

Other materials

Modern timber or steel construction is encouraged, with a cladding appropriate to the settlement.

Render

Caution should be exercised in the use of render. The acceptability of render is dependent on the character of the specific village and location within it. The type of render, roughcast or smooth and its colour need careful consideration to fit with the context of the building. Partial render of single dwellings will not normally be appropriate but the mass of larger buildings can often be successfully broken up by a series of rhythmic changes of the materials. It may be appropriate to use fully rendered buildings as a design statement on key corner plots or to frame terminal vistas.

Mixing materials

Extreme caution should be exercised in combining different external materials in the same building. In general, there should be one principal external material for the walls with complimentary secondary materials for design features. The mass of larger buildings can often be successfully broken up by a series of rhythmic changes of the materials.

Vents and service boxes

All vents and service boxes to be included in a proposed building should be indicated on the submitted drawings. All such items should be as inconspicuous as possible.

E3. Timber Frame Construction

Traditional structural timber framing is encouraged in the appropriate locations within the appropriate settlements. Modern structural timber framing is also encouraged, using cladding appropriate to the location. Mock timber framing will not normally be acceptable.

E4. Brick Construction

The characteristic brick colour in the District varies from an almost pink buff to a fairly strong terra cotta orange. Claret and other darker reds, browns, ochre or beige buffs, greys and blues are unlikely to be acceptable unless for good design reasons.

Use of contrasting detail brick is not common in the District and should be done with restraint. Detailing is most often done with the same brick as the main wall, as is the case in the examples shown here. If contrasting bricks are used, the difference in colour and tone should be minimal. An example found relatively frequently in the District is Flemish bond walls with buff headers. Another example is the use of finer quality bricks for gauged brick arches. Specials of blue brick are sometimes used for window cills. Plinths on brick walls are almost never found in the District and should not be used.



Fig. E9- Gauged brick flat arches on a house in Henley-in-Arden, Arden area. The openings are vertically aligned and the second floor windows are smaller than the first floor windows.



Fig. E10 - Window with a segmental arch head. Note the arch is made up of headers on edge, a detail very characteristic of brick areas within the District.



Fig. E11 - Cottages with windows set just below the top plate in Old Town, Stratford-upon-Avon. The casement windows shown are flush closing as opposed to 'storm proof'.



Fig. E12 - An example of windows with render used to create the effect of stone lintels. The windows have stone cills and sliding sash frames.

Window and door openings in brick constructions

In most cases openings should be vertically aligned, with openings over openings. Vertical alignment is particularly important on small facades. On smaller houses and cottages, first floor windows are often set just below the eaves line with only the top plate or several courses of bricks over the opening. Most window openings are vertically oriented but there is considerable variation including square and some horizontally

oriented. The most common horizontally oriented opening is a three-light casement with vertical lights divided by mullions. The proportions of the lights are often about 3:2, height-to-width.

As a general rule, window and door openings must have visible means of support for the material above. The most common traditional solutions found in the District are segmental arches, flat arches or stone lintels. In some cases, flat arches or lintels are rendered or stuccoed to look like stone.

E5. Stone Construction

Walls

There are four main building stones found in Stratford-on-Avon District: Cotswold Limestone, Hornton Marlstone, Blue Lias and White Lias. The terms used to describe the source beds of these building stones are Oolitic Limestone ('Cotswold'), Marlstone Rock Bed ('Hornton' or 'Ironstone') and Langport Member Limestone ('White Lias'). The bed for Blue Lias is called simply Blue Lias. All these stones are members of the same family (Jurassic and Triassic Limestones) but due to their specific characteristics, they tend to be cut and laid in somewhat different ways.

In general, the most common method of building with all four stones is coursed, squared rubble, usually with quoins. In virtually all cases there is variation in the course depth, the quoins are larger than the rubble making up the wall and the coursing runs through to the joints between quoins.



Fig E12 – A Cotswold stone house.

The principal difference between methods of laying is generally due to the size of individual stones. The size depends on nature of the stone. Blue Lias is one of the most variable, both in colour and size of rubble. This leads in some cases to a distinctive pattern of wall, with alternating courses of larger, blue and smaller yellow-grey stones, often without quoins.

Cotswold and Hornton Stones are also quite variable in colour. Some Cotswold stones have high iron content and can, in colour, look similar to 'Hornton Ironstone'. There is, however, a distinct difference in the structure of the stone and therefore in the way it weathers. Cotswold Limestone is Oolitic and considerably harder. Marlstone is a Liassic stone and quite soft. Care must be taken, therefore, in the selection of stone. Most villages are predominantly one stone or the other but attention should be paid to differences within villages. While there may be one predominant wall material, in some cases there are distinct areas within villages with different predominant materials.

Established patterns of mixing types of stone in one building may be followed. In some areas, for example, Blue Lias is used for the body of the wall and Hornton Stone for dressings.

Window and door openings in stone construction

Because stone and brick are similar building materials - small squared units bound together with mortar - similar details are used with both. Thus, as with brick, in most cases of stone construction, openings should be vertically aligned with void over void. Vertical alignment is particularly important on small facades. On smaller houses and cottages, first floor windows are often set just below the eaves line with only the top plate or several courses of stone over the opening. Most window openings are vertically oriented but there is considerable variation including square and some horizontally oriented. In horizontally oriented openings, individual lights are vertically oriented and divided by mullions. The proportions of the lights are often about 3:2, height-to-width. Probably the most common horizontally oriented opening is a three-light casement.

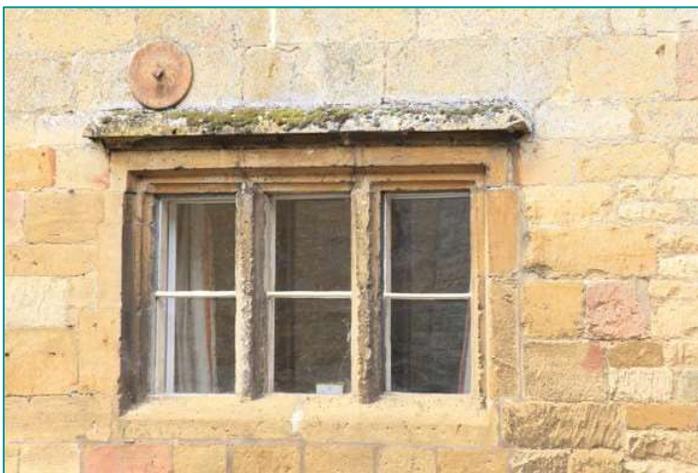


Fig. E13 - A Hornton stone farmhouse with a three light window, stone mullioned window. The window has flush head, jambs and cill with a label or hood mould above the head.

As a general rule, window and door openings must have visible means of support for the material above. The most common traditional solutions found in the District are segmental arches, flat arches or lintels in squared rubble or dressed stone as well as oak lintels.

E6. All Forms of Construction – Windows & Doors

Cills

A range of cills are found in the District and preferred forms include stone, stone tile and plain clay tile. In the case of brick, special bricks such as single cant on edge or plinth stretchers are preferable. Wood may also be used but only of sufficient size and combining a stub cill and sub-cill. Projecting integral cills are unlikely to be acceptable.

Window frames and door leafs

The window frame should normally be set back from the face of the building to give a shadow line. The presence and design of glazing bars or lead comes should be suited to the opening size, the position of the window in the building and the overall form of the house. If casements are proposed, they should normally be traditional or modern flush closing as opposed to 'storm proof' designs which have projecting external flanges.

The type of door proposed should suit the building type and the position of the door within the building. Simple vertical plank doors are generally suited to smaller 'cottage' type buildings and moulded panel doors to larger houses. Glazing on doors should follow the same pattern as the windows.

E7. All Forms of Construction – Roofing

Verges, eaves and ridges

The most common verge detail is trim with a tile or slate under cloak. Barge boards, clipped and boxed eaves should be avoided as should decorative ridge tiles. Stone-coped gable parapets are normally only used in stone construction.

Where details such as exposed rafter feet are proposed, they should be a genuine expression of the construction of the building and not a cosmetic decoration. See Fig. E18 for further information.



Fig. E14 - Examples of 'wet verge' using mortar to secure the roof tiles.



Fig. E15 - A stone-coped gable parapet of Hornton stone with a corbelled verge/eaves junction known as a kneeler.



Fig. E16 - Dentilated brick eaves made up of a projecting stretcher course, alternating projecting headers and a further projecting stretcher course.



Fig. E17 – A trim verge of brick with stepped projecting header corbelling and a half-round ridge tile.



Fig. E18 – Plain eaves with exposed rafter feet on a brick building.

Chimneys

Chimneys are most commonly located at the main ridge. Very frequently they are found on the gable ends in which case they are most often flush, with an internal breast. Most are rectangular in plan, oriented at right angles to the ridge. Virtually all chimneys have a cap, corbelled weathering and chimney pots.



Fig. E19 - Examples of chimney in traditional and new dwellings.

Dormers

Caution should be exercised in the use of dormers. In many villages they are not common features. In cases where they are appropriate, the number should be limited to avoid clutter. The position of the dormer within the roof should be either just above the eaves (between the top plate and lower purlin), mid-way up the roof (between purlins or above a single purlin) or, exceptionally, with the cill of the dormer below the eaves level. In the latter case, care must be taken with the position of rainwater pipes. In all cases the dormer ridge should be well below the main roof ridge.



Fig. E20 – good and poor examples of dormer windows.

The dormer should be smaller in height and width than the window openings below and, as far as possible, should be vertically aligned with them. Cheek walls should be as narrow as possible and faced in either lead or render as should the gable. The eaves of the dormer roof should be below or at the same level as the window head, not above. Simple gabled dormers are the most common. Hipped dormers are acceptable in some settlements. Flat roofed dormers with cornice moulding may be acceptable on buildings in a Classical idiom.

Large dormer windows, particularly large flat roof dormers, may possibly be acceptable where out of public views on rear roof slopes, outside of conservation areas.

Rooflights

Like dormers, rooflights should be smaller in height and width than the window openings below and, as far as possible should be vertically aligned with them. Ideally they should be set flush with the roof surface.

Other roof extensions

Other roof extensions should normally fit in with existing roof lines. Depending on the architectural style of the original building, a pitched, hipped or gabled roof will almost always be more appropriate than a flat roof. A bat survey will usually be required if the proposal involves substantial work to roof spaces. Where a roof ridge needs to be raised in order to allow increased headroom in the roof space, careful consideration should be given to its impact on the street scene and neighbours. Where a roof is raised, its pitch should reflect the original, or the roofs of nearby buildings, as appropriate.

