

painted or even rendered. The brick used for the new supermarket development is rather bland and pale compared with the brickwork elsewhere. Footpaths have again been paved in a mixture of brick pavings and slabs.

### 8.2.13 Rother Street

Although this has, for many years, been termed Rother 'Street' it was originally the market place and for many years known as Rother Market, a title now resurrected. The surrounding buildings clearly define this as a large gathering space rather than a street (see photograph page 49). The recent re-paving and related street furniture has emphasised the nature of a street along the west side of the space.



38 - 42 Rother Street

Although some buildings show remnants of early timber framing, the majority of the buildings have brick facades of either 18th or 19th century origin - in some cases the brick has been rendered. For the most part, the buildings are of low 2-storey height which tends to exaggerate the size of the open space.



Rother Street, west side

The three-storey Civic Hall and taller buildings immediately opposite reinforce the sense of enclosure as do the high buildings on both sides where the street narrows to a conventional width at the south.

The American Fountain forms a prominent focus at the northern end of this space.



American Fountain, Rother Street

The introduction of a line of trees along the east side of this space will eventually change the character considerably. Although they are particularly close to the building line, historically, trees were found in this location.

The building line is generally continuous and the few gaps are sufficiently narrow not to interrupt this. The timber 'pavilion' on the side of No. 34, adjacent to the entrance to the service area, gives an undue emphasis to this opening and the view of the car park behind is particularly unpleasant.

The new paving is a mix of surfacings of herringbone pavers, square pavers, cobbles and concrete slabs. The policy of allowing cars onto this area, and the consequent need for numerous bollards, leads to a very cluttered space not relating to the overall built space.

Shop signs in some locations are becoming rather prominent, notably Dillons, the Sports Shop and that over the former garage, adjacent to The White Swan.

The southern part of Rother Street, beyond Ely Street, is a conventional width that shows a marked change of character. At the northern end of this section Masons Court (photograph page 10), on the west, is balanced by similar-scaled houses on the east, forming a good pinch point at the southern end of the market square. The over-wide gap giving access to the police station, between the Christadelphian Hall and Masons Court is an unfortunate break in the building line.

Moving south along Rother Street, the police station is very self-effacing and, in true mid-20th century fashion, does not relate to the street line but is set back behind planting. The housing on the east side with small front gardens has an almost suburban character in an interesting contrast with the immediately-adjacent market square.



53 - 57 Rother Street

The scale of the buildings remains largely 2 storeys, including that of the police station and magistrates' courts, which are much in keeping with the general character of Stratford. Nos. 58 and 59 on the corner of Scholars Lane, rise somewhat higher and indicate the break into the open space, which has more in keeping with *Area A*.

The houses have either low brick walls or, in some cases, rather interesting metal and timber railings defining the edge of the footpath. The low brick wall on the west side defining the Firs Garden has a rather harsh and crude coping.

Both footpaths and roadway are finished in rather poor tarmac.

### 8.2.14 Scholars Lane

This street is significantly different from the majority of the other streets in this area in being rather narrower and, at the eastern end, dominated by rear elevations and industrial uses. The scale of the buildings is relatively low, only the Falcon Hotel on the corner and its rather poor service wing being more than 2 storeys.

Taken in isolation, this street would probably not warrant inclusion in the Conservation Area but it is surrounded by other, more significant, areas. Its main contribution is the character created by views into the street.

Its mix of uses and generally broken building line continues some of the character

elsewhere. The occasional glimpse of trees and shrubs in front gardens indicates its change of use.



1 Scholars Lane

The presence of industrial buildings on the south side of the street is an interesting remnant of the local trade, which contributes to the overall character of the street, and is worthy of retention. The high brick wall adjacent is important in maintaining enclosure.

At the western end of the street, the outbuildings adjacent to 59 Rother Street on the north and 14 Scholars Lane on the south, both being built hard up against the footpath, together with high brick walls adjacent provide a tight pinch point at this end of the street isolating it from the adjacent areas.



Garden Row, off Scholars Lane

Garden Row, projecting off to the north of the lane now presents an almost rural character, although the remaining buildings are, in fact, a remnant of a 19th century row of industrial cottages.

## 8.3 Views

Views throughout this area are constrained by the enclosing buildings. Practically every street however presents a

significant view with their variety of building types and often a terminal feature. Of particular significance are:

- ☐ West up Bridge Street towards the cupola of Barclays Bank. This view is particularly emphasised when the flag poles are in place for festivals or Christmas decorations (see photograph pages 17 and 52).
- ☐ High Street in both directions (see photograph pages 8, 16 and 49).



*Guild Church from Chapel Street*

- ☐ Chapel Street and Church Street towards the tower of the Guild Church (see also photograph pages 8 and 55).



*Stratford Preparatory School, terminal view from Church Street*

- ☐ Church Street to the south.

The views of the American Fountain from several directions (see photograph pages 10, 49, 59 and 78) could be enhanced by the removal of distracting elements such as pedestrian barriers and parked cars.

## 8.4 Landscaping

### 8.4.1 Henley Street



The planting around the Birthplace is most significant to this street. It has a set of iron railings and a well-clipped yew hedge with a bed of seasonal bedding plants in front and troughs of bedding plants against the house behind the railings, which gives the building a rather municipal character. The garden of the Birthplace is well maintained and has an ancient mulberry between the Centre and the Birthplace.

Eight semi-mature fastigate hombeams have been planted within the pedestrianised area outside the Birthplace Centre and provide some welcome planting within the street.

### 8.4.2 Bridge Street



There is little landscaping in Bridge Street. The roundabout at the top of Bridge Street is planted up with seasonal bedding plants. The mature cedar outside the Mulberry Tree Centre is a significant feature but is beginning to exhibit signs of decline.

#### **8.4.3 Sheep Street**

No planting exists in Sheep Street because the houses and shops front onto the pavement, however, glimpses through to planting in rear gardens are important. The most notable of these being the Stratford Hotel, Shrieve's Walk and in the courtyard of Shrieve's House, where there are mature holly and ivy set in attractive paving and cobble stones.

#### **8.4.4 High, Wood and Union Streets**

These streets are devoid of any significant planting in keeping with their busy urban characters.

#### **8.4.5 Chapel Street/Chapel Lane**

The urban character of High Street continues without planting until it is broken by the Shakespeare Gardens at New Place on the corner with Chapel Lane (*see photograph page 55*). These gardens, created in 1919-21 by Ernest Law, are now included in the Schedule of Historic Gardens and are listed Grade II. The open space and distinctive topiary create a special character to this location but the resultant lack of enclosure to Chapel Street is unfortunate.

#### **8.4.6 Church Street**

The urban character of this street is broken by small areas of planting. Shrubs against the wall of Trinity College include Forsythia, Pyracantha and Wisteria. There is a particularly fine Garrya outside the Shakespeare Institute.



*Mason Croft, The Shakespeare Institute*

#### **8.4.7 Ely Street**

Small pockets of planting exist along Ely Street, such as that outside Nos. 37 and 38, which soften the character of this street.



*Garden of 26 Ely Street, Christian Science Reading Rooms*



*The Great Garden of New Place, Chapel Street*

The planting within the garden of No. 26, the Christian Science Reading Room, is a significant feature and consists of several mature trees, such as holly, western red cedar, horse chestnut and maple. A number of these, including the larger copper beech and maidenhair tree, are the subject of a Tree Preservation Order.

#### **8.4.8 Meer Street**

The railings outside the Manor House with the remains of a privet hedge is an interesting remnant of residential status (see photograph page 58).

#### **8.4.9 Rother Street**



*Rother Street*

There has been a significant amount of new planting in this area. Planting along the new pedestrian area outside Knights Court consists of four bird cherry with some shrubs against the side of the building. There are nine newly-planted silver birch from The Lamplighter public house to the corner of Wood Street and a tulip tree by the White Swan Hotel. All are semi-mature trees.

#### **8.4.10 Scholars Lane**

Much of the lane is taken up with the rear of The Falcon Hotel and the insurance company buildings. But towards the Rother Street end of the lane the presence of gardens that include herbaceous plants and shrubs gives an almost

suburban character. The rear of Caterham House on Rother Street is bounded by an old brick wall which re-establishes the more urban character.

In contrast, the trees in Masons Croft garden on the southern side of the lane are visible over the top of the wall which gives the rural feel characterised by Area A.

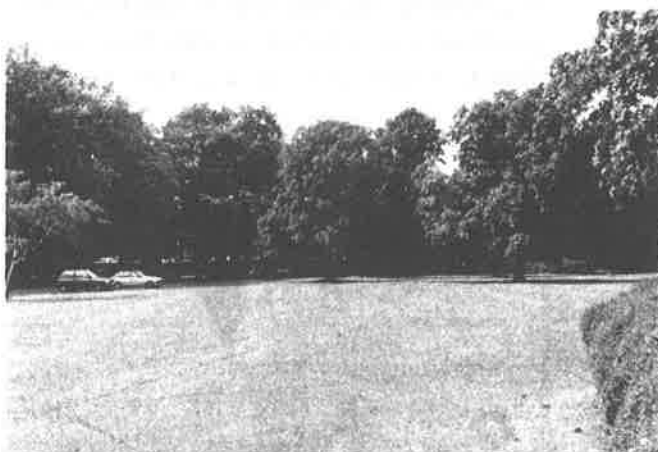
#### **8.4.11 The Minories**



*The Minories between Meer Street and Henley Street*

This newly formed pedestrianised area leading from Henley Street to Rother Street has been well planted with shrubs, such as Choisya, lavender, Eleagnus, Garrya, with wooden seats placed at intervals along the wall. It is well maintained and provides a pleasant refuge.

#### **8.4.12 Chestnut Walk/Church Street**



Chestnut Walk is characterized by the great wall of foliage which bounds much of the northern side. The mature horse chestnuts which create this feature stand within the car parking gravel area off Chestnut Walk and within the gardens of Mason Croft - the latter, above, contains a number of specimen trees and is a green oasis within a predominately built up area



# 9

## Conservation Area F

See also Chapter 10 -  
*The Future of  
the Conservation Area*

brickwork, although some of the earlier development along the main road still retains the Regency air of stuccoed work. The great unifying feature of the area is the now-mature trees lining the roads. Although only a small proportion of the original 19th century scheme was completed, the planting extends beyond and provides a link with the later developments into the 20th century (see photograph page 83).

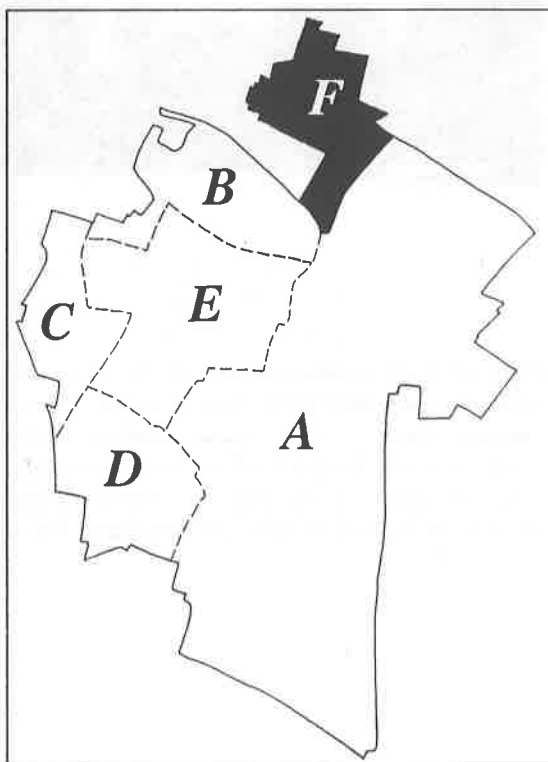


*Avenue Road from Rowley Crescent*

### 9.1 General Characteristics

This area was developed as an affluent district for the burgeoning middle classes in the 19th century. The buildings mostly reflect their pretensions to grandeur in both their size and detail, using generally harsh Victorian

This unifying characteristic however, only applies where the tree species are sufficiently large to dominate. In the later developments along Maidenhead Road and the upper part of Avenue Road, the smaller trees, more widely spaced, fail to draw the area together. Since these tend to coincide with the smaller, more modern housing, the initial characteristics of the development are generally lost.



### 9.2 Architectural Form and Materials

#### 9.2.1 Warwick Road

From the canal bridge north, this was developed in the mid-19th century as a high-class residential area. It is a very much wider street than the majority of streets in the town, with the older buildings on the west side stepped well back behind gardens. On the eastern side, the slightly more modern buildings are somewhat closer to the road but still set behind small gardens.

