmingham Road was a major route that entered the town from the north-west. The western street edge of the urban block were still undeveloped along Arden Street.
- **1851:** The larger urban block is divided into two smaller blocks divided by what is today Mansell Street. The street edges along Arden Street remain relatively undeveloped (courtesy Shakespeare Birthplace Trust).
- **1906:** With the arrival of the railway station in 1859, new industrial activities are developed along Birmingham Road and in close proximity to the railway line. The urban block is more developed and consolidated along its four street edges.
- **1938:** Within the larger urban block, a series of infill buildings were added. The corner adjacent to the junction is partially developed.
- **2022:** Today the site comprises of buildings of varying heights. A significant proportion of the site is utilised for vehicle parking, including surface carparking, a multi-storey car park and surface coach parking. There is no route or connection through the site.



1832



1851



1906



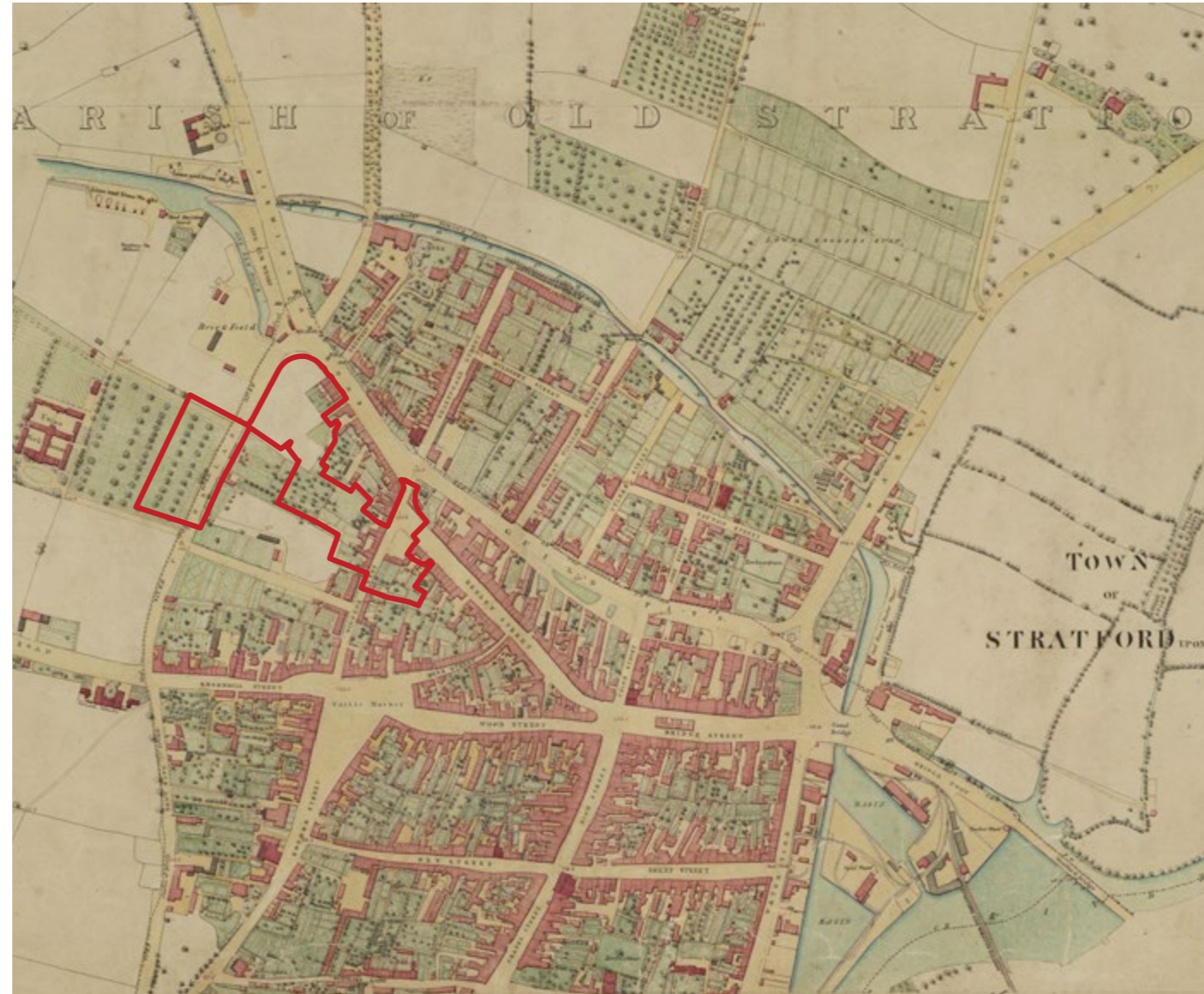
1938



2022

The mapping, alongside the evidence of the few surviving buildings, suggests that the west side of Windsor Street (formerly Henley Lane), was laid out as burgage plots. Indeed, whilst the externality of site is characterised by burgage plots, internally, the site retains larger, irregularly shaped and sized land parcels.

3.10 The mapping, alongside the evidence of the few surviving buildings, suggests that the west side of Windsor Street (formerly Henley Lane) was laid out as burgage plots.



EXTRACT FROM STRATFORD BOARD OF HEALTH MAP, 1851, REPRODUCED COURTESY SHAKESPEARE BIRTHPLACE TRUST



BIRD'S EYE VIEW OF STRATFORD-UPON-AVON. 1947
(WWW.BRITAINFROMABOVE.ORG.UK/)



ARDEN STREET, STRATFORD UPON AVON. 1910
(WWW.OURWARWICKSHIRE.ORG.UK/)

PLANNING POLICY CONTEXT

There is an existing and emerging planning policy framework that supports a mixed-use redevelopment of the site with the focus on enhancing and improving the cultural offer of the town.

- 3.11 Stratford-on-Avon District Council endorsed a Development Brief for the Gateway site in 2022. The brief sets out the Council's aspirations for the Gateway site (including the creation of a 'World Shakespeare Centre'), as well as local policy context, constraints and opportunities, and key development principles.
- 3.12 The general requirements for SPDs are set out in the Town and Country Planning (Local Planning) (England) Regulations, 2012. Relevant planning documents which have informed the SPD include the following:

Development brief

- Stratford-upon-Avon Gateway Development Brief [2022]

National Planning Policy

- The National Planning Policy Framework [2021]

Adopted Planning Policy

- Stratford-on-Avon District Core Strategy [2016]
- Stratford-upon-Avon Neighbourhood Development Plan [2018]

Emerging Planning Policy

- Stratford-on-Avon Site Allocations Plan
- South Warwickshire Local Plan

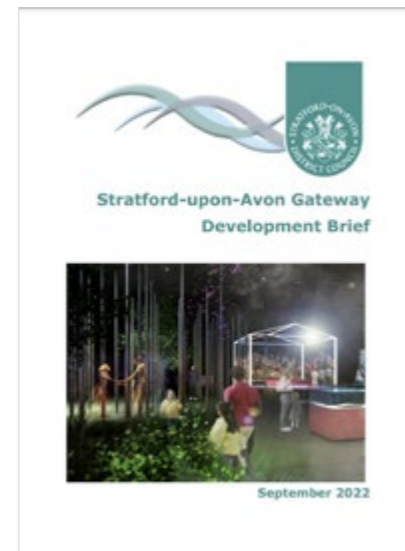
Guidance documents

- Canal Quarter Regeneration Zone SPD [2018]

- Development Requirements SPD [various dates]
- Stratford-on-Avon District Urban Design Framework SPD [2007]
- Stratford-on-Avon District Design Guide [2001]
- Climate Change Adaption and Mitigation SPD [2020]

Stratford-on-Avon Gateway Development Brief

- 3.13 The Gateway Development brief was endorsed by the Council in 2022 as a precursor to carrying out further detailed masterplanning work (this SPD).
- 3.14 The brief outlines key principles for development of the Gateway site relating to:
- Climate change - Stratford-on-Avon has declared a climate emergency and development of the site would need to address this;



GATEWAY DEVELOPMENT BRIEF, 2022

Find out more about the Gateway Development Brief
www.stratford.gov.uk/planning-building/planning-guidance.cfm

- Architectural quality - the prominent location of the site means that achieving high quality architecture is of particular importance;
- Conservation and heritage - the scheme will need to protect and integrate the Listed Buildings as well as respect and conserve the Conservation Area and other heritage assets;
- Bulk, massing and scale - there is potential for the site to accommodate buildings of various scales, an opportunity that is unlikely in other parts of Stratford-upon-Avon;
- Mix of uses - the existing policy position permits a range of uses across the site including leisure, community, education (i.e., the World Shakespeare Centre), hotel, residential and offices;
- Connectivity and legibility - a key component of the scheme is the potential to improve the connectivity across the site;
- Parking - re-providing the car and coach parking from Windsor Street.

- 3.15 The brief considers that reusing the existing buildings on the site would not be appropriate. They would not meet the requirements for the World Shakespeare Centre, and would also compromise other objectives, such as providing for high quality and safe routes through the site.

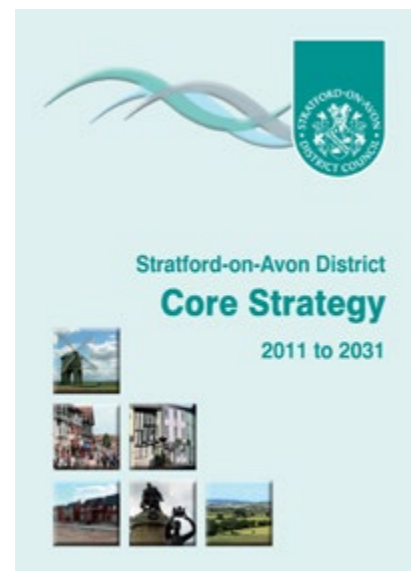
National Planning Policy

- 3.16 The Government's planning policies are set out in the National Planning Policy Framework (NPPF), which requires the planning system to "play an active role in guiding development towards sustainable solutions, but in doing so should take local circumstances into account, to reflect the character, needs and opportunities of each area".
- 3.17 The over-arching policy goal of the NPPF is to achieve sustainable development. Supporting this goal brings to bear three interrelated objectives:
- A social objective – to support strong, vibrant and healthy communities;
 - An environmental objective – to protect and enhance our natural, built and historic environment, including making effective use of land; and
 - An economic objective – to help build a strong, responsive and competitive economy.

Find out more about the National Planning Policy Framework
www.gov.uk/guidance/national-planning-policy-framework

Stratford-on-Avon District Core Strategy

- 3.18 The Stratford-on-Avon District Core Strategy was adopted in 2016, and covers the period from 2011 to 2031.
- 3.19 The site falls within the built-up area of Stratford-upon-Avon town. Policy CS.15(A) establishes that the re-development and re-use of the site is acceptable in principle.
- 3.20 Stratford-upon-Avon is identified as the main town within the district in terms of development strategy (refer to Core Strategy policies CS.15 and 16). Policy AS.1 sets out a number of development principles that need to be applied when considering new development within the town.



STRATFORD-ON-AVON DISTRICT CORE STRATEGY, 2016

Find out more about the adopted
Core Strategy and Proposal SUA.1
www.stratford.gov.uk/corestrategy

Stratford-upon-Avon Neighbourhood Plan

- 3.21 The Neighbourhood Development Plan (NDP) identifies the Gateway site as an Environmental Improvement Area (Policy TC5) to support the evolution of the Stratford Cultural Quarter.
- 3.22 It supports the need for a masterplanning approach addressing scale, layout, land uses, incorporating direct pedestrian links through the site, and a car parking strategy.
- 3.23 Relevant policies include **Policy TC2** (Rother Street and the Rother Market), **Policy TC3** (Greenhill Street and Arden Street Environmental Improvement Area) **Policy TC4** (Rother Triangle Environmental Improvement Area, **Policy TC5** (Birmingham Road, Arden Street and Windsor Street Environmental Improvement Area), **TC Project 7** (relieving coach traffic congestion) and **TC Project 9** (car parking).
- 3.24 The adjacent Figure shows the Birmingham Road, Arden Street and Windsor Street Environmental Improvement Area, as identified within Policy TC5 of the 'made' Stratford-upon-Avon Neighbourhood Plan (NDP).



Find out more about the
Stratford-upon-Avon Neighbourhood Plan
www.stratford.gov.uk/stratfordnp

3.25 Policy TC5 states the following:

"To support the evolution of the cultural quarter the site bounded by Birmingham Road, Arden Street, Mansell Street and Windsor Street shall be safeguarded principally for hotel, educational, residential and office uses, including ground floor frontage for shopping or other uses with public access so as to be in keeping with the Environmental Improvement Area as identified in Policy TC6.

