

Stratford-upon-Avon Design in Residential Areas

Supplementary Planning Guidance



July 2005

Stratford-upon-Avon Design in Residential Areas

Supplementary Planning Guidance

July 2005

If you find the text in this document difficult to read,
we can supply it in a format better suited to your needs.

Reproduced from the Ordnance Survey mapping with the permission of the Controller of Her Majesty's Stationery Office © Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings. Stratford-on-Avon District Council, Licence No. 100024287. 2000s. Published to support the Local Plan, for design guidance and public consultation. Use of this image is limited to viewing on-line and printing one copy.



Planning Services

Stratford-on-Avon District Council
Elizabeth House, Church Street
Stratford-upon-Avon CV37 6HX

Telephone 01789 260337
Email planning@stratford-dc.gov.uk
Website www.stratford.gov.uk

SDC/0748/JUL05

Stratford-upon-Avon Design in Residential Areas

Supplementary Planning Guidance

Contents	page
Context	1
Principles of Good Design	2
Alcester Road	6
Avenue Road	8
Banbury Road	10
Clopton Road	11
Evesham Road and Shottery	12
Loxley Road	14
Shipston Road	15
Tiddington Road	17

Context

1. Background

In recent years the residential areas of the town of Stratford-upon-Avon have come under pressure from speculative housing development proposals, in particular the development of 'backland' plots and the redevelopment of dwellings and gardens at higher densities.

In response to this trend the District Council commissioned consultants from the School of Property, Planning and Construction at the University of Central England to undertake a study of various mature residential areas in the town. The aim of the Stratford-upon-Avon Residential Character Study was to make recommendations as to how the definition of conservation area boundaries could be amended and to develop appropriate design advice to form the basis of supplementary planning guidance (SPG).

A draft of the Study underwent a four week period of public consultation during April and May 2005 and the final Study was adopted by the Council on 25 July 2005.

2. Aims and Objectives

This document sets out the residential design guidance contained within the Character Study report.

It seeks to provide a guide to applicants and other interested parties as to the general design principles that should be applied in the town, as well as detailed guidance for various residential areas of Stratford-upon-Avon. It also includes recommendations for enhancing the appearance of the newly designated extensions to the Stratford-upon-Avon Conservation Area.

The application of the design guidance and principles for the preparation of detailed plans for submission of planning applications should assist in improving the quality of the final development within the setting of the existing buildings and urban form.



3. Policy Framework

This SPG was originally adopted against the relevant policies in the Stratford-on-Avon District Local Plan 2000. Regard should now be had to the policies in the District Local Plan Review 1996-2011, which was adopted in July 2006, particularly Policies DEV.1, EF.12, EF.13, EF.14 and SUA.2.

In addition to the Local Plan, this SPG is supported by other policy documents that seek to enhance the character of the built environment. In particular, this document should be read in conjunction with the Stratford-on-Avon District Design Guide (2001) and the Stratford Town Design Statement (2002).

The strategic position is provided by the Warwickshire Structure Plan 1996-2011 (WASP) and the West Midlands Regional Spatial Strategy (RSS). Both include policies that relate to the promotion and enhancement of the built environment. Policy ER1 of WASP looks to support the cultural assets within the urban realm, whilst Policies QE3 and QE5 of the RSS look to enhance and promote built historic environments.

The national planning policy position is set out in documents such as PPS1: Delivering Sustainable Development (2005) and PPS3: Housing (2006). Regard should also be had to PPG15: Planning and the Historic Environment (1994).

Principles of good design

1. Create integrated places

In order to create integrated places, new developments must be visually related and physically linked with the surrounding built environment and landscape that exists within its vicinity. This should be achieved using the right materials, building forms and landscaping for the local area. New developments in existing areas also need to respect any current and historic linkages and urban structures that may already exist.

In this context, 'local' means the surrounding area extending perhaps to a couple of hundred metres. Using precedents from the other side of the town, or further afield, should be done with great care and infrequently.



2. Create accessible places

The success of new residential developments depends on connections with their surroundings and how far they contribute to the quality of the locality. New developments should be easy to get to and be physically integrated with the local area. Considerable attention should be given to how people will move around, emphasising the needs of pedestrians and cyclists and promoting the use of public transport.

3. Create comfortable places

If new developments are to be well-used and enjoyed, they must be safe, comfortable, offer a variety of experiences and be visually attractive. They need to be distinctive, provide space for leisure and give opportunities for social interaction.

4. Create flexible places

New residential developments should be designed to be flexible enough to respond to changes in population, household make-up and lifestyle.

5. Create sustainable places

New buildings and public places need to be designed for energy and resource efficiency. This should involve consideration of aspect, alternative energy, water recycling, insulation, the selection of appropriate building materials and also the scope to walk and cycle.

New development, at whatever scale, should therefore:

- provide a varied townscape that is interesting, memorable and navigable.
- provide a variety of dwelling types and sizes that will adapt to social and economic change, making provision for diverse social, cultural and physical needs.
- provide a mixture of occupancies, to assist the development of community spirit.
- complement the context of the surrounding area: infill development should aim to 'fit in with' and not 'stand out from' its surroundings, except in exceptional circumstances.
- build on to the identity of places by using materials, colours and textures that are complementary to those that already exist. Street dimensions, building setbacks, heights, plot sizes and building coverages should reflect the character of the area in order to reinforce identity of place.

General guidance for residential areas

The general advice contained in the District Design Guide and the Stratford Town Design Statement should be adhered to as it remains appropriate and relevant.

Many suburban locations are pleasant, low-density residential areas with mature gardens and street trees. Although they may not warrant formal designation as conservation areas, it is both reasonable and desirable to ensure that the positive physical and historical characteristics of all such areas are maintained and improved.