In keeping with their high standard of accommodation, the buildings are much taller and grander than many of the buildings in Stratford-upon-Avon and, on the west, are fine



12 - 15 Warwick Road

examples of mid-19th century architecture. Their current use as hotels and offices is not detrimental to the buildings but the gardens, and garden walls, do not reflect the character of the buildings.

The use of the road as a very busy thoroughfare detracts substantially from the overall character of this area and both the footpath and roadway are finished in very poor tarmac.

Further north, beyond Bridgeway, the small-scale domestic houses on the east are set further back behind a wide grass verge, one of the few such verges within the town. The houses on the west retain their appropriate gardens and are well set off by the trees along the kerb edge. Boundary walls are also still in keeping, although those to 19 Warwick Road use a rather unsympathetic modern brick.

The Catholic church set at the junction of Welcombe Road and Warwick Road is substantially concealed by tall trees and shrubs giving a very 19th century character.

When approaching from the north, this part of the roadway is extremely cluttered with standard street signs, and the island at the junction with Bridgeway is particularly unsympathetic.

The previous Conservation Area boundary incorporated 24 and 26 St Gregory's Road, presumably following the line of the former back garden of 19 Warwick Road, but these are particularly unsympathetic, modern bungalows, rather out of keeping with the rest of the buildings in this area.

The area leads naturally into the late-19th century estate to the north-west which has previously not formed part of the Conservation Area.

## 9.2.2 Extension to Conservation Area

The principal characteristics of this area are of extremely large, late-19th and early-20th century private houses set in large gardens, many retaining the characteristics of the 19th



2 Avenue Road and 7 St. Gregory's Road

century garden. The principal streets are lined with mature trees (*photographs overleaf*), but the pavements are all hard paved, albeit with rather poor tarmac. The rear edges of the pavements are formed principally with low brick walls, overhung by hedges and bushes from the gardens. Later development within this area is largely of a similar character, although the buildings tend to be smaller but are still mostly



2 - 8 (even nos.) St. Gregory's Road

individual private dwellings, but with the same characteristics of gardens. There is a general air of well-maintained gentility.



30 - 40 (even nos) Maidenhead Road

The lower part of Maidenhead Road contains groups of buildings which relate to *Area B* of the Conservation Area, but are interspersed with later developments of a less sympathetic nature. The upper part of Maidenhead Road has many of the characteristics of *Area F* but the open nature of the gardens detracts, whilst the rather weak decorative trees do not convey the robust character seen elsewhere (see photograph page 80).



*Avenue Road from St. Gregory's Road*

The lower part of Avenue Road, as far as the bend north of Rowley Crescent, is very much in line with the character of *Area F*, but beyond here, the new development has less of the 'privacy' characteristic of the area, although the trees along the roadside provide a strong link; it is noted that some trees have been felled but not all have had replacements planted.

The upper part of Welcombe Road, leading into Benson Road, has similar characteristics to the upper part of Avenue Road, with the same strong links with the lower part of Welcombe Road.

### 9.3 Views



*Welcombe Road from Warwick Road*

The most significant view within this area is that up Welcombe Road, from its junction with Warwick Road. The mature trees lead the

eye into a quiet 19th century arcadia stretching up the hill and into the open fields at the top.

A further significant view is that westward along Rowley Crescent, where the houses glimpsed through the mature planting in the adjacent gardens epitomise the character of this area (see photograph page 80).

## 9.4 Landscaping

### 9.4.1 Extension to Conservation Area

The single most unifying factor in this area is the presence of mature, substantial trees along the roadsides. Welcombe, Warwick and St. Gregory's Roads are lined with limes, whilst Avenue Road is lined with more unusual Indian bean trees.

Red brick walls frequently punctuated by piers with moulded stone caps and hedges also dominate the streetscene. The gardens on the northern side of Rowley Crescent are well populated along their street boundaries with a wide variety of trees.

### 9.4.2 Warwick Road

Seven lime trees on the eastern side of the road outside the Red Lion and Bridgefoot Quay form a continuation of the planting noted in this sub-area.

This area is characterized by mature lime trees lining the roads. The changes in level between gardens and road on Welcombe Road are retained with usually well-maintained brick walls.

Away from Warwick Road, the original gardens have generally been retained but where houses have been converted to hotel use along the main road, the gardens have been lost to tarmac parking areas and boundary walls removed. This radically alters the character of the area and should be resisted where possible.

This hard surfacing is also used on the traffic island at the Warwick Road - Bridgeway junction, which is most unsympathetic.



*Warwick Road - Bridgeway junction with avenue of limes behind*

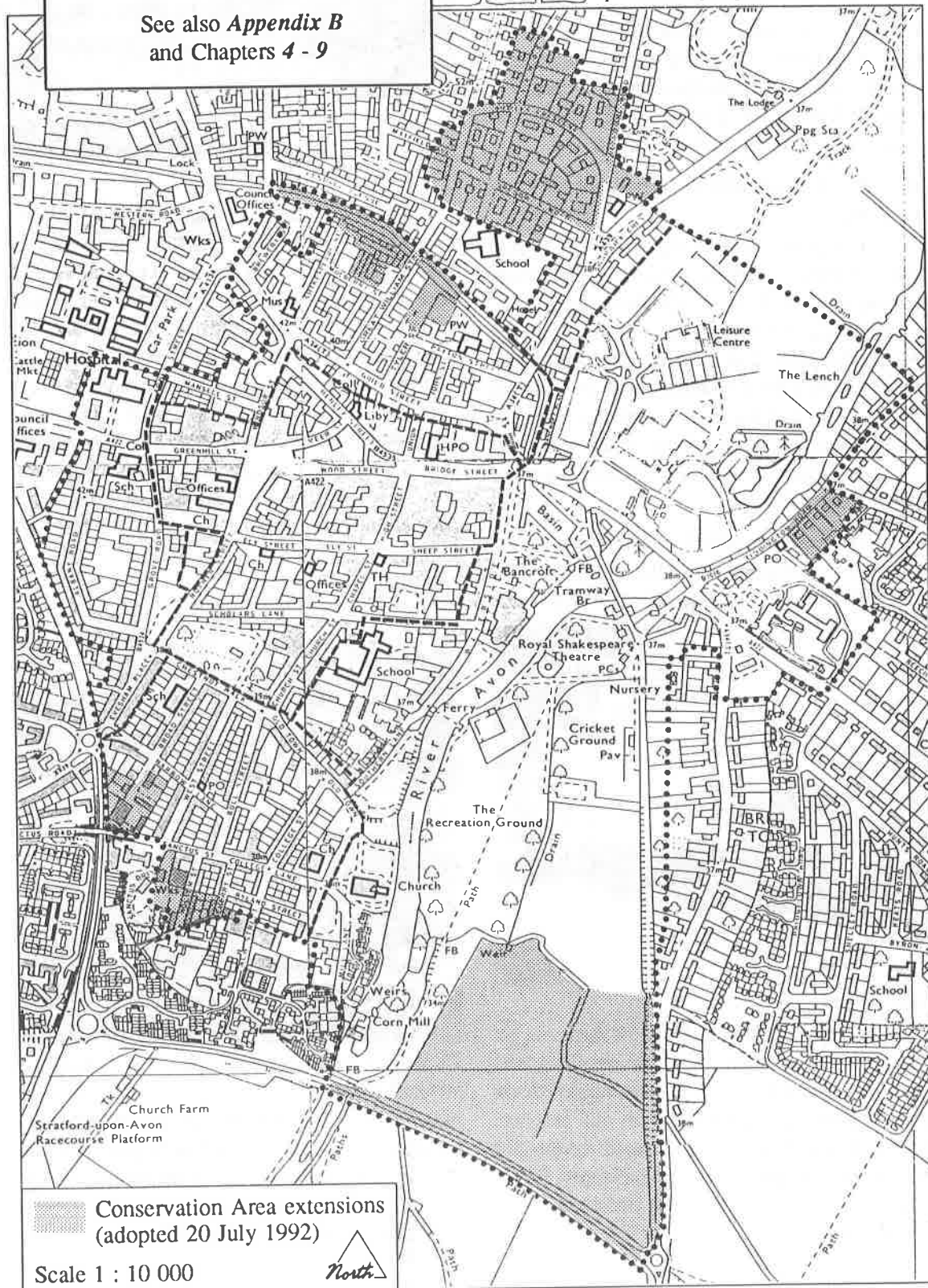


# 10

## The Future of the Conservation Area

See also *Appendix B*  
and Chapters 4 - 9

*Boundaries between sub-areas are not  
precise but for general guidance only*



## 10.1 Area A

### 10.1.1 Alterations (made 20 June 1992)

#### i) *Open ground to the south of Area A, adjacent to Lucy's Mill and the Tramway*

This area of open ground is important to the area as a whole since it provides views from the Shipston Road and the Southern Relief road across the river toward Holy Trinity Church (see photograph page 23). Furthermore, the Tramway, with its mature planted avenue of trees is now incorporated into the Conservation Area along its entire length. Because of the importance of the views across the open ground, it is important that this large area is carefully controlled to ensure that the rural setting and views of the church are maintained.

#### ii) *Area adjacent to Alveston Manor Hotel*

The petrol station adjacent to Alveston Manor Hotel occupies a visually important triangle of land. It forms the focus to the exit routes from the town, off Clopton Bridge towards Shipston and Banbury. Unfortunately, it is presently a disappointing focus and it could be argued that it should be omitted from the Area. However, it has been retained so that future development can be controlled in a more appropriate manner.

There are five detached Edwardian houses on Tiddington Road between the north boundary of the Alveston Manor Hotel and Loxley Road.



6 - 10 Tiddington Road

These houses are set back from the road and are characterised by some elaborate detailing and entrance portico/porches. These houses form an architecturally unified group and perform well as an appropriate architectural setting for the entrance to the town off Tiddington Road. For this reason they are now included in the Conservation Area.

### 10.1.2 Improvements and Control

The area north of Clopton Bridge gives the most concern within Area A. This area is dominated by The Moat House Hotel (see photograph page 28).



Bridgefoot

This area is also visually very important as many roads enter and leave the town adjacent to it. There could be an argument to remove this area entirely from the Conservation Area, however, due to its central location and its visual relationship to the river and the approaches to the town, it is important to keep control of the area and possibly undertake extensive planting to enhance the appearance of the area. For example, the river frontage of the hotel on two elevations, could be substantially planted to soften its impact, as



The Moat House Hotel, inadequately screened from views off Clopton Bridge

viewed from Clopton Bridge and Tiddington Road. The riverbank could be heavily planted with specimens such as willows and alder. Further planting could be implemented along the length on either side of Bridgeway, which





## 10.2 Area B

### 10.2.1 Alterations (made 20 June 1992)

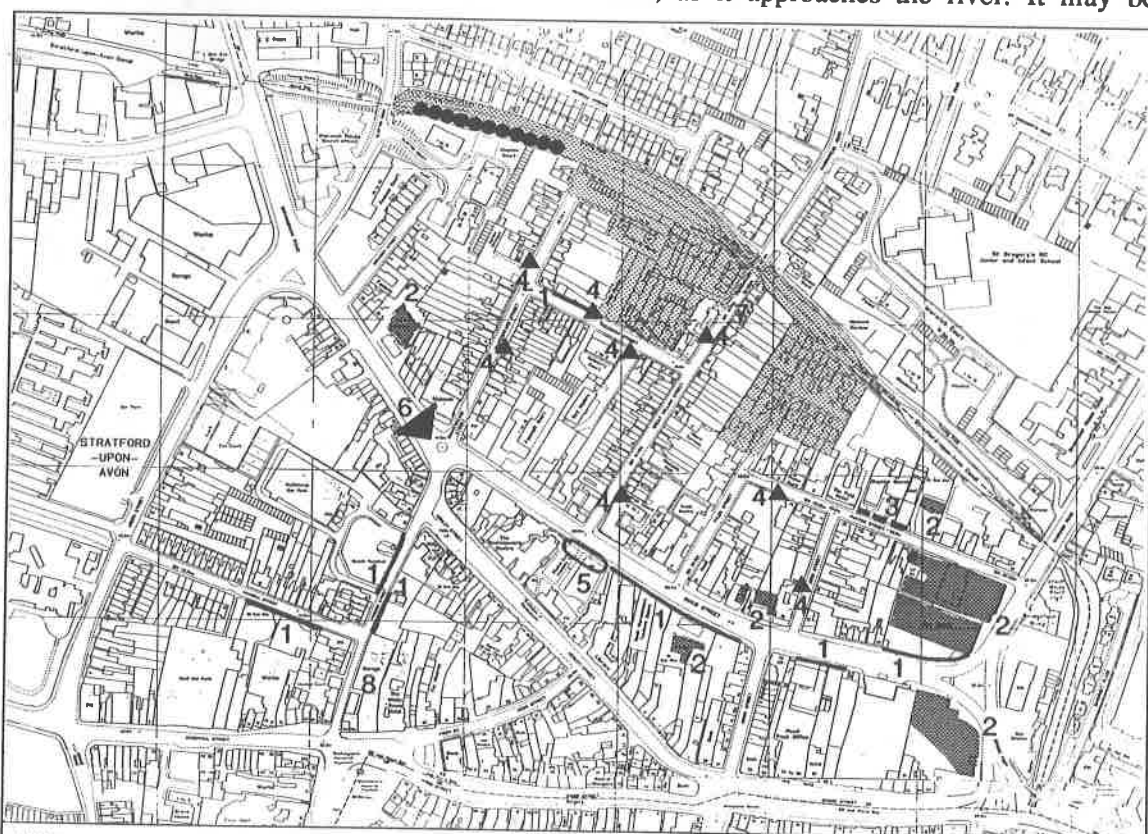
When originally designated, the boundary along the north of this area was drawn to exclude certain modern developments and other uncharacteristic areas. This left certain anomalies and the following revisions have been made.