All development within this Improvement Area will be expected to demonstrate how it will not compromise the wider redevelopment objectives of the area. Any large-scale development within the Improvement Area should be accompanied with:

- A comprehensive Master Plan addressing scale, layout, land uses, incorporating direct pedestrian links through the site from the northern corner to Windsor Street and transport implications including a clear strategy for car parking having regard to TC Project;
- An appropriate impact study justifying the need and demand for any of the uses proposed not outlined above; and
- A Design Brief for all aspects of the development.

Full public consultation should be carried out prior to the submission of any application. Piecemeal development without a Master Plan will be discouraged."

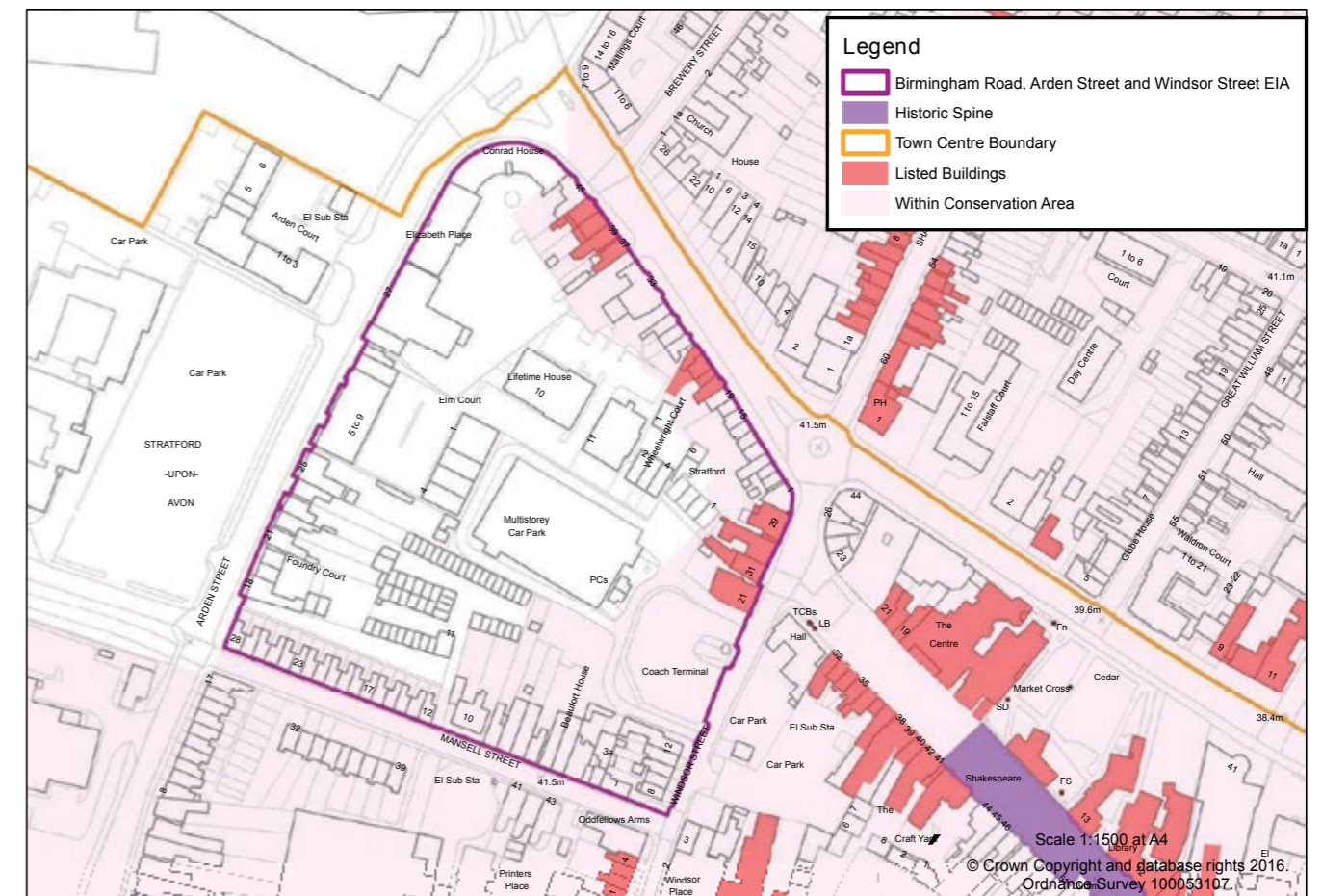


FIGURE 10 FROM THE STRATFORD-UPON-AVON DISTRICT NEIGHBOURHOOD DEVELOPMENT PLAN, 2018

Stratford-on-Avon Site Allocations Plan

3.26 The District Council is preparing a Site Allocations Plan (SAP) which when adopted will sit below the Core Strategy as Part 2 of the Development Plan. The SAP is currently at the Preferred Options stage. This emerging policy needs to be acknowledged, because it shows the direction of travel and level of commitment of the Council in respect of its ambitions for the wider Gateway area as set out in Proposal SUA.6.



SITE ALLOCATIONS PLAN, 2022

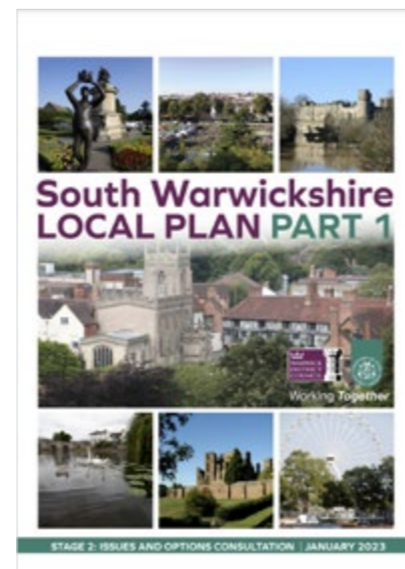
Find out more about the Site Allocations Plan
www.stratford.gov.uk/planning-building/site-allocations-plan.cfm

South Warwickshire Local Plan

3.27 The Council is jointly preparing a new South Warwickshire Local Plan with Warwick District Council. The Plan is being prepared in parts and when Part 1 is adopted (timetabled for 2025), it will replace the existing strategic policies of both the Stratford-on-Avon District Core Strategy and the Warwick District Local Plan.

3.28 The new Local Plan is relevant to the Gateway site as it illustrates the direction of travel that the Council is moving in regards to its development strategy and strategic principles. The SPD is being prepared in alignment with the five overarching principles set out in the emerging Local Plan:

- Climate resilient and Net Zero Carbon;
- Well designed and beautiful;
- Healthy, safe and inclusive;
- Well-connected; and
- Biodiverse and environmentally resilient.



SOUTH WARWICKSHIRE LOCAL PLAN, 2023

Find out more about the South Warwickshire Local Plan
www.southwarwickshire.org.uk/swlp/

Canal Quarter Regeneration Zone SPD

3.29 Immediately to the north of the site is the Canal Quarter Regeneration Zone as identified in Core Strategy Proposal SUA.1. A masterplan SPD has been adopted to co-ordinate the delivery of the redevelopment in this area. This zone is relevant to the site because it will - over time - change the built environment context in which the Stratford Gateway site sits. The Canal Quarter SPD indicates medium density (including the potential for a landmark building), and mixed-use development immediately to the north of the Gateway site.



CANAL QUARTER REGENERATION ZONE SPD, 2018

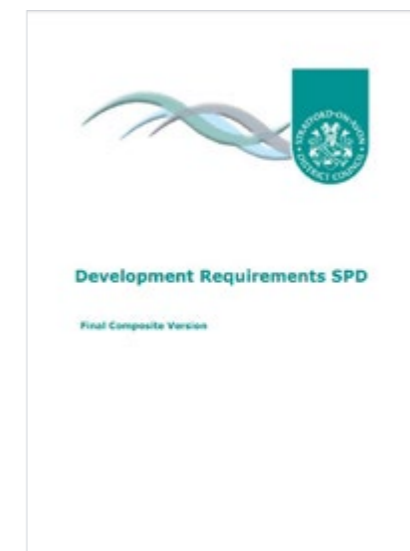
Find out more about the Canal Quarter SPD
www.stratford.gov.uk/canalquarter-spd

Development Requirements SPD

3.30 The Development Requirements SPD provides additional guidance on the interpretation and implementation of a number of Council policies, largely relating to design issues.

3.31 The SPD notes that good design requires a positive response to local character, history and identity. It also covers matters such as parking and amenity. Future development proposals arising from the Gateway SPD (this document) will need to pay due regard to these requirements.

3.32 Part V of the SPD, dated 2020, provides detailed guidance on a range of Core Strategy Policies relating to Climate Change Adaptation and Mitigation. The SPD aims to reduce greenhouse gas emissions and implement climate change adaptation and mitigation through the application of five principles: increasing accessibility; improving energy efficiency; adapting to higher temperatures; mitigating flood risk; mitigating biodiversity loss.



DEVELOPMENT REQUIREMENTS SPD, VARIOUS DATES

Find out more about the Development Requirements SPD
<https://www.stratford.gov.uk/planning-building/development-requirements-spd.cfm>

Stratford-on-Avon District Design Guide

3.33 In simple terms, the purpose of the design guide is to explain design principles to applicants for planning permission, listed building consent, conservation area consent and other forms of consent. It does this, largely, by encouraging applicants to be aware and to take account of local distinctiveness and local character.

Stratford-on-Avon District Urban Design Framework SPD

3.34 The Urban Design Framework seeks to translate the World Class Vision adopted by the people of Stratford, into physical and spatial projects which, taken together, will transform the town.

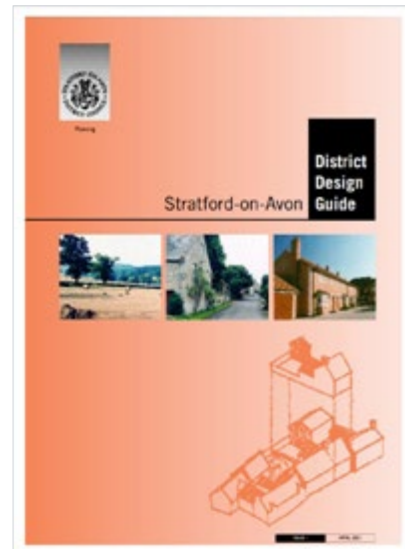
3.35 The framework comprises three main parts: a movement strategy, a public realm strategy and a development strategy.

3.36 Notably, the framework identifies the Arden / Birmingham Road junction as a 'threshold', where public realm improvements leading to a pedestrian priority core should be implemented. It also identifies the Council-owned portion of the site as an 'Opportunity Site' at Windsor Street, in order to create "an integrated visitor gateway and positive addition to the town centre, with objectives including enhancing the pedestrian environment and links across Windsor Street, and the redevelopment of the car park with a new link to Arden Street."

Strategic Environmental Assessment

3.37 Strategic Environmental Assessment (SEA) is a systematic process used during the preparation plans and policies that aims to ensure a high level of protection for the environment. The purpose of an SEA is to consider whether significant environmental effects are likely to arise from the Plan.

3.38 The SEA Screening for the Gateway SPD found the proposed development has the potential for beneficial effects, but that these would be dependent on the final design and execution of the project. On that basis, it concludes that there is no requirement to undertake a full Strategic Environmental Assessment (SEA) of the Gateway SPD.



DISTRICT DESIGN GUIDE, 2001



URBAN DESIGN FRAMEWORK FOR STRATFORD-UPON-AVON, 2007

Find out more about the District Design Guide

[www.stratford.gov.uk/planning-building/
planning-guidance.cfm](http://www.stratford.gov.uk/planning-building/planning-guidance.cfm)

Find out more about the Urban Design Framework

[www.stratford.gov.uk/planning-building/
planning-guidance.cfm](http://www.stratford.gov.uk/planning-building/planning-guidance.cfm)

In July 2019, Stratford-on-Avon District Council declared a 'Climate Emergency' with councillors pledging to take local action to contribute to national carbon neutral targets through the development of practices and policies, with an aim to being carbon neutral in the District by 2030.

Climate Change Adaption And Mitigation SPD

3.39 By 2050, all buildings will need to have an emissions footprint close to zero. Buildings will need to become better insulated, be energy efficient and obtain their lighting, heating/cooling from low carbon sources.

3.40 The principles and associated measures set out in the Council's Climate Change SPD and summarized below, sets out the approach to setting standards for new buildings and development across the Gateway site area.

3.41 Proposals should also have due regard to the long-term policies set out in the emerging South Warwickshire Local Plan (SWLP) for how development will be expected to mitigate and adapt to the effects of climate change including achieving net zero carbon emissions.



CLIMATE CHANGE ADAPTION AND MITIGATION SPD, 2020

Find out more about the Climate Change SPD
<https://www.stratford.gov.uk/planning-building/development-requirements-spd.cfm>



Increasing accessibility

Reducing reliance on the car by promoting active travel.