E8. All Forms of Construction - Porches & Canopies

Canopies and porches are not characteristic of many of the building types in the District though in many cases they have been added. Care should therefore be taken in applying them to new designs. One of the most common types of canopy is a simple double pitch or lean-to roof on brackets. Less commonly the canopy is supported on posts. Another common type is a flat, moulded projection on brackets. Cheek walls and fully enclosed porches are rarely found and should be avoided as should hipped roofs. Porch roofs should not normally be linked to bay windows or projecting garage roofs as this is not a traditional design feature in most areas of the District. Porch roofs should, where tiled, have small sized tiles. GRP tile effect on porch roofs and windows are not acceptable.



Fig. E21 - A flat canopy on brackets.



Fig. E22- Lean to canopies with brackets, Welford-on-Avon, Avon Valley. The roof material is inappropriate in this case as smaller roof tiles are needed.



Fig. E23 - Double pitched canopy, Cotswold area. Fig. E 24 - Double pitched canopy.

E9. Green Roofs and Walls

Green walls and roofs are simply walls and roofs that have been planted either completely or partially by vegetation. They can be incorporated onto new and existing buildings. They provide a wide range of significant benefits, including:

- **Biodiversity** – green roofs and walls provide valuable wildlife habitats and can significantly enhance biodiversity, supporting a variety of plants as well as providing nesting and foraging habitats for invertebrates. They can play a useful role in connecting existing habitats and supporting rare and protected species;
- **Aesthetic and amenity value** – through incorporation of colourful foliage, flowering plants or accessible amenity areas. However, provision of amenity space (e.g. for food production and relaxation) on green roofs must be balanced against provision of space for wildlife;
- **Sustainable drainage** – green roofs can form a key part of SUDs. They reduce the quantity of runoff by holding water and encouraging its release through evaporation. They also improve the quality of run-off by filtering contaminants;
- **Thermal efficiency/insulation** – green roofs and, to a lesser extent green walls, can help to insulate buildings, reducing energy demand and associated carbon emissions;
- **Reducing the 'urban heat island' effect** – providing green roof and wall cover can help to lower surface temperatures and cool dense urban areas;
- **Managing air quality** – vegetation on roofs and walls can help to improve air quality through absorption of carbon dioxide, some air pollutants and dust;
- **Reduce noise levels** – green walls and roofs can help to dampen noise levels;
- **Cost savings** – green roofs and walls can increase the life expectancy of a roof or wall by protecting the building fabric from temperature variations, UV radiation and other climatic factors. The other benefits described here can also provide further cost savings;

- **Enhanced sales or rental value** - green roofs and walls may enhance the sale or rental value of a development by increasing the aesthetic appeal of a property, reducing energy costs and demonstrating sustainable design and social responsibility.

Green roofs can be fitted to any flat or gently sloping roofs. Green roofs types vary from extensive to intensive types, depending on the depth of substrate (growing medium) and the type of plants that are supported.

The main types of green roofs are:

Intensive roofs – these roofs are designed to allow access for people. They are likely to have deep substrates that can support trees and shrubs, as well as providing accessible areas. These roofs require higher levels of maintenance.

Extensive roofs – incorporate lightweight substrates which support a range of species. They range from shallow sedum mats, which do not offer significant biodiversity or water holding benefits, to deeper substrates which can support valuable biodiversity.

The Council's preferred specification is biodiversity based extensive substrate green roof with a substrate of depth of 80-150mm. These roofs support a greater range of plant species and in turn wildlife species and have greater water holding benefits (green roofs can attenuate up to 60% of runoff).

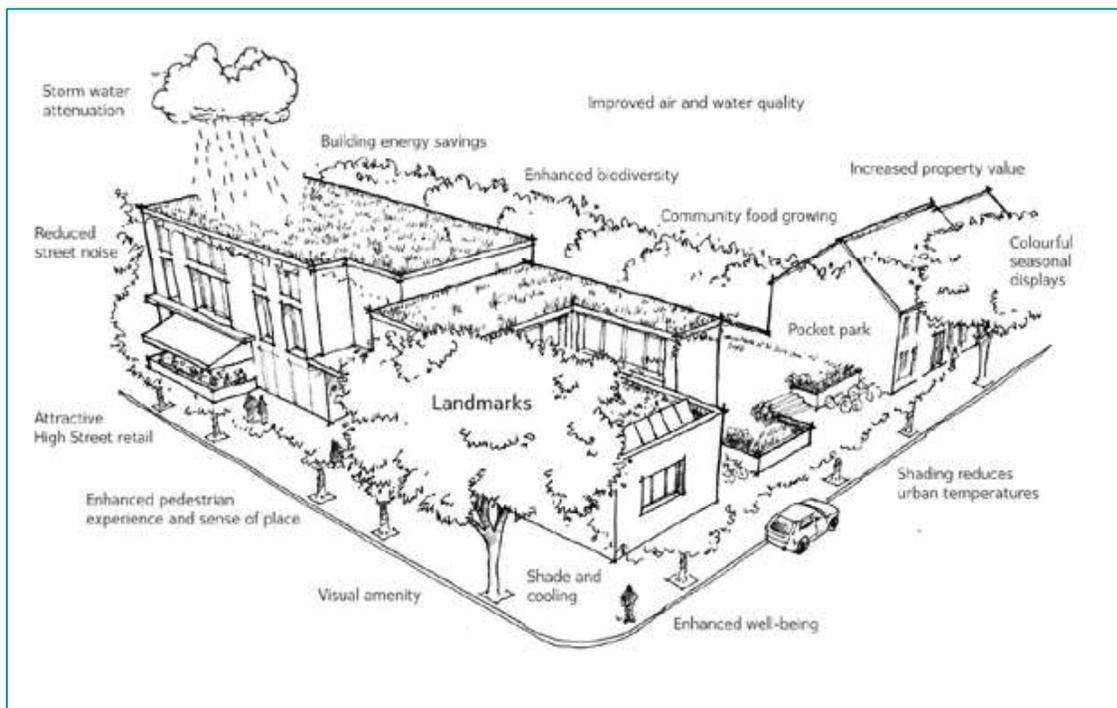


Fig. E25 - Shows the numerous benefits of green roofs.

Design considerations

It is important that, where proposed, green roofs form an integral part of the design of new buildings and are designed in from an early stage because the increased loading associated with thicker substrates may have implications for structural design. Loadings will vary for different types of green roof, for example starting at 80-150kg/m² for extensive substrate based roofs.

Locational factors such as shading from surrounding trees should also be considered at the start of the design process to ensure the roof specification and planting schedule are appropriate to the context and any related management requirements are considered.

Whilst the Council encourages green roofs, it is acknowledged that they may not be appropriate in all circumstances, for example, in situations where roof space is fulfilling other functions such as amenity space.

Green walls

Green walls generally involve the use of climbing plants to create a living cladding system.

The two principle types are:

Climbing wall plants – these can grow directly on a wall (especially those of brick and stone where the porous surface allows them to attach more easily) or be supported by trellises or steel cables against a wall. Commonly used species for wall-greening are ivy, Russian-vine and Virginia-creeper.

Container systems - plants are grown in large irrigated containers at height which allow them to grow/hang down.

While simple green walls using climbing plants have been widely used for centuries, more extensive green wall systems are developing all the time. Innovative systems now available include walls constructed from trays of plants that have been pre-grown off-site and slotted together on a steel frame, then connected up to an internal irrigation system.



Fig. E26 - Living/Green Wall in Bell Court Stratford-upon-Avon.

The most suitable approach to creating a green wall for any particular development or site is likely to depend on the prioritisation of functions it is intended to perform (e.g. biodiversity, amenity, sound insulation) and the possibilities that the specific space affords. For further details on the variety of green wall systems and design options available and what might be most suitable, see further information below.

Stratford-upon-Avon Design in Residential Areas

Supplementary Planning Guidance



July 2005

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Stratford-upon-Avon Design in Residential Areas

Supplementary Planning Guidance

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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.

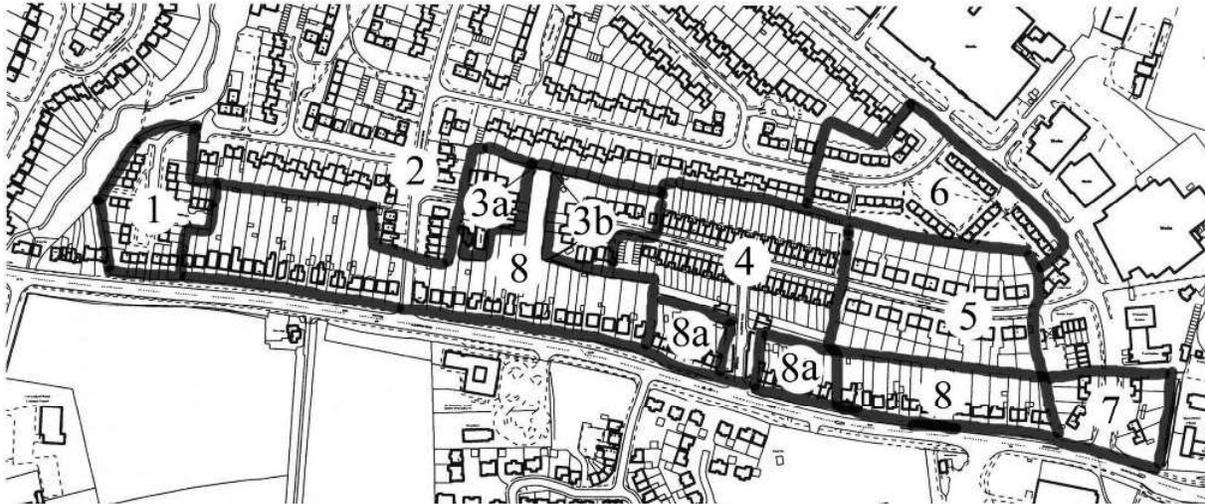
Issues of defining public and private spaces

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.



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Tiddington Road Character Study

1 Context

There has long been a core of settlement on the east side of the river crossing, and the crossing itself is naturally the focus of a number of roads, major and minor, leading in to Stratford.

Tiddington Road is not a major road, but leads to a series of small villages and thus generates a significant degree of commuter traffic. Its green location, including some riverside access, is popular, and most of its houses are large.

The extreme south-west end of the road is already within the designated Town Centre conservation area, and so has not been re-examined in detail.



Plate 1: Aerial view of study area

Image from Stratford upon Avon District Council

2 Site and setting: introduction

2.1 Location within settlement; routes etc

This area is part of Bridgetown, the suburban area immediately south of the River Avon where four approach roads converge on the Clopton Bridge, a Scheduled Ancient Monument but also the site of the heaviest traffic of Stratford's road network.