On Mulberry Street the former boundary excluded the majority of the properties on the north side. Although the facades are somewhat more modern than other houses in this area, they continue the character in scale and materials. Changes to these could radically affect the character of the street and they have been included in the Conservation Area. The abutment of Avon House and the adjacent works and car park have also been included.

The later houses of Kern's Terrace have also been omitted previously, but their relationship with the canal and potential influence on the boundary of the Conservation Area has merited their inclusion.

The new development of Lock Close, at the end of Tyler Street, had been previously excluded but its general characteristics are very much in accord with the rest of the Conservation Area and its inclusion allows the boundary to follow the line of the canal to the north, thus encompassing a substantial proportion of the canal itself with the Conservation Area.

The canal, as a whole, had been largely ignored previously, but this is an equally important thoroughfare. At this point it retains interesting hedging and planting which provide a marked contrast with the canal beyond this area, as it approaches the river. It may be



Alterations, made 20 June 1992, includes canal and infill on northern edge.

Area where additional planting would be particularly beneficial.

1 Areas requiring better enclosure or re-establishment of original building line.

2 Sites/buildings where improvements would be particularly beneficial.

3 Fences/hedges in poor condition.

4 Overhead cables which should be removed.

5 Gap at Birthplace Garden should be maintained.

6 Main focus on approach from Birmingham Road should be improved.

7 Maintenance and reinstatement of door surrounds, window details and decorative lintels should be encouraged.

8 Future development of Guyver's Garage site should take account of residential scale of Windsor Street.

Plan should be seen in tandem with the Conservation Area boundary map, page 5. Scale 1 : 5 000





appropriate to consider the designation of a linear Conservation Area along the whole length of the canal but, pending that, the existing Conservation Area has been re-defined to encompass these last reaches of the canal.

### 10.2.2 Improvements and Control

Guild Street, as a major thoroughfare, is unfortunately dominated by traffic and related street furniture. Without major re-routing of traffic around Stratford, it is unlikely that this use can be removed but there are a number of improvements which could be made to the building frontages.

- ☐ Along the south of Guild Street, the presence of open areas at the rear of properties on Henley Street and Bridge Street results in an unpleasant open character and a rather untidy appearance. The provision of either high brick walls or establishment of buildings along the rear of the footpath would create a better sense of enclosure and lend greater significance to the Birthplace Garden.
- ☐ Certain relatively new buildings have been constructed which do not respect the original building line. Provision of substantial planting may help to re-establish this or, better still, the redevelopment of the sites notably on the north side of Guild Street at the junction with Warwick Road.
- ☐ Certain uses such as the garages on Birmingham Road and Guild Street and the storage/delivery areas at the Mulberry Tree Centre and the rear of Marks & Spencer, inevitably result in an unenclosed building line. Further screening or, in the cases of the garages, possibly even removal of the uses would be beneficial.

The sense of enclosure has now been lost on both Windsor Street and Mansell Street; in the first instance, as a result of the creation of

the coach park, and in the second for the rear service entrances to the properties on Greenhill Street. In Mansell Street, the present boundary walling does create some enclosure but this could be beneficially extended, perhaps with planting behind. The coach park presents a far more difficult problem which can probably not be overcome without significant re-design of the layout to allow creation of either a solid or planted screen along the street frontage.

On the opposite side of Windsor Street, the potential redevelopment of Guyver's Garage site will hopefully re-establish the enclosure, provided that the scale of the buildings is controlled sufficiently to match the housing to the north, rather than continuing the present high eaves line of the garage.

Elsewhere in this area the general sense of enclosure is maintained except in Mulberry Street and Payton Street. In the former, the creation of a car-parking area on the north side of the street is unsympathetic. The erection of a substantial boundary wall screening this would be beneficial. If the adjacent telephone post were removed, it should still be practicable to use this area as car parking. On Payton Street, the enclosure is broken by the open area in front of the Baptist Chapel (*see photograph page 32*) which is in keeping with the status of the buildings, but the rather weak hedging and fencing along the front could be significantly improved.

Throughout the area to the north of Guild Street, there are numerous telephone posts with vast arrays of overhead wires. These are detrimental to the character of the streets and should be removed.

A vast number of tourists approach Stratford town centre along the Birmingham Road. Some more significant emphasis at the junction of the Birmingham Road and Guild



Windsor Street Coach Park



Birmingham Road approach to the Conservation Area



Street could register their arrival in a far more presentable fashion. Stratford, in the past, was noted for the number of elm trees within its boundaries and the presence of the last elm tree at this junction was formerly recorded in the name of the adjacent public house. Replanting of a suitable substantial tree at this roundabout could continue this history and provide a suitable focus of attention.

Much of the character of the streets in this area is maintained by the continuity of detail, in particular along Great William Street and Shakespeare Street. Here the door surrounds and original window sashes have survived remarkably well, but are now beginning to succumb to modern 'improvements'. Every



*Great William Street*

effort will be made to ensure that the door surrounds and general proportions of the windows are maintained and, if possible, re-instated where they have now been lost.

Improvements to several of the houses in this area have resulted in the provision of soil pipes on the front elevations, e.g. 5 and 6 John Street. This should generally be avoided by the creation of internal soil stacks.

Under the previous designation, the modern flats at Victoria Close and Clopton Court had been omitted from the Conservation Area. The extension now incorporates the former where surrounding planting has matured relatively well to provide a very attractive embankment to the canal and where viewed through from the other streets. The same cannot be said of the rather desolate surrounds to Clopton Court and hence its continued exclusion from the Conservation Area. However, should it prove possible to improve the planting, particularly along the canal side, this would be beneficial.

Mansell Street is beginning to lose its residential identity, particularly towards the



*Mansell Street*

junction with Windsor Street. Here the profusion of hanging gallows signs is detrimental to the character of these houses. Fortunately, the few shops which have been created still retain the existing windows and door arrangements. Control will be exercised to limit further alterations to these (*see our planning policy and design guide leaflet - Signs and Advertisements in Conservation Areas*).

## 10.3 Area C

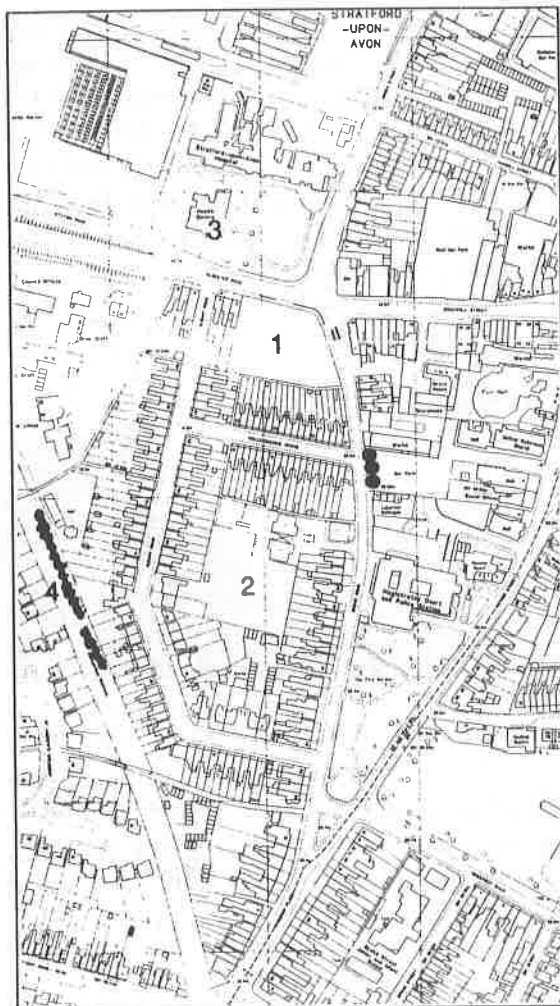
### 10.3.1 Alterations

There are no alterations proposed to this area. The area is well contained by the boundary and no incorporations or omissions are recommended.

### 10.3.2 Improvements and Control

There are two major new developments which have occurred within *Area C*. The first and most visually important one is that which is on the site of the old school at the junction between the Alcester Road and Arden Street/Grove Road. Unfortunately, planning permission was granted at appeal for the demolition of the Victorian school building and the construction of a large sheltered housing development. The school itself was stylistically similar to that of the hospital (*see photographs page 13 and Conservation Area Plan References - Area C - Prominent Features*) and, therefore, presented some architectural unity to this important junction of streets. The new development is not unsympathetic in its use of materials, scale and detail, however, any future development in this area would do well to avoid the uPVC windows, pastiche cast-iron railings and unconvincing reconstituted-stone detailing found on this building.

The second large development in the area is a new housing development which develops



•••• Additional planting could be implemented to west edge of car park.

- 1 New housing development replaces earlier school.
- 2 New housing development is largely hidden from view.
- 3 New medical centre partially obscures the facade of the hospital.
- 4 Important that this area of planting is maintained as a buffer zone between **Area C** and the adjacent housing.

*Plan should be seen in tandem with the Conservation Area boundary map, page 5.*

Scale 1 : 5 000



previously open land, situated at the centre of the circle of streets described by Grove Road, Albany Road and Wellesbourne Grove. This site is relatively hidden from the main streets. However that the view into the site off Grove Road presents a view of buildings which are designed with varnished timber windows and proportions out of keeping with the area. The impact of this development is not extensive, since it is so well hidden, and its character will not be taken as a precedent for other new buildings.

The other development in the area is that of the Medical Clinic, situated in the grounds of the hospital. Its present position currently partially obscures the parkland setting of the hospital. The building also, in its self-contained pyramid shape, is uncharacteristic of other buildings in the area. Any further development proposals in this area will be weighed most carefully against the environmental loss and erosion of character.

There are also many instances within the area where detail has been lost, such as the replacement of timber windows with either metal or pvc. This is regrettable and will be discouraged wherever possible.

## 10.4 Area D

### 10.4.1 Alterations (made 20 June 1992)



•••• Alterations, made 20 June 1992.

•••• Additional planting could be implemented to partially screen insensitive buildings.

- 1 The yeomanry building performs as an important focus to Broad Street.
- 2 The sculptor's yard occupies an important place at the entrance to **Area D**.

*Plan should be seen in tandem with the Conservation Area boundary map, page 5.*

Scale 1 : 5 000



**i) New Broad Street**

The southern end of this street was not formerly contained in the Conservation Area. Visually, the Yeomanry buildings which terminate the view of this street are linked to Broad Street as a whole and, therefore have been included. Furthermore, the Yeomanry building dates from roughly the same period as the houses in Broad Street itself (see photographs pages 42 and 46).

**ii) The Sculptor's Yard off Sanctus Street**

The yard marks, rather idiosyncratically, the entrance off Sanctus Drive to the area. The area itself, together with its collection of memorial stones and narrow boats, adds architectural interest to the area and is not out of keeping. Since this piece of land forms such an important visual entrance to the area, it has been included within the Conservation Area. Such open pieces of land might, at some stage, be put forward for future development. Included in the Conservation Area then at least its future development can be more closely controlled.