All new development proposals in these areas will be expected to respect, maintain or enhance positive aspects of local character and distinctiveness. The existence of what are now identified as features of poor urban design in the locality will not be an acceptable reason for repeating them. Such negative aspects may not be confined to front elevations, but may include side and rear elevations, inappropriate landscaping, and street and plot layouts. Development proposals compromising local environmental quality, character and distinctiveness, for example through poor or standardised designs, unduly high densities, or poor landscaping, will be resisted.

Substantial alterations to individual existing buildings and their settings will also merit careful consideration. The replacement of individual buildings with high-quality new development whose design is related to the local distinguishing characteristics of the area will be acceptable.

In line with Policy IMP.1 in the District Local Plan Review, additional material should be provided when submitting a planning application to illustrate the concept and principles used in arriving at the design of the proposed scheme and its relationship to the local area. In particular, the intended contribution of the development to the character of the area and how this is to be achieved should be addressed. It is now expected that a Design and Access Statement should be submitted with most planning applications.

Development of 'backland' sites for housing, where such development would be detrimental to the character, traditional settlement pattern, or amenity of the location, will not be supported.

Issues of area context

The concept of new development contributing to the 'local distinctiveness' of its surrounding area is strongly supported by recent government guidance. The local environment often has a distinctive character, which is valued by existing residents. Thus it is important that new proposals take proper account of the street scene of which they form part. But this does not mean that identical or very similar versions of neighbouring buildings are inevitably sought; creativity and innovation are an equally important part of living, developing, places. The key principle is that they should clearly be informed by existing context and local distinctiveness.



Local distinctiveness is what gives a place its character and allows people to identify with it; development should seek to reinforce positive characteristics.

Features considered poor in terms of local character and urban design must not be used as precedents in new proposals.

Issues of density

It is recognised that current government guidance strongly recommends higher densities than previously sought; usually within the range of 30-50 dwellings per hectare. However, densities at the top end of this range may not be suitable for infill development and redevelopment schemes in all existing built-up areas.

Densities for new developments must reflect local characteristics. So, for example:

- Particularly high densities are more suitable in town and city centres and in areas well served by public transport.
- Appropriate densities for new residential development should have regard to the location of the site and character of the surrounding neighbourhoods.
- While newer development may reasonably be expected to have a higher density, it must not have a significant adverse effect on the level of privacy of existing neighbouring properties, and should not materially affect the amount of sunlight or daylight available to such properties.

Issues of the quality of design, including contemporary designs

In existing residential areas of mixed characteristics, infill development or redevelopment proposals are not required to be a copy or pastiche of existing styles and developments. A variety of high-quality styles could enhance local characteristics. There is scope for new styles and materials, but new developments should respect their older neighbours.

High quality building design will be expected in all new development and should take into account the mass, scale, proportions, rhythm, order, unity and expression of proposed new buildings. High quality modern designs, whether they are interpretations of traditional styles or not, will be encouraged where they can demonstrate compatibility with their existing surroundings. Planning permission will not be granted for poor quality or inappropriate design.



There may be exceptional cases where new development is appropriate while not strictly in harmony with its surroundings; for example where it creates a townscape landmark. Such proposals would have to be of exceptional individual quality and be in an appropriate location.

All new buildings should include high standards of noise and thermal insulation, use materials with low environmental impacts, make provisions for recycling measures and consider sustainable drainage and alternative forms of energy.

Issues of plot sizes and proportions

Plot sizes, and in particular their widths along the street frontage, are important in determining the rhythm of buildings along a street. Plot depths, and the proportion of the plot occupied by buildings, establish characteristics of density and privacy. In the case of infill development and redevelopment, where there is a distinctive and valued pattern of plot widths and depths, these principles should be closely followed.

A further characteristic of many existing suburban areas is that the gaps between buildings are a critical element in the street scene, often allowing glimpses into mature planting in rear gardens. These patterns of gaps should be respected in the design of new developments.

Consideration must be given to dividing larger development sites to reflect the narrower plots normally developed in earlier periods, particularly where these are a positive local characteristic. For example:

- Narrow plots can provide greater design variety and relate better to existing development forms in many areas.
- Narrow plots can be advantageous in avoiding bulky and awkward designs on sloping sites.

Issues of existing features

As far as possible, traces of the position or arrangement of existing features, if not necessarily their substance, should be carried forward into new development. This can assist in retaining elements of an area's identity and traces of the historical processes of its development.

Good quality existing buildings should always be considered for re-use rather than demolition and replacement.

Retaining and re-using existing buildings can avoid large-scale clearances, loss of local character and the break-up of local communities.



Many older buildings, even if 'ordinary', can be significant to local communities and have townscape merit. Demolition of sound buildings should be a result of careful thought and analysis. There is also the sustainability issue of the embedded energy in an existing building to consider.

Issues of moving and connecting

The insertion of new developments must take the opportunity to create well-linked places and 'walkable' neighbourhoods. For example:

- Public routes must be connected, short, direct, well-lit, overlooked by frontages and related to desire lines.
- Isolated pedestrian routes can feel intimidating and should be avoided.
- A series of culs-de-sac promote longer vehicular and pedestrian journeys and should be kept to a minimum.
- The design of streets should discourage speeding traffic.

Issues of defining public and private spaces

There should be clear definition of the public and private realms. Building fronts should overlook public spaces; backs should face other backs and create privacy.

Buildings should reinforce and define streets and follow a coherent building line, determined by surrounding development contexts.

Boundary treatments should enhance and define public space.