The B4026 carries significant traffic to neighbouring villages to the east, including Tiddington, Alveston and Wellesbourne. It is a major access to tourist attractions

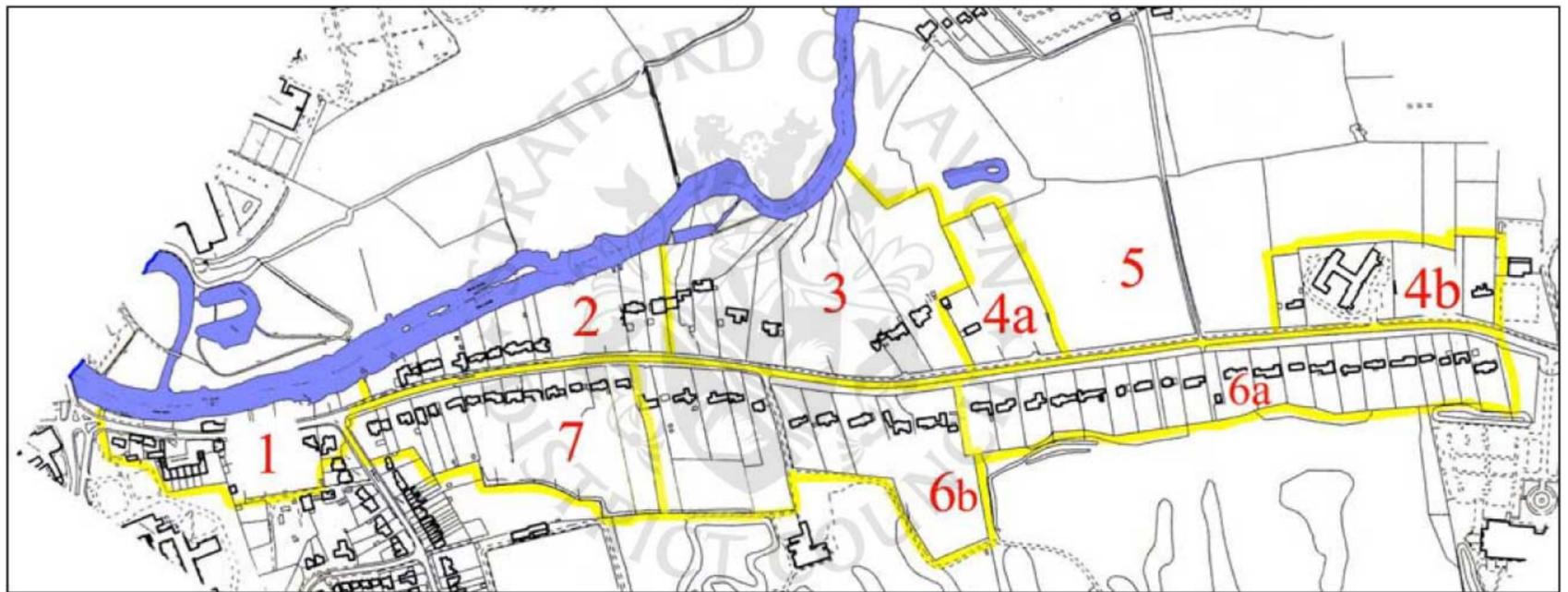
such as the National Trust's Charlecote Park, Compton Verney, and to Wellesbourne Airfield, being developed for leisure flying and as a visitor attraction; it also has a substantial industrial estate.

2.2 Landscape

This area is generally flat, being on the edge of the river floodplain. The gardens leading down to the river are included in the *Riverside Environs Study*.¹ To the south-east the golf course has an extremely gentle slope towards Alveston Hill.

The bulk of the area lies on river terrace gravels, although there is a thin strip of Keuper marl to the north-east of the road.²

2.3 General character and plan form summary



Map 1: General character
North to top right

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- 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: part of the Scheduled Ancient Monument, presently 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 plot tails are truncated by allotments and plots fronting Loxley Road

2.4 Landmarks/views

There are no significant landmarks within the area.

¹ Roger Evans Associates (1998) *Riverside Environs Study* Stratford on Avon District Council

² Geological Survey sheet 200, 1974.

Views north and north-west across the river can be obtained at the south-western end of the road, ie before the building coverage begins; and, more significantly, across the open fields of the Scheduled Monument (Area 5). The obelisk in the Welcombe and Clopton Hills Local Nature Reserve is clearly visible. However, these views also reveal the caravan park, a negative feature.

Likewise there are views south into this area, especially from the hill of the Local Nature Reserve. They reveal the caravan park and NFU Mutual office building (north-east of the area studied) rather than particular details of this area itself.

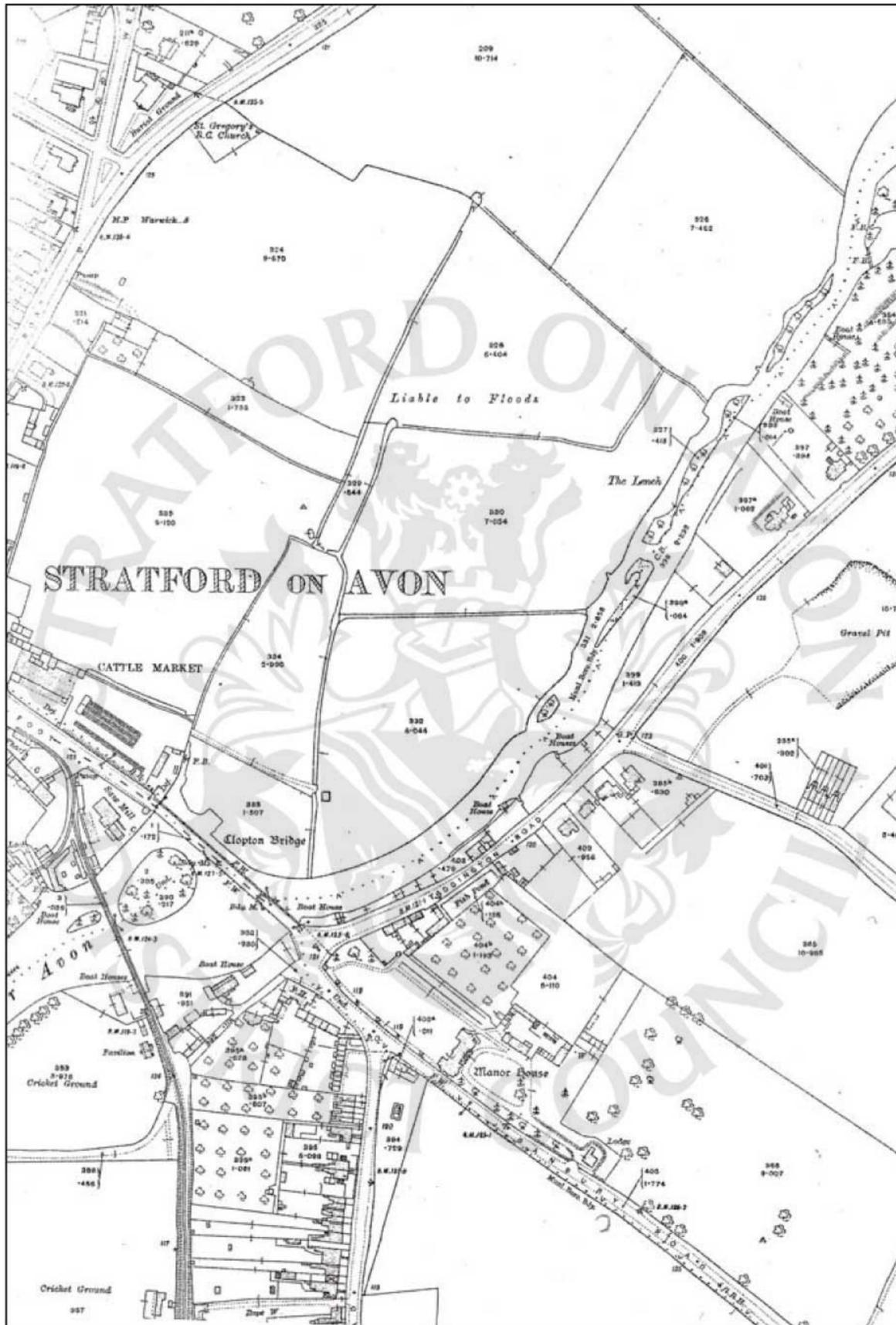
3 Historical development: overview

3.1 Brief summary of the settlement

As a residential suburb much of this area was developed during the inter-war period. This is particularly true of the southern side of the road. However, there are some earlier properties to the north and the west; and some post-war infill and replacement.

3.2 Details of the study area, using historical maps

Residents suggest that an early-twentieth century estate plan (in private ownership) depicts a plot subdivision of land on the east side of the road (Area 6a).



Map 2: Ordnance Survey 1914

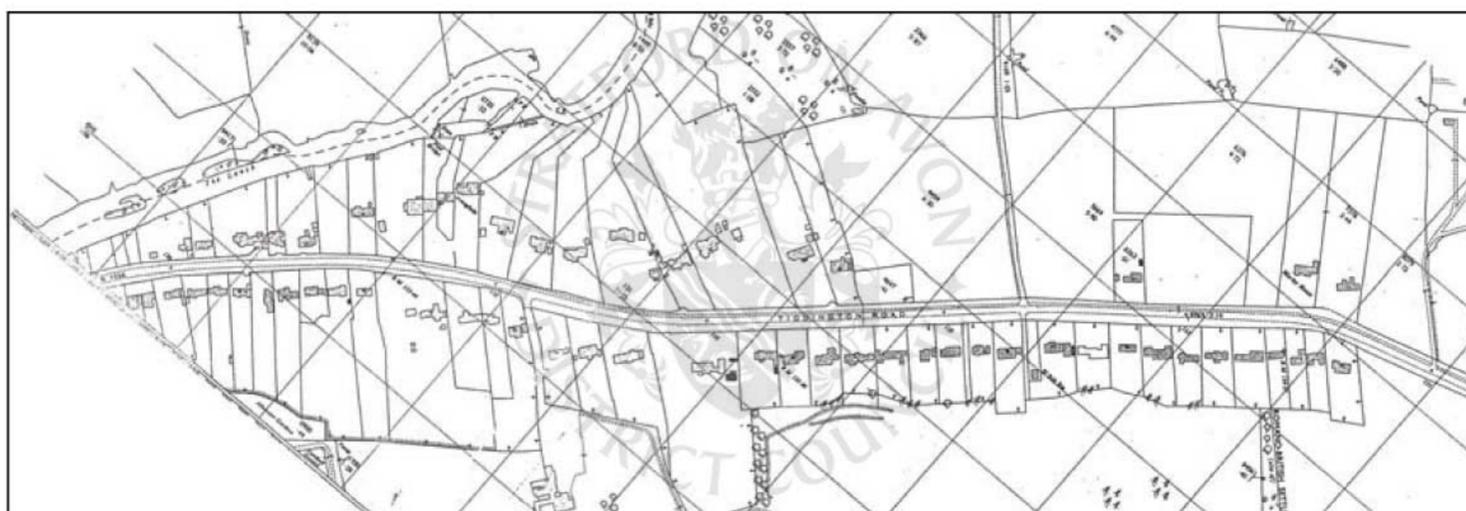
The 1914 OS 25" sheet shows some development, particularly on the east side south of Loxley Road, principally four houses. North of Loxley Road there is no development on this sheet. East of Tiddington Road some of the larger houses are shown. The sheet to the east (which we are unable to reproduce) shows one property, 'The Oaks', isolated on the east side of the road in Area 6a.