**iii) Holtom Street**

This street was only partially included in the Conservation Area. The southern end of the street contains five houses which date from later than the First World War. However, they do link architecturally to the rest of the street and, therefore, have been included.

**iv) Cherry Street**

Again, Cherry Street, at its southern end, was not previously included in the Conservation Area. There are three small brick built structures at the end of this street which are not out of keeping with the street and, therefore, have now been included. It should be pointed out that these last mentioned three houses are part of the same development as that in the southern end of Holtom Street.

**10.4.2 Improvements and Control**

By and large the control of development in *Area D* has been extremely good. Recent developments within the area are largely in scale with the rest of the houses and materials have been used which are compatible with materials in the rest of this part of the Conservation Area. There are many instances, however, where details have been lost, i.e. timber sash windows replaced with uPVC windows and simple boarded entrance doors replaced with 'Georgian' panelled doors, which are inappropriate.

It should also be noted that *Area D* is characterised by the presence of small-scale

shops which provide services to the area's residents. These include a bakery, a butcher's shop and a laundry. It is important that this partially self-contained 'village' aspect of the area is maintained. This might mean for example, that existing residential buildings might be considered for other suitable functions eg. very small-scale offices etc.



*An example of how new development provides an insensitive focus to the view at the end of a street*

There are also instances where the terminating views of streets have been badly affected. The view at the end of Holtom Street, off College Lane, is a case in point, and will not be taken as a precedent.

**10.5 Area E**

**10.5.1 Alterations**

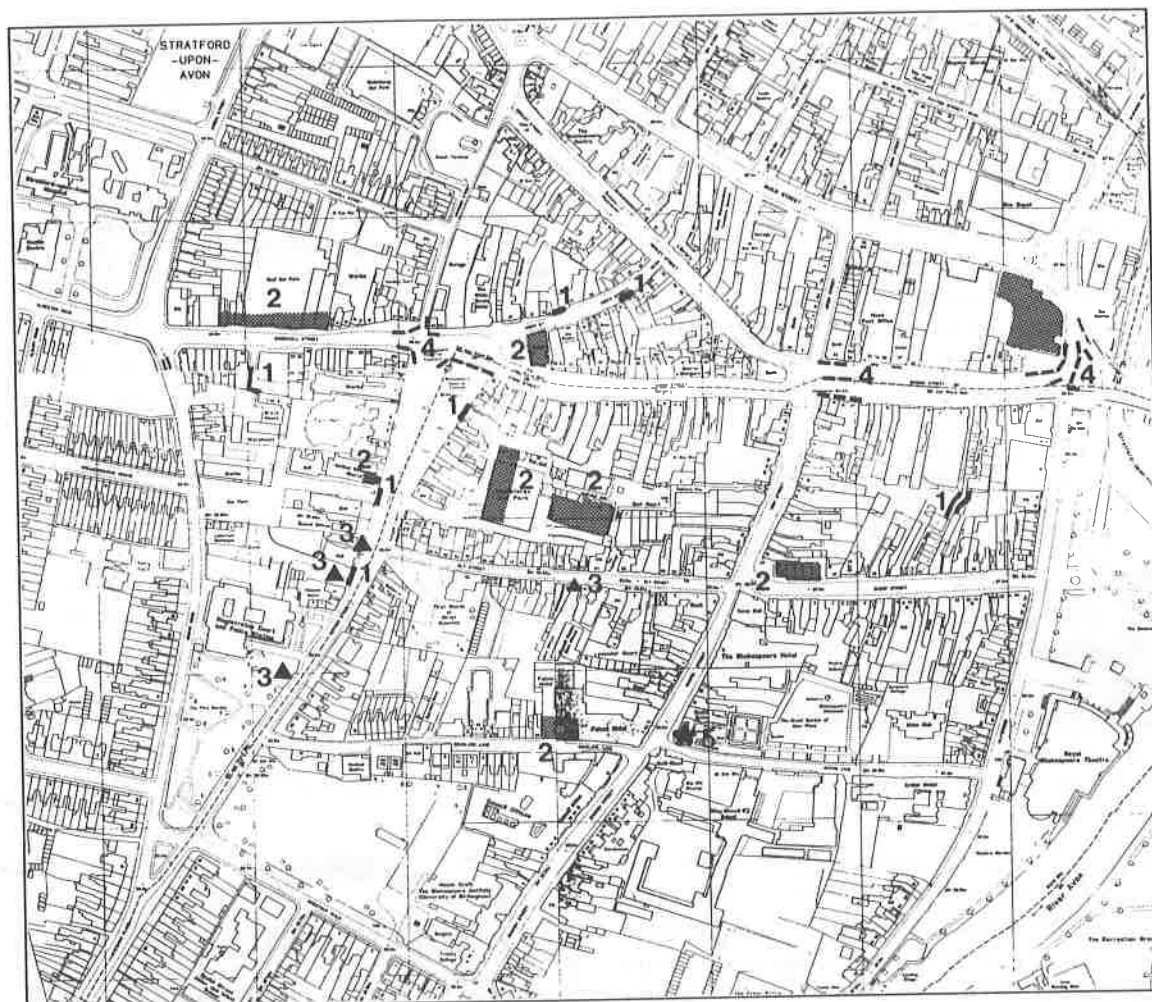
Since this area is entirely surrounded by other areas it is unaffected by boundary revisions.

**10.5.2 Improvements and Control**

**i) Enclosure**

The whole of the central area is characterised by a sense of enclosure created by continuous building lines and accentuated by varying heights and street widths. In a number of places however this sense of enclosure is broken and could be improved as follows:

- ☐ In Meer Street, the entrance to the service yard of the new Bard's Walk and the car parking adjacent to No. 16. In the former, the continuation of a brick wall screening the car parking along the line of the building face would be beneficial.
- ☐ In Rother Street, the wide service entrance adjacent to No. 33, which gives views onto the multi-storey car park is most unsympathetic. The width and height of this opening may be necessary for large service vehicles, but some screening or sense of enclosure, perhaps created by planting which would part conceal the unsympathetic horizontal lines of the multi-storey car park, would be beneficial.



- 1 Areas where enclosure should be re-established.
- 2 Sites/buildings where improvements would be particularly beneficial.
- 3 ▲ Overhead wires which should be removed.
- 4 --- Locations where pedestrian control barriers are particularly obtrusive.

- 5 Open space at New Place Garden is historically significant, but the streetscape would be improved by re-establishing the enclosure, possibly in the form of a substantial tree.

*Plan should be seen in tandem with the Conservation Area Sub-Division map, page 18 or page 67.*

Scale 1 : 5 000



On the opposite side of the road, the entrance into the surface car park adjacent to the United Reform Church, is a similarly unsympathetic break which may be improved by either brick walling or planting. Further down Rother Street, the extremely wide entrance to the police station car park is equally unsympathetic and may be improved by tight planting or walling. The large sign at this point is also unsightly.

- ☐ In Greenhill Street, the open space in front of Grove House on the south side maintains some sense of continuity by means of its fencing, but the lack of substantial planting or screening behind is rather out of character with the rest of the area and could be rectified.
- ☐ The break in the pedestrian way-through, between Shrieve's Walk and Old Red Lion Court, created by the servicing yard,

is most unsatisfactory. The width of this opening is unnecessarily large and would ideally be reduced to the width of a single vehicle. Screening to above head level - preferably by walling or fencing, as was the case prior to the formation of this servicing area, would be beneficial.

- ☐ The break in the building line, caused by the demolition of New Place in Chapel Street, is of some particular historic significance (*see photograph page 55*). However, until this century, even though the building had been lost, a high wall continued the building line. The re-establishment of such a wall would clearly cause an outcry from the tourists, but some sense of enclosure could be re-established by the provision of perhaps a single specimen tree, which would overhang the garden wall and, when viewed obliquely looking down the street, would complete the building line.



## ii) *Unsympathetic Developments*

There is a remarkable continuity of character of buildings throughout the central area. This does not mean a similarity of design, since Stratford presents a welcome mix of styles from various periods which exemplify its growth and history. However, the general scale, extent of detailing and width of buildings is relatively consistent. A number of buildings, however, are in some respects out of keeping and these elements should not be taken as precedents in future development.



*Although the massing of the Shakespeare Centre has been broken up, the heavy detailing and uniformity of the brickwork are out of character with the area*

- ☐ Although acclaimed by Pevsner, the Shakespeare Centre on Henley Street fails to acknowledge the narrow building plots, so prevalent throughout the centre of the town and presents rather heavy detailing.



- ☐ The new Mulberry Tree Centre, although in an area where wider building plots are more common, has not maintained the correct scale of detailing for windows and storey heights.
- ☐ Whilst the supermarket in Greenhill Street has paid some acknowledgement to the narrow building plots by disguising its width with false house fronts, these are extremely poorly detailed and do not present a realistic appearance.
- ☐ The National Westminster Bank on Rother Street forms a very important feature when approaching from Alcester



Road. It maintains the overall eaves heights of the surrounding buildings, but the large reflective bay windows are very much out of character and a smaller-scale of detailing would have been beneficial.

- ☐ The development of Lysander Court off Ely Street has taken advantage of its concealment behind the buildings along the street front to allow a much taller development. Although this may be acceptable in one or two backland sites, it should not become a precedent.



- ☐ The uncharacteristic horizontal lines of the multi-storey car park to the east of Rother Street are generally concealed behind the buildings at the front. However, where these are visible they are out of character and it would be beneficial if they could be altered or concealed.



- ☐ The Bell Court development continues the tradition of pedestrian ways between the main streets and is generally suitably concealed by the surrounding buildings. The repetition of detailing and lack of variety through this development is not in keeping with the character of the Conservation Area. In any future



proposals to re-develop this site these items may be beneficially reconsidered. Excessive increase in height of the development, however, should be avoided to maintain the correct proportions to the pedestrian spaces.

- ☐ The poorly-detailed side elevation to the most recent development to the rear of the Falcon Hotel is particularly out of keeping with the Conservation Area and is, unfortunately, very visible from the Guild Chapel. Some re-designing of this elevation would be beneficial.



- ☐ The loss of the spire from the United Reform Church in Rother Street is unfortunate and its reinstatement or some other vertical feature at this point would be beneficial.

### iii) Chimneys

The scale of the buildings around the central area is generally such that the roofs and chimneys are not clearly visible. However, in the streets furthest away from the cross, such as Ely Street and Sheep Street, the lower eaves heights make the roofscapes more prominent, particularly in Sheep Street, where the slope accentuates the lower scale. The variety and texture of the roofs should be maintained. Although chimney stacks are now increasingly redundant, they form distinctive features in certain areas of the town and their omission from certain developments in Sheep Street is to the detriment of the character. (see Chapter 8 - pages 49 - 63).

### iv) Signs

As a commercial centre, this area is inevitably under pressure from the installation of commercial signs of various forms. In many instances they are generally in keeping with the character and have been successfully incorporated in certain areas, such as the south side of Henley Street, opposite the Birthplace (see photograph page 50). In other areas, however, notably the eastern part of High Street and some sections of Wood Street, the shop signs are out of keeping with the scale and



*Large fascia signs in Wood Street do not relate to the diversity of scale of the buildings behind, creating a false unity*

character of the buildings, often bridging the plot widths of the building behind. The positioning of shop facias above the ground floor ceiling level consequently masking the lower parts of first floor windows, such as at 17 and 19 Wood Street, is also beginning to disrupt the scale of the buildings giving an over-emphasis to the ground floors. Wherever possible control will be exercised to bring about improvements (see our planning policy and design guide leaflet - *Signs and Advertisements in Conservation Areas*).

There are still remaining a few instances where signs have been painted on to the side of the building, e.g. in Sheep Street and Ely Street. These, as the painted inscription on the Town Hall, are now becoming pleasingly weathered. Re-painting may make them rather too prominent but, as a remnant of a tradition within a town, they should be maintained.

### v) Planting

The centre of the town has, understandably, few areas of planting. The presence of occasional trees, shrubs and other plants is, however, a welcome variety and acknowledges the fact that this is a small market town and not the heart of a major city. The planting is frequently most effective where it is glimpsed between houses, over walls and all the existing instances should be maintained wherever possible. The recent introduction of street planting within the centre is reviving an old tradition although the selected species and, to some extent, the locations are far from traditional (see photograph pages 49, 59, 61 and 63). Future planting is to be welcomed, for example in Bridge Street (see photograph page 52). In the implementation of the proposed partial pedestrianisation, tree planting could be used to reinforce the more formal nature of this road.