Reducing energy usage

Achieving net zero carbon emissions.



Climate resilience

Adapting to higher temperatures and managing water usage.



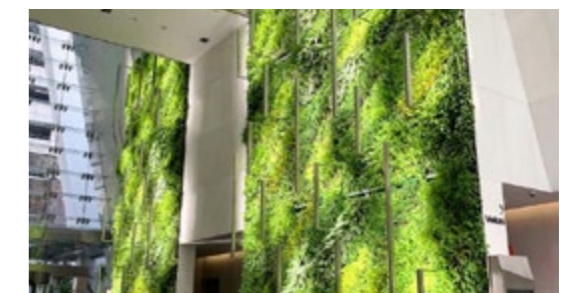
Mitigating flood risk

Promoting sustainable urban drainage to reduce the risk of flooding.



Biodiversity net gain

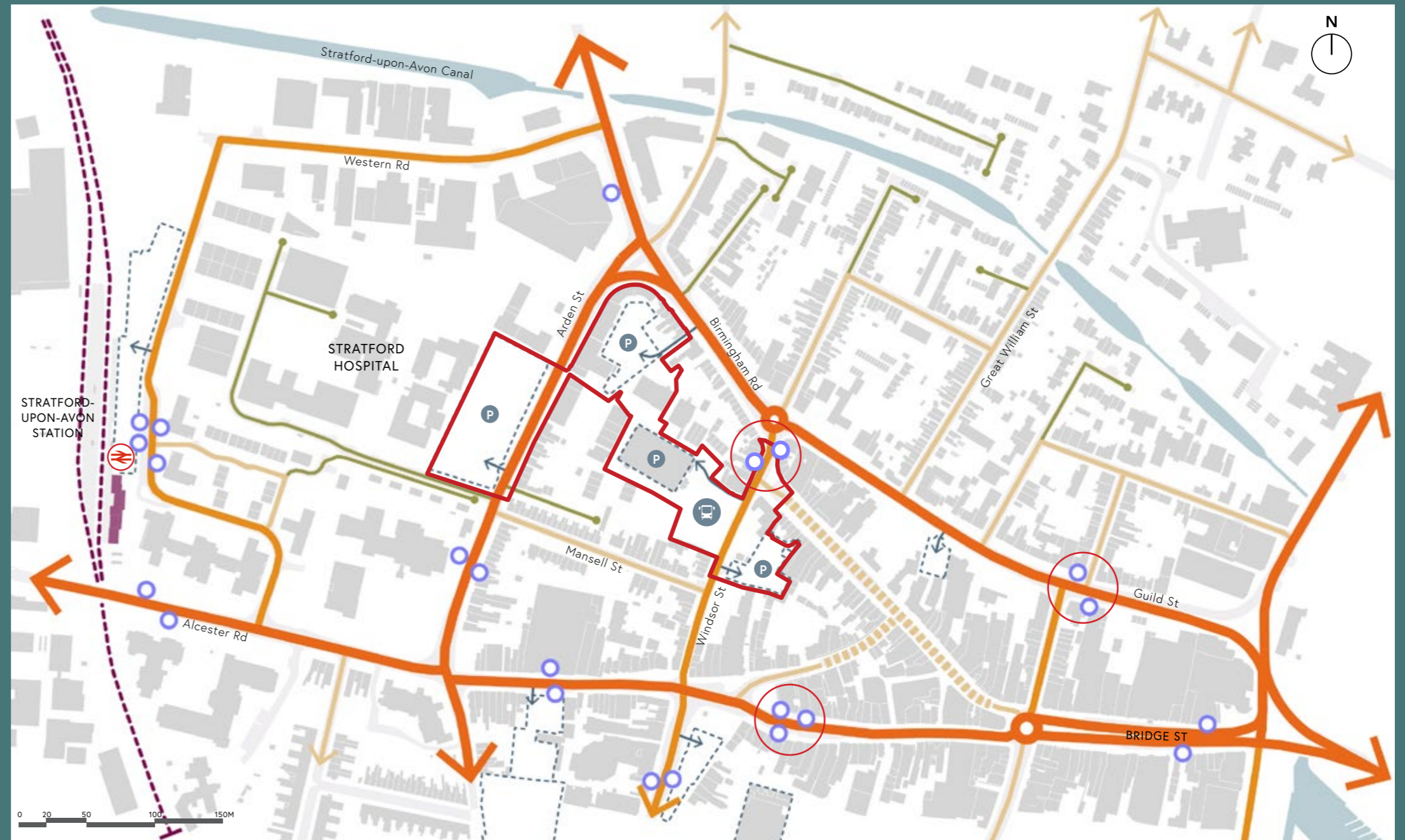
Improving biodiversity through the integration of green infrastructure.



4. Contextual Analysis

ACCESS AND CONNECTIVITY

- 4.1 Currently the site is not directly served by public transport, however there is a temporary bus stop on Windsor Street.
- 4.2 The Stratford-upon-Avon Town Railway Station is a five minute walk from the site and is served by regular services to a number of destinations including Birmingham, from where one can interchange to further destinations. The nearest bus stops are located on Arden Street and Birmingham Road.
- 4.3 The town is also served by the existing Park and Ride facility adjacent to the train station at Stratford-upon-Avon Parkway.
- 4.4 The town is characterised by a route structure of primary vehicular routes converging on the town centre, notably the grid of the historic town centre. Birmingham Road serves as a main route into the historic town centre from the northwest.
- 4.5 There are pedestrian crossing points in place, for example at Arden Street / Birmingham Road junction, however these are low quality.
- 4.6 Vehicular access to existing commercial uses on the site can be gained from Birmingham Road and Arden Street, while the Windsor Street Multi-storey Car Park and Coach Park is accessed from Windsor Street.
- 4.7 Redevelopment of the site provides an opportunity to prioritise pedestrian movement into and through the site and to enhance cycling infrastructure while providing for coach drop-offs in a more environmentally friendly way. It would also make more efficient use of existing car parks adjacent to the site to re-provide public car parking that would otherwise be lost to redevelopment.



ACCESS AND CONNECTIVITY

- SPD boundary
- Primary routes
- Secondary routes
- Tertiary routes
- Cul-de-sac routes
- Railway line
- Stratford Rail station
- Parking areas
- Coach station
- Bus stops

OPEN SPACE AND ACTIVE TRAVEL

- 4.8 The main areas of public realm within the town centre area are Bancroft Gardens, Henley Street and Meer Street. Consequently the public realm network within the town is somewhat limited.
- 4.9 While streets within the historic town centre are reasonably wide, direct and legible, adjacent employment and retail areas (including Stratford Hospital), however, lack a coherent sense of place and are less legible, making them less easy to navigate.
- 4.10 Vehicles dominate the approach from Birmingham Road to the north, Arden Street to the northwest and Windsor Street to the southeast. Junctions in particular prioritise vehicle movement, making it difficult for pedestrians to cross at desire lines.
- 4.11 There are some strong walking and cycling routes within the town centre, including a cycle path following Birmingham Road to the northeast and links to the surrounding countryside. There are missing links in the networks, however, and further upgrades would help to encourage active travel.



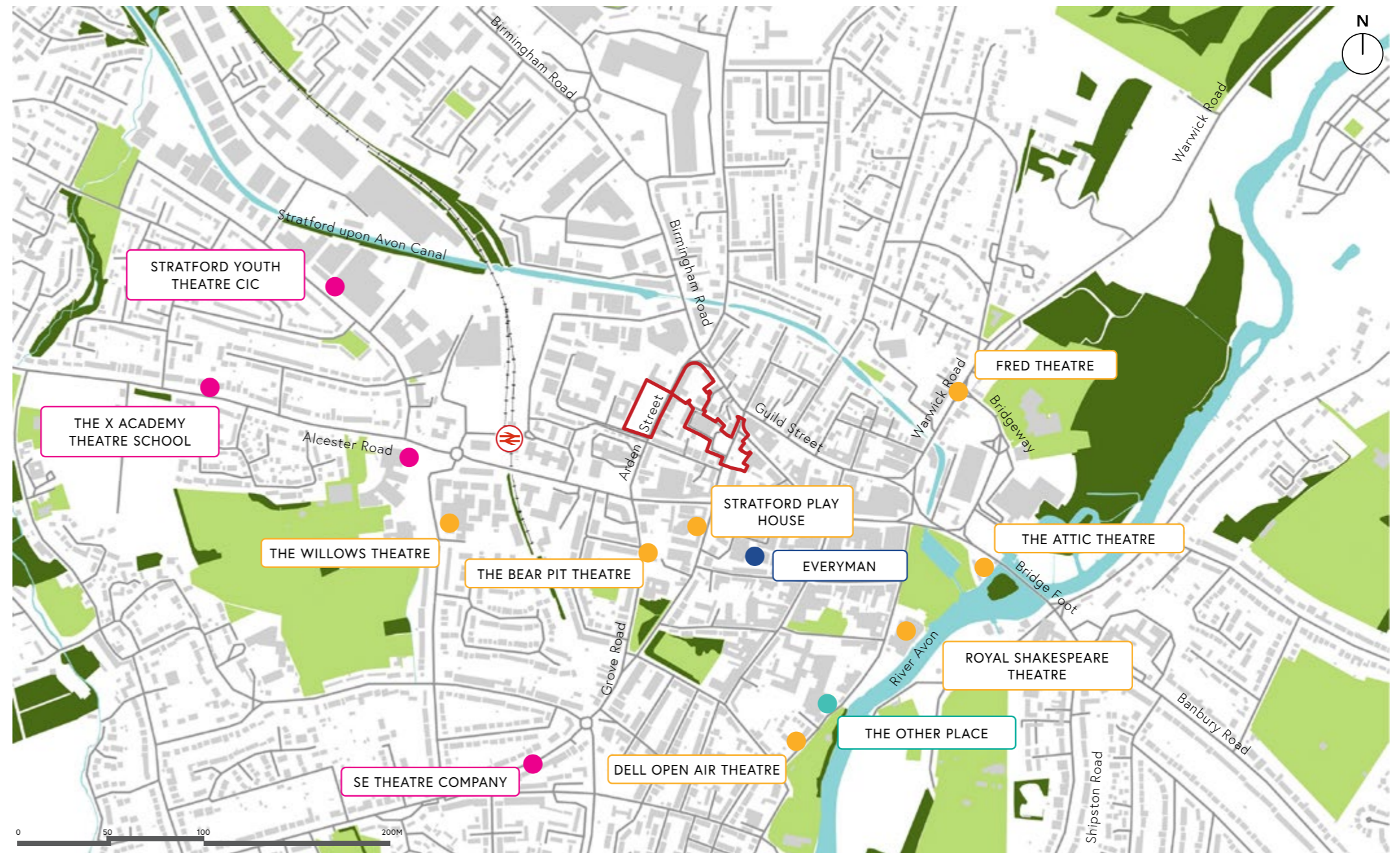
OPEN SPACES AND ACTIVE TRANSPORT

- SPD boundary
- National Cycle Route
- Cycle link
- On road cycle links
- Canal towpath
- Public realm improvements/shared surfaces

THEATRE, ARTS, CULTURE, MUSIC AND EVENTS

Cultural offer

- 4.12 Stratford-upon-Avon has a strong and diverse cultural offer. There are numerous facilities scattered across the town that host events and attractions throughout the year.
- 4.13 The majority of facilities are concentrated in the southern portion of the town centre, while the northern part of the town (beyond Shakespeare's birthplace) lacks any major attractions.
- 4.14 In addition to these cultural attractions, the Shakespeare Birthplace Trust own and operate five historic properties:
- Shakespeare's birthplace and childhood home;
 - Shakespeare's 'New Place' (the site of his family home);
 - Hall's Croft (the home of Shakespeare's daughter);
 - Mary Arden's Farm; and
 - Anne Hathaway's Cottage (the childhood home of Shakespeare's wife).