ALCESTER ROAD



Distinctive areas:

- Area 1: an area of late-1970s "New Town" style modernist housing.
- Area 2: a small part of a much larger development of the 1960s.
- Area 3: a small area of speculative 1960s/70s housing (3a, 3b).
- Area 4: an area of short terrace housing of the early inter-war period.
- Area 5: an area of local authority maisonette development of the late inter-war or early post-war period.
- Area 6: area of local authority terraced bungalows for the elderly, built around an open grassed square.
- Area 7: area of four vernacular-styled semi-detached pairs forming the entrance to Masons Road.
- Area 8: frontage to the north side of Alcester Road of inter-war housing. Includes two rows of uniform semi-detached properties with half-timbered upper floors (Area 8a).



Main features:

- A significant entrance route to the town from the west, which is heavily used given the proximity of the High School and College.
- The main period of development north of the road is inter-war, with phases of speculative and local authority housing.
- Post-war development includes small speculative estates and several local authority estates.
- The volume of traffic, especially at peak times, detracts from the small-scale suburban nature of the area.

Design and Management Guidance:

- Consider Areas 1, 5 and 6 for designation as areas of townscape interest to reflect their specific styles of housing development.
- Piecemeal redevelopment should be discouraged, although redevelopment of a larger site could be permitted through the use of appropriate scale, form and materials.
- Existing planning policy and design guidance should be applied throughout the study area. New development should reflect the scale, form and character of what is there at the moment; although the replacement of individual houses with high-quality well-designed buildings would be possible.
- A link should be made and maintained between Area 1 and Shottery Brook.
- Approach to the town would be improved by reinstating the hedge on the south side of Alcester Road. Where front gardens are converted for parking, original hedges and walls should be retained if possible.



AVENUE ROAD

Main features:

- A varied period, high-quality suburban expansion away from the urban heart of the town. It includes a mix of late-Victorian and Edwardian houses, some Listed, and a number of smaller inter-war houses. Welcombe Road is mostly inter-and-post-war. St Gregory's RC Church is a noticeable landmark from the Warwick Road.
- Towards the northern end there are views towards the trees and open space of the Welcombe Hills & Clopton Park Local Nature Reserve.
- The trees in much of the area add a great deal to the visual character.
- Although not a major through route, daytime traffic is significant, partly associated with school traffic and on-street parking.
- Most buildings are set well back on their plots, although building lines are irregular. Houses are usually well separated, allowing glimpses of mature planting in private gardens. This also adds to the spacious character of the area.
- There has been a considerable amount of post-war infilling; some of the more recent has been of large apartment buildings designed to imitate the bulk of the Victorian/Edwardian villas.
- Many of the pre-1914 buildings west of Maidenhead Road, and the larger inter-war buildings east of Avenue Road, retain much of their original external features.

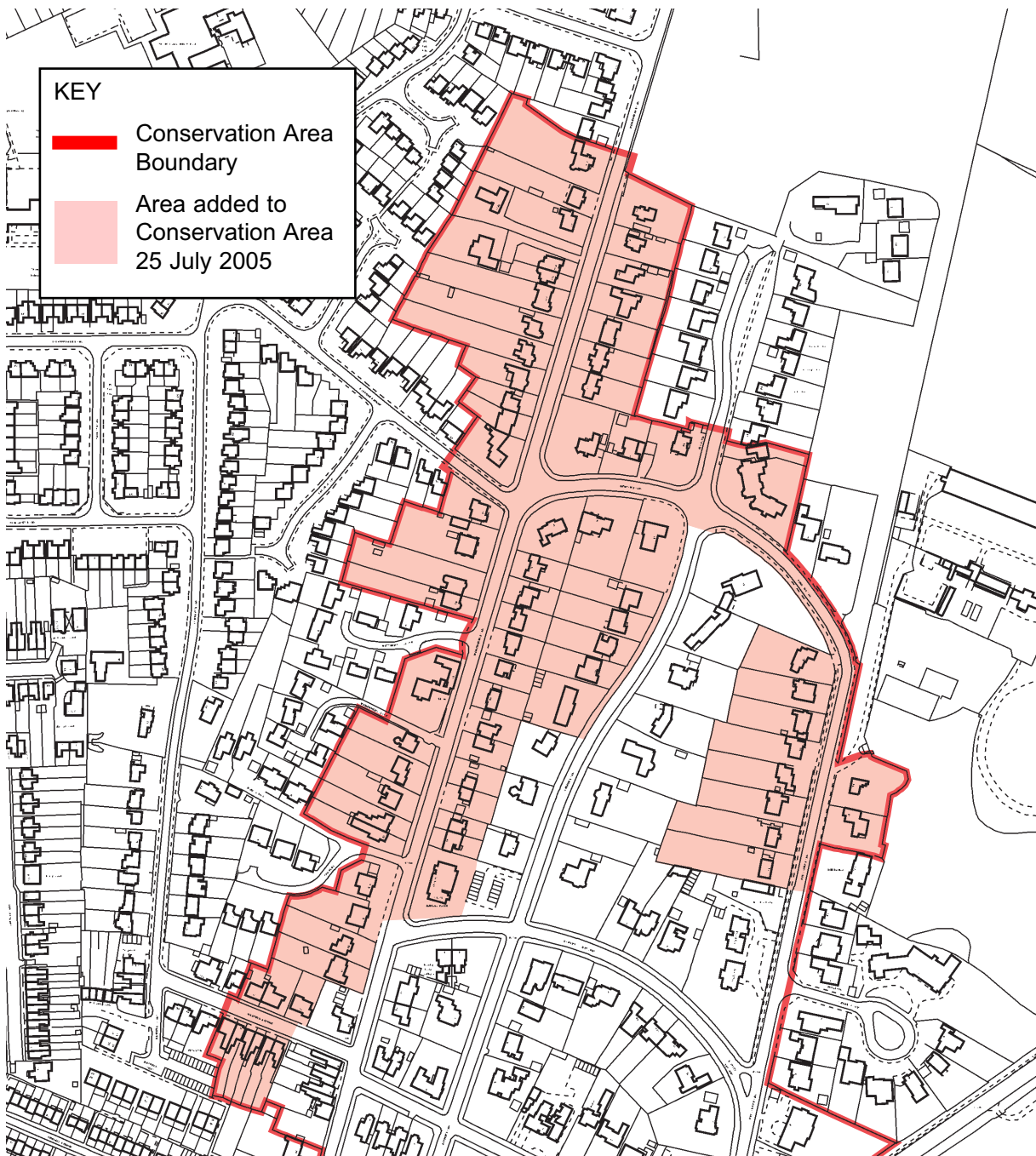


Design and Management Guidance:

- The character of the overall area would be damaged by insensitive extensions and building replacements.
- Any new development must have regard to the scale and detailing of the area, reflecting the richness of materials and detailing without necessarily resorting to pastiche.
- The bulk, plot coverage, location on plot, and roof pitches are also characteristic features.
- Any new development needs to preserve or enhance the area's character or appearance. Several buildings could, however, be replaced with benefit to the area.
- The characteristics of buildings and spaces are as significant in the areas of smaller houses on Maidenhead and Welcombe Roads.

- Side extensions extending to the plot boundary, especially at upper levels, should be strongly discouraged as this leads to an unplanned terrace form, detracting significantly from the original detached or semi-detached design concept.
- Appropriate footpath treatments that would resolve the problem of tree root disturbance and the growth of surface moss are needed.
- Similarly, a higher priority should be given in the northern part of the area to 'poop-scoop' signs and facilities, to discourage dog fouling.
- Some small verges and open spaces require attention and improvement. The street trees require monitoring and maintenance and, as appropriate, succession planting.

The Stratford-upon-Avon Conservation Area has been extended to cover part of this area, in recognition of the high quality suburban expansion of the town. (See plan below)



BANBURY ROAD

Main features:

- A significant entrance route to the town from the east, and may be the oldest of the approach roads east of the river. Largely comprises of 'ribbon development' principally from the inter-war and early-post war period.
- The slight curve, is emphasised by broad grass verges – with some important trees – to one side. These verges give the entire road a wide, spacious character.
- The remaining open space comprises the grounds of the Alveston Manor Hotel and the large school playing-field to the north-east. The latter in particular is an important asset to the whole surrounding area.
- The bulk of the buildings are of inter-war date, with the few surviving pre-First World War buildings being to the west. There is some post-Second World War infilling of vacant plots throughout the length of the road.
- The inter-war buildings are typical examples of the period, with brick and painted render the predominant materials. Roofs are usually tiled.
- Street furniture is standardised, save that a small number of the telegraph poles retain turned finials. Footpaths consist of varying qualities of patched tarmac; kerbstones are standardised. There are some traditional items of street furniture including post boxes. A worn milestone remains on the southern grass verge, although it is not prominent.
- The grass verge to the south-west varies in width, becoming narrower as the road runs further from the town centre. It also varies in its 'urban' character, being in some places not formally edged, and in others edged with narrow concrete kerbs.



Design and Management Guidance:

- Consider designation as an area of townscape interest in order to highlight its importance as a major entrance route into the town.
- Further conversions of front gardens for parking should retain as much of the existing front garden enclosures as possible.
- Roof conversions should have flat roof lights or appropriately designed dormers on the front elevation.
- The glimpses into rear gardens are characteristic along this street and extensions should not close such views. The bulk of some side extensions requires careful control and design.
- Individual properties (or pairs of semis) could be replaced with new development of appropriate scale and form, and ideally employing the dominant local materials. High-quality contemporary designs using traditional materials would be considered.
- Any such new buildings should respect the local characteristic of building footprint. Building setbacks should be within the range demonstrated in the inter-war period.
- The informal character of much of the grass verge should be retained, and further regularising of its edges with concrete kerbs should be resisted.
- The amount and speed of traffic along this relatively straight approach road are significant detrimental issues for the residential character of the area.



CLOPTON ROAD

Distinctive areas:

- Area 1: two areas of semi-detached houses west of Clopton Road, of very similar original characteristics. Of these, Area 1a remains considerably more original in terms of plot pattern. Area 1b has its original lengthy plots disturbed by one existing development.
- Area 2: a series of houses on Justins Avenue of rather different plan and architectural characteristics, but developed at broadly the same period.
- Area 3: later post-war houses east of Clopton Road. The individual houses of the post-war suburbia are typical of the period. The pattern of building forms (especially detached and semi-detached) is quite subtle and almost repeats areas 1a and 1b. Quite a number of houses have windows replaced and front gardens converted for parking.



Main features:

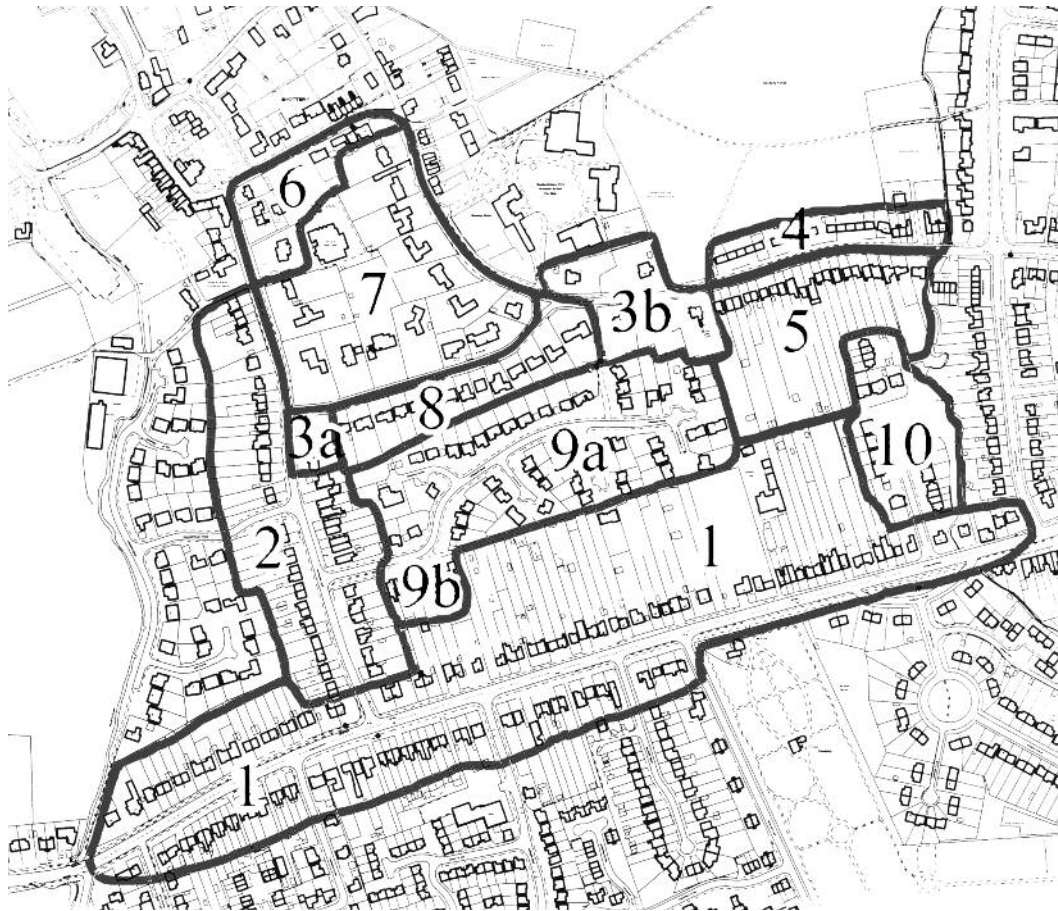
- A small area of early-post-war houses originally built on long plots, developed on agricultural land.
- The two late-seventeenth century gate piers that marked the entrance to the Clopton House estate, which are Listed Grade II, are important landmarks. While not large, they are quite unexpected in an area of this type of development. They can be seen from a distance against the backdrop of trees, and in this respect the open-plan nature of the area is important.
- The only significant open spaces relevant to this area are the green spaces on either side of Clopton Road immediately to the north of the estate markers. These spaces are dominated by mature trees, which are significant in establishing the area's character.
- Gaps between many of the houses permit passers-by to be aware of the existence of substantial rear plots. Inevitably, given the precedent of Verney Gardens and the recent development proposal in Area 1b, the remaining and as yet unaltered plots of area 1a are substantially threatened.

Design and Management Guidance:

- Consider Area 1a for designation as an area of townscape interest to highlight the remaining unity of the original design conception of the area.
- Largely open character of the front gardens is very valuable in setting the scene for the estate markers when approached from the town. These are striking and should be retained in their current setting.
- Enclosure of the open front gardens by walls, hedges or fences taller than approximately one metre would change this character, and the setting of the Listed gate piers, and should be avoided.
- The clutter of street furniture should be rationalised and relocated further away from the estate markers.
- Consideration should be given to the management - and replacement as appropriate - of the mature trees close to the estate markers, and further along Clopton Road.
- Any individual building replacements in Area 1b should not be set further forward on the plot than the average for this area.



EVESHAM ROAD and SHOTTERY



Distinctive areas:

- Area 1: buildings fronting Evesham Road as far as Shottery Brook on the north side and the cemetery on the south side.
- Area 2: buildings fronting Hathaway Lane.
- Area 3: two distinctive small groups of large inter-war neo-Tudor houses.
- Area 4: inter-war buildings north of the eastern part of Shottery Lane.
- Area 5: inter-war houses on lengthy plots on the south side of Shottery Road.
- Area 6: a small area of very mixed buildings principally fronting Shottery Square.
- Area 7: an area dominated by post-war development, principally large bungalows.
- Area 8: inter- and post-war housing along the south side of Quineys Road.
- Area 9a: a speculative post-war development on the site of allotments.
- Area 9b: a small group of recent houses built on the plot tails of Area 1, accessed from a cul-de-sac.
- Area 10: a new development inserted on several tails from Areas 1 and 5.



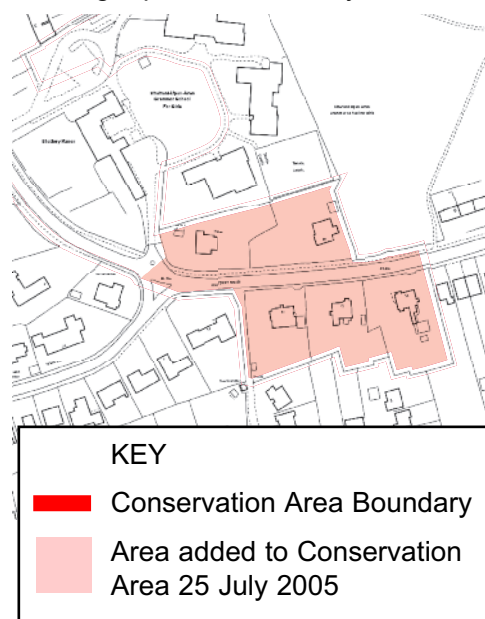
Main features:

- There are numerous views between houses, and across several vacant plots, indicating extensive open rear gardens. There are also views across the cemetery south of Evesham Road.
- There is very little open space within this area itself; although Bordon Hill, Shottery Fields, and the cemetery all form important visible and accessible spaces.
- The tree-lined crescent fronting Bordon Place, and the continuation of those trees along the cemetery frontage are significant. The view of the crescent within Bordon Place is also important.
- The bulk of this area is of inter-war speculative development comprising a mixture of detached and semi-detached bungalows and two-storey houses, typical of the period.
- The three rows of inter-war vernacular cottage-style terraces on Shottery Road are unusual in this area.
- The larger inter-war neo-Tudor houses forming areas 3a and 3b are good examples of this type. The large post-war bungalows of Area 7 are typical of the period, and stand within substantial plots with mature planting. The large estate of post-war houses (Area 9a) is typical speculative development of the period, displaying mature garden planting.
- The inter-war Neo-Tudor houses of Area 3 and vernacular cottages of Area 4 have considerable townscape importance.

**Design and Management Guidance:**

- The Evesham Road frontage is of very varied character. Further conversions of front gardens for parking should retain as much of the existing front garden enclosures as possible. Roof conversions should have flat rooflights or appropriately-designed dormers on the front elevation.
- The glimpses into rear gardens on the north side are characteristic along this part of the street, and thus side extensions should not close such views.
- Individual properties (or pairs of semis) could be replaced with new development of appropriate scale and form, and ideally employing the dominant local materials of rendered upper floor and brick ground floor.
- The remaining open plots could be developed at the street frontage, provided that any such buildings did not fill the full width of the plot. Any new development should respect the local characteristic of building footprint.
- Similar policies should apply to Hathaway Road.
- In Area 4 the parking of vehicles on front gardens should be discouraged. The design and materials of any new windows, particularly in the front elevation, should be carefully considered. Roof dormers are undesirable on the front elevations.
- In Areas 6 and 7 the further subdivision of some of the extensive bungalow plots would significantly affect the area's open character; although replacement of individual buildings could be acceptable.

The Shottery Conservation Area has been extended slightly to cover part of this area, in recognition of the particular characteristics of a small group of dwellings.



LOXLEY ROAD

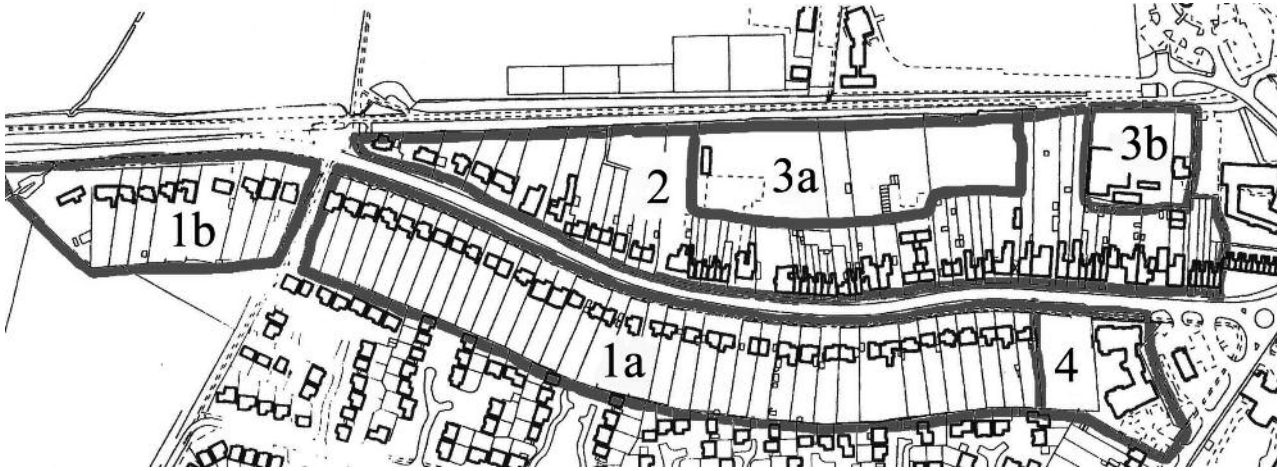
Main features:

- The area is characterised by relatively small and shallow plots, although these become longer to the eastern end of the area, characteristic of inter-war 'ribbon development'.
- The few surviving pre-First World War buildings are situated close to the Tiddington Road junction.
- An unusual building type is the two short terraces of three houses. The area is also unusual in that there is a large proportion of bungalows and dormer bungalows.
- The inter-war buildings are typical examples of the period, with brick and painted render the predominant materials and tiled roofs.
- There are a relatively small number of extensions, although those having rooms in the roof space tend to have gable roofs, whereas the great majority of original buildings have hipped roofs. Parking is an evident problem in this area.
- Street furniture is standardised, save that some of the telegraph poles retain turned finials. Footpath surfaces consist of varying qualities of patched tarmac. There are some traditional items of street furniture including post boxes, but the telephone kiosk on Manor Road is in need of repainting.
- Archaeologically, this road appears to be the southern fringe of the Tiddington Romano-British settlement and evidence of pits and gullies of the Iron Age/Roman period have also been found.
- The entire street is characterised by a mixture of building ages and styles, although inter-war predominates. The retention of so many original buildings is a positive feature. The scale of window replacements and front-garden conversions detracts from the original character and appearance.



