

# Stratford upon Avon High Street Study

A pilot streetscape study

Prepared for

Stratford upon Avon District Council  
Warwickshire County Council  
Stratford upon Avon Town Council  
The Royal Shakespeare Company  
The Shakespeare Birthplace Trust and  
The Stratford upon Avon Society

by

Colin Davis Associates, April 2005



## Steering Committee Recommendations

### General

The Committee that guided this project and organised the consultation meeting at the Town Hall on the 26<sup>th</sup> January 2005, has made the following recommendations to ensure that the report does not simply end up on the shelf:

(i) The report should be adopted as specific Supplementary Planning Guidance and also be adopted as policies and guidance regarding all work, which will have any effect on the appearance of the High Street, however minimal this impact may seem.

(ii) The principles underlying the report should be adopted as guidance for the town as a whole.

(iii) Copies of the report should be delivered by hand to each shop in the High Street, explaining that the report is expected to become Supplementary Planning Guidance as well as policies and guidance regarding all work in the High Street, with a request that it be passed on to the owner of the premises for their information.

(iv) The Planning Department should become more proactive in relation to High Street shopfronts. They should seek to contact new proprietors when ever a lease changes hands, should make them aware of the report and insist that any re-modelling is consistent with the recommendations set out in the report.

(v) The District Council Avon Area Committee should give favourable consideration to applications from High Street shopkeepers for grants to support the costs of re-modelling their shopfronts.

(vi) All work carried out on the street should in future should be reviewed by the District and County Councils and subjected to a “no objection” in relation to any planned work. Such work might include alterations to shopfronts, repair of pavements, utility work, changes to signage, etc. A special electronic sign-off sheet should be designed to enable the following officials to record their no objection: County Divisional Surveyor (lighting, streets and pavements), together with the following District Council officers – Head of Streetscene, Head of Construction & Property and the Conservation Officer.

(vii) Once a year, the County, District and Town Councils should have a standing agenda item to review progress in implementing the recommendations of this report and what, if anything, should be done to further encourage their implementation.

### Proposed Time Table

|                |  |
|----------------|--|
| End April 2005 | Report distributed to all High Street shops.   |
| End June 2005  | Report adopted as Supplementary Planning Guidance, and official policy and guidance. |
| End June 2005  | Sign-off sheet adopted.  |
| February 2006  | First annual County, District and Town Council review meeting.                       |

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Members of the Steering Committee:

|                |  |
|----------------|--|
| Una Carmody,   | The Royal Shakespeare Company/The Shakespeare Birthplace Trust<br>(Chairman until December 2004) |
| Will Hawkes    | The Shakespeare Birthday Trust (Chairman from January 2005)                                      |
| Ian Heggie     | The Stratford upon Avon Society  |
| Trevor Askew   | Stratford upon Avon District Council   |
| Julie Crawshaw | Warwickshire County Council  |
| Ludo Keston    | The Royal Shakespeare Company  |
| Sarah Summers  | Stratford upon Avon Town Council   |

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# Stratford upon Avon High Street Study

## Introduction

A partnership of stakeholders: Stratford upon Avon District Council; Warwickshire County Council; the Stratford Society, the Shakespeare Birthplace Trust and Royal Shakespeare Company have commissioned Colin Davis Associates to produce this pilot study in relation to the streetscape and building frontages of the High Street, Stratford-upon-Avon, one of the core streets in the town centre of this important West Midlands town.

The study sets out a framework within which works can be carried out in the future to enhance and rationalise the public realm aspects of the street and to inform owners as to appropriate treatment.

The study is produced in the context of two initiatives currently being considered:

1. Proposed traffic arrangements in the town centre which will be carried out within the County Council's transport strategy and may alter the character of the High Street including the introduction of pedestrian priority measures.

2. Measures being taken by the District Council to achieve the awarding of a Stratford upon Avon World Heritage Site Status by UNESCO. This will involve over the next few years the preparation of a Conservation Management Plan. It is anticipated that this study will provide a blueprint for similar proposals for the rest of the streetscape in the town, in order to enhance and maintain a high quality of public realm.

The study concludes with recommendations for enhancement of the total street scene and a suggested procedure for future implementation.

## Acknowledgements

Historical notes and photographs are derived from documents supplied by the Records Office at the Shakespeare Centre, notably a study in the 1970's by Mr Robert Bearman.

## Executive summary

At first sight, the High Street appears to be a typical bustling shopping street in a prosperous town centre, though with a good range of shops and some fine old buildings. Further study reveals that many of the buildings do genuinely date back some three or four hundred years.

The High Street is at the centre of a very special town centre and, within plans for economic regeneration, deserves to be refurbished to the highest standards.

This study illustrates what should be the expected standard of renovations for each building in the street, both the facades above eye level and the shop fronts and shop signs themselves.

The details of the public realm could also be improved: the materials and workmanship of the pavements are not of a high standard. These improvements could be combined with the mooted traffic reduction proposals. Street lighting could be reconsidered using advanced techniques that are similar to theatrical stage lighting, rather than conventional street lamps. A totally magical world could be produced during the hours of darkness.

To implement such changes will require dedication and co-ordination of purpose by all those with an interest in the street.

Many improvements would take place when tenants or leases change. In the public sector there are opportunities to co-ordinate the reduction of traffic and innovative street lighting with these suggestions for total street improvement.

But a start could be made immediately to carry out modest improvements through normal ongoing maintenance.

The greater benefit will be achieved if all work by building owners and tenants, as well as the public sector, is carried out only after reference to this study.

## Stratford upon Avon High Street Study

### A history of the street and its constituent buildings

The surprising fact to emerge in this study was that so many of the buildings date back more than four hundred years.

Photographs of the street one hundred years ago show a collection of stuccoed buildings, seemingly of the 18th and 19th centuries. This is misleading as the stucco was applied at that time over the earlier timber frames.

During the early 20th century many of the buildings were restored and the stucco removed to reveal the timbering we see today.

The following pages examine the history of each building and include the official Listing descriptions.



The High Street looking north, August 2004



The High Street looking north, c1900

## Stratford upon Avon High Street Study

### No.1 High Street

Crabtree & Evelyn

Parts of the building date to 1442.  
It was modified in the early 19th century.

The shopfront appears to be quite modern and is probably based on a design installed in 1874.

#### Street design comment:

The building and shopfront fits in well with the street. It has a suitable presence for its position at the street corner.

Listed building description.  
Grade II\*

Town house, now office. c1600 with earlier cellars; early C19 alterations; 1923 restoration. Roughcast to earlier timber-frame on coursed rubble plinth; hipped renewed-tile roof with brick end stack. Exterior conjectured by Forrest to have had 2 jetties to each side, and gable to Bridge Street. 3 storeys; 2-window range. Wide eaves and bracketed lead. Early C20 shop front with small-paned glazing and similar paired doors, fascia extends around corner. Upper floors have projecting wooden-mullioned and transomed windows of 4 and 5 lights with leaded glazing. Canted ground floor angle has embossed lead plaque recording the building's Shakespearian connections and its restoration for the partners of W H Smith and Son, whose shop this was 1906-22. Return to Bridge Street similar; entrance to left of shop window; cross-axial stack.

INTERIOR: cellar has stone walls and enriched plaster ceiling and cornice, interrupted by later partitions. Ground floor has heavy beams and dragon beam to left of entrance, and flat joist



rebated for floorboards; C20 stair. 1st floor has 2 rooms with posts to former partition wall; stone fireplace to right end; attic has tie-beam and collar trusses, one truss with close-studded infill; close-studded rear and right return walls and right end fireplace.

HISTORICAL NOTE: formerly the property of Richard Quiney and home of Shakespeare's daughter Judith who married Richard's son Thomas in 1616. The cellar is said to have been part of an early town gaol, known for a period from c1470 as The Cage, used for wine storage by Richard Quiney. Records: c1381.

## Stratford upon Avon High Street Study

### No.2 High Street

Accessorize

The present structure retains some 17th century timbers

The façade which covers numbers 2 and 3 was probably added between 1750 and 1785.

The shopfront appears to be Victorian.

### Street design comment:

The shopfront relates reasonably well to the building above and little remedial work is required.

Listed building description  
Nos 2 and 3. Grade II

Town house, now shops. Probably C17 refronted 1750-85 with early C19 shop fronts. Some timber-frame with rough-cast and stucco front; tile roof. 3 storeys; 4-window range. Facade articulated by 3 pilasters and platt bands over 1st floor; top plain parapet. Shop fronts have pilasters with Composite pilasters and entablatures, that to left altered, that to right with bay window with balustraded apron and rounded angles to window, entablature with applied decorative lettering: LOGGIN; entrance to left has half-glazed door and painted glass panel above with decorative lettering: LOGGIN/CHYMIST. Upper floors have windows with sills and leaded cross-casements. Platt band has lettering: DISPENSING CHYMIST. INTERIOR: No.3 has angle fireplace with flanking niches with round heads cut in timber lintels, covered over 1991 and some exposed beams. Leases go back to 1610.



## Stratford upon Avon High Street Study

### No.3 High Street

Car phone warehouse

This is considered to be part of a pair with number 2. It retains some 17th century timbering. The façade was probably added between 1750 and 1785.

The shopfront probably dates back to 1842 when the shop was first occupied by the Loggin family of chemists, whose name is still displayed.

#### Street design comment:

The shopfront is delightful and is a very good example of early Victorian style. Colours and poster displays could be more considered.

The odd external wires are unsightly.

In addition the design and location of the modern wall mounted lamp, though a better solution than obtrusive lamp posts, could be reconsidered.





## Stratford upon Avon High Street Study

### No.4 & 5 High Street

W H Smith

The company is the only retailer in the street to own its own freehold.

Also it is the only retailer to occupy the same premises as it did in the 1970's

The building was constructed in 1921.

#### Street design comment:

Though the building is a pastiche copy of a medieval style it has obvious charm and is of interest because of the care with which it has been designed and constructed.

Very little needs to be done.

Listed building description  
Nos 4 and 5 Grade II

Shop. 1920. By Osborn, Pemberton and White with FC Bayliss (architect to WH Smith); for WH Smith and Son. Brick with timber-frame facade; tile roof. 3 storeys; 3-window range. Large shop front has windows with upper leaded lights, C20 doors with leaded overlights, end consoles to cornice with canvas canopy; Tudor-headed entrance to left end has plank door. 1st floor has 5-light transomed oriels flanking 3-light window over embossed lead plaque with quotation from Shakespeare; 2nd floor has 5-light windows with enriched lintels and gablets with enriched barge-boards flanking 3-light window. Good rainwater heads and downspouts; plain bracket to old style painted sign. Rear extended to join premises in Bridge Street, Nos 17 & 18 (qv).