CULTURAL ATTRACTIONS

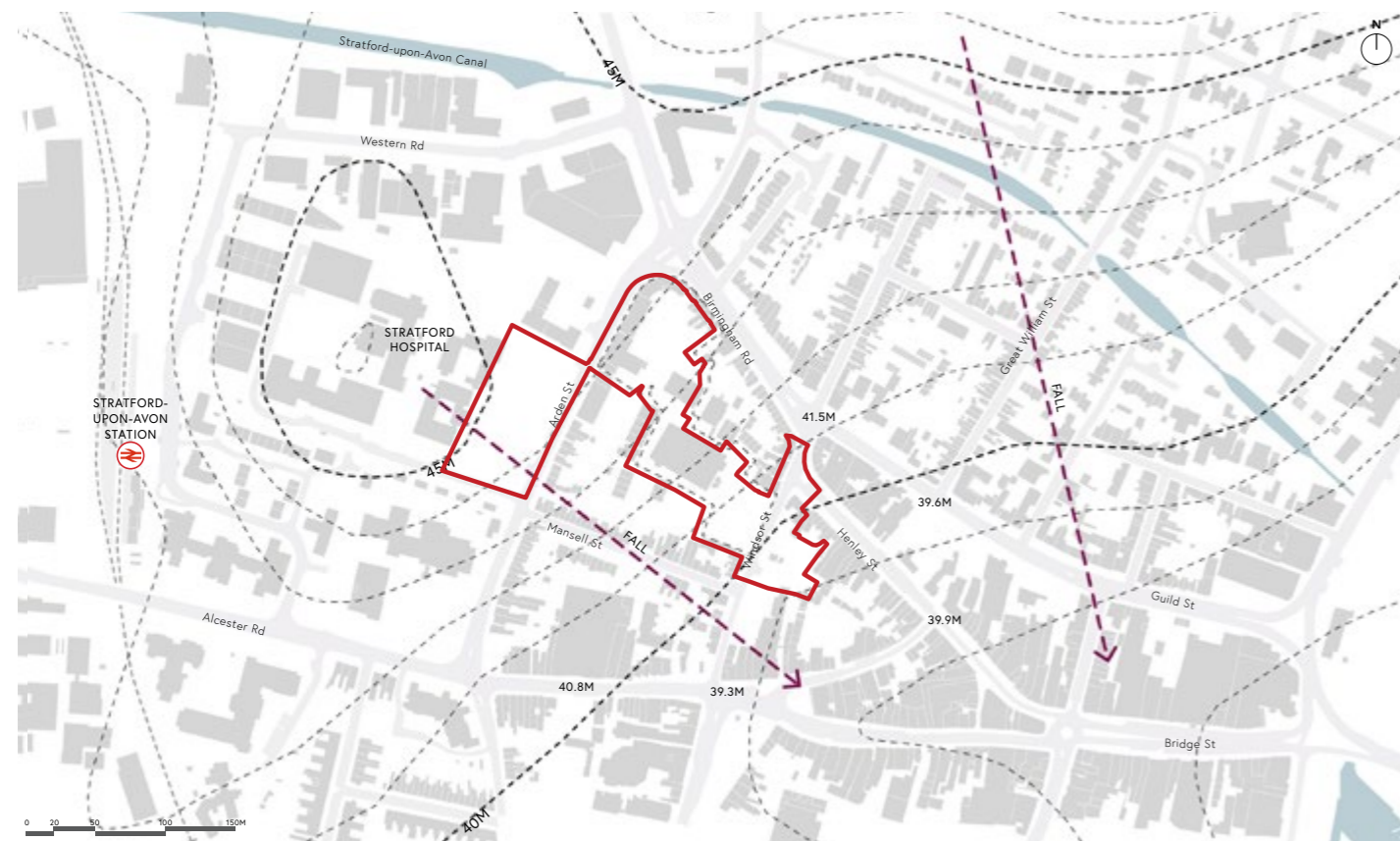
- SPD boundary
- Theatre schools and companies
- Theatres and performance spaces
- Cinema
- Community creative space

TOPOGRAPHY & FLOOD RISK

Topography

4.15 Topographically the town of Stratford-upon-Avon lies in a valley on the River Avon between the Welcombe Hills to the north-east and the ridge running from Wilmcote to Bordon Hill to the west. This forms a 'bowl' within which the town sits. Views of almost the entire town are possible from specific high vantage points.

4.16 The land falls across the town centre from north-west to south-east towards the River Avon. This creates a noticeable level difference (equivalent to one storey) across the site, with Arden Street being the highest point.

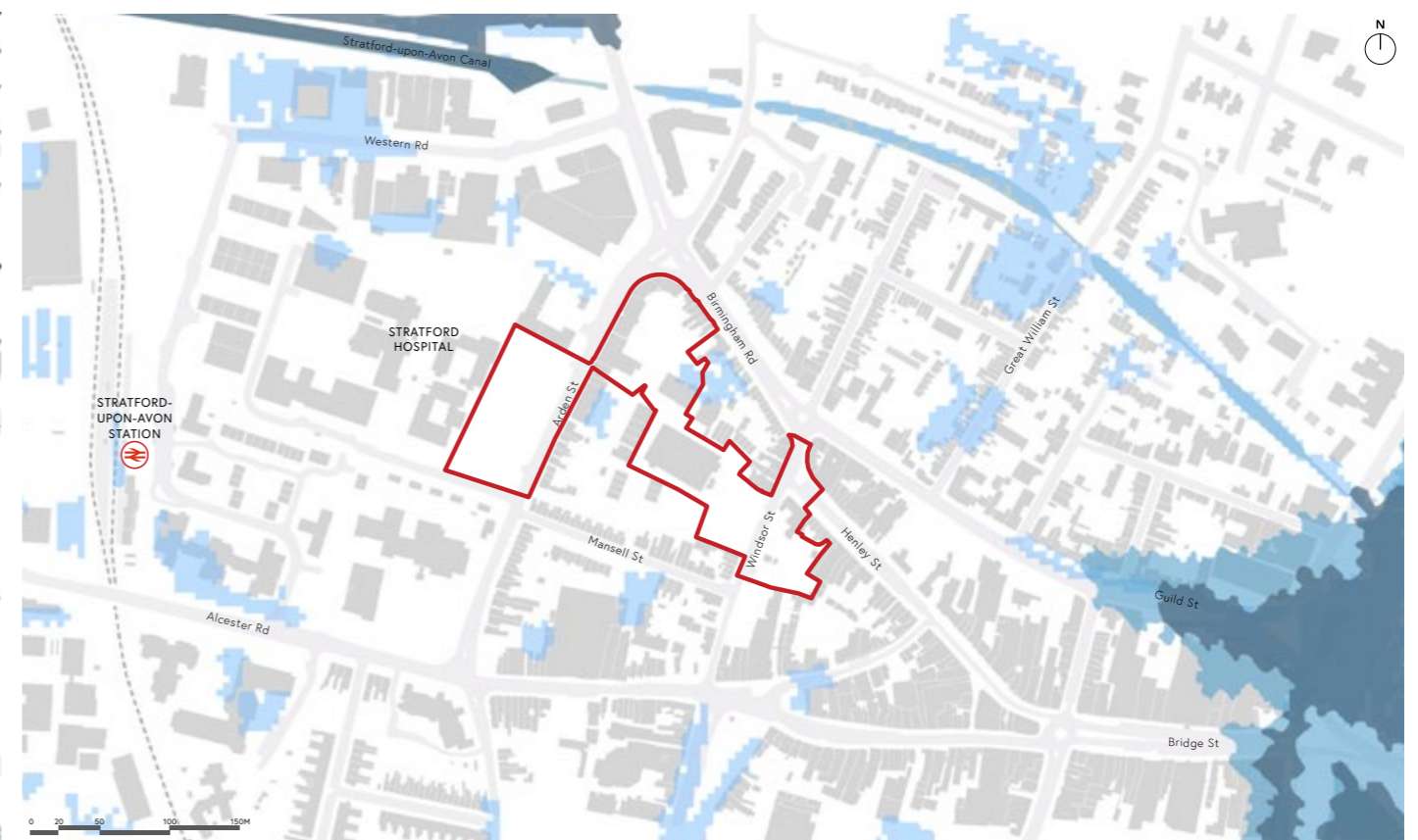


TOPOGRAPHY

SPD boundary
 - - - 1m contour intervals
 - - - Direction of fall

Flood risk

- 4.17 The site is not prone to serious risk of flooding. There is potential for surface water flooding on a very small portion of the site.
- 4.18 Due to the level differences, an integrated water management strategy incorporating multi-functional sustainable urban drainage systems is feasible, and will improve resilience to rainwater runoff.



FLOOD RISK

SPD boundary
 Flood zone 3 (high probability of flooding)
 Flood zone 2 (low probability of flooding)
 Surface water floodrisk (200 year)

BUILT FORM

Figure ground

- 4.19 The town centre has a fine urban grain with building footprints largely following historic and narrow burgage plots of the medieval period.
- 4.20 Between Guild Street and the Stratford-upon-Avon Canal, the area is characterised by small-scale terraced housing of a fine urban grain.
- 4.21 The area to the west of the town centre, bound to the east by Arden Street and Birmingham Road to the north, is defined by large building footprints and a coarse urban grain.



BUILT HERITAGE

Heritage assets

- 4.22 Built heritage assets within and surrounding the site are described in detail in the Heritage, Townscape and Visual Impact Assessment that has been prepared by specialist consultants Montagu Evans to inform the framework masterplan. For brevity, only the heritage assets within the SPD boundary are described here, and further detail can be found in the heritage assessment report available on the Council's website at www.stratford.gov.uk/gatewayspd
- 4.23 The site falls partly within the Stratford Conservation Area, and the historic core of the town. It is important that future redevelopment will be sensitive to the setting of these areas and their individual and collective heritage assets.
- 4.24 There are four listed buildings within the site boundary, fronting onto Birmingham Road (37-43 Birmingham Road [Wellington Terrace]).
- 4.25 There are no key designated views identified in the Core Strategy or the Neighbourhood Development Plan. Views from Birmingham Road and Henley Street towards the site can be considered as important views towards the site, however.
- 4.26 Consideration will also need to be given to any long-distance views into the town to ensure that any proposed built form considers views towards the Holy Trinity Spire and Royal Shakespeare Theatre tower.



Listed buildings within the site

- 4.27 The four listed buildings within the site are 37-43 Birmingham Road (Wellington Terrace).
- 4.28 These buildings were 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.
- 4.29 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.
- 4.30 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.

Non-designated heritage buildings within the site

- 4.31 45 Birmingham Road is a semi-detached 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.
- 4.32 The building makes a positive contribution to the historic streetscape and has a high degree of group value with the neighbouring properties of Nos. 37-43 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.
- 4.33 St Gregory's Hall was constructed in 1883 as a school and is currently the premises of the Boston Tea Party cafe and restaurant. This building occupies a prominent position at the corner of Henley Street and Windsor Street and makes a positive contribution to the streetscape and to the wider Conservation Area as a whole.

Designated and non-designated heritage assets are proposed to be retained.



HERITAGE BUILDINGS WITHIN THE SPD BOUNDARY (NOS. 37-43, WHICH ARE LISTED, AND NO. 45, WHICH IS NOT LISTED)

BUILDING HEIGHT

Existing building heights

- 4.34 Buildings surrounding the SPD site are predominantly typical of a historic town centre scale of 2 to 3 storeys in height. The industrial buildings to the west are of a larger scale, but are rarely above two storeys.
- 4.35 Within the existing site, building heights range between 2 to 5 storeys in heights, but are predominantly of 3-4 storeys. The multi-storey car park is the tallest built structure at 4 storeys high with some 5-storey elements.
- 4.36 To the north-west of the site, the node identified in the Canal Quarter Regeneration Framework near the junction is identified as a zone of 'medium height', with the opportunity for a landmark building at the junction of Birmingham Road and Arden Street.



THE EXISTING CAR PARK IS THE TALLEST STRUCTURE IN THE IMMEDIATE LOCALITY



LAND USE

4.37 The site straddles the edge of the broad mixed-use land use zone.

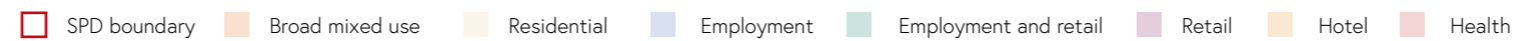
4.38 To the north-west of the site, the Canal Quarter Regeneration Framework proposes a new node where Birmingham Road crosses the Canal. This node will act as a new mixed-use destination for employment, retail and leisure uses. These proposed uses can complement the proposed uses for the site.



GROUND FLOOR LAND USES



BROAD LAND USES



CHALLENGES

Summary of existing challenges

- 4.39 The sense of arrival into the town from Birmingham Road is underwhelming, and lacks 'gateway' quality.
- 4.40 Windsor Street has been degraded over time, with gaps in the urban fabric and traffic impacts.
- 4.41 There isn't a direct physical or visual connection to the site from Henley Street.
- 4.42 There are several designated and non-designated heritage assets. These are potential constraints but also impart a distinct sense of character.
- 4.43 The site ownership is split, and this will have delivery and phasing implications.
- 4.44 Overlooking from and towards neighbouring buildings and uses will need to be carefully considered.
- 4.45 The change of levels across the site needs to be rationalised to allow for better pedestrian orientated connectivity across the site, and to provide universal access.
- 4.46 Reprovision of existing coach and car parking.
- 4.47 Traffic/pedestrian conflict along Birmingham Road, Arden Street and along Windsor Street.
- 4.48 The SPD boundary falls within the archaeological interest zone.