The introduction into Stratford during the summer of the many flowering plants as



*Hanging baskets decorate many shops, businesses and houses* part of the 'Stratford in Bloom Competition' is a welcome addition to the attraction and is to be encouraged, provided that it does not overwhelm the robust characteristics of a living town.

#### **vi) Overhead Cables**

The town centre is mercifully clear of unsightly overhead cables, but there are still one or two locations where these remain, such as the southern end of Rother Street and in Ely Street. If possible these should be removed.

#### **vii) Paving**

The importance of improved pedestrian facilities throughout the centre of the town is emphasised in the 'Visitor Management Plan' published by the District Council in 1992. In implementing this, there are extensive proposals for re-paving streets and footpaths. In many areas away from the town centre, there is a local tradition of paving footpaths in blue brick pavers. The centre itself has an extremely mixed paving tradition, but even here there are significant areas of brick pavers.

As always with traditional townscapes, the use of natural materials is often more sympathetic to the character of the town. The retention of natural stone kerbings, even where artificial pavers are used, on several streets is worthy of note and worth perpetuating.

In certain of the side streets, such as Ely Street, patching of old brick pavers has been undertaken unsympathetically and this should be reinstated using the traditional brick in the correct size.

#### **viii) Street Furniture**

As part of the 'Visitor Management Plan', there is an increasing acknowledgement of the need for direction and information signs. Other new furniture has been provided with the intention of enhancing the streetscape. This is particularly noticeable in Rother Street, where

features include bollards, traditional lamp posts, tree fencing, pedestrian barriers and seating. However, the profusion of these features tends to counteract the efforts to create an open market place.



*The profusion of street furniture and the presence of car parking counteract the open character of Rother Street*

A general reduction in the quantity of street furniture would be beneficial and, in particular, the removal of the rather ugly galvanized pedestrian barriers is to be strongly recommended. These barriers are particularly obtrusive in Rother Street and also at each end of Bridge Street.

The traffic direction schemes inevitably cause an increase in the number of traffic signs, which are extremely difficult to incorporate sensitively within the fabric of the traditional town. In one or two instances these signs have become particularly unsightly, e.g. the parking prohibition signs in High Street and Church Street, which are sited on individual posts rather than on other street furniture and also the 'No Entry' sign at the eastern end of Henley Street, which fits awkwardly against the curved wall of Barclays Bank. More sensitive integration of these signs would be worthwhile.

#### **ix) Lighting**



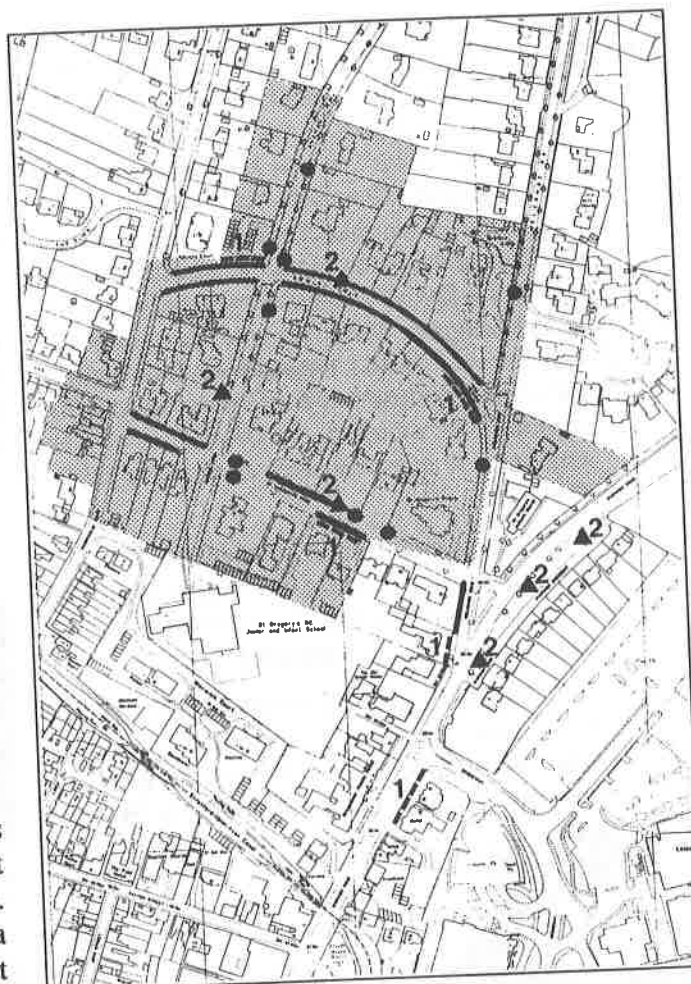
*Henley Street at night, the high level lighting flattens out the pools of light created by the lamp-posts. The Birthplace could be better lit*

The introduction of low level, ornamental, street lighting can be very beneficial to the appearance of towns at night. However, where this has been introduced there are often still in existence high level general street lights, such as in Rother Street and Henley Street which tend to flatten out the intricate detail of the town. A careful reconsideration of the appearance of the town at night would be of significant benefit to the character.

### x) General

As an important international tourist centre, Stratford is inevitably under excessive conflicting pressures. Much of its present character has developed in response to its popularity as a tourist attraction, but has generally been based upon the history and traditions of the town and its buildings. As such, it has been able to retain at least some of the robustness of a living town which includes certain elements of contrast.

There are certain attractive elements which, when seen in limited quantities, can fit into the character of a town without detriment. However, when these become too pervasive, a false nature is created and there is a danger that Stratford will begin to take on the image of a pure tourist attraction and lose its sense of reality. The introduction of 'historic features' should be rigorously controlled.



Alterations, made 20 June 1992, includes those parts of the C19 layout that were developed in the character of the original concept.

- Individual tree which requires replacement due to overmaturity or inappropriate species.
- Areas where further tree planting along the street would be beneficial.
- 1 Areas where walls or hedges should be reinstated or repaired.
- 2 Overhead cables should be removed.

Plan should be seen in tandem with the Conservation Area boundary map, page 5.

Scale 1 : 5 000



The recent pedestrian priority area of Henley Street fulfilling its role as an important open space

## 10.6 Area F

### 10.6.1 Alterations (made 20 June 1992)

The previous boundary of the Conservation Area included only a small fragment of the late-19th century developments to the north of the town. This area has remained relatively free from commercial pressures and has, therefore, changed little during this century. There is, however, an increasing tendency for

the large houses to be converted into offices or intensively used for flats, necessitating larger parking areas and infilling of intervening spaces. There is also a consequent decline in the maintenance of gardens.

The Conservation Area boundary has been revised to include those streets of the late-19th century extension to the town which were developed in a reasonably consistent manner and still retain much of their original character. This represents the only area in Stratford-upon-Avon of Victorian villa development and it is an important element of the town's history.

In the late-19th century the then Town Council laid out a substantial area of roadworks, including Welcombe Road, St Gregory's Road, Rowley Crescent, Avenue Road and Maidenhead Road. It was intended that these would be sold off as individual building plots for the well-to-do merchants. It is believed that at this time the street planting was established, but only a few of the building plots were sold and developed. These are concentrated at the southern end of this area and are incorporated within the extension to the Conservation Area. Beyond this boundary, the houses are of later construction and of usually smaller and tighter planning.

Additionally, apart from along Welcombe Road, the street planting has tended to be of a more ornamental nature, losing the robustness characteristic of the southern area.

Whilst historically the whole street pattern is of some significance, where the building fabric was not developed at the same time and the planting not in accordance with the original



*Although there are significant buildings in upper Maidenhead Road, the street trees are visually weak which, with the lack of boundary walls, separates this from the character of Area F*

proposals, this does not appear to give sufficient grounds for their inclusion in the Conservation Area. However, should it be practicable to replace the rather weak later planting with more substantial trees, this could perhaps re-engage some unity to the whole estate to the general benefit of the area.

### **10.6.2 Improvements and Control**

#### **i) Trees**

The single most unifying factor in this area is the presence of mature, substantial trees along the roadsides. In several locations inappropriate species have been planted, possibly in replacement of previous trees. It is strongly recommended that these are replaced again with species appropriate to the existing avenues in an attempt to maintain continuity.

Arboricultural works should be undertaken to prolong the lines of the existing mature roadside trees together with a long-term management plan for replanting, thus perpetuating the landscape features.

#### **ii) Boundary Walls and Hedges**

The enclosure to these streets tends to be created either by planting or boundary walls, or in some cases both. Generally, these boundary walls are continuous but in some cases they have been removed for new development, such as at 12 Rowley Crescent. This erosion of the



*Rowley Crescent -unique in Area F for absence of street trees - boundary walls define urban character and garden planting conceals most of the housing*  
boundary walls should be resisted and, where possible, missing walls should be reinstated and damaged sections should be repaired.

#### **iii) Overhead Cables**

As with many areas around the Conservation Area, overhead telegraph wires are an intrusive problem. If practicable, these should be removed.

#### **iv) Traffic Island**



*Bridgeway towards Warwick Road*

On Warwick Road, the rather barren nature of the traffic island at the junction with Bridgeway is unsightly. It is understood that the traffic flow changes may result in changes to this junction. Should these occur, then efforts should be made to soften these surfaces or possibly incorporate some planting in the form of substantial trees.



# 11

## Conclusion

The town's long-standing status as a tourist attraction has undoubtedly been responsible for protecting Stratford from the radical re-developments which have blighted many other market towns throughout the country. The influence of this status is not, however, entirely benign and, with the increasing numbers of tourists and the consequent financial and physical pressures on



*Swan Theatre and Museum*

The Stratford-upon-Avon Conservation Area encompasses one of the best known towns in England and embodies all those characteristics which necessitated the creation of the concept of Conservation Areas. Within the town, there are a large number of historic buildings which have deserved listing in their own right, but it is the interesting interaction between these and the very many significant un-listed buildings which creates the particular character of the town. Interwoven with this are the many historic connections not only with the life of Shakespeare but also with the 'cult' of Shakespeare, which has been growing continuously since the mid-18th century.

the town, there is a grave danger that Stratford will cease to be a living market town. This decline has already affected the uses of many of the buildings within the town but has, as yet, had only limited influence on the character of the town. It should be one of the prime objectives of the Conservation Area policy to prevent this deterioration.

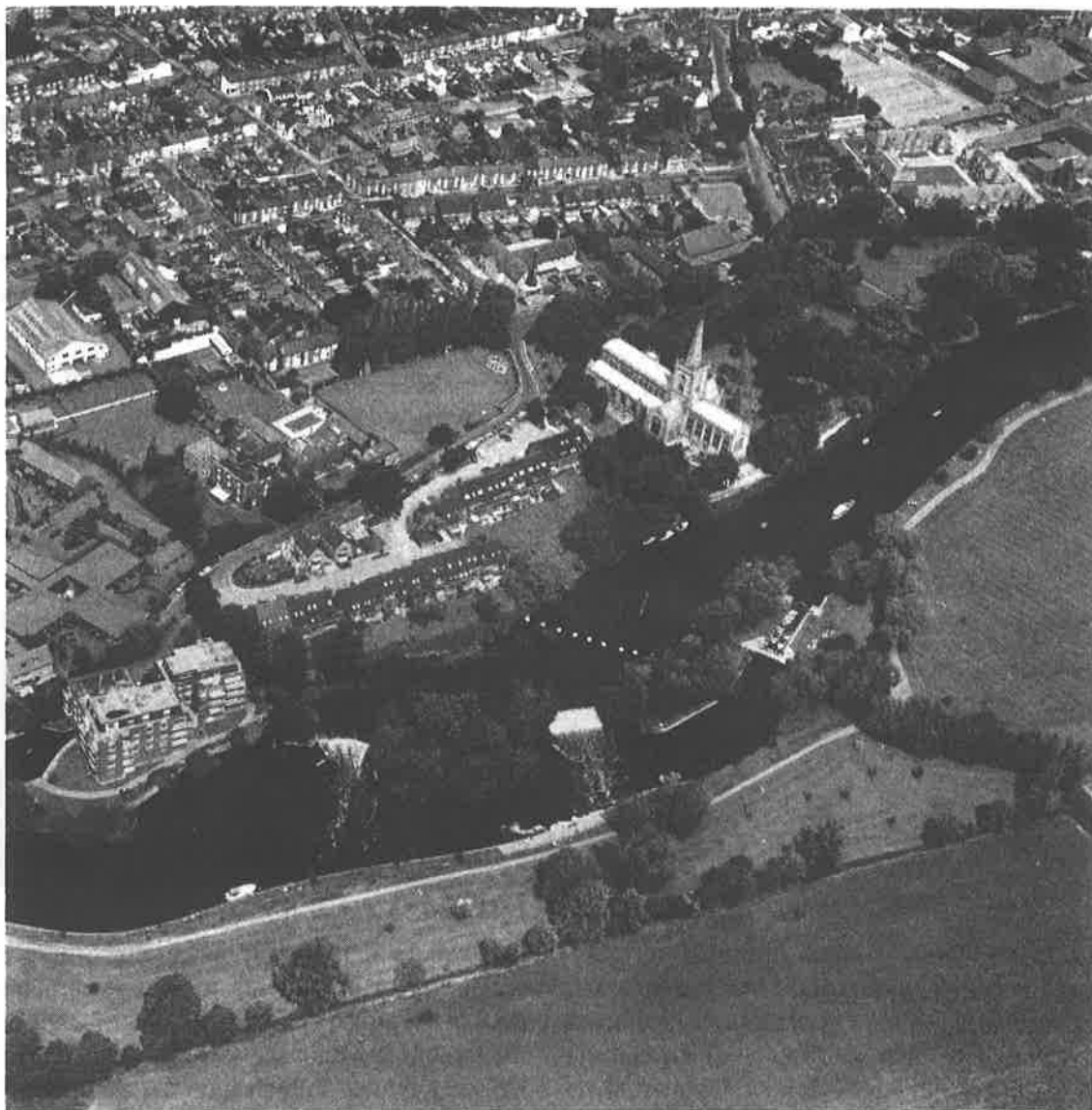
This report identifies a number of areas where the character of the town is under threat and where improvements could be made. One of the most striking is the dramatic incursion of buildings and car parking into the north of the area bounding the river. Until well into the middle of this century the surrounding Warwickshire countryside projected into the heart of the town along the river valley, emphasising the strong links between town and country. The development of the Moat House Hotel, leisure centre and related car parks since the designation of the Conservation Area has entirely divorced the town centre from the countryside at the northern end. It is strongly recommended that this effect is mitigated by further extensive planting in this area.