INTERIOR: staircase with stick balusters has stained-glass lights of famous authors: Shakespeare, Bacon etc. A good and well-preserved example of the buildings in Stratford influenced by the town's Elizabethan heritage, which was being restored at the time.



## Stratford upon Avon High Street Study

### No. 6 & 7 High Street

Burtons & Dorothy Perkins

This is a modern structure.

#### Street design comment:

The upper part of the building has some style but it fails to be visually connected to the ground. Thoughts on an approach to ground floor renovations are on page 47.



Right. The building which occupied the site, c. 1925.



## Stratford upon Avon High Street Study

### No.8 High Street

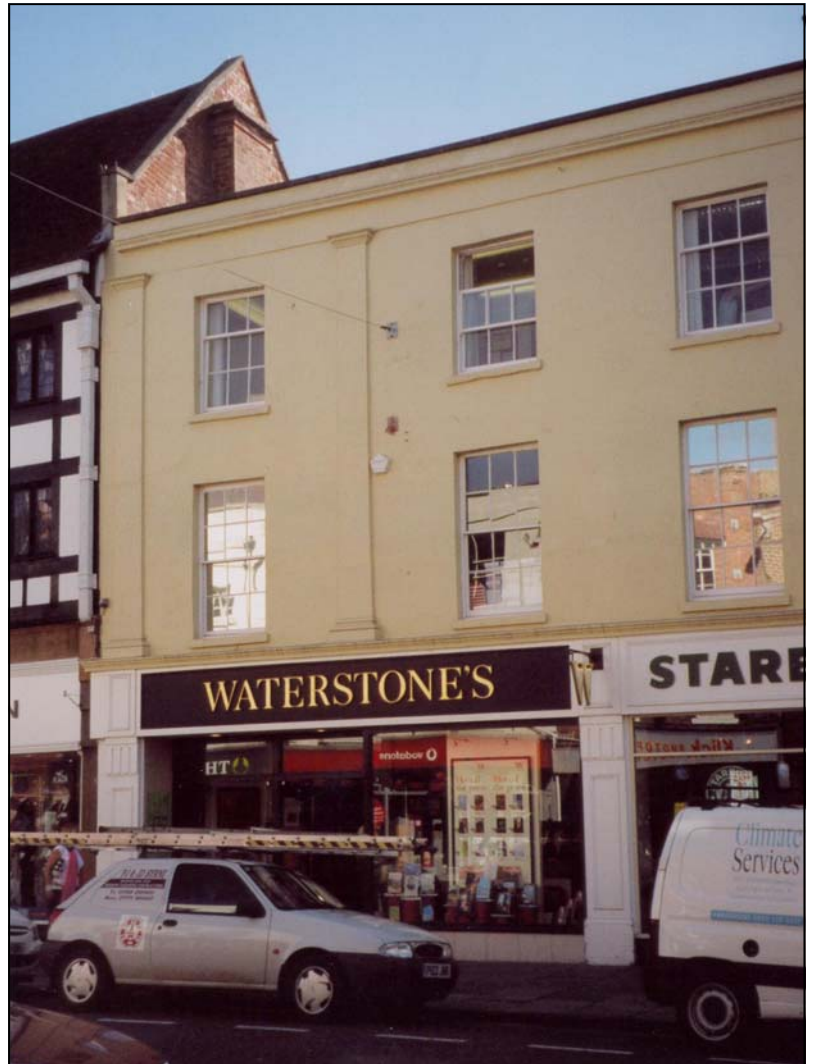
Waterstones

This building with the twin at number 9 was built by James Cox in 1844.

#### Street design comment:

There are opportunities to reduce the expanse of glass at the ground floor and relate the upper storeys more positively to the ground.

The sequence of drawings on page 50 show how the building and its setting could be incrementally improved.



## Stratford upon Avon High Street Study

### No.9 High Street

Waterstones

This building with the twin at number 8 was built by James Cox in 1844.

#### Street design comment:

There are opportunities to reduce the expanse of glass at the ground floor and relate the upper storeys more positively to the ground.

The sequence of drawings on page 50 show how the building and its setting could be incrementally improved.



## Stratford upon Avon High Street Study

### No.10 High Street

Part of Ponden Mill

This narrow low three storey building was built as a separate property.

The structure has been little changed since it was built in 1810.

#### Street design comment:

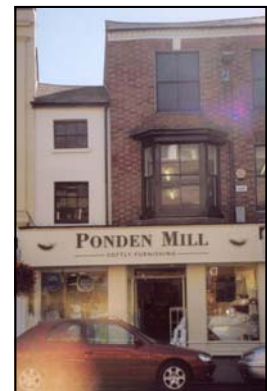
The individuality of number 10 with a separate shopfront or entrance should be re-established.

Such an unusually narrow building helps give a street an individual character that should be enhanced, see page 46.

The shopfront and shop fascia, stretching across two buildings needs to be reconsidered. Shopfronts should relate to no more than a single building.

Listed building description  
Nos 10, 11, 12 & 13  
Grade II

Two shops. 1790, part to left probably earlier, with later alterations. Brick with buff headers, part stuccoed; tile roof with brick end stack. 3 storeys; symmetrical 5-window range, with lower 3-storey, single-window, range to left. Top modillioned brick cornice. C20 shop fronts flank entrance. 1<sup>st</sup> floor has 3 canted oriels with cornices over 4:16:4-pane sashes, but that to left end has 2:4:2-pane horned sashes; windows between have rubbed brick flat arches with keys over 4-pane horned sash and 16-pane sash; 1st floor has windows with similar flat arches, 2 windows with 4-pane sashes and 3 with 16-pane sashes. Good C18 bell-form rainwater head and down-spout. Small part to left has window with 9-pane sash to 1st floor, window with sill and 6-pane sash to 2nd floor. Rear has later additions and round-headed stair window with sash with thick glazing bars.



## Stratford upon Avon High Street Study

### Nos. 11,12 & 13 High Street

Part of Ponden Mill and all of HMV

The three properties were built as a single building by Henry Drury in 1795.

#### Street design comment:

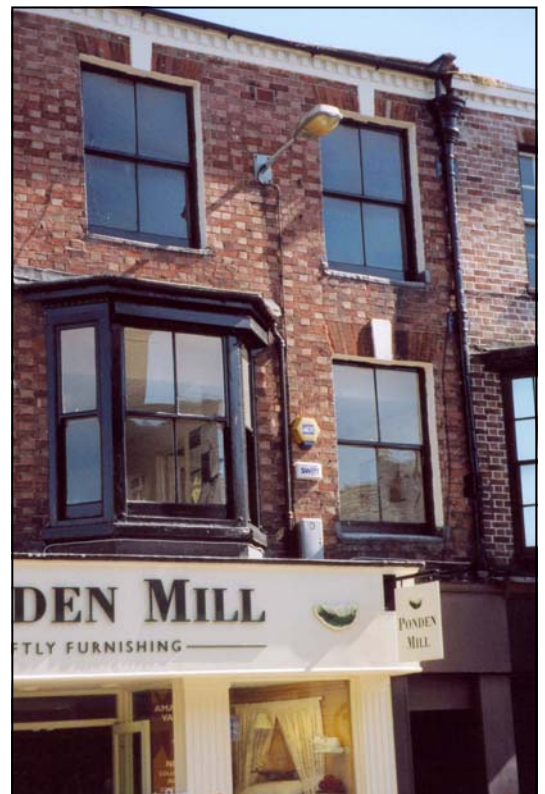
The quality of this building is probably not appreciated as much as it should be because of the change of pointing colour and glazing bars at first and second floor windows, visually break up the building.

Future renovations should restore the original visual unity.

The odd burglar alarms, cables, wires and the modern street lamp need to be reconsidered.

Shopfronts should relate to the three elements of the building expressed by the three bay windows at first floor level.

These ideas are developed more fully on page 46.



Right. Nos. 12 and 13 in the early 20th century.



## Stratford upon Avon High Street Study

### No. 14 High Street

Whittard teas and coffees

The building retains some of its 17th century structure and scale.

The shopfront fits well with the over all building.

### Street design comment:

Very little needs to be done.



## Stratford upon Avon High Street Study

### No. 15 High Street

Vom Fass wines

The building appears to retain some of its 17th century structure and scale.

The shopfront is clearly modern.

#### Street design comment:

The shopfront and shopsign fascia are modest and relate to the individual building. This might be a case where a modern shopfront is considered suitable.





## Stratford upon Avon High Street Study

### No.16 High Street

Rohde

This building appears to retain some of its 17th century structure and scale.

The shopfront is interestingly modelled.

#### Street design comment:

The upper parts of the building are an interesting foil to the black and white timber frames of the adjoining buildings.

Even though the shopfront relates well to the total building, the fascia was probably originally designed to fit between the side pilasters, see sketches on page 49.

Listed building description  
Grade II

Town house now shop/dwelling. Probably early C17 with early C1 refronting. Some timber-framing with stucco facade; slate roof. 3 storeys; single-window range. Top frieze and cornice with end brackets. Altered C19 or early C20 shop window with deep fascia and cornice, bay windows with colonnettes flanking entrance with C20 glazed doors. 1st floor has canted bay window with hipped slate roof over plate glass horned sashes, the central one with margin lights; window to 2nd floor has sill and horned sash with margin lights. INTERIOR noted as having some early C17 structure.



## Stratford upon Avon High Street Study

### No.17 & 18 High Street

Blacks outdoor experts and  
Marlow's Restaurant

The building is basically as it was built in 1614. The covering of stucco was removed in 1920.

#### Street design comment:

The building was obviously one of some prestige when it was first constructed. Such an important historic building should have a ground floor and shopfront which helps to relate the upper floors to the ground, see page 47.

Listed building description  
Grade II

Town house now shop and restaurant. c1600 restored 1920. Timber-frame with plaster infill; tile roof with rear brick stacks. 3 storeys and attic; symmetrical 3-window range. Jettied 1st floor and three C20 gables with decorative barge-boards with finials. Late C20 shop front. Upper floors have C20 wooden-mullioned windows; 1st floor has 4-light transomed oriels; 2nd floor has similar 4-light projecting windows moulded; attic has small 2-light windows; all with leaded glazing. Enriched C20 lead rainwater heads and downspouts. Close-studded framing with mid rails. Rear has 2 gabled brick wings with cross-axial stacks, one with 2 cruciform shafts; lower timber-framed wing with similar cross-wing which has lower timber-framed addition with altered roof; C20 single-storey infill.

INTERIOR: some broadly chamfered beams to rear of ground floor; 1st floor has late C16 panelling, some re-set, and fluted friezes and one with pattern of half-circles, and 2 fireplaces; partition wall with infill removed. Recorded as newly built 1614.