CONSTRAINTS

- | | | | | | | |
|---|---------------------------------|---------------------------------------|---|-----------------------|---|--------------------------------------|
| SPD boundary | Site land ownership | Stratford-upon-Avon Conservation area | Listed buildings | Significant buildings | 2-3 storey burgage plots framing the site | Areas of pedestrian/traffic conflict |
| Poor gateway/sense of arrival into town | Key sightlines towards the site | Existing trees (not surveyed) | Overlooking from and towards neighbouring buildings | Parking areas | Coach station | |

OPPORTUNITIES

Summary of opportunities

- 4.49 An opportunity to create a new mixed-use destination - including the World Shakespeare Centre - that will enhance Stratford-upon-Avon's status as the pre-eminent destination for celebrating the life and works of Shakespeare.
- 4.50 Potential to improve the sense of arrival into the town, and create a high-quality urban 'gateway' with safe and attractive routes between the town centre and the emerging Canal Quarter.
- 4.51 Potential to create an architectural landmark that will enhance the setting of the 'gateway' and contribute to the orientation and legibility of the town.
- 4.52 Potential to improve connections and establish a better sense of integration between the site, its historic surroundings and beyond towards the Canal Quarter Regeneration Zone, including high quality public realm.
- 4.53 Potential to improve active travel generally, including provision of cycle parking.
- 4.54 Potential to repair the urban fabric of Windsor Street and to reduce traffic impacts.
- 4.55 Potential to reprovide public car parking lost from Windsor Street at Arden Street.
- 4.56 Potential to improve the quality of the surrounding public realm for residents and visitors alike.
- 4.57 Potential to improve air quality and reduce noise pollution through the relocation of car and coach parking.
- 4.58 Potential to foster a vibrant mix of complementary uses that will extend the town centre offer, extend dwell time and tourism spend in the town centre.
- 4.59 Potential to mitigate climate change by improving biodiversity through tree planting and incorporation of rain gardens and blue / green roofs (the latter subject to creating a roofscape that sits in harmony with its surroundings).

4.60 Potential for a key internal public space to create legibility and draw in visitors through the site.

The proposals can provide the 'missing link' in the emerging network of public realm improvements between Bridge Street and the Canal Quarter already planned by the Council



OPPORTUNITIES

- | | | | | | | | |
|---|---|----------------------------|----------------------------------|------------------------------------|---|--|--------------------------|
| SPD boundary | Key frontages framing public space | Public realm opportunities | Potential for landmark structure | Gateway/sense of arrival into town | Improve connection between the site and Henley Street | Connection between the site and the Canal Quarter Zone | Shakespeare's Birthplace |
| Public realm improvements on Windsor St | Focal space with green infrastructure links | | | | | | |

5. Framework Masterplan

KEY PRINCIPLES

The characteristics of good design

The Framework Masterplan follows the placemaking principles set out in the National Design Guide.

5.1 The National Design Guide outlines and illustrates the Government's priorities for well-designed places in the form of ten characteristics:

- **Context** – enhances the surroundings.
- **Identity** – attractive and distinctive.
- **Built form** – a coherent pattern of development.
- **Movement** – accessible and easy to move around.
- **Nature** – enhanced and optimised.
- **Public spaces** – safe, social and inclusive.
- **Uses** – mixed and integrated.
- **Homes and buildings** – functional, healthy and sustainable.
- **Climate** – efficient use of resources that respond to the climate emergency.
- **Lifespan** – made to last.

5.2 The ten characteristics are paraphrased opposite, and framed as questions that future detailed proposals will be expected to address.



Respect context

Well designed development is founded on an understanding of its social, economic and physical context. How do we get under the skin of the place, in order to understand its DNA?



Build on identity

How can design and building materials draw on the unique characteristics of the place to strengthen its identity, so that it becomes a more attractive and distinctive place?



Make form legible

Creating a clear layout with direct routes and visible destinations aids way-finding and encourages walking and cycling, ensuring there will be a coherent pattern of development.



Movement

Successful places prioritise streets as places for people: they must be accessible, and easy to move around. How can we ensure all modes are incorporated to design streets for all?



Integrate nature

Integrating natural features in building and street design is essential to well being, and helps to improve biodiversity and manage water run-off. How can we enhance and optimise green and blue infrastructure provision, both in the private and public realms?



Prioritise Public space

Good urban design creates high-quality spaces between buildings that promote social interaction, and are safe and overlooked. How do we ensure public spaces will be safe, social and inclusive?



Mix uses

Mixed uses - including well-designed homes - help to sustain activity and 'give back' to the local community. How can we ensure there will be a vibrant mix of complementary land uses?



Insist on design quality

Standardised approaches tend to lack many positive attributes. How can we address this challenge to ensure new buildings and homes are functional, healthy and sustainable?



Climate

It is our responsibility to respond to the Climate Emergency. How can we design new buildings and homes (and retrofit existing stock) to play their part in this?



Build for life

Buildings and public realm must be robust, adaptable and easy to look after.

Find out more about the National Design Guide

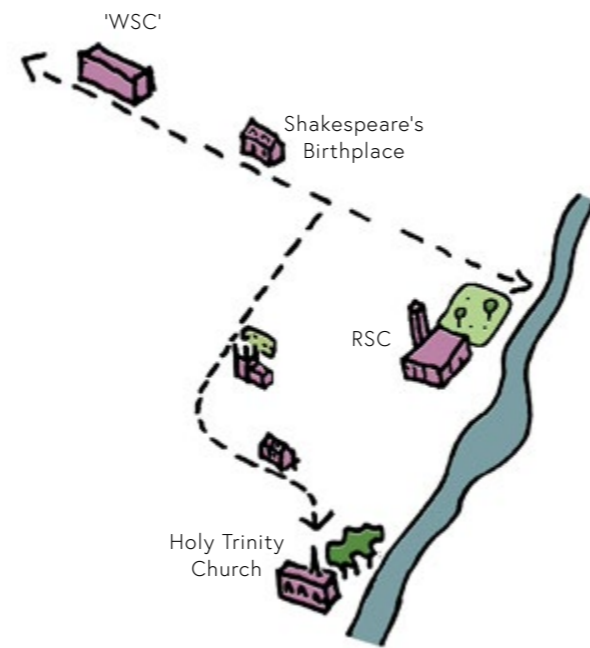
www.gov.uk/government/publications/national-design-guide

KEY PRINCIPLES

Masterplan drivers

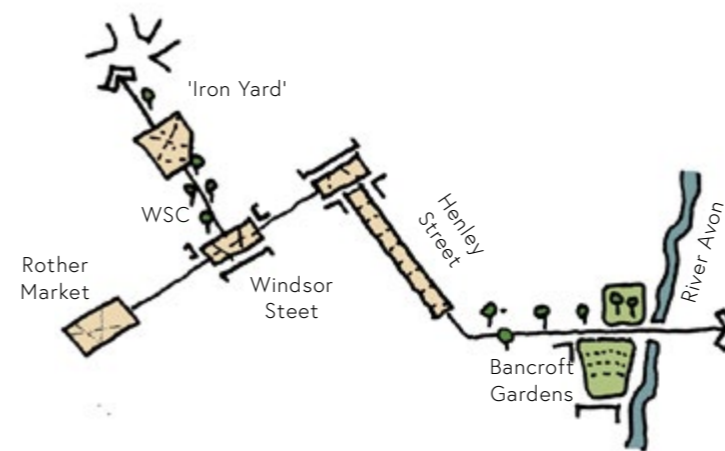
The following sequence of diagrams summarises the key moves driving the Framework Masterplan, and explains their rationale. These have been informed in particular through the development principles expressed in the Gateway Development Brief as well as Policy TC5 of the Stratford-upon-Avon Neighbourhood Plan.

Articulation of the principles must be informed by the need to conserve and enhance the character and appearance of the Stratford Conservation Area, the Grade II listed buildings within the site (and other buildings of local interest on the site's southern and eastern edges), as well as the wider significance of Henley Street as the place of Shakespeare's birth.



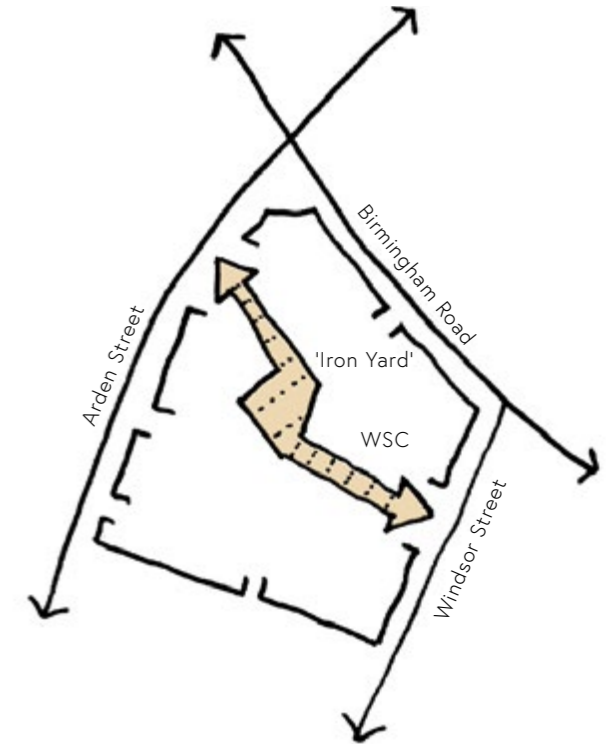
Balancing the Shakespeare Offer

- 5.3 Visitors' perception of Stratford-upon-Avon is largely shaped in the southeastern 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.
- 5.4 Locating a new attraction at the Gateway site will address this issue, draw visitors beyond Henley Street and help consolidate Stratford-upon-Avon as 'the centre of the Shakespeare Universe'.



Extending a sequence of pedestrian friendly spaces

- 5.5 A core plank of the framework masterplan will be to extend the high quality of public realm currently enjoyed by Bancroft Gardens and Henley Street northwards into and through the Gateway site towards the Canal Quarter. This will involve improving the visual and physical connection between Henley Street and Windsor Street, while also relating to existing public realm proposals for Bridge Street.

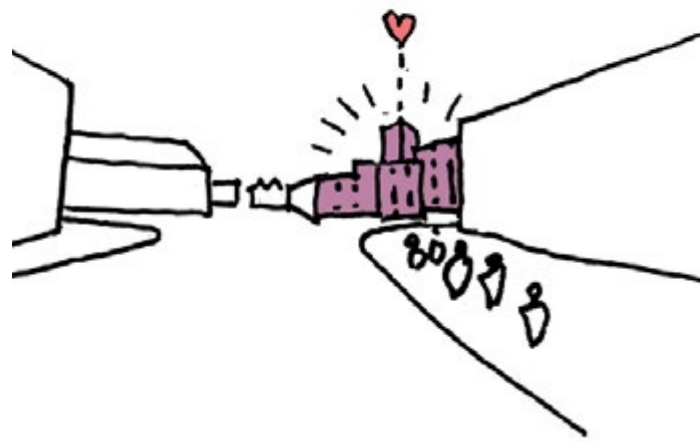


Creating a new pedestrian route through the site and improving permeability

- 5.6 The Gateway site is currently dominated by cars and coaches. It is impermeable to pedestrians and cyclists. Regeneration provides the opportunity to address this, while celebrating Stratford-upon-Avon's rich urban heritage of yards and lanes that were used in the past for a variety of commercial enterprises; in the case of the Gateway site, as a metal works.

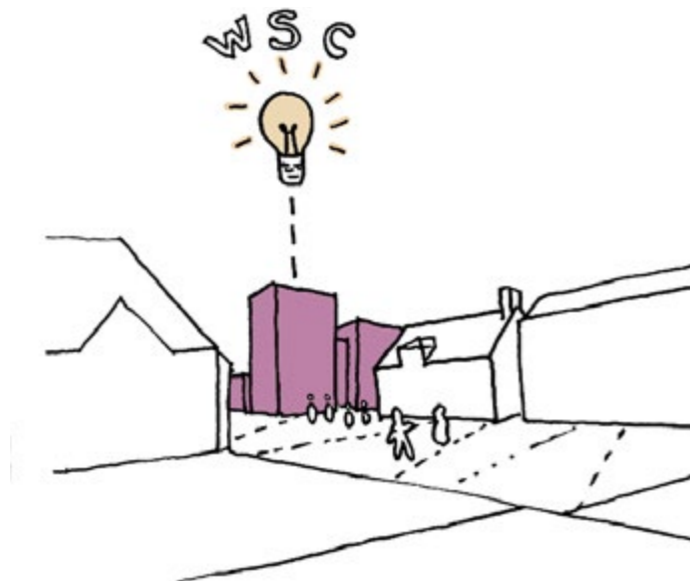
KEY PRINCIPLES

Masterplan drivers (continued)



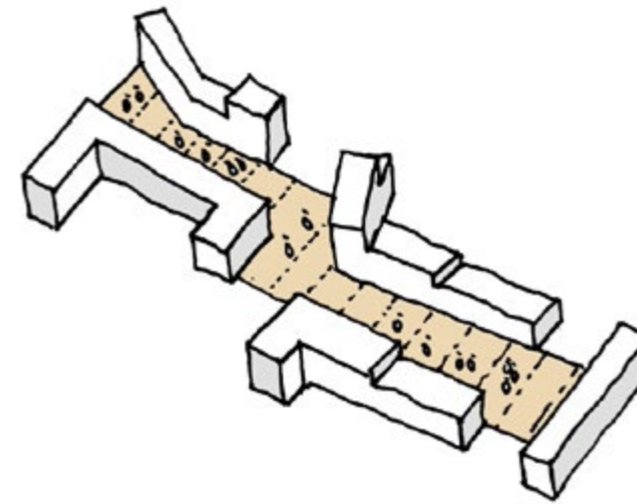
Creating a new Gateway to the town

5.7 The approach from Birmingham Road is underwhelming and lacks a sense of place or arrival. The masterplan will seek to regenerate the northern part of the site to provide for high quality frontage onto this prominent junction, with a viable mix of land uses that knits seamlessly with the cultural offer provided by the proposed World Shakespeare Centre.