*19 - 22 Henley Street*

At the southern end of this green corridor along the river this town/country link is still in existence. It should be ensured that this link can be conserved.





*Stratford-upon-Avon, summer 1991*

Within the heart of the historic centre, the Conservation Area controls have been working well and have generally controlled new developments within the parameters of the existing characteristics. There are, however, one or two rather prominent exceptions to this. It is to be hoped that the more clearly defined characters described in this report be reflected in future development. The report should not, however, be seen as an attempt to define a standard design since the heart of the town benefits greatly from its variety; but matters of scale and detail require great attention.

In the 19th century suburbs around the historic centre there is a rather greater continuity of style and also of detail. These are beginning to suffer from individual 'modernisations and improvements' and there may be some benefit in implementing Article 4 Directions to allow greater control of these minor details, such as door surrounds and window details.

The tremendous tourist pressures on the historic centre have necessitated specific



*Bancroft Gardens*

proposals for both vehicle and pedestrian management. Whilst these are probably unavoidable, the manner of their implementation will inevitably have an effect upon the character of the town. The recently-completed schemes in Henley Street and Rother Street have perhaps been rather too self-conscious in the use of many different pavings and types of street furniture. A greater simplicity in detailing would

be more in keeping with the character of the town.

The further proposals may give opportunities for significant improvement to the character particularly around Bridgefoot and in Bridge Street, but these should take their lead



*34 Bridge Street*

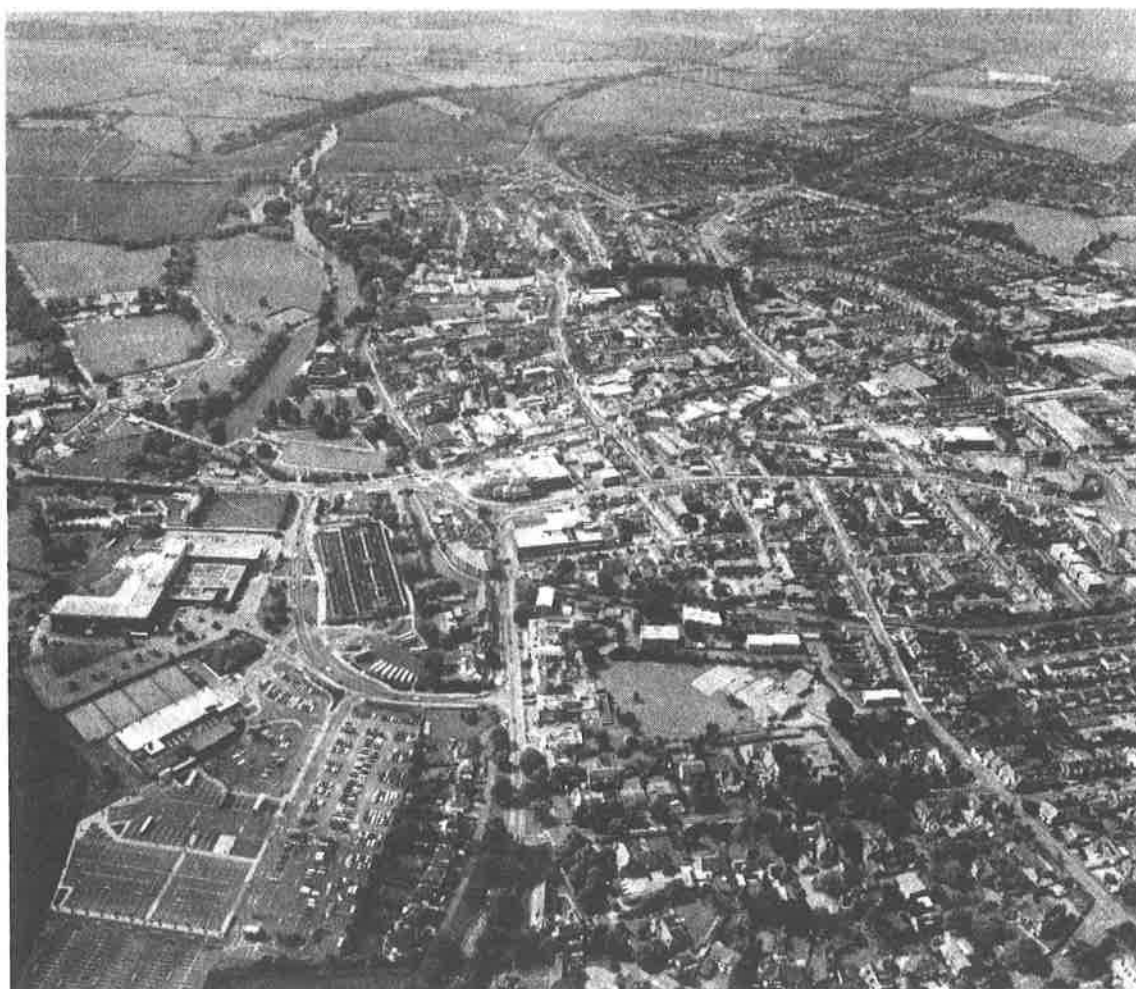
from the existing character rather than trying to impose any new character.

The extensions to the Conservation Area in the mid-1980's omitted several areas to the north and south which, although not necessarily historically continuous with the adjacent areas,

are nevertheless related in physical characteristics. These have been included in order to protect the boundaries of the Conservation Area. Along the northern edge of the 19th century new town the Conservation Area abuts the Stratford-upon-Avon canal which in itself is an extremely important feature. The inclusion of this section in the present Stratford-upon-Avon Conservation Area is hopefully only a precursor to the eventual designation of the entire length of the canal as a linear Conservation Area.

A further major extension to the Conservation Area is north of the canal to include the late 19th Century villa estate centred on Rowley Crescent.

It is to be hoped that Stratford-upon-Avon will continue as an important international tourist centre. However, it must not be forgotten that its unique character as outlined in this report has derived from its history as a living market town. A careful balance needs to be struck between the needs of the tourists and those of its inhabitants. It is the latter which creates the essential character of the town which should continue to develop as it has in the past.



*Stratford-upon-Avon, summer 1991*



25 - 35 High Street, successfully balancing the needs of both the tourist and the local inhabitant

## Bibliography

Stratford-upon-Avon has been the subject of a multitude of books, but the majority of these have concentrated on the population of the town rather than its buildings and townscapes. The following are some of the more pertinent books which have been consulted in the preparation of this report but is not an exhaustive list of relevant references.

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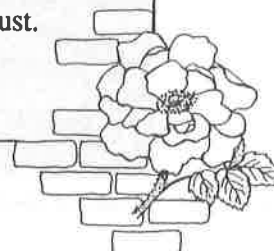
Stratford-on-Avon District Council  
*Visitor Management Plan;*  
*Directions for Growth 2001;*  
*Signs and Advertisements in Conservation Areas*

## Acknowledgements

The Stratford-upon-Avon Civic Society and the Stratford Town Council were consulted and their comments proved helpful.

The assistance of Dr Robert Bearman of the Record Office at the Shakespeare Birthplace Trust is particularly acknowledged together with that of the other staff of the Record Office.

Historical photographs, pages 10 and 16, reproduced by kind permission of the Shakespeare Birthplace Trust.



# Appendix A

Schedule of Buildings of Special Architectural or Historical Interest and of *group value* within the Conservation Area

Streets are listed in alphabetical order, followed by the schedule of significant non-listed buildings in the Conservation Area.

## Listed Buildings

### Banbury Road - Bridgetown



**Alveston Manor Hotel**  
Banbury Road  
Bridgetown  
(Ref No. 289 - Grade II)

List description : House, now hotel. c1500, enlarged c1600 and C17 and C18 with C19 restoration and C20 alterations. Timber frame with brick infill, many panels with decorative brick and tile work, some stucco to rear; tile roofs with brick stacks. 2 storeys. Nucleus of 3 gabled bays, one to left projects, with flanking later wings (one circa 1600 and another late C17); outer wings are C18, that to right end projects. Entrance to left of centre has mid to late C20 glazed flat-roofed porch; similar entrance to right end. Windows have late C20 casements with leaded glazing replacing sashes (recorded 1972); central 1st floor Venetian window with leaded glazing. Two C16 axial stacks with square shafts with fillets and cornices, close studding with middle rails and one C17 stack. Rear has stucco 3-gable centre, with 2 gables to left, that to end with 2-storey hipped bay window, and 3 gables to right; centre

has Venetian window and enriched bargeboards with scroll work, vine trail and fretwork, large C20 single-storey flat-roofed addition and corridor to right.

Interior: entrance hall has C17 panelling and chamfered beams; stair has square newels with finials and splat balusters; main hall has linenfold panelling, top panels with reticulated tracery (VCH records 9 panels of C16 linenfold); fireplace with stop-chamfered ovolo-moulded bressumer and C19 Delft tiles, overmantel has 10 panels in early Renaissance style with high relief heads in roundels, similar panels to 2 doors; paired doors to rear with linenfold panels; staircase to right has moulded square newels with finials and splat balusters. Room to right end has C17 panelling with top cornice and embroidered frieze and coffered ceiling, large stone fireplace with armorial bearing over; 2-fielded-panel door. Rear passage has exposed timber framing; many late C19 panels recording the history of the house.

The house is said to be on the site of an anchorite cell c960 AD; under the massive cedar tree to the rear of the house, the 1st performance of Shakespeare's 'A Midsummer Night's Dream' is reputed to have taken place.

(*Victoria County History* (offprint): Styles P: *The Borough of Stratford-upon-Avon and the Parish of Alveston*: London: 1946-: 67; *Buildings of England*: Pevsner N: *Warwickshire*: Harmondsworth: 1966-: 416; SPAN: *Stratford-upon-Avon: The Alveston Manor*: Wendover: 1981-1990: 3, 20-22).



**Former Coachhouse immediately to north-east of Alveston Manor Hotel**  
Banbury Road  
Bridgetown  
[Formerly listed as Coachhouse at Alveston Manor Hotel]  
(Ref No. 290 - Grade II)

List description : Coachhouse now part of hotel. Late C17, with extensive C20 restoration or rebuilding. Brick; hipped tile roof. 2 storeys; 5-window range. Top modillioned timber cornice. Ground floor has round-headed openings with central entrance with paired 3-fielded-panel doors and windows with small-paned glazing, French windows to ends 1st floor has



horizontally placed bull's eye windows with leaded glazing in radial pattern; 3 gabled dormers with moulded verges and 2-light leaded casements. Sundial to 1st floor to right of centre. Return have gabled dormers; right return has small stone sundial to left end of 1st floor and narrow projection, rear is altered.