The building prior to restoration in 1920

## Stratford upon Avon High Street Study

### No.19 High Street

#### Hathaway Tea Rooms

This building with numbers 20 and 21 is basically as it was built in about 1620 by William Walford.

The covering of stucco was removed in the 20th century.

#### Street design comment:

The shopfront appears to date from the 19th century. As the upper floors have been restored to their 17th century appearance, it might be argued that the same should apply to the ground floor, see page 47.

Listed building description  
Nos 19 and 20  
Grade II\*

Town house, now restaurant and shop. c1610, before 1615; 1920s restoration. Timber-frame with plaster infill; tile roof with rear brick stack. Originally formed one house with No.21 (qv) and had 2 gables. 3 storeys with attic; symmetrical 2-window range. 2nd floor jettied on consoles and exposed soffit timbers. Early C20 shop fronts with enriched consoles to fascias, and canopies. 1st floor has C20 wooden-mullioned and transomed oriels with flanking original small 2-light windows. 2nd floor has 4-light projecting windows; 4-light hipped dormer window; all windows have leaded glazing. Close-studded framing with mid rails. 1920s timber bracketed sign board. Rear has gabled wing with rainwater head and cross-axial stack with separate diagonal shafts; single-storey and attic wing.



INTERIOR: broadly chamfered beams and exposed timber-framing, close studded to left return; open-well stair with cut string and enriched tread ends, and column-on-vase balusters; dado panelling; rear room has corner cupboard with fluted pilasters, 6-fielded-panel door, simplified shell vault and shaped shelves. 1st floor has some C17 panelling and stone chimney breast with bressumer.

## Stratford upon Avon High Street Study

### No. 20 High Street

Adventure clothing

This building with numbers 19 and 21 is basically as it was built in about 1620 by William Walford.

The covering of stucco was removed in the early 20th century.

#### Street design comment:

The shopfront appears to date from the 19th century. They relate well to the pattern of windows above.

If the upper parts of the building have been restored to their 17th century appearance, it might be argued that the same should apply to the ground floor, see page 47.



Right. The building before restoration in the early 20th century.



## Stratford upon Avon High Street Study

### No. 21 High Street

Dennis Marks, Chemist

This building with numbers 19 and 20 is basically as it was built in about 1620 by William Walford.

The covering of stucco was removed in the 20th century.

#### Street design comment:

The shopfronts appear to date from the 19th century.

If the upper parts of the building have been restored to their 17th century appearance, it might be argued that the same should apply to the ground floor, see page 47.

Listed building description  
Grade II

Town house, now shop/dwelling. c1600, before 1615; 1920s restoration. Timber-frame with plaster infill on rubble plinth; tile roof with rear brick stack with 4 clustered separate diagonal shafts. 3 storeys plus attic; symmetrical 4-window range. 1st and 2nd floors are jettied on consoles and joist ends; 2 gables. Early C20 shop front with small-paned upper glazing and glazing flanking recessed entrance; entry to left has studded wide-board door. 1st and 2nd floors have windows with sills and 12-pane sashes, probably mid C18. Attic has small 3-light ovolo-mullioned windows. Close-studded framing with mid rails. Right return has exposed framing. Rear has gabled wing with cross-axial stack with clustered separate diamond shafts; single-storey wing.

INTERIOR: broadly chamfered beams; noted as having early C17 doors, panelling etc. The building originally formed one house with Nos 18 & 19 (qv).



Left. The building before restoration in the early 20th century. Part of the Corn Exchange can just be seen to the right

## Stratford upon Avon High Street Study

### No. 22 High Street

Site of former Corn Exchange

The Corn Exchange was demolished in 1958, probably in order to widen the road junction with Sheep Street.

#### Street design comment:

The space has very obviously been laid out as if to make the best of a bad job and contains a collection of unrelated objects seemingly dumped there over the years.

There are opportunities to decide whether to restore the original street pattern and building line. Or whether to treat the space as a suitable town square.

The demolition of the Corn Exchange has meant that the side wall of no. 21, originally a party wall without widows, has been exposed.

This looks odd. If the building had been designed for a corner site, it would have had windows and other carved embellishments facing Sheep Street. This suggests that there is an opportunity to replace a structure on the site and return Sheep Street to its original width. Some suggestions are shown on page 48.



The Corn Exchange during the 19th century and at the time of demolition

## **Stratford upon Avon High Street Study**

This concludes the survey of the buildings, nos. 1 to 22, on the east side of the street.

The following pages describe the buildings, nos. 23 to 40, on the west side of the street.

## Stratford upon Avon High Street Study

### No. 23 High Street

Pizza Hut

Probably erected with number 24 after the fire of 1595.

The stucco covering was removed in 1903.

#### Street design comment:

There are opportunities to review the design of the shopfronts and blinds, see page 47.

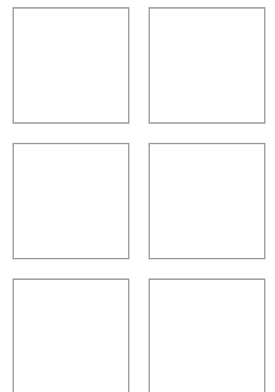
Listed building description  
Nos 23 and 24 Grade II\*

Town house now shop. 1595-1596; restored 1903. Timber frame with plaster infill; hipped tile roof with brick end stacks. 3 storeys; 3 window range. 1st and 2nd storeys jettied on consoles. Early C20 shop fronts with segmental-headed plate glass windows and recessed entrances. 1st floor has C20 wooden-mullioned and transomed windows, 2 of 4 lights, and one cross-mullioned; 2nd floor has 2-light windows; all with leaded glazing. The corner post remains and is carved with a human mask etc, 2 enriched consoles; 1st floor has close studding below herring-bone framing; corner console to angle has 2 crouched figures; attic has traces of 3 gables, levelled and infilled to form straight eaves; ogival braces. Left return similar; rear wing has cross-axial stack with 4 clustered diagonal shafts.

INTERIOR: plaque records restoration at the expense of the novelist Marie Corelli.



No. 23 before restoration





## Stratford upon Avon High Street Study

### No.24 High Street

Supa Snaps

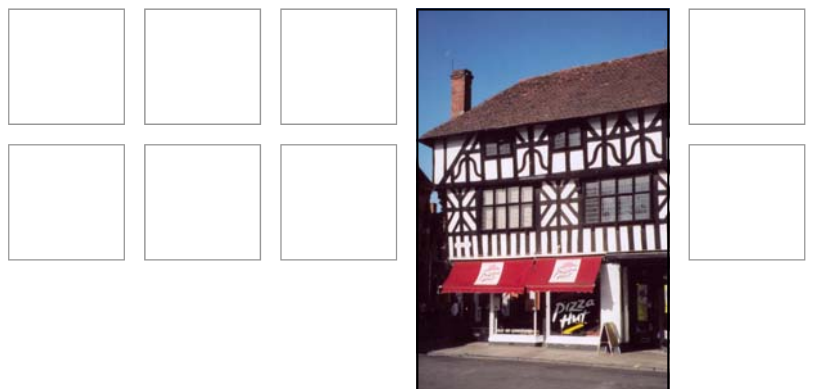
Pizza Hut

Probably erected with number 24 after the fire of 1595.

The stucco covering was removed in 1903.

#### Street design comment:

There are opportunities to review the design of the shopfronts, see page 47.



## Stratford upon Avon

### No. 25 High Street

#### The Garrick Inn

The building was erected after a fire in 1595.

The front was bricked over in the 19th century. When the bricks were removed in 1912, some necessary renovation took place.

#### Street design comment:

The ground floor façade retains the original, scale and feel of the whole building. It is an excellent example of a building with an overall consistent style.

Listed building description  
Grade II\*

Public house. c1596; facade heavily restored c1912, replacing c1800 brick front. Timber-frame with plaster infill; tile roof with rear brick stacks. 3 storeys; symmetrical 2-window range. 1st and 2nd floors jettied on brackets, moulded bressumer to 2nd floor; two C20 gables to attic with enriched bargeboards. Entrance to left end has stained-glass overhead to plank door. Ground and 1st floors have 3-light wooden mullioned and transomed windows, those to ground floor with continuous row of small square lights above; attic has 2-light windows; all with leaded glazing. Upper floors have square framing with concave-sided diamonds. Early C20 bracketed timber signboard. Rear wing with cross-axial stack.

INTERIOR: exposed timber-framing and beams.



HISTORICAL NOTE: said to have been the place where the plague of 1564 started and to have been an inn from 1718; name changed from the Greyhound to the Garrick in 1795, in honour of David Garrick, who did much for the town's tourist trade by his encouragement of enthusiasm for Shakespeare.



The Garrick Inn prior to 1912

## Stratford upon Avon High Street Study

### No. 26 High Street

Harvard House

Built after the fire of 1595.

The ground floor appears to have been restore in the early 20th century.

#### Street design comment:

The ground floor façade retains the original, scale and feel.

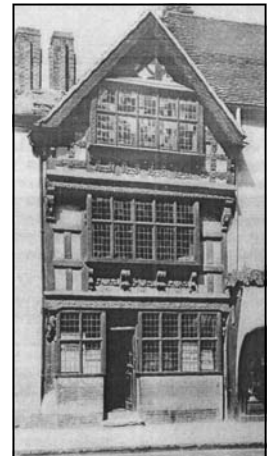
Listed building description  
Grade I

House. C15; front, dated 1596, largely rebuilt after fire of 1595, when rear extended; C18 and C19 rear additions; restored 1905-9, for Marie Corelli and Everard Morris, and 1980s; being extensively restored April 1991. Timber-frame with plaster 2 storeys with attic; single-window range. 1st and 2nd storeys are jettied on consoles; gable with enriched barge-boards. Entrance to right has Tudor-headed wide-board studded door with strap hinges and 6 pointed handle plate. 5-light wooden ovolo-mullioned and transomed windows with leaded glazing; that to ground floor with enriched sill, that to 1st floor is consoled oriel, that to 2nd floor is bracketed oriel with lean-to roof. Timber-framing is enriched with a great variety of carved decoration: ground floor has consoles with figures; 1st floor has enriched timber-framing, bressumer and consoles, fleurs-de-lys flank lettering: TR: AR: 1596 (Thomas and Ann Rogers); 2nd floor similar, enriched bressumer, masks to window brackets and some decorative framing over window. The plaster panels were sunk and carved with various patterns in 1972. Stack has 2 shafts with triangular fillets. Narrow left return has enriched rainwater gear.



Rear has 2-storey gabled wing with single-storey range and 2-storey cross-range; timber-frame with brick infill; 2-light windows. Cross wing has segmental-headed entrance with heavy frame to door and segmental-headed entry with gate; later entrance and window; rear has some square framing.