The Golf Club moved to its present site, immediately east of the built-up area, in 1925. The club house was a conversion of an eighteenth-century barn and stables.



Map 3: Ordnance Survey 1938

The 1938 OS 25" sheet (published 1946) shows that development is now extending, although not continuously, along the east side.

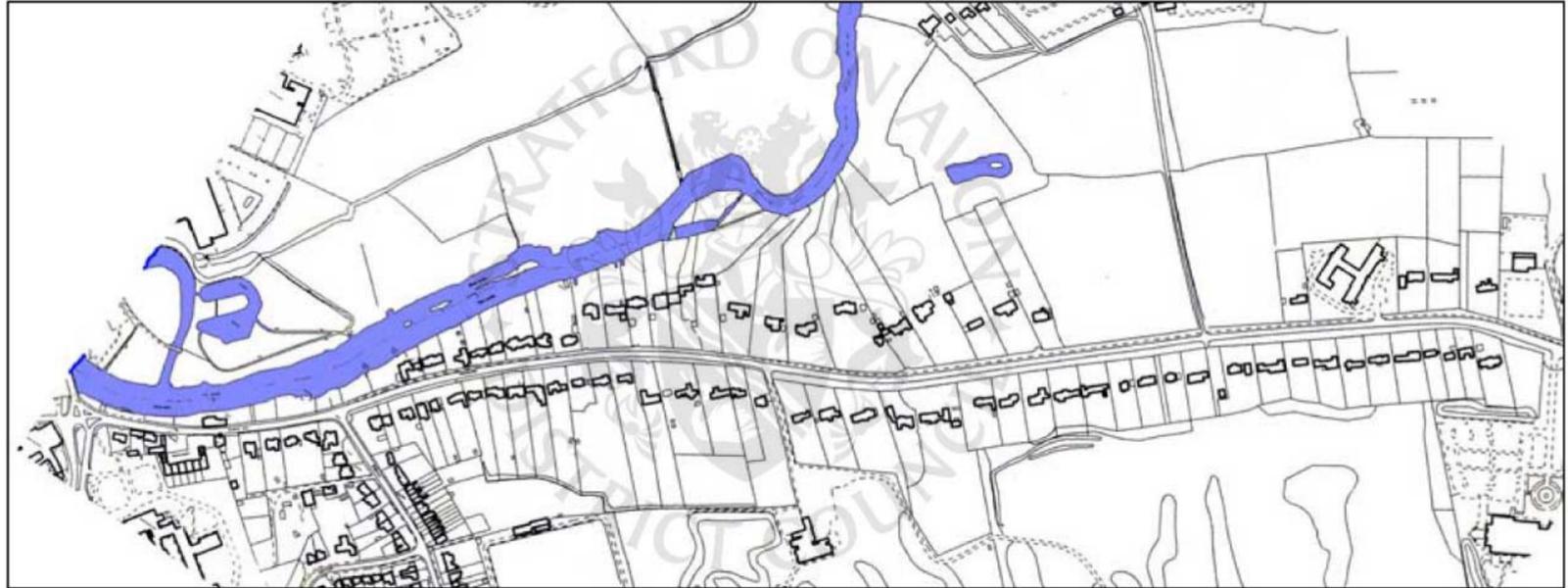


Map 4: Ordnance Survey 1965

North to top right

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The 1965 OS 25" sheet shows that virtually all plots are laid out and built up. There are some small plots on the west side, south of 47, but without buildings; the single plot between 102-108 (east side) shows a building in outline, suggesting that it is still under construction. There are no buildings NE of 121/124.



Map 5: Contemporary GIS

North to top right

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The contemporary map shows some additional development, particularly on some of the wider plots where the original house was positioned closer to one or other plot boundary. The large diagonal block of Reading Court has appeared (Area 4b, right hand of Map 5). This map appears not to incorporate some very recent development at the extreme north-east of the area (left side of map).

4 Spatial analysis

This is a linear area of largely inter-war ribbon development spreading from the Clopton bridgehead out towards the next village, Tiddington. The built spread is only prevented from merging with Tiddington by a field fronting farm buildings to the north, and the grounds of a large relatively new office complex (NFU Mutual) to the south. This is not a major road – the B4086 – but it does carry a considerable amount of commuter traffic.

4.1 Character and inter-relationship of spaces



Map 6: Open spaces

North to top right

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There are no open spaces within this area other than some extensive gardens, and the open meadows of Area 5. The ribbon of road and the houses lining it is tightly bounded by the golf course and allotments to the south-east and the river and its floodplain meadows to the north-west. The latter have been highlighted as a significant landscape resource in the south-west part of this area at least.³ Both areas make significant contributions to the low-density, open nature of this area, forming 'soft' edges to the built-up area itself.

4.2 Movement patterns/uses

The County Council's traffic counts in September 2004⁴ record a 24-hour weekly average of 7,773 vehicles, an annual morning peak of 807 vehicles per hour and annual evening peak of 773 vehicles per hour. Queues occur on a regular basis back from Alveston Manor roundabout at peak times, back to the Golf Course entrance. At weekends this can extend back to the NFU entrance. There is also no footpath to the south side of the Road, although the absence of a footpath forms part of the green character of the roadside.

A small element of the traffic turning on to the Tiddington Road will turn along Loxley Road. From observation, even during weekdays there is a significant amount of traffic turning into the golf course; those waiting to turn right cause some delays. At peak times there can be significant queues waiting to exit on to the A3400. During the holiday season it can be anticipated that the static caravan park will also generate some traffic.

5 Built character analysis

5.1 Plot patterns (including dimensional analysis)

Although visually superficially regular, this area in reality is characterised by very irregular plot dimensions. To the north-west these are in part caused by the alignment of the river, and the attempts to gain a river frontage; to the south-

³ Roger Evans Associates (1998) *Riverside Environs Study* Stratford on Avon District Council

⁴ on the B4086 Wellesbourne Road.

east in Area 7 by accommodating plots, including allotments, associated with Loxley Road. Area 6a does, however, display more regularity.

Area 2

	Plot length (m)*	Plot width (m)**	Plot area (m ²)
Average	49.37	24.2	1324.41
Maximum	76.88	47.12	2564.68
Minimum	21.35	9.39	351.11

* measured along the southern plot boundary.

** measured along the street frontage.

Area 3

	Plot length (m)*	Plot width (m)**	Plot area (m ²)
Average	151.67	33.54	4823.24
Maximum	226.96	71.81	13856.34
Minimum	84.33	15.8	1236.2

* measured along the southern plot boundary.

** measured along the street frontage.

This is clearly an area of tremendous variation.

Area 4 (a & b)

	Plot length (m)*	Plot width (m)**	Plot area (m ²)
Average	99.02	38.59	3727.77
Maximum	166.03	91.28†	7675.22†
Minimum	75.04	23.11	2123.6

* measured along the southern plot boundary.

** measured along the street frontage.

† Reading Court

Area 6 (a & b)

	Plot length (m)*	Plot width (m)**	Plot area (m ²)
Average	89.76	28.86	2594.07
Maximum	159.27	60.41	10278.6
Minimum	60.19	14.05†	887.33†

* measured along the southern plot boundary.

** measured along the street frontage.

† A (large) electricity sub-station.

In fact one unusually large plot, and the (relatively) small plot of the electricity sub-station, distort these figures. It is believed that the small plot forms part of the old Roman Road and is a footpath link to the Golf Course. Without these, the variation especially in plot widths is very much less and there is a clear inference that much of the plot series, from 116 to 82 at least (ie Area 6a), was laid out as one development.

Area 7

	Plot length (m)*	Plot width (m)**	Plot area (m ²)
Average	98.89	21.24	2056.7
Maximum	198.27	31.09	6295.73
Minimum	48.17	10.62	522.03

* measured along the southern plot boundary.

** measured along the street frontage.

5.2 Building patterns

The buildings vary in their size and setback; nevertheless the anomaly of Reading Court stands out as being clearly atypical of – out of character with – the area. This form of measurement does not explore the orientation of the building; and Reading Court is at about 50° to the road.

Area 2

	Building setback (m)*	Building footprint (m ²)**	% of plot built over
Average	9.0	167.69	14.23
Maximum	31.84	260.78	23.06
Minimum	0.89	58.08	7.96

* measured perpendicularly from the front of plot to the nearest part of the building.

** includes all mapped extensions, outbuildings etc.

Area 3

	Building setback (m)*	Building footprint (m ²)**	% of plot built over
Average	34.99	233.99	6.61
Maximum	68.19	329.95	11.8
Minimum	21.94	134.47	2.1

* measured perpendicularly from the front of plot to the nearest part of the building.

** includes all mapped extensions, outbuildings etc.

The building setback in 5 of these 12 plots relates to detached garages placed further forward than the main building; in several cases these garages obviously post-date the main building.

Area 4 (a & b)

	Building setback (m)*	Building footprint (m ²)**	% of plot built over
Average	27.04	372.79	8.74
Maximum	42.63	1501.31†	19.56†
Minimum	15.66	148.83	5.16

* measured perpendicularly from the front of plot to the nearest part of the building.

** includes all mapped extensions, outbuildings etc.

† Reading Court

Area 6 (a & b)

	Building setback (m)*	Building footprint (m ²)**	% of plot built over
Average	22.43	167.09	7.09
Maximum	45.87	362.96	11.81
Minimum	13.47	46.27†	2.55

* measured perpendicularly from the front of plot to the nearest part of the building.

** includes all mapped extensions, outbuildings etc.

† A (large) electricity sub-station.

Two large plots have very small percentages of building coverage; even smaller than the electricity sub-station, which does have a surprisingly large plot for such a facility.