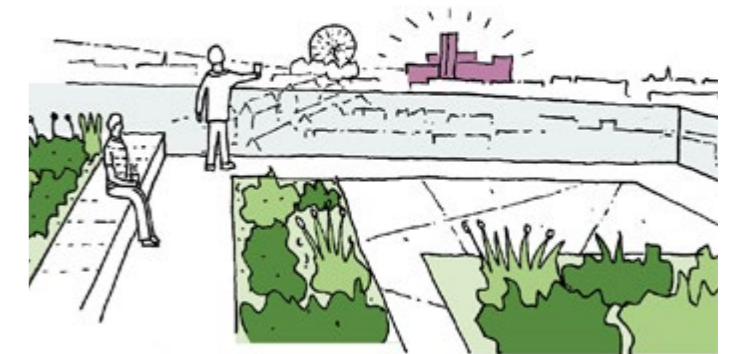
Inviting people in

- 5.8 Visitors will be drawn up from Henley Street and Windsor Street by improved public realm to a new arrival place, where the presence of the proposed WSC will be evident.
- 5.9 A higher element will reinforce the visual connection and wayfinding between Henley Street and the proposed Windsor Place, signalling the WSC both as a destination and a place of arrival and gathering, for groups dropped off by coach.



Activating and enclosing new public realm

5.10 It is essential that high quality spaces are created between the buildings, and that these are activated by a vibrant mix of commercial, residential and cultural uses. The public realm will act as the glue, and the right mix of uses will create the 'sticky spaces' needed to attract people to linger within them.



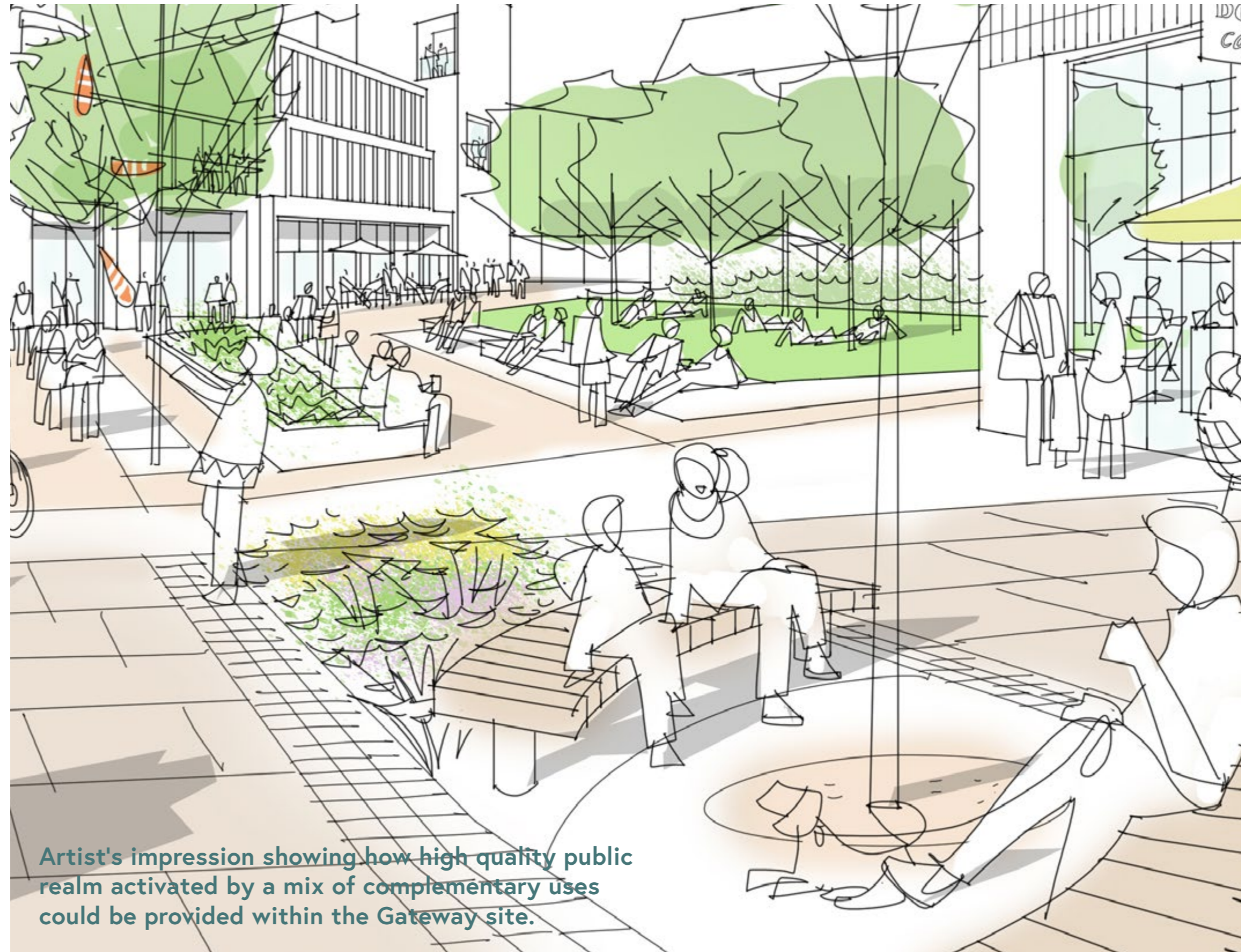
Integrating nature with the architectural experience

- 5.11 Integrating nature in new buildings and new public realm will help ensure they are more resilient to climate change and improve biodiversity.
- 5.12 Incorporation of roof top gardens including green and blue roofs, could contribute to meeting sustainability objectives while also offering spaces for amenity and mental wellbeing.
- 5.13 Accessible roof top spaces atop the proposed WSC will also help to make the centre a commercially viable attraction, offering panoramic views across the town to the Royal Shakespeare Theatre (RST) and towards the surrounding hills.

OBJECTIVES

This SPD provides a positive framework to significantly improve the built form as well as deliver a new tourist destination. To achieve the vision, successful implementation of the SPD will deliver the following objectives:

- 5.14 Objective 1: Transition - Maximise the regenerative opportunities this site provides by virtue of its location between the town centre and Canal Quarter Regeneration Zone.
- 5.15 Objective 2: Connectivity - Improve access through the site and stitch the site into the 'fabric' of the town.
- 5.16 Objective 3: Revitalisation - Regenerate an underused and underutilised area of land and improve the built form through the provision of high-quality buildings.
- 5.17 Objective 4: Attraction - Achieve significant improvements to the public realm in and around the site to promote walking and visitation.
- 5.18 Objective 5: Heritage - Make a positive contribution to the historic context including securing the long-term future of the Listed Buildings.



Artist's impression showing how high quality public realm activated by a mix of complementary uses could be provided within the Gateway site.

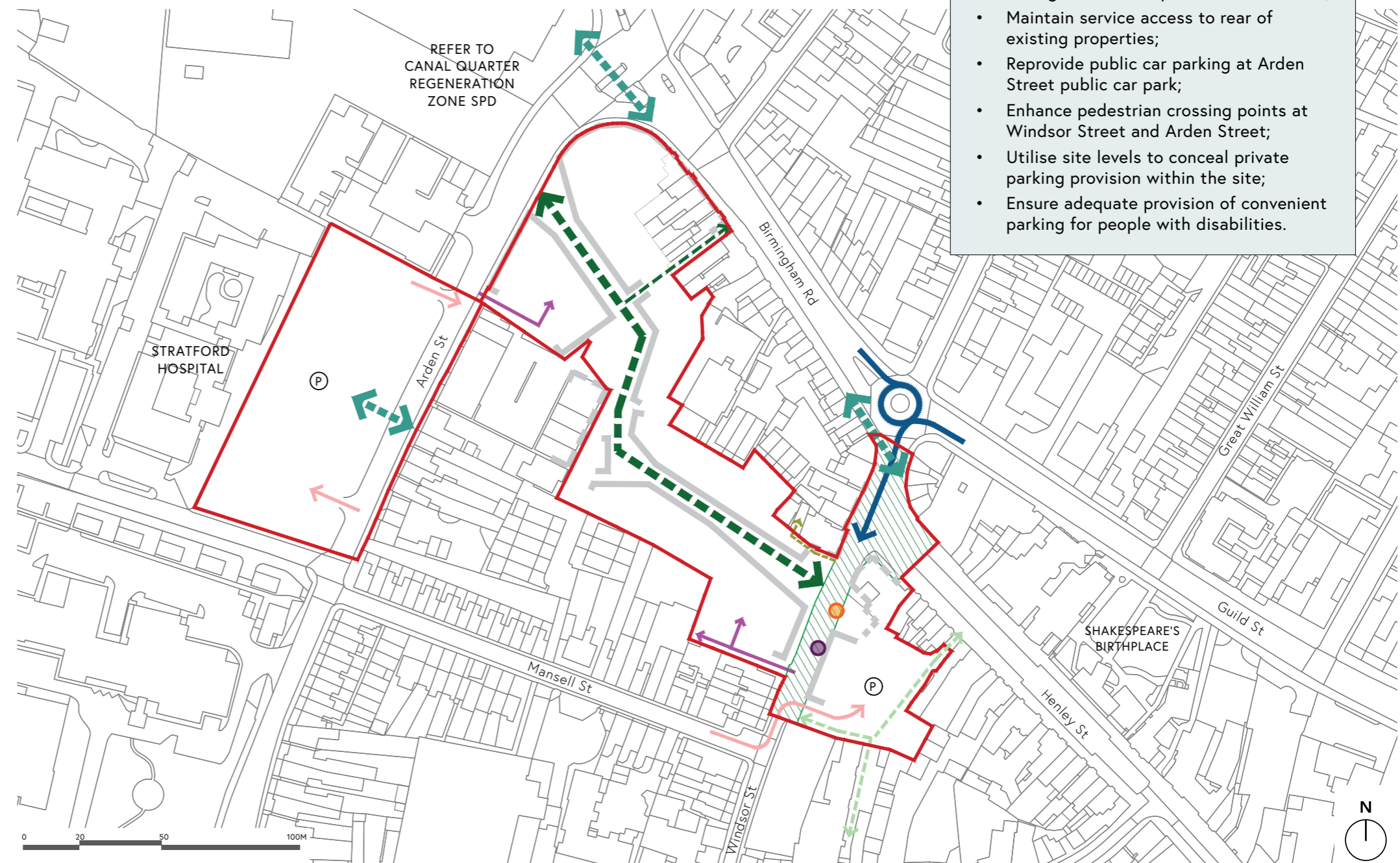
OBJECTIVE 1 - TRANSITION

Movement and access

The movement and access principles outline key elements of the movement and access strategy, including a proposed new pedestrian route through the Gateway Site.

- 5.19 An holistic coach management strategy will be devised for the town as a whole, catering for the full range of tourist attractions.
- 5.20 In addition to proposals for pedestrian access through the site, improved pedestrian connections linking the site to Henley Street via Windsor Street and crossing Arden Street into the Canal Quarter, are also indicated. The latter will be subject to more detailed proposals.
- 5.21 It is proposed that car parking spaces currently served by the Multi-Storey Car Park (MSCP) may be reprovided through more intensive use of the Council owned car park to the north of the Gateway Site at Arden Street. This could be achieved by adding an additional deck or decks over the surface car parking area.
- 5.22 A limited amount of parking may be retained to the rear of proposed new frontage to the south side of Windsor Street, including provision of parking for disabled people potentially relocated from the top of Henley Street as part of the abovementioned public realm improvements.
- 5.23 Appropriate levels of service access to existing and proposed developments will need to be provided, generally as shown on the diagram opposite.
- 5.24 Coach parking will also be removed from the Gateway Site. It is proposed to close the north-eastern end of Windsor Street to through traffic while allowing for coach drop-offs to occur close to the proposed World Shakespeare Centre.