Design and Management Guidance:

- Given the archaeological evidence, and the proximity to the fringe of the Romano-British settlement, a watching brief should be undertaken during ground works for any development.
- Further conversions of front gardens for car parking should retain as much of the existing front garden enclosures as possible.
- Roof conversions should have flat roof lights or appropriately designed dormers on the front elevation.
- Glimpses into rear gardens are characteristic along this street, and thus side extensions should not close these views. Tall gable ends are not common to the original buildings, and hipped roofs would be preferable.
- Individual properties (or pairs of semis) could be replaced with new development of appropriate scale, form, and ideally employing the dominant local materials. Contemporary designs using traditional materials would be considered.
- The bungalows are a characteristic feature of the area. Careful consideration must be given to applications to redevelop bungalows as houses.
- The school playing fields, with their mature trees, form an important resource for the wider area, and should not be developed.



SHIPSTON ROAD

Distinctive areas:

Area 1a: an area of 1930s plots east of Shipston Road.

Area 1b: a similar area south of the pre-urban agricultural trackway which forms some of the first buildings seen on entering the town.

Area 2: an area of very varied plots and buildings west of Shipston Road.

Area 3a: an area of open land behind the majority of the plots of Area 2, hidden from the town by the tramway embankment vegetation.

Area 3b: as Area 3a, but where development has already taken place.

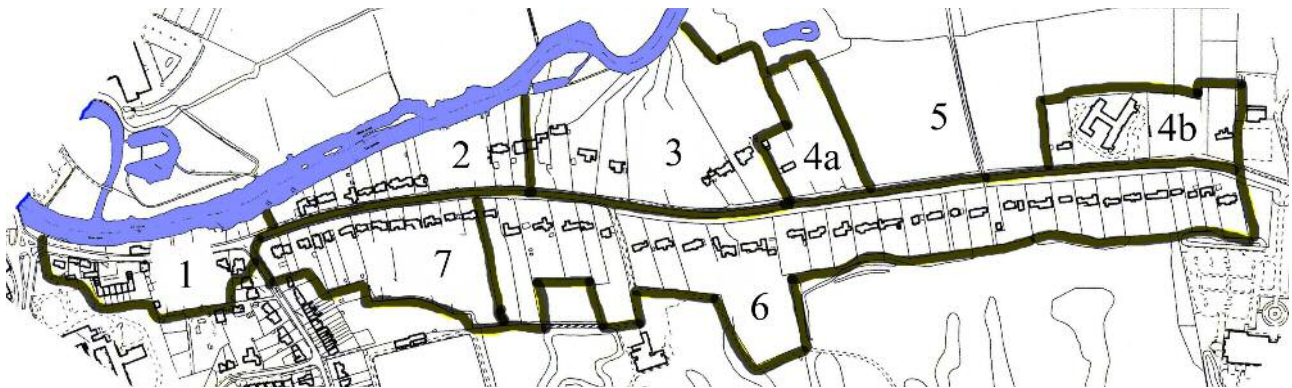
Area 4: several plots east of Shipston Road, which have been amalgamated in two larger-scale apartment developments.



Main features:

- This is a significant approach road east of the river. Building began throughout the Victorian period, with the east side remaining undeveloped until the 1930s.
- The nature of the road restricts lengthy vistas, whilst the tramway provides a physical separation between the road, the river and the main part of the town. Pedestrians on the tramway have good views of the town across the meadows and floodplain.
- Public spaces along the street are limited, although the raised grass verges on the east side, and the set-back of the buildings to the west side, make a significant contribution to the open character.
- Inter-war speculative houses dominate the east side of the road. Typical of the period, they are generally of higher status and quality than the properties developed elsewhere in Stratford at this time.

- Some infill to the west is of the inter-war and post-war periods. Most of the others are late Victorian and early-Edwardian, being a mixture of substantial villas and small terraces.



- Front garden conversion for parking and window replacement are very common.
- The numbers of houses converted to hotels or guest houses add to this pressure.
- There have been determined attempts in recent years to increase densities in this area.

Design and Management Guidance:

- Consider Area 1 for designation as an area of townscape interest to highlight the character of the inter-war housing.
- Further conversions of front gardens for parking should retain as much of the existing front garden enclosures as possible.
- Roof conversions should have flat roof lights or appropriately designed dormers on the front elevation.
- Individual properties (or pairs of semis) could be replaced with new development of appropriate scale and form, and ideally employing the dominant local materials.
- Large-scale plot amalgamations (as in Area 4) should be resisted. Any such new buildings should respect the local characteristic of building footprint.
- Restriction of visitor accommodation on the east side is necessary to retain the domestic character of these smaller inter-war houses.
- Area 3 has attracted development interest in the past, and there is scope for considering some new development. Good design would be vital, although a high-quality contemporary design could be considered.