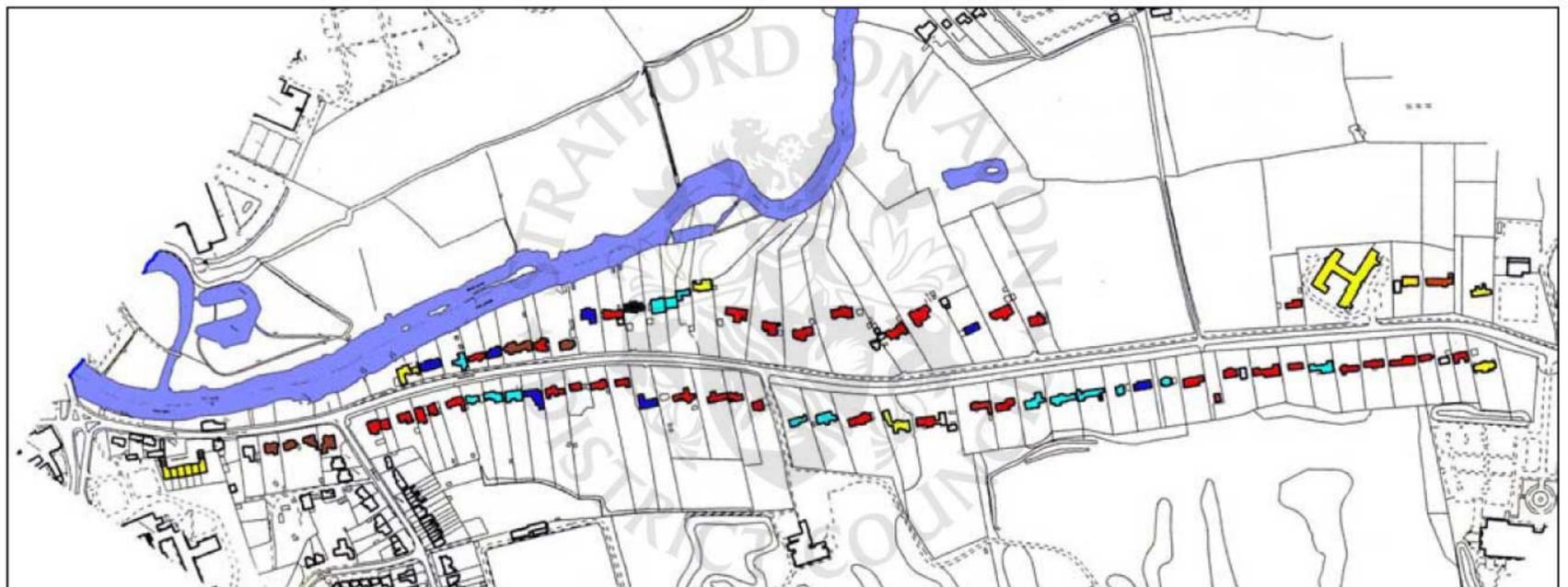
Area 7

	Building setback (m)*	Building footprint (m ²)**	% of plot built over
Average	13.6	162.17	10.21
Maximum	17.88	217.67	17.75
Minimum	10.46	92.67	2.38

* measured perpendicularly from the front of plot to the nearest part of the building.

** includes all mapped extensions, outbuildings etc.

5.3 Architectural and/or historical qualities of buildings



Map 7: Building periods

North to top right

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	Early-mid Victorian
	Late-Victorian - Edwardian
	Inter-war
	Early post-war c. 1955-1970
	Middle post-war c. 1970-1990
	Recent, post-1990

Building ages here are rather difficult to ascertain from external appearance. Clearly some design practices carry across the 'normal' period boundaries commonly used; so, for example, there are some Edwardian-styled buildings that are clearly absent from the 1915 map, and some inter-war-styled buildings not recorded in the 1938 survey for the provisional edition map printed in 1946. There are also several houses which have undergone very substantial external alterations, disguising much of their period of origin.

The earliest development is around Alveston Manor, except for 'Avondale', the substantial apparently mid-Victorian Italianate villa towards the north-eastern end of Area 2. North-east from the Manor grounds there are some Edwardian villas.

The general impression given by this road, of inter-war ribbon development, is correct in principle, although evidence suggests these were laid out as individual large houses on an estate plot. The OS 1915 sheet shows no building, or even layout of plots, north of 'Avondale'. The 1938 survey (published 1946) has been used on the above map to indicate the end of the 'inter-war' period (if not style). There is a group of stylistically inter-war houses north of the Loxley Road allotment gardens, on a former gravel pit; the two plots immediately north-east of the golf course entrance are undeveloped; and the inter-war development is very sporadic north-east of no. 84. The vacant plots appear to have been developed piecemeal throughout the post-war period. Some of the most recent (north-east of Reading Court) do re-use inter-war neo-Tudor styles.

5.4 Predominant local/traditional building materials

The bulk of these buildings are of typical inter-war form, style and materials, including some of those built shortly after the Second World War. Neo-Tudor half-timbering is a significant feature, with some buildings in this form being of very high standard. Local residents suggest that four of the houses, including no. 64, were built in 1924-5 by K.H. Smith re-using materials from Bradley Hall (Kingswinford, c. 1596) and Lymore Hall (Powys); and that no. 73 was built by the German architect Ludwig Dussault using re-used materials.

Otherwise virtually all buildings are brick, although a small number are rendered.

5.5 Audit of heritage assets

An area of land on either side of Tiddington Road, including the undeveloped meadow to its North and part of the golf course to the south,⁵ is a Scheduled

⁵ The exact boundaries of the area to the south, defined by field boundaries on the map accompanying the 1985 scheduling, appear to have vanished beneath the current golf course layout.

Ancient Monument. This is the northern part of a Romano-British settlement, occupied from the early-mid first to the mid-fourth century. Excavation adjoining the northern area suggests timber buildings and occupation along the main roads throughout the Roman period. Romano-British industrial remains and a cobbled road surface were found immediately south of the golf course boundary.⁶ This may represent a road running perpendicular to the Tiddington Road alignment, towards a possible ford site to the west and extending back to a trackway joining the Roman alignment of Banbury Road and known as "Hrycweg" (ridgeway) in a Saxon charter, and this route may thus be pre-Roman in origin.⁷ Excavation at the NFU Mutual site suggests that a large defensive ditch was dug around the settlement in the fourth century.⁸ This area represents probably the second-largest Roman settlement in Warwickshire, and its archaeology is preserved beneath a deep topsoil.⁹

There are numerous archaeological finds from various sites along the road, most associated with the Romano-British settlement including its roads and burials. A Palaeolithic hand axe, and some Neolithic, Mesolithic and Bronze Age flints have been found. Iron Age features and pottery north of the road suggest a settlement. There are Germanic finds and burials, implying early Saxon mercenaries and farmers.¹⁰ Early Anglo-Saxon finds have been suggested, and an Anglo-Saxon double-ditched enclosure (at no. 117).¹¹ Some medieval pottery is known.¹²

There are extensive archaeological finds from excavations at Alveston Manor, including a Saxon settlement site and cemetery north-east of the Manor, and Bronze Age pits.¹³

The Tiddington Road alignment itself may be part Roman, and there was a turnpike from Wellesbourne to Stratford.

There are faint, but visible, traces of medieval ridge-and-furrow ploughing in the field to the north-west (Area 5) and this appears to extend behind the houses of Area 4b.

There are no listed buildings in this area.

5.6 Contribution of key unlisted buildings

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 (including the town centre) in the early-twentieth century. English Heritage notes "some examples of 1919-

⁶ Fieldhouse, W.J., May, T. and Wellstood, F.C. (1931) *A Romano-British industrial settlement near Tiddington, Stratford-upon-Avon* Stratford-upon-Avon Borough Council. Unfortunately the crude maps in this publication make locating the features difficult.

⁷ Slater, T.R. and Wilson, C. (1977) *Archaeology and development in Stratford-upon-Avon* West Midlands Urban Research Committee, University of Birmingham, p. 25.

⁸ Jones, C. (1999) *Archaeological evaluation at 124 Tiddington Road, Stratford-upon-Avon, Warwickshire* Report 9934, Warwickshire Museum Field Services, Warwick.

⁹ Schedule description dated 23 August 1985.

¹⁰ Slater and Wilson, 1977, p. 29.

¹¹ However Jones (1999, para. 4.4) suggests that "the suggestion that there were also Anglo Saxon finds [from early investigations: SMR WA 6268] is unsubstantiated".

¹² These details from Warwickshire County Council, Sites and Monuments Record. Jones (1999, section 4) presents a more detailed summary.

¹³ Slater and Wilson, 1977, p. 22; noting that the 1934 Saxon cemetery excavations are unpublished.

1939 housing of much greater than average interest including some essays in revived Warwickshire vernacular that appear to incorporate historic materials".¹⁴ Further investigation in Building Surveyors' records, and inspection of these buildings, would be worthwhile. The best may well be Listable (see Plate 2). Although its plot has been subdivided, Avondale survives as an example of robust mid-Victorian Italianate, unique in this street. However it is not readily visible (but nor is the infill) as much of the plot boundary wall also survives, and its front garden is densely planted.



Plate 2: Revived Warwickshire vernacular

5.7 Public realm audit

The road is characterised by a broad grass verge, with no footpath, to the south. For much of its length there is also no kerb, and the edge of the verge shows damage from vehicles. Nevertheless this does give a notably informal, less regulated character to the road. To the north there is kerb, footpath and narrower verge.

Lamp standards are uniformly small standardised modern steel units of several styles. Several of those located at the carriageway edge show vehicle impact damage and/or are leaning.

The inter-war sub-station is set well back on a surprisingly large plot between nos 98 and 102. However at present there are two visually intrusive portable equipment stores located at its plot front.

6 Other contributing factors

6.1 Land uses

From Loxley Road to the north-east this road is entirely residential, albeit that Reading Court is a residential home. By Alveston Manor there are some small-

¹⁴ Letter from English Heritage, 14 June 2004. See residents' comments in Section 5.4.

scale commercial uses. The residential road is bounded by the golf course to the south, and there is a static caravan park across the meadows to the north.

6.2 Vegetation

A key characteristic of the area is the mature planting of the majority of the gardens. There are some good specimens, including *Wellingtonia* in the grounds of Avondale and Wellingtonia House. Many of the front gardens are bounded by hedges, giving a strong sense of enclosure and privacy along the road. This demarcation of public and private space is distinctive; although more so to the south-west of the road than the north-east.



Plates 3 and 4: mature vegetation in gardens, and hedge enclosure

The roadside trees and hedges bordering the Scheduled Monument (Area 5) are important in maintaining continuity with more domesticated garden hedges elsewhere along the road; they will, when in leaf, render the distant views across the river somewhat less distinct. However, all trees, shrubs and hedge on the northern field boundary had evidently recently been felled to ground level at the time of survey.