- Key movement and access principles**
- Provide public access into and through the site (subservient to existing movement hierarchy);
 - Respond to tradition of pedestrianised courts and yards;
 - Restrict through traffic except for managed coach drop-off and bus access;
 - Maintain service access to rear of existing properties;
 - Reprovide public car parking at Arden Street public car park;
 - Enhance pedestrian crossing points at Windsor Street and Arden Street;
 - Utilise site levels to conceal private parking provision within the site;
 - Ensure adequate provision of convenient parking for people with disabilities.



MOVEMENT AND ACCESS

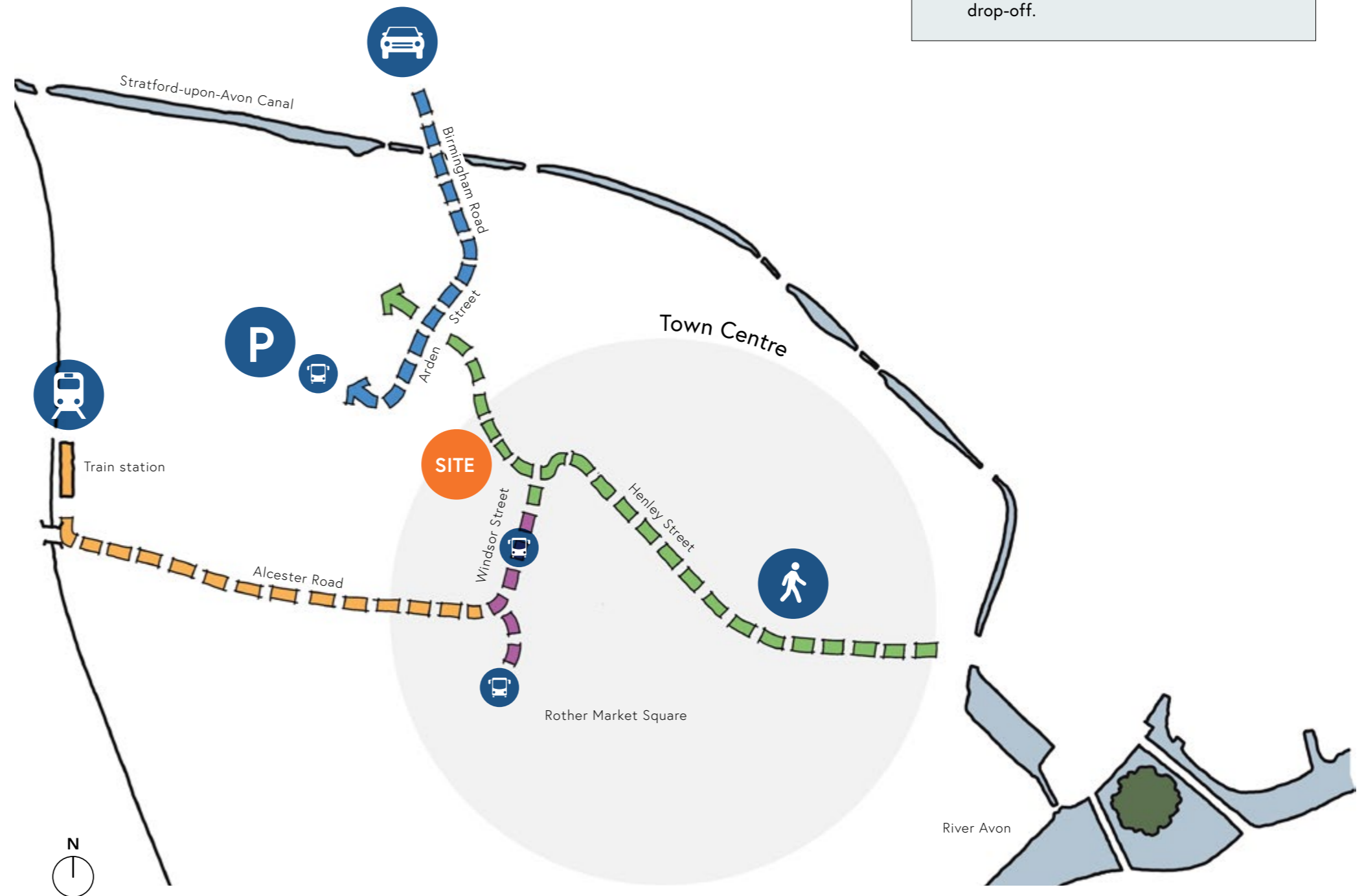
- | | | | | | | | |
|--|-----------------------------|-------------------------------|--------------------|---|---|------------------------|-----------------------------|
| SPD boundary | Key frontage (illustrative) | Existing frontages (retained) | Pedestrian routes | Pedestrian access to rear of existing property retained | Potential access to existing alleyways | Bus/coach access route | Enhance pedestrian crossing |
| Vehicular access and exit from car parks | Service access | Public realm improvements | Temporary bus stop | Coach drop-off | Parking (incl. blue badge / disabled parking) | | |

OBJECTIVE 2 - CONNECTIVITY

Closing the northern end of Windsor Street to through traffic while allowing coach drop-off and/or diverting coaches to a drop-off at Rother Market Square, will improve visitors' first impressions of the town, allowing Windsor Street to be repaired, and freeing up space to make better use of the land.

- 5.25 Subject to appropriate land transactions being agreed, if it can be demonstrated to be beneficial to the overall scheme it may be possible to reprovide car parking from the c. 240 space capacity lost from the existing Multi-Storey Car Park to the existing car park on Arden Street adjacent to Stratford Hospital. This would require more efficient use of the existing car park by adding an additional deck or decks.
- 5.26 Subject to detailed design, it is estimated, for example, that a single additional deck could reprovide between 200 and 220 spaces.
- 5.27 Regeneration will also generate a demand for private car parking to serve the development. The appropriate level of parking provision will need to be assessed on its merits having regard to the site's urban and heritage context, the nature and scale of development and environmental considerations, as well as parking standards extant at the time proposals are brought forward.
- 5.28 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.
- 5.29 There is an existing lay-by at Rother Market Square which could be used for coach drop-offs in the short term. There is a medium- longer-term objective to improve the quality of the public realm this space offers.

- 5.30 Pedestrian access will be provided through the site, together with enhanced pedestrian links between Henley Street and Windsor Street.



INDICATIVE MOVEMENT STRATEGY DIAGRAM.

Key connectivity principles

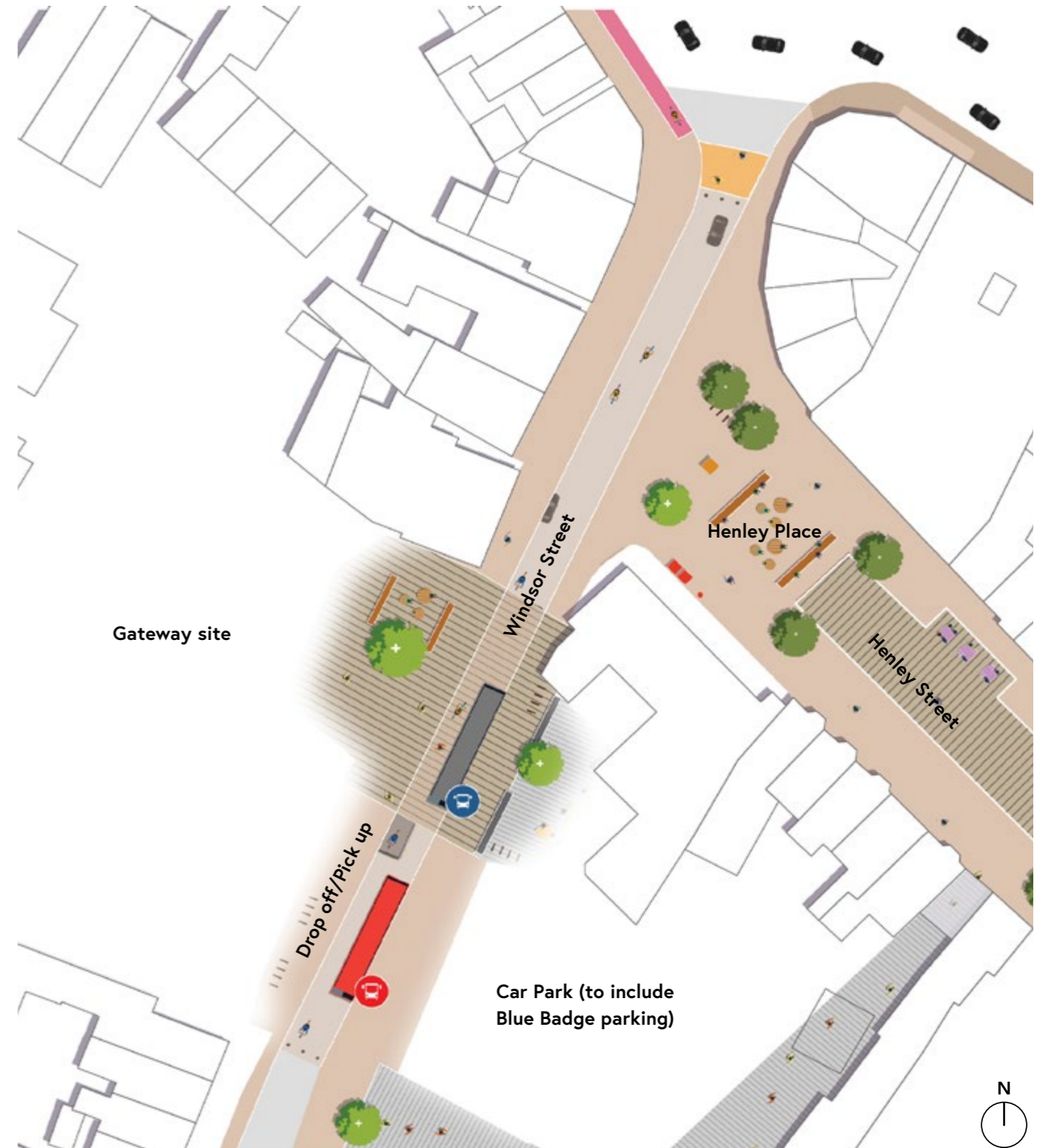
- Improve connectivity across Arden Street/Birmingham Road junction and onwards towards the Canal Quarter.
- Improving the environmental quality of Windsor Street to make it more pedestrian and cycling friendly.
- Exploring options for coach management drop-off.

OBJECTIVE 2 - CONNECTIVITY (CONTINUED)

Windsor Street as existing



Proposed Windsor Street public realm improvements (illustrative plan)



OBJECTIVE 3 - REVITALISATION

Land use

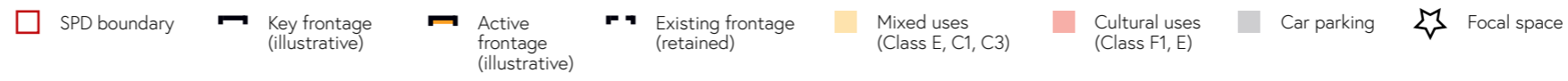
The land use principles set out the disposition and mix of land uses that will be expected to be delivered as part of future detailed development proposals.

- 5.31 A complementary mix of uses is provided for on the northern parcel(s) of land fronting the junction between Arden Street and the Birmingham Road (which are currently privately owned), and on the southern parcel of land fronting the south side of Windsor Street (which is owned by the Shakespeare's Birthplace Trust). These zones will include commercial uses (Class E), Residential uses (Class C3) as well as potential for hotel uses (Class C1).
- 5.32 Uses which would be particularly welcomed could include restaurants and cafés, hotel accommodation, gym, creative spaces, innovation spaces for flexible working and community uses.
- 5.33 Cultural and commercial uses are provided for on the Council-owned parcel of land currently occupied by the Multi-Story Car Park (MSCP) and coach park. It is expected this will primarily be comprised of the proposed World Shakespeare Centre, together with active commercial uses (e.g. cafes, restaurants) at ground level fronting the proposed pedestrian route through the site.
- 5.34 The proposed urban form illustrates one way in which the buildings could be configured to create an attractive sequence of routes and focal spaces to achieve the urban design objectives articulated in the framework masterplan.