INTERIOR: rubble cellar with winding stair and C20 joists on girder. Ground floor, much altered, has exposed beams, mid C17 dogleg stair with square newels, moulded balusters and handrail. 1st floor has front room with late C16 panelling with fluted frieze, 6-panel door; fireplace has elliptical brick arch and plaster overmantel with 3 shields, in scrolly frame, with fleur-de-lys, lion rampant reversed and rose (cf work in No.6 Wood St (qv) and Packwood House); chamfered beam



Harvard House c.1900 showing that the ground floor has been altered

## Stratford upon Avon High Street Study

### No. 27 & 28 High Street

Elliot's

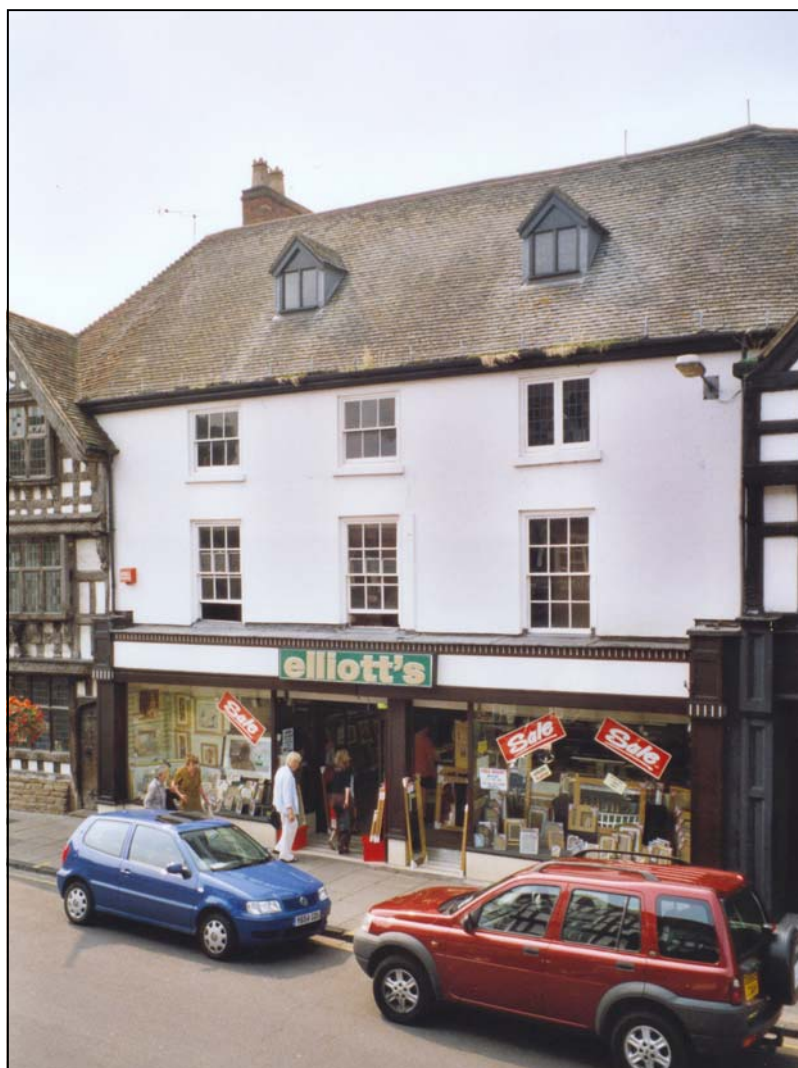
The structure was built at the beginning of the 19th century.

#### Street design comment:

The shopfronts make the building appear to be floating with little or no connection to the ground. There are opportunities to form smaller shopfronts more similar to the likely original ones. Some ideas are shown on page 47.

Listed building description  
Grade II

Town house, now shop. c1800 front to earlier building, probably c1600, with earlier rear range surviving 1595 fire. Brick and timber-frame with stucco cladding; tile roof hipped to one end and large brick stack to rear of ridge. 3 storeys with attic; 3-window range. Plain eaves. C20 shop front. Upper floors have windows with sills and sashes with wood architraves; 12-pane sashes to 1st floor, 6-pane sashes and one 2-light leaded casement; attic has 2 gabled dormers with 2-light leaded glazing. Rear has 2 gables and bow window to right of 2-storey wing with wall posts to ground floor and jettied 1st floor on flat joists; roughcast 1st floor with rafter ends visible. The building was originally part of the property of Thomas Rogers of Harvard House, with the range to rear of Nos 59 & 60 Ely Street (qv).



## Stratford upon Avon High Street Study

### No. 29 High Street

Vacant (September 2004)  
Formerly Sanity

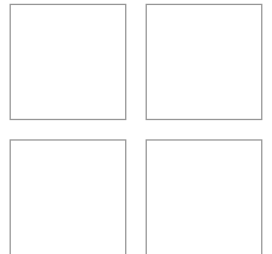
Drastic restoration took place in the 1960's.

#### Street design comment:

The shopfronts make the building appear to be floating with little or no connection to the ground. There are opportunities to form smaller shopfronts more similar to the likely original ones, see page 47.

Listed building description  
Grade II

Town house, now shop. C1800 front to earlier building, probably c1600, with earlier rear range surviving 1595 fire. Brick and timber-frame with stucco cladding; tile roof hipped to one end and large brick stack to rear of ridge. 3storeys with attic; 3-window range. Plain eaves. C20 shop front. Upper floors have windows with sills and sashes with wood architraves; 12-pane sashes to 1st floor, 6-pane sashes and one 2-light leaded casement; attic has 2 gabled dormers with 2-light leaded glazing. Rear has 2 gables and bow window to right of 2-storey wing with wall posts to ground floor and jettied 1st floor on flat joists; rough-cast 1st floor with rafter ends visible. The building was originally part of the property of Thomas Rogers of Harvard House, with the range to rear of Nos 59 and 60 Ely Street (qv).



## Stratford upon Avon High Street Study

### No. 30 High Street

Dixons

The building was probably constructed in the early 17th century.

The stucco covering was removed in 1918.

#### Street design comment:

The shopfront has little visual relationship with the upper floors, which have themselves been painstakingly restored. Some ideas for how the shopfront should be treated are on page 47.

Listed building description  
Grade II\*

Town house, now shop. c1600 with later alterations; restored 1918. Timber-frame with plaster infill; slate roof with brick end stacks. 3 storeys; symmetrical 2-window range. 1st and 2nd floor are jettied, the 2nd floor with 2 gables, truncated and infilled to form full storey. C20 shop front. 1st floor has 4-light wooden ovolo-mullioned and transomed oriels; small 2-light window to right of centre; 2nd floor has 2 projecting 2-light windows; all have leaded glazing. 1st floor has close studding below herring-bone bracing; 2nd floor has bressumers carved with snaky monsters, curved braces to gables and thin scantlings to infill.

INTERIOR: some broadly chamfered beams to front of ground floor; 1st floor has some timber-framing to returns.

HISTORICAL NOTE: the property of Richard Quiney, of No.1 High Street (qv), a contemporary of Shakespeare, and author of the only remaining letter written to him.



30 High Street, c.1870.  
The jettied second floor can be seen clearly

## Stratford upon Avon High Street Study

### No. 31 High Street

Lush cosmetics

One of the few timber framed buildings that still has a stuccoed façade.

#### Street design comment:

The modern shopfront detracts from the historic value of the building. For some thoughts on how the shopfront should be treated, see page 47.

Listed building description  
Grade II

Town house, now shop/dwelling. c1600 with early C19 facing. Timber-frame with stucco cladding; slate roof. 3 storeys; symmetrical 2-window range. C20 shop front. 1st floor has C19 canted oriels with 2:4:2-pane horned sashes; 2nd floor has C18 windows with 18-pane horizontally sliding sashes. C19 rear wing.

INTERIOR: former passageway has an original oak-framed doorway and a curved bracket to formerly jettied 2nd floor; 2nd floor recorded as having hidden passage round chimney.



## Stratford upon Avon High Street Study

### No.32 High Street

Town Square entrance

A modern building at the entrance of a public square.

#### Street design comment:

The building is designed in robust oak beams with a glass and steel outer covering.





## Stratford upon Avon High Street Study

No.33, 34 & 35 High Street

Debenhams

Constructed in 1959

### Street design comment:

The building breaks the vertical emphasis of the street.



## Stratford upon Avon High Street Study

### No. 36 High Street

Klick photopoint

The interior dates from the 17th century.  
The façade was rebuilt in brick in 1758.

#### Street design comment:

The building would be much improved with a more sympathetic shopfront that relates to the symmetrical arrangement of the windows above and the removal of façade boxes and cables.

Listed building description  
Grade II

Town house, now restaurant/dwelling. c1600 refronted in 1729 or 1758. Timber-frame with brick front; parapeted roof with brick end stacks. Georgian style. 3 storeys; 2-window range. Deep panelled parapet with ashlar coping. C20 shop front. Upper floors have windows with sills, and rubbed brick flat arches over 12-pane sashes. Rear recorded as having 2 gables and exposed timber-framing.

INTERIOR: recorded as having close-studded framing; good stone fireplace with 4-centred arch and moulded jambs; 2 first-floor rooms with late C16 panelling, frieze panels of early C18.



## Stratford upon Avon High Street Study

### No. 37 High Street

Vodafone

The interior dates back to the 1770's.

The façade was built in the 19th century.

### Street design comment:

Very little needs to be done.