(*Buildings of England: Warwickshire*: pp 416).

**Gazebo on traffic island approx. 150m north-west of Alveston Manor Hotel**

**Banbury Road**

(photo page 29)

**Bridgetown**

[Formerly listed as Gazebo at Alveston Manor Hotel]

(Ref No. 291 - Grade II)

List description : Gazebo. Early C18. Red brick; fishscale slate ogival roof. Single storey square structure. Moulded offset to plinth and nook shafts; top timber cornice, roof with timber finial. Entrance to south east has rubbed brick flat arch and moulded frame with 9-pane overlight to half-glazed door with 9 panes. Windows to other sides have rubbed brick flat arches and 18-pane sashes with moulded frames, one with horns. Interior has early C18 panelling and corner fireplace; cornice. Originally in the garden of the Alveston Manor Hotel, but now situated on a traffic island because of road alterations.

(*Buildings of England: Pevsner N: Warwickshire: Harmondsworth: 1966-: 416*).



**Swan's Nest Hotel**

**Banbury Road**

**Bridgetown**

(Ref No. 292 - Grade II)

List description : Hotel. c1673 (probably incorporating part of older building); additions 1897, 1906 and later. For Sir John Clopton. Brick with limestone ashlar dressings; hipped tile roof with brick stacks. Double-depth plan. Restoration style. 2 storeys; symmetrical 6-window range. Rubble plinth, ashlar platt band over ground floor, rusticated quoins and top cornice with timber-modillioned eaves with central pedimental gable. Entrance has doorcase with pilasters and entablature to 4-pane door. Windows have rubbed brick flat arches with

ashlar keys over 16-pane sashes, but ground floor to left of entrance has later windows inserted below old lintels; plaster wedge lintels over paired 16-pane horned sashes flanking single sash; central 1st floor window has brick pilasters and small-paned French window with C20 sign above, and C19 balcony on scrolly wrought-iron brackets with similar panels to balustrade. Later external lateral stack to right of entrance. Right return 4-window range; small-paned cross-casement windows, 6 to ground floor, cross-axial stack; C19 and C20 rear wings with conservatory to right of elliptical-headed entrance with doorcase with open pediment. Left return has stack and 2 single-storey wings with hipped roofs. The hotel, originally The Bear, was one of the 1st brick buildings in Stratford.

(*Buildings of England: Pevsner N: Warwickshire: Harmondsworth: 1966-: 416; Victoria County History* (offprint): Styles P: *The Borough of Stratford-upon-Avon and the Parish of Alveston*: London: 1946-: 16).

## **Birmingham Road**

**21, 23, 23A and 25 Birmingham Road**

(Ref No. 3 - Grade II)

(photo page 31)

List description : Terrace of 3 houses. 1829-30. Brick with buff headers; slate roof with 2 brick cross-axial stacks. Georgian style. 2 storeys; 5-window range. Plaster plinth and plain eaves. Rubbed brick elliptical-headed arch to carriage entrance to left of centre and to entrance (No 21) to its left and entrance (No 25) to right end; ogee-headed entrance in round-headed recess (No 23a) to right of centre; entrances have 6-fielded-panel doors. Windows have sills, and rubbed brick flat arches over 16-pane sashes; ground floor has windows to left of entrances to Nos 23a and 25; canted bay window to left end has 2:4:4:2-pane horned sashes with cornice and elliptical-headed tympanum over; 1st floor has blind window over entrance to No 23a. Rear has gabled wings and workshop range.



**37-43 (odd nos.) Birmingham Road**

(Ref No. 4 - Grade II)

List description : Terrace of 4 houses, one now shop. 1826-7. Brick with buff headers, No 37

now stuccoed; slate roof with brick end stacks and cross-axial stack. Georgian style. 3 storeys; 4-window range. Wide eaves. No 37 has early C20 shop front of 2 canted bay windows with leaded upper lights flanking half-glazed door, fascia above and canopy; round-headed entry to right has tympanum over plank door; entrance to right has moulded doorcase, lozenge frieze and cornice, overlight to half-glazed door; pair of similar entrances to right flank entry and have overlights with margin lights over 6-fielded-panel doors. Windows have sills, and rubbed brick flat arches over sashes; ground floor has 4-pane sash to left of centre and 16-pane sash to right of centre, bay window to right end has moulded pilasters and entablature, and 4:16:4-pane sashes; 1st floor has 16-pane sashes and 2nd floor has 8-pane sashes. Originally known as Wellington Terrace.

(Bearman R: *Stratford-upon-Avon: a history of its streets and buildings*: Nelson: 1988-: 34-5).

### **Bridgefoot** (former listings may read Bridgetown)

**Clopton Bridge and attached former toll house**

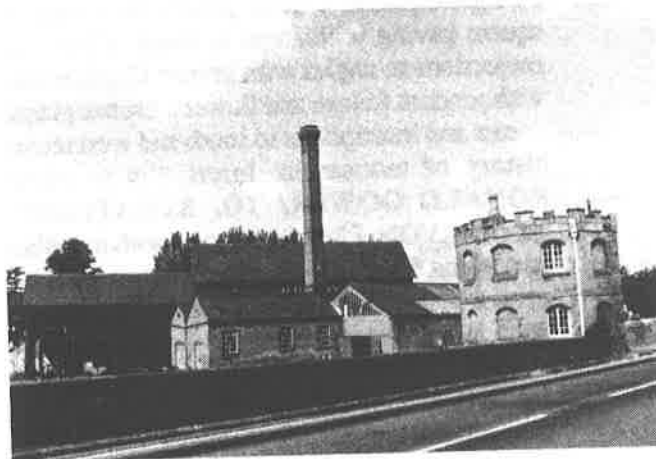
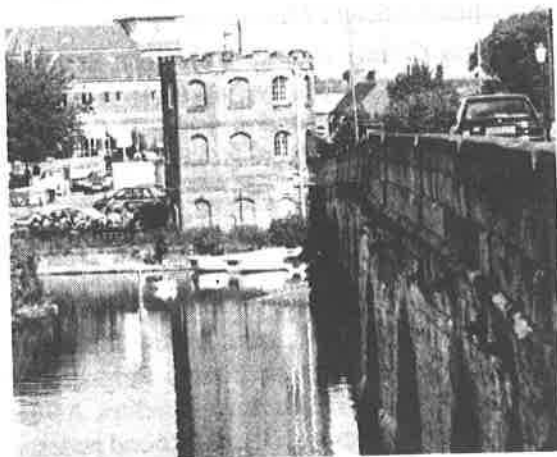
**Bridgefoot**

(photo pages 9 and 28)

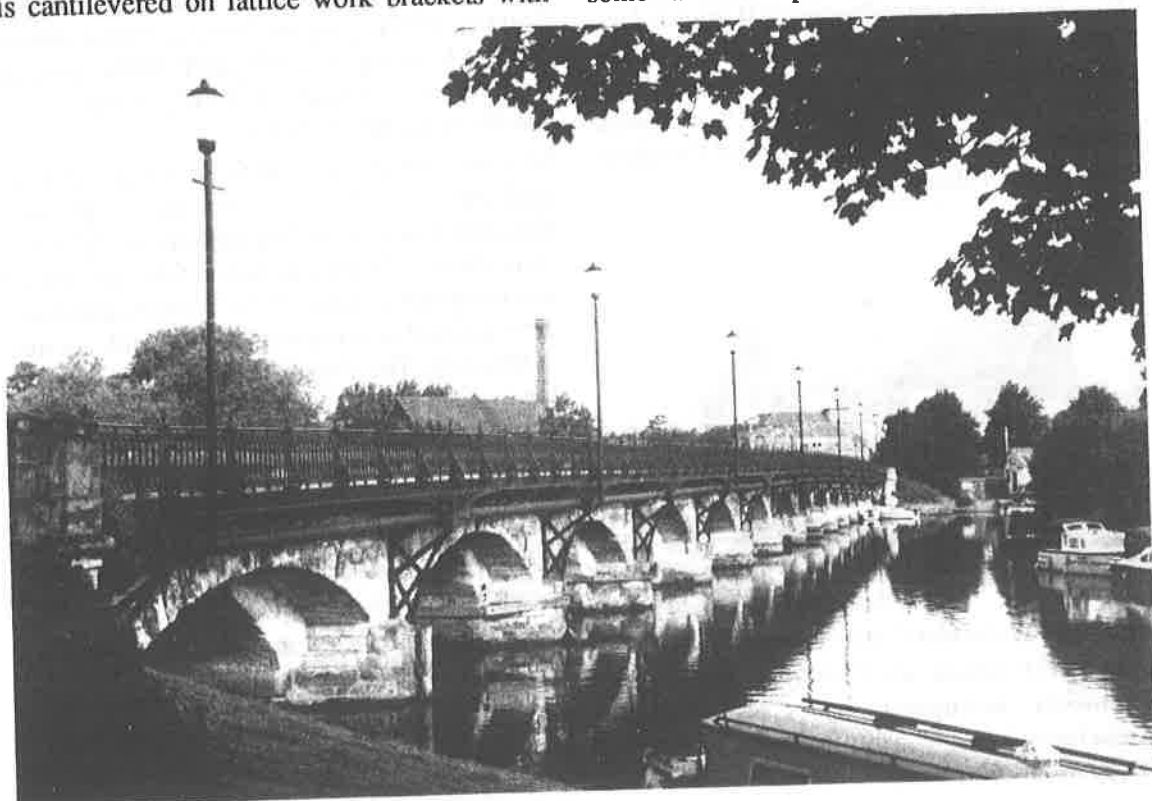
(Ref No. 6 - Grade I)

List description : Bridge. c1484 with C16 and C17 repairs; widened and toll house built 1814; footway added 1827; later parapets. For Sir Hugh Clopton; footway by J Nicolls, made by the Eagle Foundry, Birmingham. Coursed squared stone and ashlar with cast iron. 14 segmental pointed arches with platt band and plain parapets over; widened to north side which has cutwaters. Cast-iron footway to north side is cantilevered on lattice work brackets with

enriched spandrels; scrolled supports to posts, which support panels of rails with semi-circular links to head and foot. Ten-sided toll house to



south of west end has platt band and crenellated parapet. Entrance, in porch to return, has 4-centred head and door of 4 arched panels, porch is weather-boarded to return and rear. Windows have sills and 4-centred heads, most are blind, some have small-paned casements of 2 pointed



lights. Bell-form rainwater head. The bridge was originally attached to a causeway to the west. An important survival of a medieval bridge forming a significant landscape feature. A Scheduled Ancient Monument.

(*Victoria County History* (offprint): Styles P: *The Borough of Stratford-upon-Avon and the Parish of Alveston*: London: 1946-: 9; *Buildings of England*: Pevsner N: *Warwickshire*: Harmondsworth: 1966-: 416).

### **Gower Monument**

(photo page 8)

#### **Bridgefoot**

(Ref No. 7 - Grade II\*)

List description : Monument. 1876-88. By Lord Ronald Gower, with architects Peignet and Marnetz, and 3 French bronze founders. Ashlar with bronze fittings and figures. Round pedestal on square plinth; 4 small plinths to corners of square paving with steps to south. Plinth has projections to angles with bronze Greek masks with pendant foliage and flowers; bronze plaque to east and inscriptions to south and west record history of monument, inscription to north: RONALD GOWER/ TO/ STRATFORD-UPON-AVON. Plinth has panels with inscribed quotations from Shakespeare between pilasters capped by bronze wreaths; figure of Shakespeare deep in thought, seated in casual pose and holding pen and scroll. Corner plinths with figures, originally placed closer to the monument, of Shakespearean characters, clockwise from north west: Prince Hal, Falstaff, Lady Macbeth and Hamlet. The monument originally stood in gardens to south of the Memorial Theatre, and was moved to its present position in 1933; the unveiling ceremony in 1888 was attended by Oscar Wilde.

(*Buildings of England*: Pevsner N: *Warwickshire*: London: 1966-: 416-7; Bearman R: *Stratford-upon-Avon: a history of its streets and buildings*: Nelson: 1988-: 13-4; Kimberley M: *Lord Ronald Gower's Monument to Shakespeare*: Stratford-upon-Avon: 1989-).