7 Appraisal

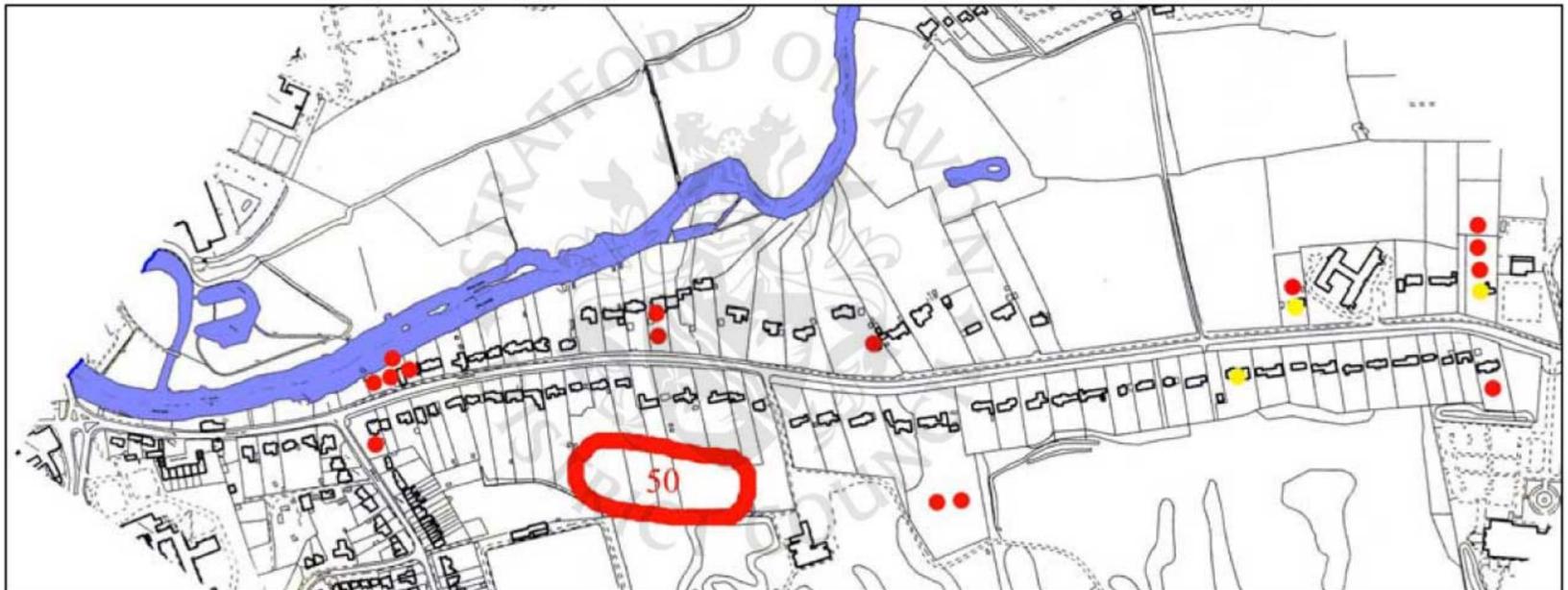
7.1 Development pressure analysis

Examination of development control records for the period 1990-2004 reveals a significant number of more substantial proposals (Appendix). However, several properties generate frequent applications (6/7, 61 and 102, for example). Much of this pressure is for additional dwellings, some of which include demolition of the original house. There are some interesting 'chains' of applications, including that proposing, for one property in successive years;

- i) construction of garage and games room extension
- ii) conversion of garage and extension to self-contained accommodation "to be used solely in conjunction with the main house as 'granny' or staff accommodation"
- iii) change of use of granny annexe to self-contained dwelling for letting.

The majority of the new dwelling applications are resisted by the local planning authority.

The planning data also show a substantial number of applications for rear conservatory extensions; interestingly these do not appear on recent digital maps.



Map 8: Development pressure

North to top right

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Map 8 shows major applications in red, and those explicitly requiring demolition of the main building in yellow. Clearly, the plot tails of Areas 6b and 7 are particularly vulnerable to large-scale proposals, as is demonstrated by the recent successful Appeal decision.

7.2 Key positive features/areas

The great majority of this area presents an extremely positive character and appearance, consisting of substantial houses in large grounds, usually containing mature planting, and usually screened in part at least from the road by hedges, fences or walls. The varied scale and style of the buildings and plots prevent visual monotony, which can occur in inter-war ribbon development of a smaller scale.

7.3 Neutral areas

There are no neutral areas *per se*. Some of the more recent infill houses are much less visible owing to earlier boundaries and planting (eg north-east of Avondale). Others (to the north-east of Reading Court, for example) have open front gardens and are thus more readily visible and distinguishable as new.

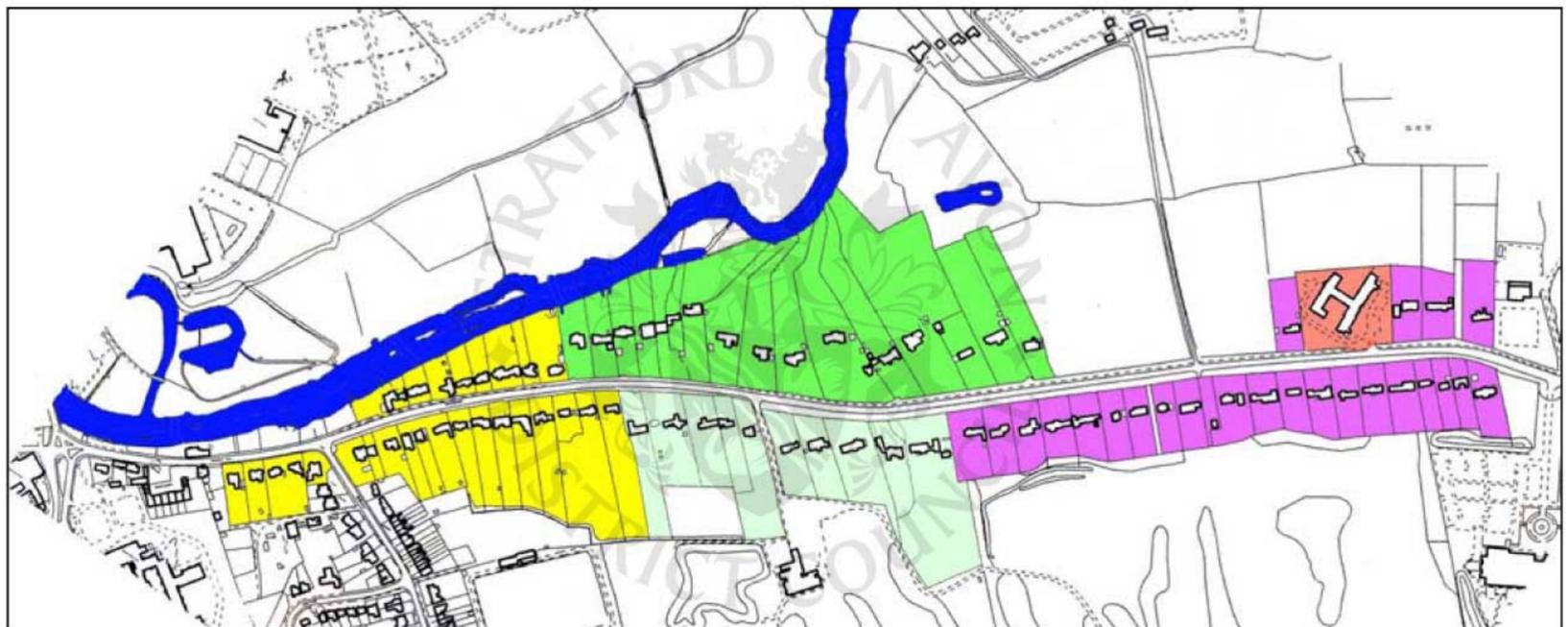
7.4 Negative features/areas (loss, damage, intrusion)

At present the most significant negative building is Reading Court (shaded pale red on Map 9 below). This is incongruous in its scale, plot size (in Area 4b) and orientation. It could be considered to be slightly less incongruous in built form as it has been set below road level; although part of its frontage has no boundary hedge, as is common elsewhere along the road. It remains visually extremely odd in comparison with its neighbours, which include several recent sizeable houses designed in an inter-war neo-Tudor manner. Similarly the large new development by Alveston Manor, in a neo-Georgian style otherwise absent from the area, is incongruous in form, scale and style. Nos 43-45, the first building on the north side, is incongruous in its style and, perhaps most particularly, its materials and its overall dull grey colour.



Plate 5: Reading Court

7.5 Character zones



Map 9: Character zones

North to top right

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Much of the road frontage is of sizeable and characterful houses in good repair, which establish the area's robust and largely inter-war character and appearance. Within this overall character, a small range of subtly-varying character zones can be identified.

The zone in yellow is of generally earlier properties characterised by their position well forward on their plots, which themselves are of varying sizes. The zone in darker green (north of the road) has houses which are usually set significantly further back on their plots; thus they do not contribute so much to the immediate visual character of the overall area but rather to the impression of spaciousness through their sizeable and mature gardens. The zone in lighter green (south of the road) has houses which are set somewhat further back on their plots than those of the yellow area. The purple zone has much more uniform, and shorter, plots; the houses include significantly more of the post-war period of which

several, to the north-eastern end of the road, are very recent; and there are more open front gardens. Reading Court, shaded pale red, forms its own zone as the analysis clearly demonstrates its incongruity with other buildings in the area.

7.6 Areas under existing or potential threat

The character study and examination of development control decisions suggests that the area under most immediate threat is that outlined in red on Map 8, where several of the plot tails have been subject to a recent successful Appeal. This might be felt to set a precedent for further proposals that might even affect the allotment gardens, as has been the case in many other districts. The larger plots of the dark green zone (on Map 9) would also be vulnerable to development proposals: plot amalgamation could permit frontage development no closer to the river than the existing buildings, and thus giving ample "amenity space" or parking areas on the plot tails, more exposed to risks from flooding. However any such proposals must be dealt with on their own individual merits, and the special character and appearance of these large plots with mature planting and characterful houses has been recognised by this study.

The open areas of the meadows and golf course could be construed to be vulnerable to development proposals, as recent extensive residential developments in the Bridgetown area might suggest. The Scheduled Ancient Monument designation might be insufficient to protect all of the area. Although the site of Reading Court was excluded from the scheduled site in 1985, a plot immediately north-east, which has since been built upon, did form part of the scheduled area; and no. 124 has been redeveloped. The unusual archaeological qualities of this site have been discussed and merit protection.

8 Discussion of special characteristics

Residents' views expressed during public consultation clearly value the townscape of the whole road as far as the NFU Mutual offices; principally for its visual character dominated by sizeable houses on broad plots, fronted by hedges and containing mature planting in the gardens.

The extreme southern part of the area, towards Alveston Manor and including a row of Edwardian villas, is already protected by the town centre conservation area (shaded pink on Map 10).