## Stratford upon Avon High Street Study

### No. 38 High Street

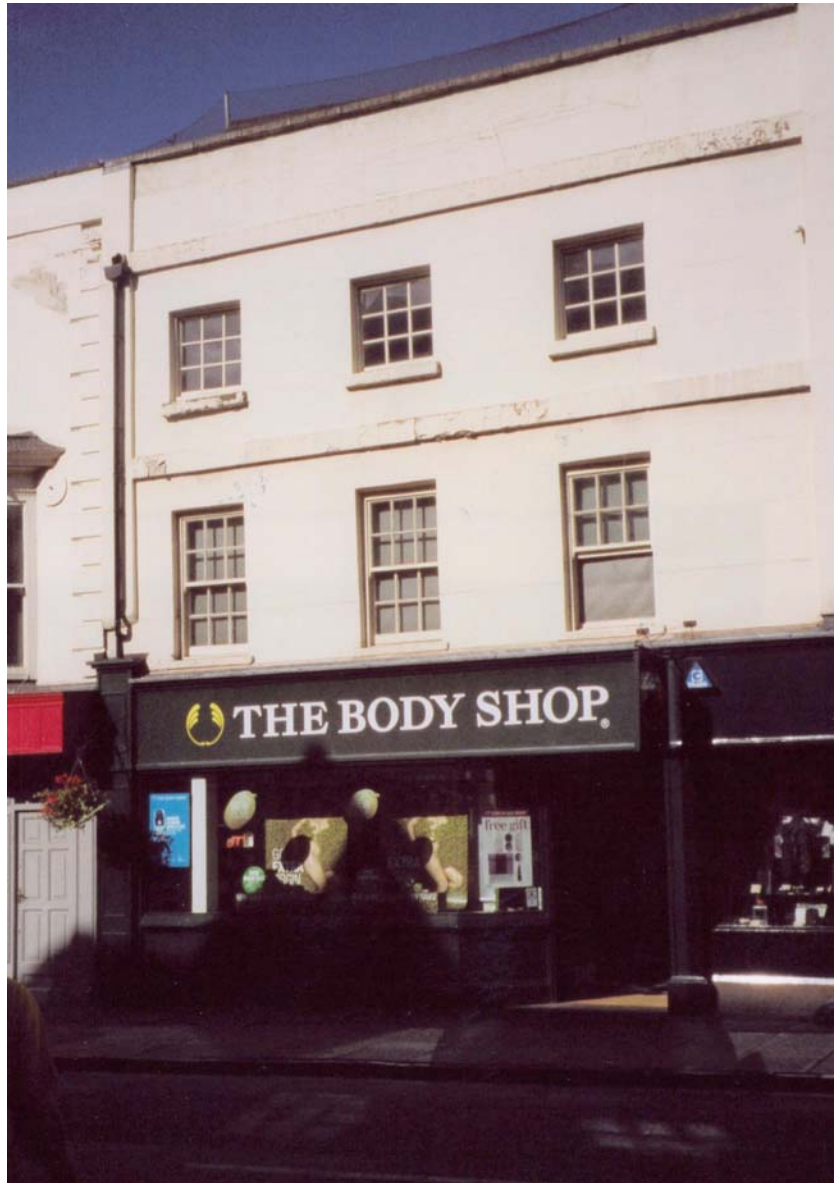
The Body Shop

The interior dates back to the 1770's.

The façade was built in the 19th century.

#### Street design comment:

There are opportunities to replace the shopfront with a design that relates visually more to the design of the upper floors, see page 47.



## Stratford upon Avon High Street Study

### No. 39 High Street

Tie rack

The interior dates back to the 1770's.

The façade was built in the 19th century as a pair with 39a.

#### Street design comment:

The shopfront sign fascia has been lowered since the 1970's, to reveal the first floor window sills. A similar treatment would be appropriate for no. 39a.

Listed building description  
39 and 39A  
Grade II

Town house, now 2 shops. Early C19 refronting of earlier, probably 1770s building. Stucco, probably to timber-frame; steeply pitched renewed-tile roof with brick end stacks. Georgian style. 3 storeys; 4-window range. Modillioned timber cornice. C20 shop front, and part of shop front to left. Upper floors have windows with sills and 12-pane sashes, those to left half horned. Left return has barge-boards and finial.



## Stratford upon Avon High Street Study

### No.39a High Street

Timpson watches

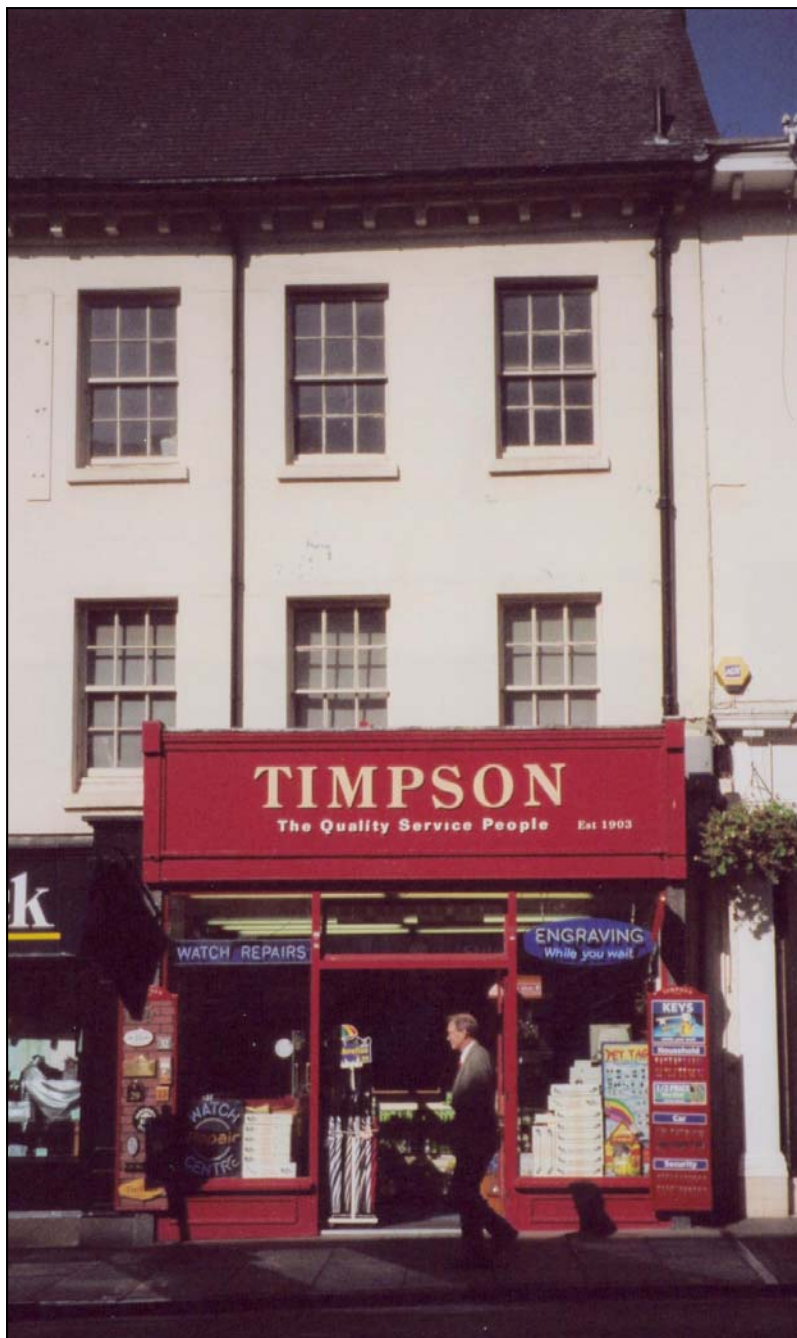
The interior dates back to the 1770's.

The façade was built in the 19th century as a pair with 39.

### Street design comment:

The shopfront fascia could be reduced in size and lowered in order to show the whole of the first floor windows.

Ideally the sign should be of a similar style and position in relation to the whole building as that on No. 39 (Tie Rack). Nos 39 and 39a would then be seen and appreciated for what it is: one building.



## Stratford upon Avon High Street Study

### No. 40 High Street

Austin Reed

The building was constructed in 1840. The shopfronts have been altered since then, though they have a clear visual relationship with the upper floors.

#### Street design comment:

Very little needs to be done to this building. It is a suitable corner building on a very important site.



## Stratford upon Avon High Street Study

### Audit of ground surfaces and street furniture

#### Pavements

The existing pavements are in a sorry state. They are mostly consist of poorly laid concrete slabs. Many are broken.

There are patches of small size concrete blocks, laid in a herringbone pattern.





## Stratford upon Avon High Street Study

### Kerbs

The natural stone kerbs appear to be some one hundred and fifty years old. They are well worn.

Some still have the small circular insets, apparently used to fix posts for shop blinds seen in the lower photograph on page 3.



## Stratford upon Avon High Street Study

### Drainage channels (gutters)

There are concrete drainage channels on both sides of the street. They may possibly have replaced earlier stone channels which had been put in place to allow a free flow of water to the drains at a time when the rest of the road surface was simply unbound crushed rock. In any refurbishment, this feature could be retained as a stone channel.



### Cast iron covers

On the west side, the kerb still has the cast iron covers, some 100mm x 150mm which appear to have been located at the points where roof water drainage from buildings was taken across the pavement to the gutter.

One has the words: BALL & HORTON  
STRATFORD UPON AVON.

Another has the words WESTMINSTER,  
another the words: ..TFORD-ON-AVON,  
a fourth has the words: BALL BROS  
STRATFORD UPON AVON.



### Coal hole

There is one circular coal hole on the pavement outside no. 40, with the words: HAYWARD BROTHERS 187 & 189 UNION STREET BOROUGH.

The Borough is a district of south London close to the site of the Globe theatre in Southwark.



### Cast iron surface drain covers

There are several interlocking surface drainage pipes, complete with cast iron covers with a diamond pattern.

## Stratford upon Avon High Street Study

### Street furniture

There are no lamp columns or lamp posts.

Modern style street lights are mounted on the walls of buildings at:

On wall No. 3.

On wall No.11.

On wall No. 28.

On wall No. 31.

On wall No. 35.



### Security camera

On wall No.1

Free standing, lamp post style outside Town Hall, Sheep Street.



### Litter bin

On pavement at No. 24.



## Stratford upon Avon High Street Study

### Location of parking signs

Parking sign at edge of kerb at No. 3.

Parking sign at back of pavement between Nos. 5 and 6.

Parking sign and no coach waiting sign on grey post at kerb at No.14.

Parking sign at edge of kerb 1 metre towards Sheep Street from No. 21

Parking sign at kerb on grey post at No. 25

Parking sign at back edge of pavement between Nos. 32 and 33

Parking sign at edge of kerb between Nos. 39 and 39a



### Hanging flower baskets

Hanging flower basket at No.4.

Hanging flower basket at No.26.

Hanging flower basket at No.37.