**Pen and Parchment Public House, Bridgefoot**  
[Formerly listed as Unicorn Hotel and premises occupied by Conservative Association]

(Ref No. 9 - Grade II)

List description : Public house. Late C18 probably with earlier origins. Brick; tile roof with brick stacks. 2 storeys; 3-window range. 2 rear wings. Top modillioned brick cornice. Round-headed entrance to left of centre has architrave and bracketed open pediment; fanlight with intersecting glazing bars over 6-flush-panel door. Central 2-storey canted bay window with cornices and 16-pane horned sashes and 4-pane side lights, panelled apron to 1st floor; other windows have sills, and heads covered by C20 canopies; those to ground floor have 16-pane horned sashes in moulded frames, those to 1st floor have 12-pane paired sashes. Left return has wing with hipped tile roof, end recessed; windows with rubbed brick flat arches, casement and 12-pane sash to ground floor, 12-pane thick-bar sashes to 1st floor, end has 12-pane sash to stair window. Early C20 cross wing across rear. Right return (being rebuilt April 1991) has wing with coped gable.

Interior: exposed beams, some probably re-used: one ovolo-moulded, one richly moulded.

The large barn, said to have been used as theatre in C18, but is of late C18 or early C19 date and much altered, and so is not included.

### **Principal Timber Warehouse at Cox's Timber Yard, Bridgefoot**

(photo page 15 and

*Clopton Bridge Toll House photo on previous page*)

(Ref No. 10 - Grade II)

List description : Timber warehouse. c1820 with mid C19 renewal. Timber framing with wall posts on blue lias pads and C20 steel-girder strengthening frame; weatherboarding, some to 1st floor is angled to allow ventilation; tile roof with blue tiles forming pattern of large diamonds. 2 storeys with attic; 5-bay range. Front is open to ground floor; sign with white-painted lettering: J. COX AND SON. Similar sign to right return: J. COX/ AND SON/ TIMBER MERCHANTS.

Interior: crossed bracing to walls; queen post roof trusses with struts, and double purlins. Reputed to be of c1820 and shewn on 1851 OS map. The warehouse stands near the canal, which was opened in 1816 and which was important to the industrial development of Stratford, centred in this area. The firm was founded in 1830 by James Cox and Edward Fordham Flower, the latter leaving to found Flower's Brewery, an important local concern, in the following year; it is (1991) the oldest family firm still in existence in Stratford. The building is an unusual survival and important as a reminder of the industrial nature of this area.

(Bearman R: *Stratford-upon-Avon: a history of its streets and buildings*: Nelson: 1988-: 12; Fogg N: *Stratford-upon-Avon: Portrait of a Town*: Chichester: 1986-: 134; The Stratford Society: Information supplied with spot-list application: 1988-).

## Bridge Street



### 1 Bridge Street

**The Encore Public House**  
[Formerly listed as Anchor Inn]  
(Ref No. 12 - Grade II)

List description : Public House. Facade c1800 to possibly C16 building. Stuccoed brick; hipped tile roof with brick stacks. L-plan. 2 storeys; 5-window range. End pilasters and top cornice. Wide C20 entrance to right of centre. Windows to ground floor have sills and small-paned glazing; left end canted bay windows with 3:9:3-pane sashes; 1st floor has windows with plain surrounds, friezes and cornices to 16-pane sashes, 2 painted blind windows. C20 fascia board across facade over ground floor. Left return has 2-windows return and later 2-storey range with casements and 12-pane sashes. Short rear wing under hipped roof. Known as The Bear Inn in the C16.

(Bearman R: *Stratford-upon-Avon: a history of its streets and buildings*: Nelson: 1988-: 16; Forrest H E: *The Old Houses of Stratford-upon-Avon*: London: 1925-: 58-9)

### 4 and 5 Bridge Street

**Old Red Lion Shopping Centre**  
[Formerly listed as 4 and 5, Old Red Lion Inn]  
(photo page 50)

(Ref No. 13 - Grade II)

List description : Public house, now 2 shops. c1810 facade to possibly C17 building, C19 rear addition; altered 1980s. Brick; C20 tile and slate roofs. 2 storeys with attic; 2-window range with 2-storey wing to right and 3-storey, single-window range, No 5, to right. Steep roof to left range, slate roof to wing and deep parapet and slate roof to right range. Entrance to left range has baseless pilasters and Tuscan entablature to C20 door; elliptical-arched carriage entrance to wing and late C20 traditional-style shop front to right range. 1st floor has canted bay window with 8:12:8-pane horned sashes, probably C20, and 2 windows with sills and 12-pane horned sashes; French window to wing has cast-iron balcony; canted bay window with 2:4:2-pane horned sashes and 2 consoles to right end; 2 hipped dormers with 2-light casements, and C20 2-light casement to right end. C19 brick

rear wings have been very much altered and extended as shopping centre.

Interior: some remaining early brick work and broadly-chamfered beam to ground floor of 2-unit front range; 1st floor has double collar truss with struts, end trusses with timber-framed infill and braced collar purlin; wind braces. Rear wing has 3-bay king-post roof with some exposed timber framing to former end wall, and C19 three-bay king-post roof to addition.

(Bearman R. *Stratford-upon-Avon: a history of its streets and buildings*: Nelson: 1988-: 16).



### 12, 13 and 14 Bridge Street (Ref No. 14 - Grade II)

List description : Town house, now 3 shops. 1832. Stucco steeply pitched Welsh slate roof. 3 storeys; 1+4+1-window range articulated by giant Tuscan pilasters to upper floors; plain parapet (cornice removed). C20 shop fronts. 1st floor has 2 canted bay windows with 2:4:2-pane horned sashes with cornices to left, and 2 windows with 12-pane sashes to right; 2nd floor has windows with sills and 12-pane sashes. Renewed brick gable on right.

(Bearman R: *Stratford-upon-Avon: a history of its streets and buildings*: Nelson: 1988-: 16).



### 17, 18 and 19 Bridge Street [Formerly listed as 18 and 19 Bridge Street] (Ref No. 15 - Grade II)

List description : 2 town houses now shops. Early C19, No 18 built in 1832. Stucco, slate roof behind parapet. 3 storeys; 3-window range with single-window range, No 17, to left, and 2-window range, No 19, to right. No 18 has giant Ionic pilasters, entablature and parapet



with 3 panels; No 17 with quoins to left end and modillioned cornice; No 19 with 2nd floor sill band and simple top cornice and parapet. Large late C20 entrance with flanking rounded bay windows with colonnettes, deep friezes and cornices; No 17 has similar bay to right of entrance with rusticated wedge lintel over 6-fielded-panel door; No 19 has C20 ground floor. 1st floor has windows with sills and 12-pane sashes, No 17 with canted bay window with 4-pane sashes and lead hipped roof, 16-pane sashes to No 19. 2nd floor has 9-pane sashes flanking blind window; 16-pane sashes to No 19. No 17 has been incorporated into No 18 (W H Smith), which is linked with Nos 2 and 3 High Street; No 19 was originally so incorporated.

(Bearman R: *Stratford-upon-Avon: a history of its streets and buildings*: Nelson: 1988-: 15-6).



**20 Bridge Street**

**Barclays Bank**

(Ref No. 16 - Grade II)

(photo left above)

List description : Town house now bank. Rebuilt after 1641 fire, with C19 and C20 alterations. Timber frame with brick rear wing; tile roof. Largely C20 timber-framed facade. 3 storeys; 2-window range; 1st and 2nd floors jettied; 2 gables. Late C20 ground floor recessed behind 2 posts to bressumer (recorded as having 2 caryatids, 1972). 1st floor has paired 18-pane sashes; 2nd floor has late C19 four-light transomed projecting windows. Close-studded framing; moulded bargeboards with finials. Some timber framing visible to left return, and ogee-headed stair windows to 1st and 2nd floors with small-paned glazing.

Interior: open-well staircase with fretted splat balusters, moulded handrail with dentils and square balusters, some with finials; exposed timber framing. Recorded as having traces of frescoes dated 1677 and earlier foundations visible to basement (Forrest).

(Forrest HE: *The Old Houses of Stratford-upon-Avon*: London: 1925-: 52-4; Bearman R: *Stratford-upon-Avon: a history of its streets and buildings*: Nelson: 1988-: 17).

**21 Bridge Street** (photo right of 20 Bridge Street)  
(Ref No. 17 - Grade II)

List description : Office. 1924. Brick with timber-framed facades; double-gabled tile roof with brick end stacks. Vernacular Revival style. 3 storeys; 2-window range; jettied upper floors and 2 gables. Entrance has 4-centred head and moulded arch with carved spandrels with initials: NP to shields, door with rich linenfold panels. Ground floor has 6+3-light single-chamfered-mullioned windows with vine trail to transoms; 1st floor has projecting 3-light transomed windows and 2nd floor has similar inset windows; all windows have leaded glazing. Close-studded framing, that to ground floor has brick-nogged infill and corner post with twisted shaft; enriched brackets with masks to 1st floor jetty, which has frieze and cornice to bressumer; crouching figures, including Shakespeare and Hamlet form brackets to 2nd floor, which has herringbone framing; rich vine-trail bargeboards. Narrow brick part to left end has good enriched lead rainwater head with date, and downspout; end stack. Right return to Union Street has similar details: two 5-light and one 3-light ground floor windows; 3-light 1st floor windows flanking 2-light windows; 3-light windows and single-light window, lacking transoms, to 2nd floor; brick right end has dated rainwater head and downspout, end stack.

Interior: adzed posts and beams; C17 style panelling. A good example of those buildings in Stratford influenced by the town's Elizabethan heritage, which was being restored at this time, on an important corner closing views down Bridge Street and High Street.



**22 Bridge Street**

**Lloyds Bank**

(Ref No. 18 - Grade II)

List description : Bank. 1899. J A Chatwin of

Birmingham. Brick with ashlar facades and slate roof. Classical style. 3 storeys; 5-window range with canted angle. High plinth, string course over ground floor, 1st floor sill course, frieze and cornice, 2nd floor sill course and top frieze and dentiled cornice; coped gable with ball finial to kneeler. Elliptical-headed entrance to canted angle to left end has continuous mouldings and consoled key over fanlight and C20 door. Ground floor has window between piers with channelled rustication and attached Doric columns; 1st floor has elliptical-headed windows with moulded transoms and upper mullions; 2nd floor has round-headed windows with archivolts and keys, panelled piers and spandrels, between pilasters with Corinthian derived capitals; all windows with plate glass horned sashes. Angle has canted oriel with ribbed coving to base, apron with 2 tiers of panels, the upper ones with scrolly reliefs, elliptical-headed 1st floor windows with strapwork parapet over and recessed 2nd floor bay with round-headed windows, octagonal drum with strapwork panels and swept tile spire with lead ball finial. Left return to Union Street has similar details, but channelled rustication to ground floor and plain windows with C20 frames and entrance with consoled cornice over 3-panel door to left end; recessed right end with forward break to 1st and 2nd floors, with enriched relief panel to 1st floor carved with central beehive and 6 roundels with armorial bearings including Lloyds, London and other towns. Sited on an important corner. Included for group value.

(Information from Stratford-upon-Avon Society).



**23 Bridge Street**

**Next**

[Formerly listed as The George Public House] (Ref No. 19 - Grade II)

List description : Public house, now shop. 1830. Painted brick; slate roof with brick stacks. L-plan. 3 storeys; 2-window range. Eaves on small paired brackets. Round-headed entrance has reeded pilasters and bracketed open pediment,

blind fanlight over 6-panel door; round-headed entry to right end has 6-panel door. 2-storey canted bay windows with cornices and sills, plate glass horned sashes; 2nd floor has windows with sills, and rusticated wedge lintels with keys over 4/8-pane sashes. Rear wing has stacks.

(Bearman R: *Stratford-upon-Avon: a history of its streets and buildings*: Nelson: 1988-: 16)



**27 Bridge Street**

[Formerly listed as 27 Bridge Street, Regent Hotel]

(Ref No. 20 - Grade II)

List description : Hotel, now shop. Early C19 re-fronting to earlier building. Stucco; slate roof with brick stacks. L-plan. 3 storeys; 2-window range. 2nd floor sill band and top entablature with richly moulded cornice and parapet. Entrance with moulded doorcase and consoled cornice has overlight to paired 3-panel doors; flanking C20 bay windows; entrance to right end has pilasters and entablature with gabled block and glazed door. 1st floor has windows with moulded sills and architraves to 16-pane sashes; similar 2nd floor windows have sill brackets and 4/8-pane sashes. Rear wing with cross-axial stacks.

(Bearman R: *Stratford-upon-Avon: a history of its streets and buildings*: Nelson: 1988-: 16).



**31 Bridge Street**

(Ref No. 21 - Grade II)

(photo also page 53)