The stretch of Tiddington Road north of this appears to fall into two parts. The detailed investigation has suggested a distinction within Area 6 (see Map 1) between the earlier, south-western area with larger plots and buildings, and the slightly later north-eastern area with much more uniform and smaller plots. (Even if some of the plot series can be shown to be earlier, as residents suggest, the buildings appear slightly later.)

Many of the large houses appear to survive in a good state of repair, in a reasonably original condition. There are, of course, a few exceptions, and some houses have extensions, window alterations, or extensive surface car parking. Nevertheless these houses generally retain considerable individual presence, and demonstrate considerable architectural quality and variety particularly from the period c. 1905 – c. 1960.

In terms of inter-war residential development, Tiddington Road is clearly the highest-quality area of those examined.

The archaeological interest is a relevant and important consideration. Finds are widespread throughout the Tiddington Road area, as the County Sites and Monuments Record suggests. Some piecemeal archaeological investigation has already taken place. A key part of the Romano-British settlement is already protected by its Scheduled Ancient Monument status. Recent changes to the protection systems in England argue against the 'layering' of protective designations. Nevertheless this substantial Romano-British industrial settlement, at what is likely to be an earlier crossroads leading to the ford pre-dating Stratford itself, merits specific policy protection.

9 Recommendation on designation

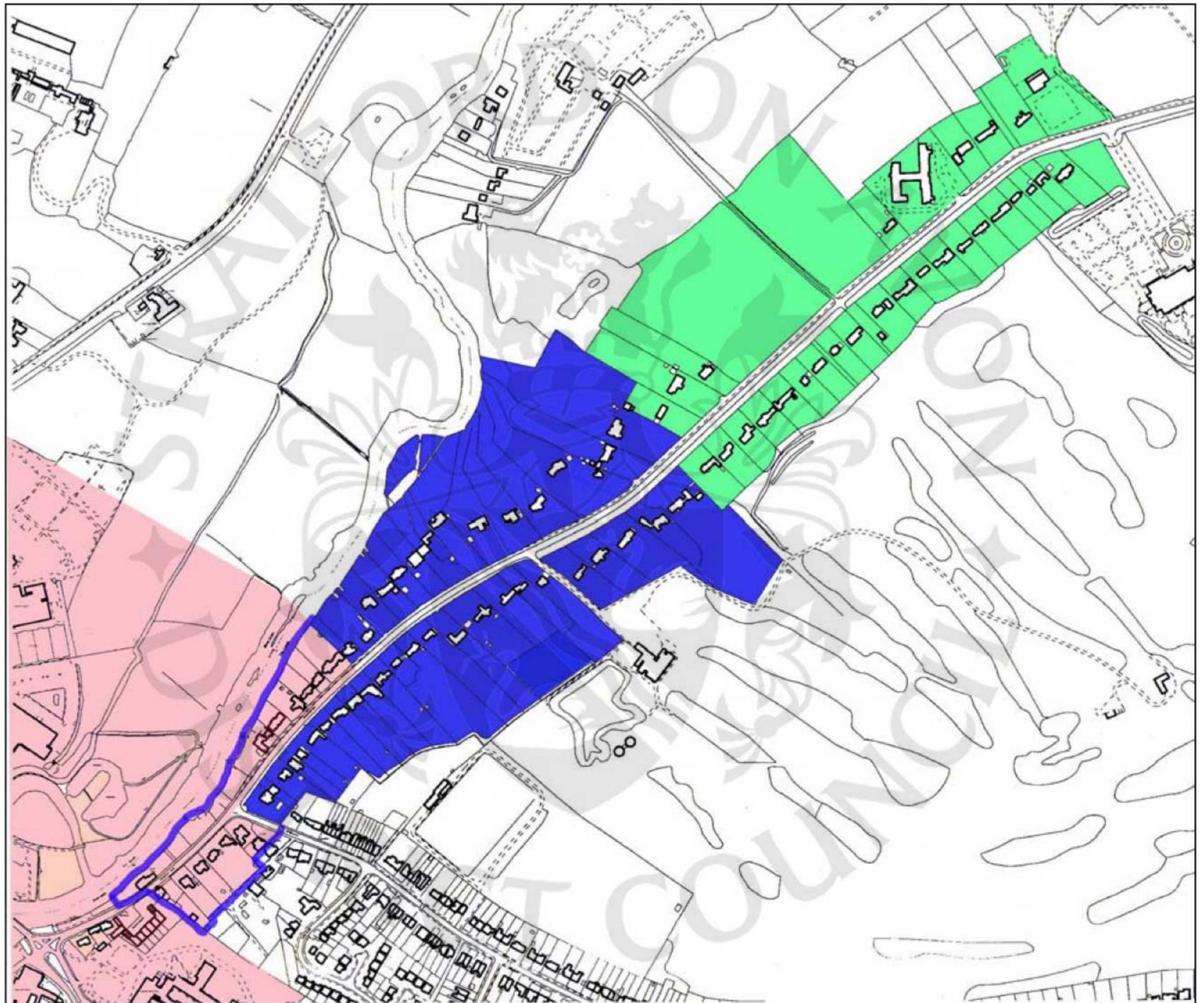
The English Heritage correspondent noted the quality of the area, particularly from no. 79 southwards. He was, however, concerned at the dominance of inter-war architecture and had "not come across an example of a conservation area based almost entirely on housing built between 1919 and 1939".¹⁵ In fact Birmingham City Council designated School Road, an area of semi-detached speculatively-built interwar housing surviving in good original condition, in 1988; and the London Borough of Brent designated about a dozen such areas shortly thereafter. In Wolverhampton, Castlecroft Gardens has been designated as an area of inter-war largely neo-Tudor houses built using reclaimed building materials. Furthermore, areas of post-war housing are beginning to be designated, for example White House Way, Solihull. We feel that English Heritage's concern at designating an area of inter-war housing is, therefore, countered by these examples. Most of the existing designations are speculative and lower-status estate developments; Tiddington Road represents a much higher-status development of individual, architect-designed houses, many probably designed for specific clients. It does represent a form of ribbon development, which became unpopular in the 1930s;¹⁶ and the variety of plot shapes and dimensions reinforces the impression that this area does not have a designed urban layout to any degree. But we feel that this does not preclude a designation on the basis of the quality of architecture, the maturity of planting in extensive plots, and the uniqueness of this standard of development in Stratford.

We therefore recommend that a conservation area be designated to include the north side of the road from no. 79 as far south-west as the existing conservation area boundary; and the south side from no. 80 as far south-west as the existing conservation area boundary. This new area is shown on Map 10 shaded blue. Although there are undistinguished buildings within the overall proposed boundary, this is not a legal hindrance to the designation of a conservation area.

The properties on both sides of the road to the north-east of the proposed boundary are, in general, slightly later in date and of lesser architectural quality and presence. The character of the public space – the roadway contained within hedges and large trees – also becomes somewhat less cohesive. However it does form a continuation of the townscape qualities of the area recommended for designation, as residents suggest; albeit that our analysis suggests that its special interest is lower. Accordingly, to protect this significant entranceway to the town, we recommend that this north-eastern part of the road be designated as an Area of Townscape Interest. This is shown in green on Map 10.

¹⁵ English Heritage, letter dated 14 June 2004.

¹⁶ cf the Restriction of Ribbon Development Act, 1935.



Map 10: Recommended conservation area and area of townscape interest

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10 Existing policy

Guidance in the Local Plan, the Town Design Statement, and the District Design Guidance, applies.

11 Policy and management suggestions

There is considerable multi-period archaeological interest along this road and in the open areas bounding its house plots. To ensure appropriate management of the scheduled area it would be worth determining whether its precise boundaries can now be readily identified on the ground. However the long-term protection of this significant site would best be secured by a presumption against further development within the scheduled area.

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 detailing of the sub-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. In terms of architectural

style, neo-Tudor is a significant contributor to the area's character and appearance, while neo-Georgian is alien.

Any development within the conservation area would be required to preserve and enhance the character and appearance of the conservation area.

The riverside meadows, golf course and allotments form valuable 'soft' edges to the town's built-up area and contribute to the character of this road. These areas should, as far as possible, remain free from significant development.

It would be important to reinstate the hedge at the roadside of the northern field of Area 5. Likewise, completion of a hedge across the front of the plot of Reading Court would mitigate its visual intrusion from the roadway and would add to the visual coherence and character of the area of townscape interest. Removal of any further hedges will detrimentally affect the enclosed nature of the road and should be resisted.

Within both the conservation area and area of townscape interest, a specialist arboricultural survey should be undertaken, with a particular view towards advising on medium- and long-term management of significant trees, and considering Tree Preservation Orders as appropriate in the area of townscape interest.

The exact details of the inter-war and early-post-war development along Tiddington Road are complex and not easily resolved through published maps. This is an aspect that would reward further detailed historical research using, for example, building surveyors' files. A good example of such work, which aids understanding of an area's development and thus the management of its conservation area, has been undertaken for the small early-twentieth century conservation area of Ashleigh Road, Solihull.¹⁷ The District Council could encourage and facilitate such local research. Members of the newly-formed Tiddington Road Residents' Association would be ideally placed to undertake it.

Such additional historical detail could strengthen a case for Listing some of the better buildings within the conservation area, especially those built of re-used materials.

This study has not specifically considered whether any development in Area 5, and further to the north-east, would result in a continuous built-up link with the separate village of Tiddington, or whether this would be an undesirable feature. This issue merits further review.