### Traffic bollards

Pedestrian refuge and two illuminated keep left bollards at middle of road at No. 1

### Finger post

Pedestrian direct finger post at open on pavement at garden site, No.22

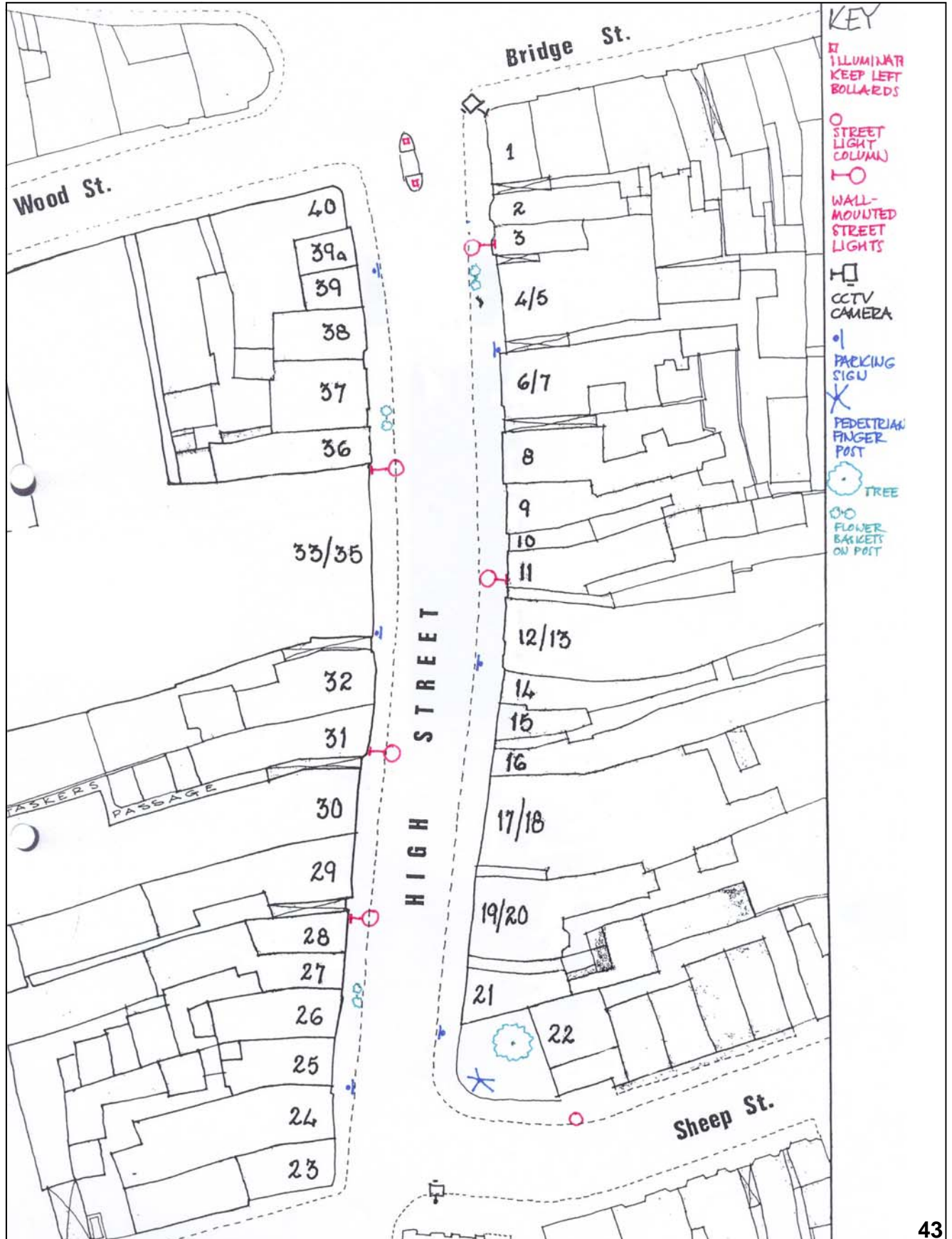
Fuller information on location of street furniture is included on the site survey sheets on the following two pages.



# Stratford upon Avon High Street Study

## Street furniture survey notes

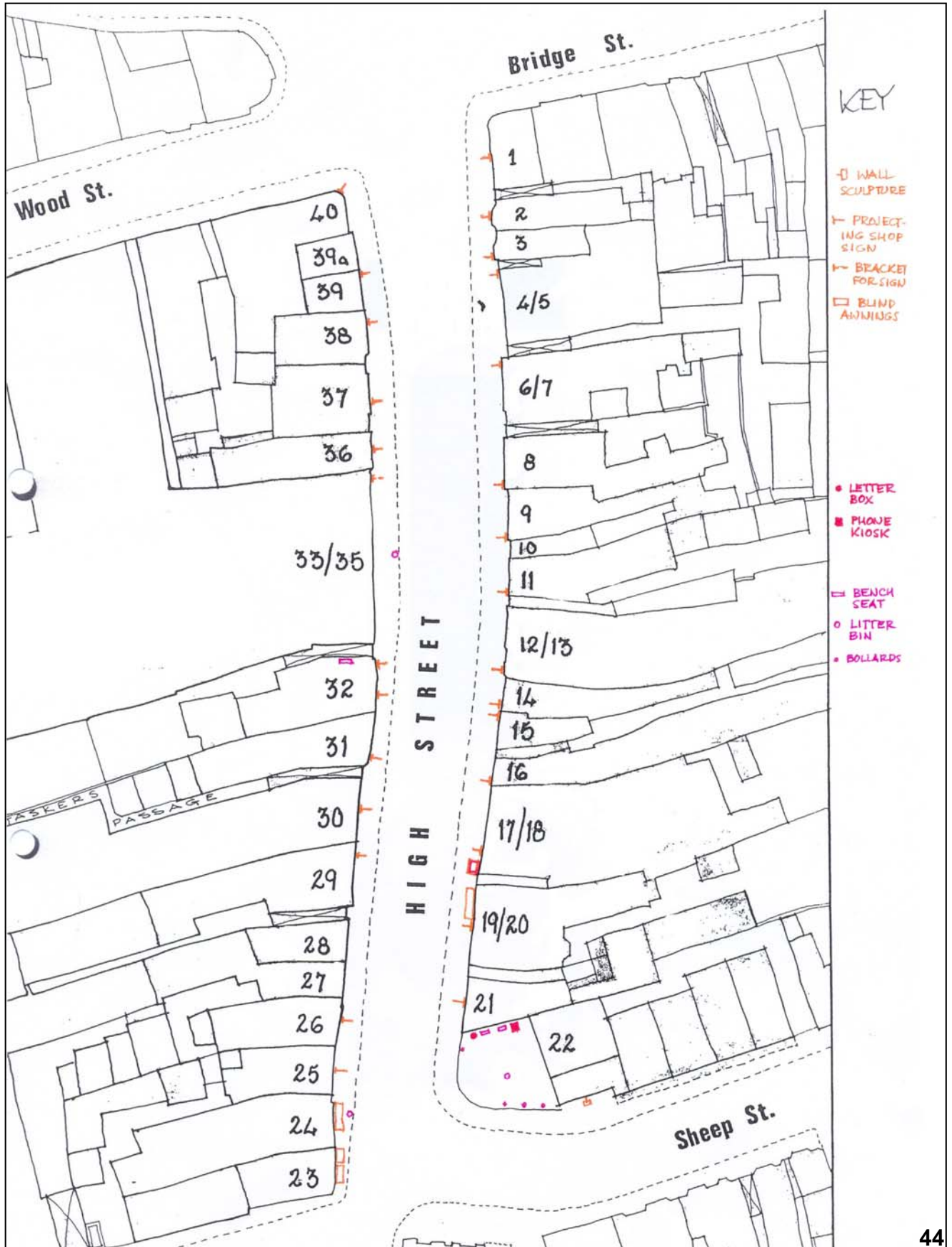
Location of lighting, parking signs, flower baskets, finger post, etc.



# Stratford upon Avon High Street Study

## Street furniture survey notes

Location of hanging signs, bins, bollards etc.



## **Stratford upon Avon High Street Study**

### **Recommendations for conservation and enhancement of the total street scene**

#### **Strategy**

A primary aim would be to present the street to both casual visitors and long term residents in such a way that they can readily appreciate the street's essential and unique qualities.

We have noted that a large number of the buildings are older and have well recorded histories than would be imagined by a casual observer. The majority of the timbered buildings are genuine, having been carefully restored during the last one hundred years.

The strategy for shop fronts and ground surfaces would therefore be to continue the process of restoration, consistent with the requirements that the buildings should continue to be viable and adequately serve their purpose.

#### **Shopfronts**

We can do little better than to quote from the existing supplementary guidance published by Stratford upon Avon District Council, particularly:

**B1.3 The overriding principle for the design of shopfronts and the design and placement of advertisements should be restraint**

**B1.4 Signs and shopfronts should work within the overall form and structure of a building and be subservient to it.**

**B2.2 A shopfront should suit the type and style of the building seen as a whole.**

**B2.6 In all cases the shopfront should remain subservient to the building and appear as a component part of it.**

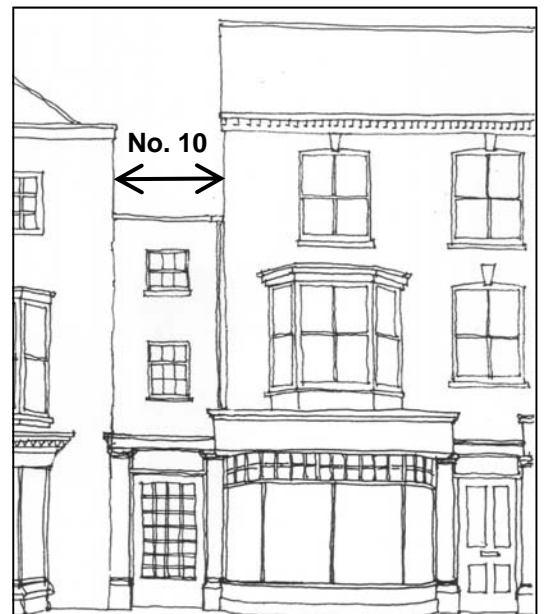
## Stratford upon Avon High Street Study

**Examples of how these policies may be applied to specific buildings and shop fronts.**

### 1. No. 10 currently part of Ponden Mill

No. 10 is certainly the most narrow and smallest building in the Street. Its discrete history can be traced back to the 14<sup>th</sup> century. The first surviving deed is dated 1349.

Our indicative sketch shows how the shop front should be separated from its neighbour at No. 11 and the whole building including ground floor should be seen to be a separate building, though for practical purposes, currently occupied with No. 11. Thus, policy No. B2.2 will have been observed. The building will be understood, when seen from the street, to be separate. The shopfront would suit the type and style of the building seen as a whole.



No. 10 should be appreciated for what it is:  
a separate building

### 2. Nos. 11, 12 and 13. The remaining part of Ponden Mill and HMV

These are in fact one structure, were built as such and should be appreciated as such. The changes to the window glazing bars and the rather harsh brick pointing above the HMV shop makes them appear to be separate and of a different style.

Little can be done immediately, but the building has already survived for more than two hundred years and will no doubt be renovated in the future. The strategy here would be to ensure that any renovation is carried out to both (in fact three) properties equally, so that they gradually come to be seen for what they are, a single building.





## Stratford upon Avon High Street Study

### No 29 Vacant (formerly Sanity) Listed grade II

This building, though having an original first and second floor, appears to be floating on a wide glass shopfront. Ideally the structure should be seen to spring from the ground.