TIDDINGTON ROAD

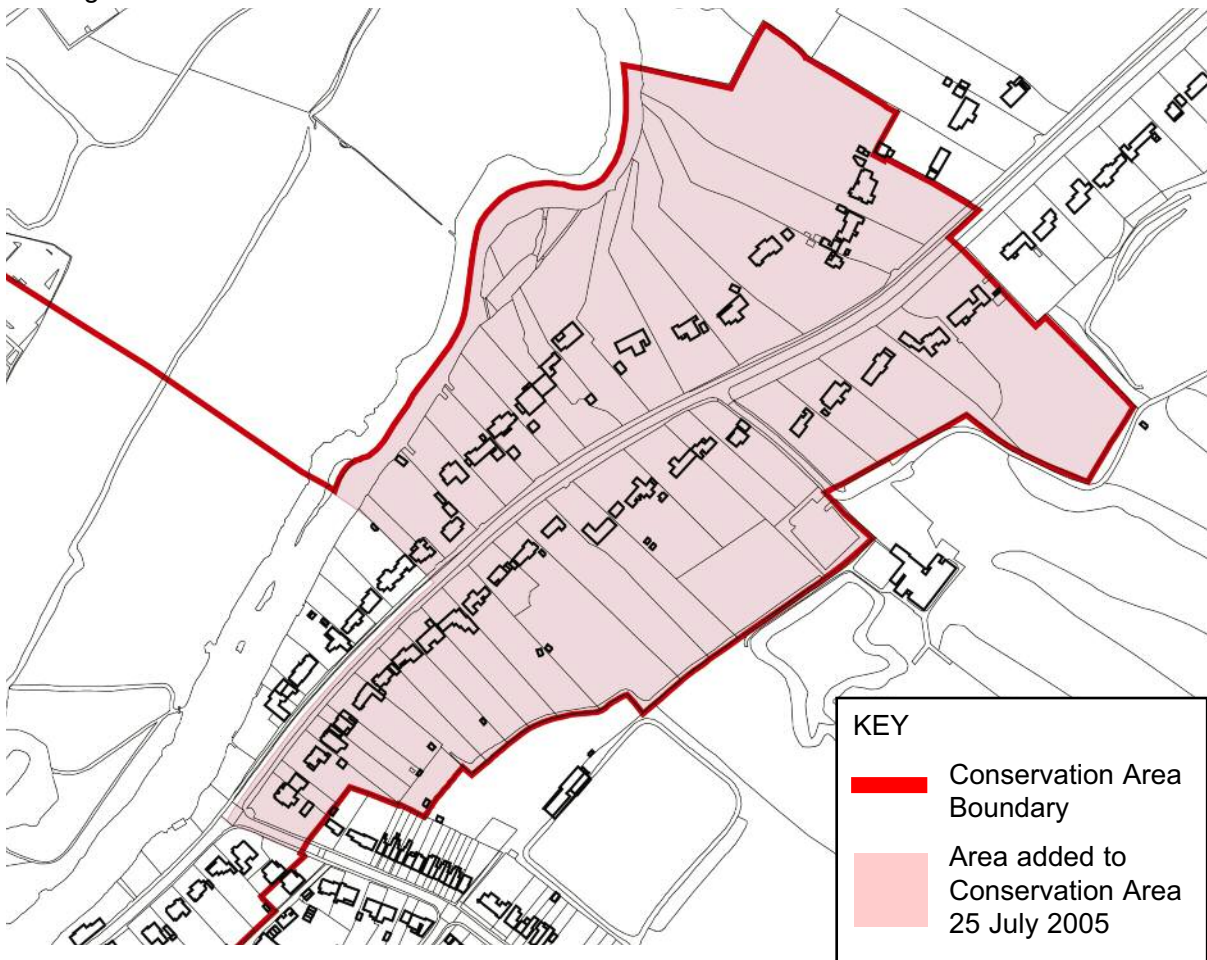
Distinctive areas:

- Area 1: a small but complex area between the western end of Tiddington Road and Loxley Road.
- Area 2: a series of plots north of Tiddington Road, with river access.
- Area 3: a series of large, long plots north of Tiddington Road, with complex boundaries ensuring river access.
- Area 4: two small areas of rectangular plots north of Tiddington Road, away from the river, separated by Area 5.
- Area 5: Scheduled Ancient Monument, free from development.
- Area 6: a lengthy plot series south of Tiddington Road.
- Area 7: a shorter plot series south of Tiddington Road towards the junction with Loxley Road; the plots are truncated by allotments and plots fronting Loxley Road.



Main features:

- The location is popular, with most of the properties of a substantial nature. Peak times generate a degree of commuter traffic.



- Building ages are difficult to ascertain from external appearance. Design characteristics span several periods, and a number of houses have had substantial external alterations.
- Earliest development is around Alveston Manor, except for 'Avondale', the large mid-Victorian Italianate villa (now 'Wellingtonia House') and Edwardian villas to the north-east.
- The majority of housing is of 1920s and 1930s inter-war ribbon development. During the post-war period vacant plots have been developed on a piecemeal basis. Some of the most recent infill houses re-use 1930s neo-Tudor styles.
- Areas of land on either side of Tiddington Road, are designated as a Scheduled Ancient Monument. This is the northerly part of a Romano-British settlement.
- Many of the unlisted buildings of the period up to 1938 are sizeable and have a considerable and positive presence in the townscape. Although their styles vary, neo-Tudor is popular here as elsewhere in Stratford in the early-twentieth century.
- The majority of this area presents an extremely positive character and appearance, consisting of substantial houses in large grounds, containing mature planting, and screened in part at least from the road by hedges, fences or walls.

Design and Management Guidance:

- The character of the overall area would be damaged by insensitive extensions and building replacements. New development must pay appropriate heed to the scale, and reflect the richness of materials and detailing without resorting to pastiche. The bulk, plot coverage, location on plot, and roof pitches are also characteristic features. In terms of architectural style, neo-Tudor is a significant contributor to the area's character and appearance, while neo-Georgian is alien.
- New development involving the amalgamation of plots and the insertion of culs-de-sac would be wholly out of character.
- Notwithstanding the recent Appeal decision, any proposals for large and more intensive development must explicitly pay heed to the area's character and appearance.
- It is important to reinstate the hedge at the roadside of the northern field of Area 5. Removal of any further hedges should be resisted.
- There is considerable multi-period archaeological interest along this road and surrounding areas. At the minimum a watching brief should be undertaken during ground works for any development along this road, in the river meadows or on the golf course.

The Stratford-upon-Avon Conservation Area has been extended to cover part of this area, in recognition of its high quality suburban characteristics. (See plan below



Planning Services

Stratford-on-Avon District Council
Elizabeth House, Church Street
Stratford-upon-Avon CV37 6HX

Telephone 01789 260337
Email planning@stratford-dc.gov.uk
Website www.stratford.gov.uk