- Key land use and urban form principles**
- Provide for mixed uses, including high density residential uses;
 - Include active ground floor uses;
 - Clearly define spaces between buildings that are safe and overlooked;
 - Repair frontage to Windsor Street;
 - Frame a sequence of focal spaces to enrich the pedestrian experience and allow ground floor uses to spill out into the public realm;
 - Provide a visual stop to terminate vista along new internal street and to screen rear of existing buildings at Elm Court;
 - Reprovide public toilets as part of a comprehensively planned development proposal;
 - Articulate street buildings to respect rhythm, grain, materials and vertical proportions of historic urban forms;
 - Consider and mitigate where necessary noise and light pollution impact on neighbouring properties;
 - Provide a height gradation (i.e. height storeys get less as the building ascend);
 - Use of set backs on upper floors.



LAND USE AND URBAN FORM

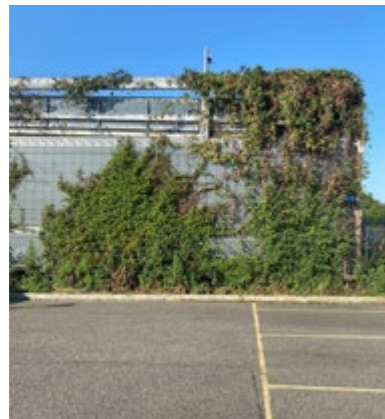


OBJECTIVE 4 - ATTRACTION

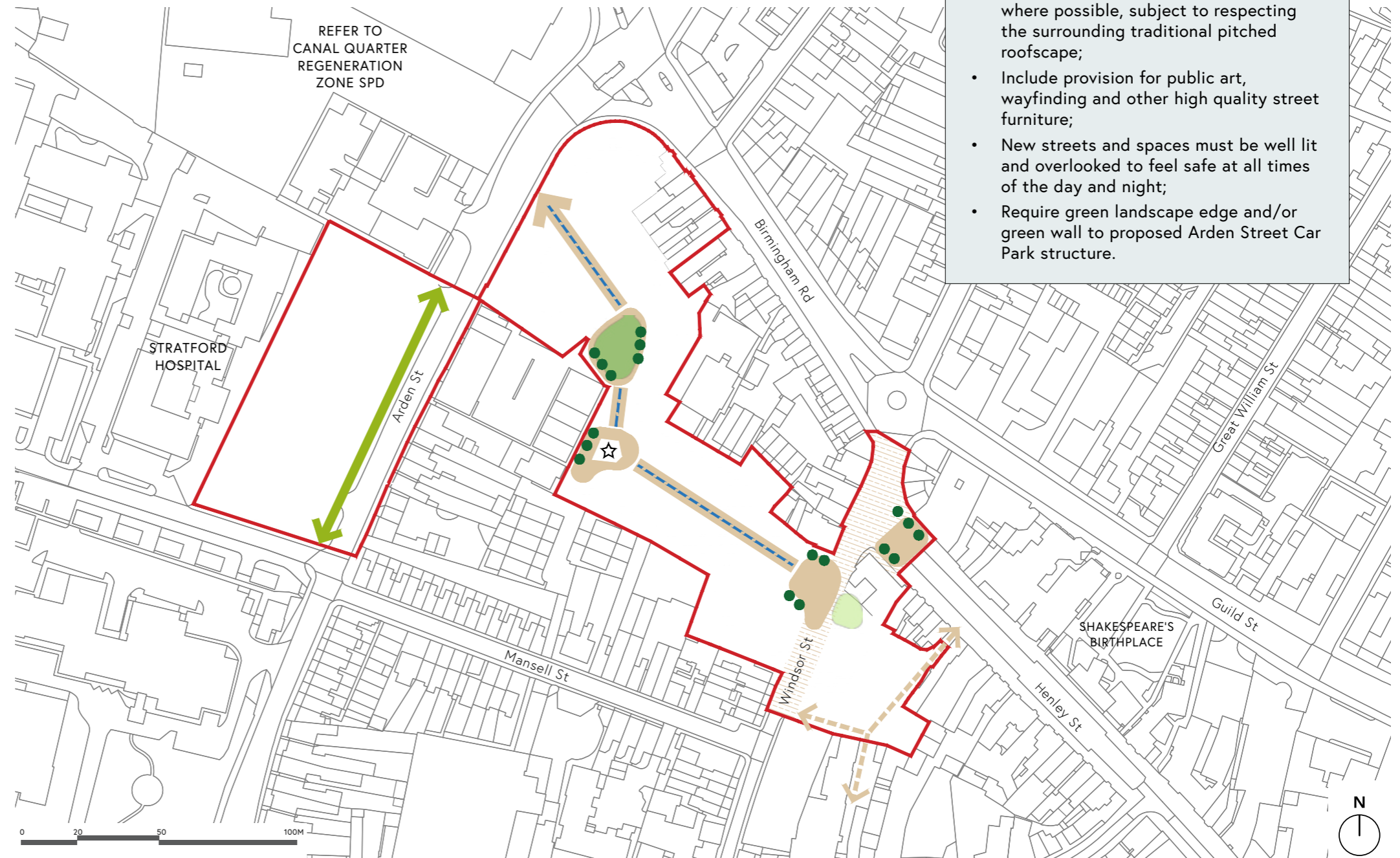
Public realm and green infrastructure

Befitting its town centre context, it is anticipated green infrastructure will include a mix of hard and soft landscaping within the proposed areas of public realm, with potential for e.g. rain gardens, structured tree planting and other landscaping along with high quality public art and street furniture. The design of these spaces should enhance health and wellbeing by stimulating all of the senses.

- 5.35 Roof gardens will also be encouraged however due to the expectation that future detailed designs will be brought forward having regard to the predominantly pitched roofscape in the locality, it is not appropriate to identify specific locations or opportunities for green or blue roofs within the parameter plans.
- 5.36 The north-south fall in levels towards the River Avon open the opportunity to help manage rainwater runoff in a sustainable way through the incorporation of rain gardens within the public realm.
- 5.37 Structured tree planting will be used to create buffers with neighbouring buildings and uses while also reinforcing sense of place, promoting well-being and enhancing biodiversity.



EXAMPLE OF A MULTI-STOREY CAR PARK WITH GREEN WALL



PUBLIC REALM AND GREEN INFRASTRUCTURE

- SPD boundary
- Focal space with mix of hard and soft landscaping
- Focal space with structured tree planting
- Pedestrian route with mix of hard and soft landscaping / blue and green infrastructure
- Potential connection into existing alleyway
- Public realm improvements to Windsor St/Henley St North
- Structural tree planting (indicative)
- ☆ Pavilion opportunity within focal space
- Semi-public space with mix of hard and soft landscaping
- Potential for green wall or other landscaping

Key public realm and green infrastructure principles

- Provide for high quality public realm enhancement to Windsor Street and consistent with Henley Street;
- Integrate green and blue infrastructure within the public realm;
- Incorporate green and blue roofs where possible, subject to respecting the surrounding traditional pitched roofscape;
- Include provision for public art, wayfinding and other high quality street furniture;
- New streets and spaces must be well lit and overlooked to feel safe at all times of the day and night;
- Require green landscape edge and/or green wall to proposed Arden Street Car Park structure.

OBJECTIVE 5 - HERITAGE

Heights and massing

Moderating heights and massing will be key to ensuring future detailed proposals will not harm Stratford-upon-Avon's heritage townscape, while also achieving an appropriate level of visibility.

- 5.38 The townscape within Stratford is generally three storeys, and any design proposal will need to be architecturally justified in the context of the site and surrounding townscape.
- 5.39 The heights indicated are maximum heights, while allowing some flexibility for future detailed proposals to be assessed on their merits through the planning process.
- 5.40 The approach to height has been informed by heritage and townscape impact assessment as well as potential for overshadowing. Since the framework masterplan doesn't make specific proposals however, these matters (overshadowing, heritage impact and townscape impact), will need to be assessed further at such time as detailed planning applications are brought forward.
- 5.41 In general terms, it is proposed that the lowest buildings will be fronting Windsor Street, with higher buildings located within the urban block, and low- to mid-rise buildings fronting Arden Street.
- 5.42 For the purpose of clarity, and while it is acknowledged that levels vary within the site, storey heights indicated fronting Arden Street and Windsor Street are heights above existing street levels.
- 5.43 The proposed heights strive to strike an appropriate balance between the space requirements of the WSC as anticipated by the Shakespeare Birthplace Trust, and the need to respond to neighbouring buildings and the site's wider heritage context.

5.44 Sub-ground buildings may be considered in order to meet space requirements (subject to archaeological appraisal), and without compromising tree planting or other green / blue infrastructural provision in the public realm.

5.45 Heights of other proposed buildings will also need to respond to their context, while allowing for additional height to be considered at key locations. E.g. corners / gateways.



HEIGHTS

- SPD boundary
- Up to 1.5 storeys
- Up to 2 storeys
- Up to 3 storeys
- Up to 4 storeys
- Up to 5 storeys

Key height and massing principles

- Break up massing to reflect grain of historic surroundings and avoid monotonous or monolithic forms;
- Limit use of flat roofs in order to harmonise with the dynamic profile of the surrounding traditional / historic pitched roofscape;
- Avoid overbearing elevations and / or undue overlooking towards rear of neighbouring residential properties;
- Step building heights to respond sensitively to existing heritage buildings;
- Higher 'threshold' building element(s) may be included to mark the entrance(s) to the scheme;
- Slender tower element(s) may be considered as part of the proposed WSC to act as a node and attraction providing views over the town, subject to demonstrating their appropriateness.

Note 1: use of four and five storeys assumes innovative use of roof spaces and site levels.

Note 2: not all the land shaded will necessarily be suitable for development at the height indicated on this plan and it will be for the designer to show how the height and design proposed will achieve the objectives of the SPD to benefit Stratford upon Avon's standing as a town of international importance.

6. Delivery

HOW REGENERATION WILL BE DELIVERED

Setting priorities

- 6.1 The SPD is a statement of the Council's commitment to regenerating the Gateway site. As such it is an important first step towards ensuring the Gateway site can be delivered.
- 6.2 The framework masterplan has been devised such that individual site ownerships will not prejudice the development potential of adjoining sites. It is the Council's intention, however, to enter into an option agreement with landowners that would bring the entirety of the site into its control.
- 6.3 Notwithstanding the above, it is essential that detailed proposals have due regard to the provisions of the SPD so that, as a minimum, the proposed public realm connections that cross differing land ownerships are 'joined up', and to a high standard.
- 6.4 Because the proposed regeneration will displace existing car and coach parking facilities, it is also important to recognise that further work will be needed to coordinate and manage demand for coach parking, not just for the proposed WSC and Shakespeare's Birthplace, but also serving the wider tourism offer.
- 6.5 Ultimately, delivery will require a high level of public funding, and it is therefore of paramount importance for the WSC to gain local and national support - both culturally and politically.

RELOCATING EXISTING LAND USES

Re-providing car and coach parking

- 6.6 An important outcome of the Gateway SPD will be to understand the options for coach management available to the town as a whole, taking into account all of the town's attractions, existing and potential public realm proposals.
- 6.7 As part of this exercise, and prior to demolishing the existing multi-storey car park, it will be necessary to ascertain the appropriate quantum of parking to be re-provided at Arden Street, and to determine whether it may also be appropriate to provide for coach parking at this location.
- 6.8 It would be possible to re-provide an equivalent number of spaces, a lower number, or an increased number, however this will be subject to assessment and recommendations by specialist transport consultants and subject to detail design.

NEXT STEPS

Preparing the way

- 6.9 Commission an integrated public realm and parking strategy including a coach management plan for the whole town centre. This would create a sense of cohesion between the Gateway site and the rest of the town.
- 6.10 Design and build enhanced parking facility at Arden Street.
- 6.11 Agree third-party transfer(s) of land required for delivery.
- 6.12 SBT / SDC to secure cost of development promotion, residual site acquisition and build costs.
- 6.13 Secure Joint Venture development partner(s) to advance private sector led development proposals and secure permissions.
- 6.14 Shakespeare Birthplace Trust to launch invited competition for design of proposed World Shakespeare Centre.

INDICATIVE PHASING OF DEVELOPMENT

Potential

- 6.15 Design and build enhanced parking facility at Arden Street.
- 6.16 Demolish existing non-heritage buildings and structures.
- 6.17 Decommission and demolish existing multi-storey car park and ancillary structures.
- 6.18 Construction of private-sector led buildings and associated public realm etc., including refurbishment of listed buildings and non-designated heritage assets.
- 6.19 Construction of World Shakespeare Centre and associated public realm including improvements to Windsor Street and Henley Street (north end).

APPENDIX - Summary Of Design Principles

OBJECTIVE 1 - TRANSITION

Key movement and access principles

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OBJECTIVE 2 - CONNECTIVITY

Key connectivity principles

- Improve connectivity across Arden Street/Birmingham Road junction and onwards towards the Canal Quarter.
- Improving the environmental quality of Windsor Street to make it more pedestrian and cycling friendly.
- Exploring options for coach management drop-off.

OBJECTIVE 3 - REVITALISATION

Key land use and urban form principles

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