The shop windows should be much smaller. As a guide, the likely shapes and sizes that would have been used when the building was first built, assuming it had been used as a shop, should be considered.

This will inevitably produce much smaller shop windows, but such shop windows of similar sizes are seen in other streets in the town, notably Bridge Street, and do not appear to detract from commercial success. Our sketch also shows the door to the side passage, on the left.



These principles would apply to other timber framed buildings.



### No. 31 Lush Cosmetics Listed grade II

There are opportunities to restyle the ground floor to relate better to the 19th century style of the rest of the façade, even though the basic timber structural frame dates from the 17th century.



As the windows on the two upper floors are set out symmetrically, the whole building would be appreciated as a complete design if the ground floor windows were also arranged symmetrically.

These principles would apply to other 18th and 19th century façades.



## Stratford upon Avon High Street Study

### No. 22 The site of the Corn Exchange

The building was demolished in 1958, probably to make way for road widening. The street plans before and after the event shows clearly that the road was considerably widened.

The use of the space created could be described as making the best of an unfortunate occurrence. It seems to be the resting place of a large quantity of unnecessary street clutter.

In the long term, the site could be redeveloped, in order to reinstate the original line of buildings in the street, that is, the original relationship between the width of the street and the height and continuity of the buildings.

The use and style of any new structure would be a matter for further discussion. Our sketch merely uses an architectural style of a substantial open frame timber structure, possibly with elegant glass cladding, similar to that carried out at No. 32 High Street, at the entrance to the Town Square.



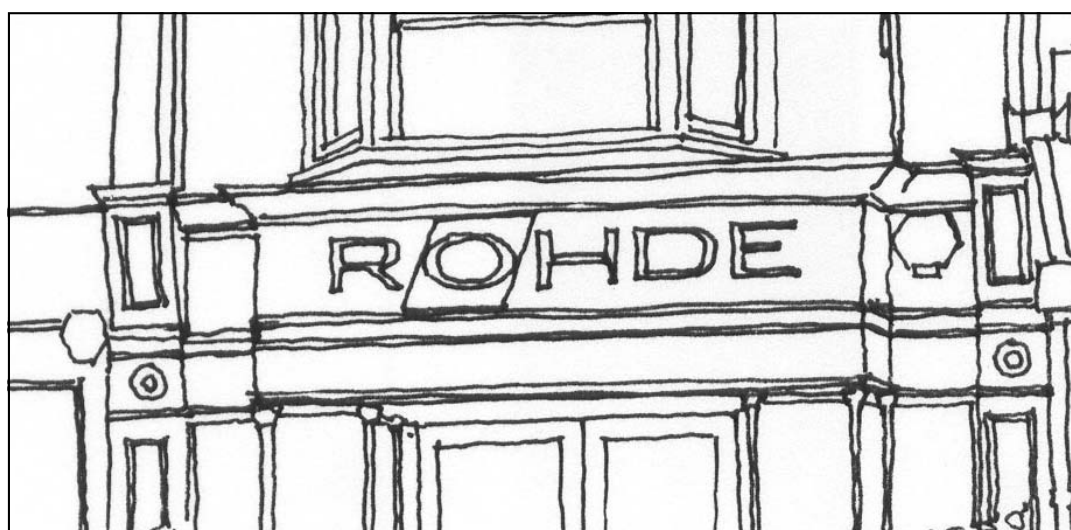
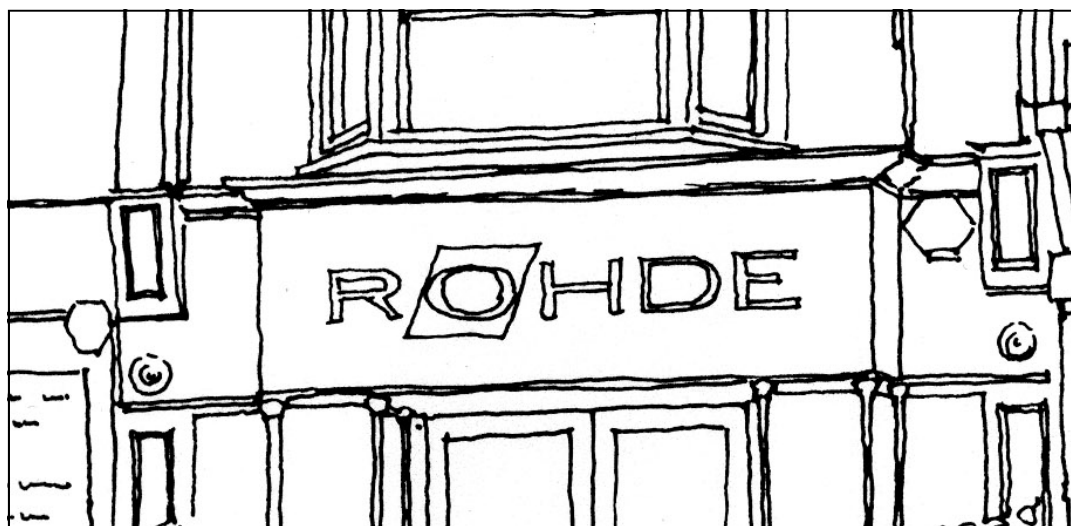
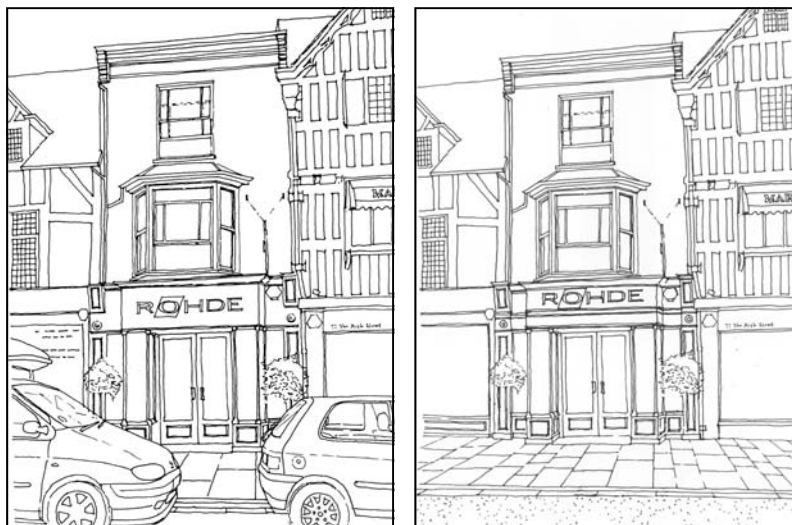
## Stratford upon Avon High Street Study

### Numerous shopsigns

Many of the shop have shop fascia signs that could be made more elegant when replacements are considered.

The fascia at No. 39a Timpsons should ideally be replaced with a smaller sign, similar to that on No. 39, which is basically the other half of the same building.

The fascia at No. 16, Rohde, could be adjusted to return the design to a profile which is more historically correct.



## Stratford upon Avon High Street Study

### Gradual improvements. An example at No 8 and 9 High Street

Nos. 8 and 9 are currently occupied by Waterstones book shop and Starbucks Coffee café.

Both were built as a single structure in 1844. Above the shopfronts are two floors of a stuccoed façade with eight vertical sliding sash windows. The façade has four, simplified, classical pilasters.

Our sketches show how the possible improvements could take place incrementally:

1. The buildings as they exist, 2005.
2. Parked cars removed, but no changes to the buildings.
3. As above with changes to the façades of the shopfronts, to make them more visually appropriate to the type and style of the whole building.
4. As above, but taking advantage of a street free of traffic during main trading hours, to allow chairs and tables to be put out in the street.

The pavement itself remains uncluttered for shoppers and people with disabilities to walk easily.



## Stratford upon Avon High Street Study

### Street works

The Warwickshire County Council,  
"Stratford Transport Strategy"

The Strategy states:

*Any proposed works and management of the traffic and ground surfaces would be carried out within the Stratford Transport Strategy. Its overall objectives are:*

*To keep as much traffic as possible away from town centre roads.*

*To provide better facilities for pedestrians and cyclists and give them more priority.*

*To improve public transport.*

*To promote the vitality of the town centre and maintain competitiveness with other centres.*

Added to which, the associated traffic management/car parking objectives are:

*To reduce circulation and improve safety.*

*To improve turnover in short-stay on-street parking spaces.*

*To ensure that car parks are used efficiently.*

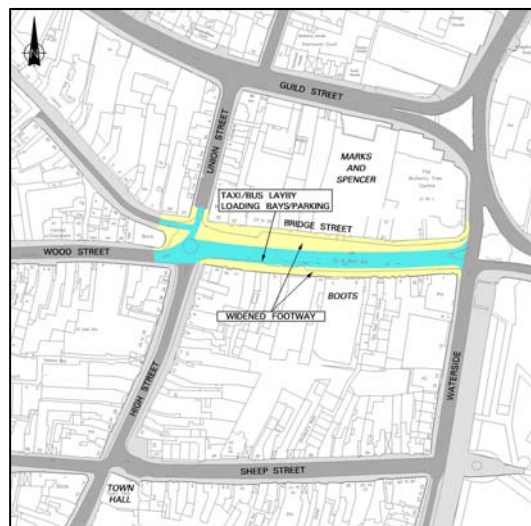
There is a pedestrian priority scheme for the High Street consisting of widened footways, closed to all but essential traffic between 10.00 am and 4.00 pm and high quality paving/kerbing materials. Of nine schemes scheduled, the High Street is ranked number five in order of priorities.

It is understood that the description of intended works is only indicative at this stage and is merely a commitment to carry out some form of pedestrian priority scheme.

The following notes therefore assume that there will be some degree of flexibility in the manner in which such a scheme is designed, implemented and maintained.



The High Street was closed to traffic occasionally in the 1970's



## Stratford upon Avon High Street Study

### Design objectives for street works

The phrase "pedestrian priority" between certain core trading hours, would usually be taken to be the total pedestrianisation of a street during that time. Total exclusion of traffic, including service vehicles, buses and vehicles for disabled people and cycles, allows pedestrians, that is shoppers, visitors, people with disabilities and children to walk in a safe and relaxed atmosphere.

The width of the existing pavement appears to have existed for some centuries. As medieval houses were converted into shops, the space between pavement and building also became used as the pavement.

The design objective would be to keep and to reinstate as much of the geometry and quality of the surfaces as possible. A bland unembellished design would be historically accurate and will help to accentuate the variety and quality of the buildings and visually bind them together.

The line of the kerb appears to have remained the same and as such is historic and should be retained. The kerbs are of well worn natural stone yet are serviceable and should remain.

The pavement itself is mostly poor quality and poorly maintained, concrete slabs. The late Georgian and Victorian surfaces were probably a sand stone, for which the nearest equivalent would be a York stone.

New pavement surfaces should therefore be laid in a natural stone or if this is not viable then in large format concrete slabs, well laid and pointed. The cast iron surface drains and drain covers should be retained in use.

If the street is to operate as a normal traffic route between the hours of 4.00 pm and 10.00am, some means of keeping vehicles to the carriageway will be needed. This role is traditionally supplied by normal kerbs. Yet there will be requests for the apparent obstructions of kerbs to be removed so that when there is no traffic, shoppers can walk more easily between pavement and road.

This can be achieved by raising the carriageway to the level of the pavement. Thought it is usually only successful if it is not necessary to replace the kerb with a line of bollards.

The final decision as to whether or not there should be a change in level at the kerb would be made at the detailed design stage. It would depend upon the volumes of traffic expected between 4.00 pm and 10.00 am. Whichever is decided upon, the line of the stone kerbs and pavements would be the same, that is at their present and historic positions. The carriageway would either remain at a lower level or be raised to the level of the pavement.



A pedestrian priority street:

Street furniture reduced to a minimum .

Road closures affected by simple robust retractable timber posts.

The pavement and kerb kept at its historic location.

The carriageway either remaining at its present level or, if considered desirable, raised to the level of the pavement.

# Stratford upon Avon High Street Study

## Paving materials

Examples of York stone in Chapel Street and Church Street suggest that this material was previously used at the High Street.

New pavements would therefore be new York stone or a good quality concrete equivalent, well laid and pointed.



## Street furniture

Generally the design objective would be to reduce street furniture to the absolute minimum. This is to give the maximum prominence to the historic buildings, the merchandise displayed in the shop windows and to allow for other activities.



## Road closure bollards

Road closures can be enforced by simple removable or retractable bollards. A suitable style would be thick, square oak posts, some 300mm (one foot) across and 1metre (three feet) high. This style is suitable because it echoes the use of large oak posts in the historic as well as modern buildings in the street.

Posts of this size would be large enough to take the statutory traffic signs.



## Security cameras

At present there are two sets of security cameras. As systems are replaced, it should be possible for new technology to be used, for the camera sizes to be minimised and their positioning to be more unobtrusive, probably by being fixed at eaves level to buildings.



## Phone box and pillar box, etc

At the site of the Corn Exchange, 22 High Street there is a random collection of street furniture, including benches, traditional phone box, traditional pillar box, finger post, tourist notice board and assorted bollards.

## Litter bins

A style to match the oak posts would be suitable

## Direction signs

At present there is a cast iron finger post at the southern end of the street, on the west side. An alternative would be to have fewer, simple signs fixed neatly to buildings.

## Stratford upon Avon High Street Study

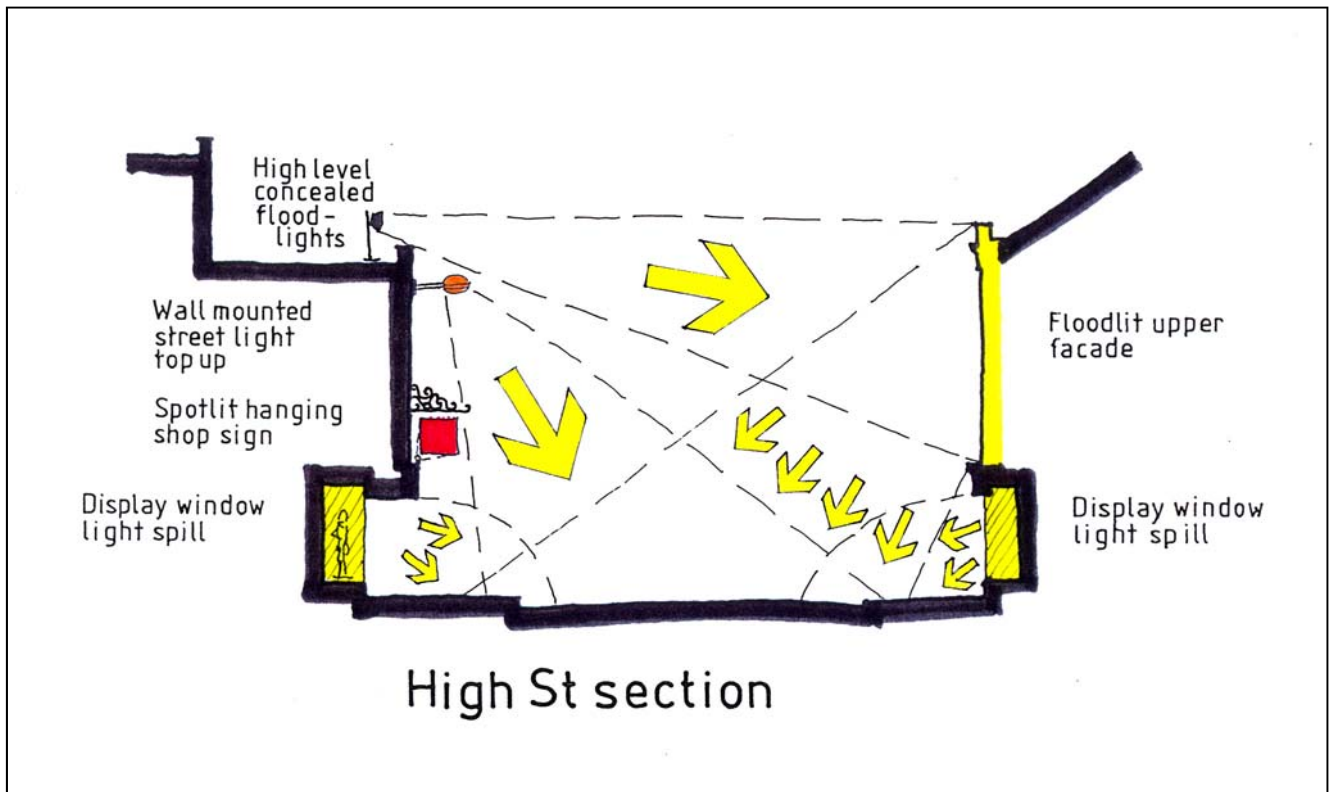
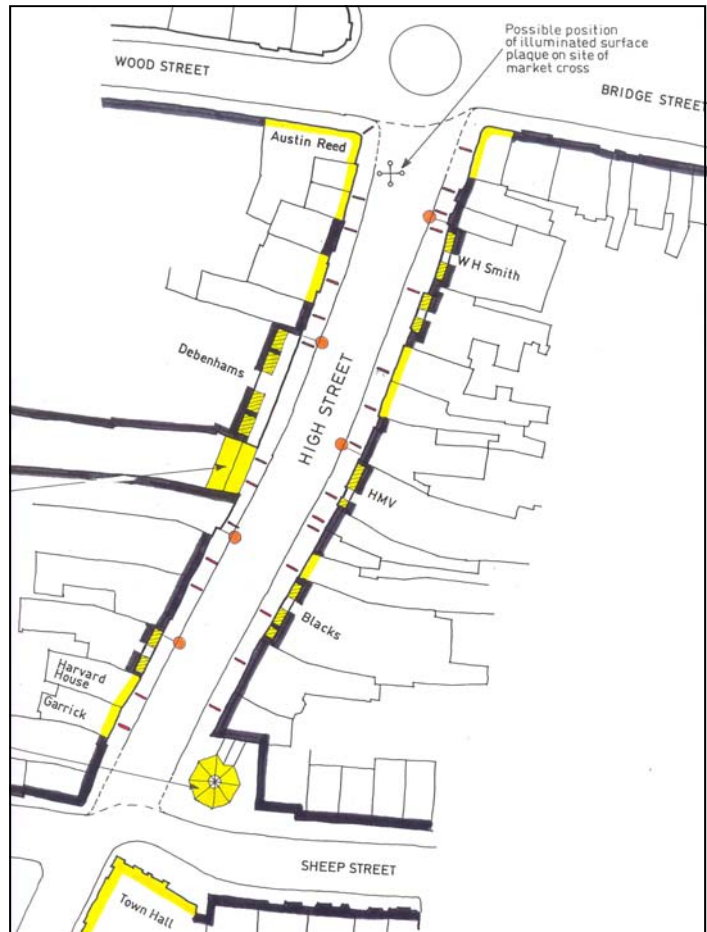
### Lighting

At present there are no free-standing lamp posts or lamp columns. Lights are fixed to the walls of buildings. In the short term these lights might be considered satisfactory.

In the longer term it would be possible to have effective public lighting with few if any light sources visible.

With the co-operation of building tenants and owners, a system of flood lighting using hidden light sources as well as shop window display lighting could be designed.

The total effect would also be suitable for public street lighting. Thus both at night and in the day time the number of lights seen to be fixed to the historic buildings would be reduced to a minimum.





## Stratford upon Avon High Street Study

### A suggested procedure for implementation

The street has been at the centre of life in the town for several hundred years and the buildings, certainly at ground floor level have been adapted to contemporary conditions many times. Some of the improvements outlined above may need to take place over a span of years rather than months.

However, to achieve long term and sustainable improvements the strategy should be borne in mind when decisions are made regarding all public and private investment.

The major public investment would probably be works to the infrastructure: the arrangements for traffic and parking, street surfaces, lighting and cleansing regimes.

The major private investment would probably take place as and when other works to buildings are carried out, usually when new tenants move into a shop or when leases are renewed.

Smaller works to shop fronts and shop signs may take place at any time through voluntary agreement or when planning applications are sought for minor changes or improvements.

Under certain circumstances national and local grants may be available.

Examples of improvements which could take place under the four categories of action

#### **1. Local authority capital projects (Mostly by the County Council)**

Street works, the elimination of traffic during core trading hours.  
Reinstatement of pavements.  
Street lighting.  
Reduction in sign clutter.  
Security measures.

#### **2. Changes carried out by owners or retail tenants when leases are renewed or tenants change**

Repairs to structures, including painting, windows on upper floors.  
Major changes to shop fronts.

#### **3. Minor maintenance carried out by owners or tenants**

Colour of shopfronts and shop signs.

#### **4. Changes required or encouraged by the District Council under the development control process (Town and country planning)**

Repairs involving material changes to appearance.  
Changes to shop fronts and shop signs.

Some changes would fall within more than a single category.

The main point is that over the years, opportunities to carry out the proposals will occur but may be overlooked as being not sufficiently significant.

**A voluntary system may be needed whereby all work involving changes to the appearance of any building in the street, street surfaces or equipment, however minor, should be decided upon only after reference to this study.**