¹⁷ Herrick, S. (1985) *Ashleigh Road conservation area Solihull* Metropolitan Borough Council, Solihull; Cameron, N.I. (2002) *The history of Ashleigh Road, Solihull* Brewin, Studley

Appendix: selected development control information 1990-2004

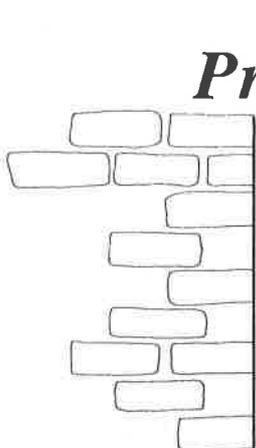
Date	Address	Type	Decision
1990	117	use part as rest home	permitted
1990	10	demolish & replace, outline	
1990	73	extension & garage	permitted
1991	73	convert extension to 'granny flat'	permitted
1991	adjoining 121	bungalow	refused
1991	6/7	demolish and redevelop	refused
1992	85	conservatory	permitted
1992	6/7	demolish; 8 town houses	withdrawn
1992	6/7	demolish	withdrawn
1993	61	1 dwelling	outline
1995	61	2-storey dwelling reserved matters	
1995	61	garage etc	permitted
1995	43 (land opposite 38)	dwelling	permitted
1995	7	tree felling, pruning	
1996	61	vary conditions on previous approval	permitted
1996	land opposite 34	detached house	refused
1996	land opposite 36	detached house	refused
1996	land opposite 36	detached house	refused
1996	adjoining 80	dwelling	refused
1996	102	extension	permitted
1996	102	demolish	withdrawn
1996	102	vary extension condition to provide self-contained unit	permitted
1997	adjoining 80	dwelling	permitted
1997	80	entrance piers & gates	refused
1999	124	dwelling	permitted
2000	102	garage, garden wall etc	permitted
2001	rear of 32	house	refused
2001	102	conservatory	permitted
2002	124	removal of condition for new dwelling	refused
2002	80	tree felling	
2002	rear of 54-66	residential development, outline	permitted
2003	rear of 54-66	residential development, up to 7 dwellings	refused
2004	5	4 flats	refused
2004	5	use site for sale of building materials	invalid
2004	5	use site for sale of building materials (retrospective)	permit
2005	5	4 flats	pending



Stratford-upon-Avon

Conservation Area

Stratford-on-Avon District Council

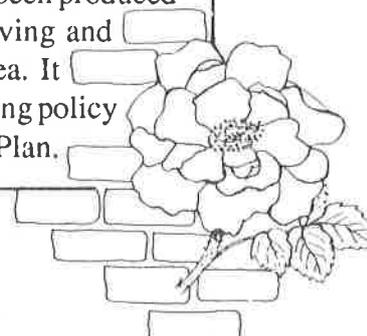


Preface

Stratford-upon-Avon Conservation Area was designated by Warwickshire County Council in 1969, in accordance with the Civic Amenities Act 1967. Control and monitoring of the Conservation Area later passed to Stratford-on-Avon District Council which, in 1991, resolved to review its designation as required by the Planning (Listed Buildings and Conservation Areas) Act 1990.

Michael Reardon and Associates in collaboration with Alison Higgins Associates were commissioned to undertake an independent survey and analysis of the buildings and landscape of the town. This report identified the historical, architectural and environmental qualities of the settlement, made recommendations for the continuing protection and enhancement of the Conservation Area and proposed boundary changes. It was adopted by the District Council on 20 July 1992, taking into account local opinion.

This booklet, based on the consultants' report, has been produced by the District Council in the interests of preserving and enhancing the character of the Conservation Area. It forms a supplement to the District Councils' planning policy as set out in the Stratford-on-Avon District Local Plan.



July 1992

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ISBN 1 872145 32 9

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

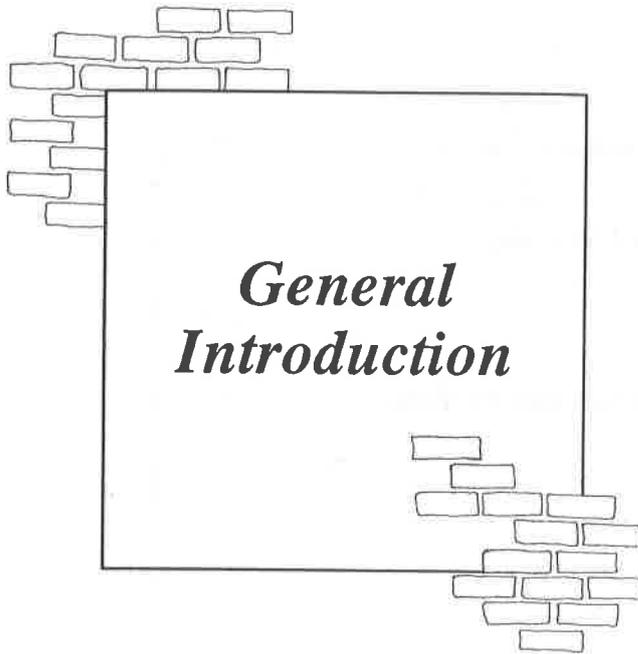
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General Introduction

1.1 Definition

The statutory definition of a conservation area is an "area of special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance." Conservation Areas are normally centred on listed buildings and pleasant groups of other buildings, open space, or an historic street pattern. A village green or features of archaeological interest may also contribute to the special character of an area. It is however the character of areas, rather than individual buildings, that such a designation seeks to preserve or enhance. The most recent legislation dealing with Conservation Areas is the Planning (Listed Buildings and Conservation Areas) Act, 1990 (Sections 69 to 78).

1.2 Designation

Stratford-upon-Avon Conservation Area was originally designated in 1969 under the Civic Amenities Act 1967. With the passage of time it has become appropriate to assess the character of the area to decide whether the boundary should be redefined to take account of changing circumstances.

Designation should be seen as only a preliminary stage in the conservation process as the Town and Country Planning legislation requires that special attention shall be paid to the desirability of preserving or enhancing the character or appearance of the Conservation Area. In doing this the emphasis will be on control rather than prevention, to allow the area to remain alive and prosperous but at the same time to ensure that any new development accords with its special architectural and visual qualities.

1.3 Pressures

If we do not take steps to protect and preserve buildings of value, either in their own right or because of the contribution they make to a pleasant townscape or village scene, they may well be lost, and once lost, they cannot be replaced. It should, however, be remembered that our heritage is the product of many centuries of evolution and it will continue to evolve. Few buildings exist now in the form in which they were originally conceived. Conservation allows for change as well as preservation and our architectural heritage has to be able to accommodate not only changes of use but also new building nearby. This can be done provided that the new buildings are well-designed and follow fundamental architectural principles of scale and the proper arrangement of materials and spaces and show respect for their neighbours. Conservation means breathing new life into buildings, sometimes by restoration, sometimes by sensitive development, sometimes by adaptation to a new use and always, by good management. Taking decisions on matters concerning listed buildings and conservation areas involves balancing many factors.

1.4 Response

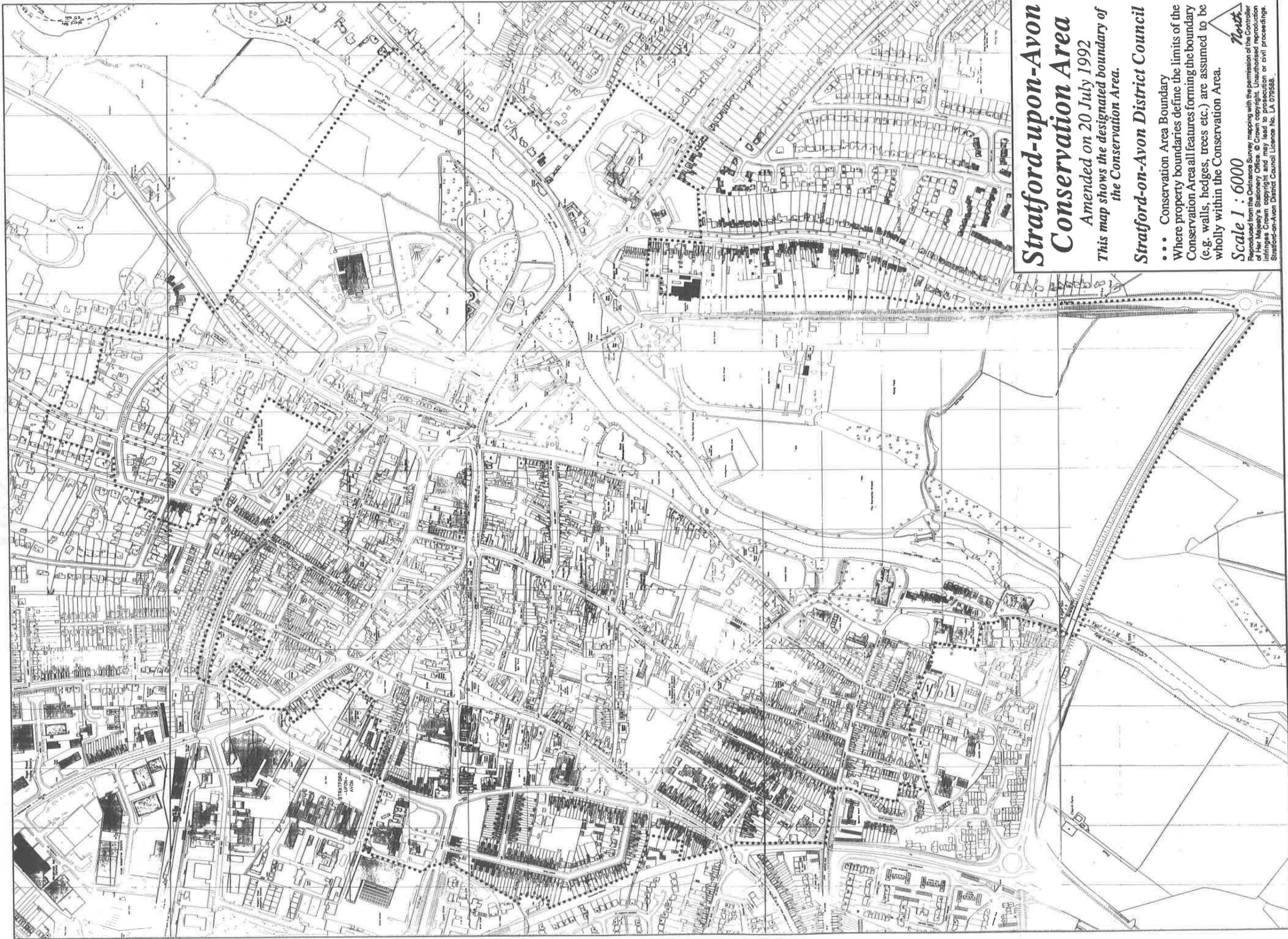
Historic buildings and conservation areas are vitally important to the environmental quality of life in this country. Buildings of architectural and historic merit should receive very special attention. Local authorities stand in the vanguard of those protecting historic buildings and areas. The Secretary of State expects them to make diligent use of all the powers available to them. Public opinion is now overwhelmingly in favour of conserving and enhancing the familiar and cherished local scene, and, it is expected that authorities should take account of this when framing their policies affecting historic buildings and conservation areas.

1.5 Further Advice

In 1990 Stratford-on-Avon District Council began a complete review of existing Conservation Areas. This report is the result of that exercise.

The report has been approved by the District Council on 20 July 1992 as its formal view on the amended Conservation Area. It is divided into 11 sections dealing with location; history and development; characteristics of the conservation area; landscape features; the future of the Conservation Area; in addition are listed building and settlement analysis appendices and the conservation area policies leaflet.

This document is not exhaustive, and further advice and information can be obtained from the Planning Department, Stratford-on-Avon District Council.



Stratford-upon-Avon Conservation Area

*Amended on 20 July 1992
This map shows the designated boundary of
the Conservation Area.*

Stratford-upon-Avon District Council

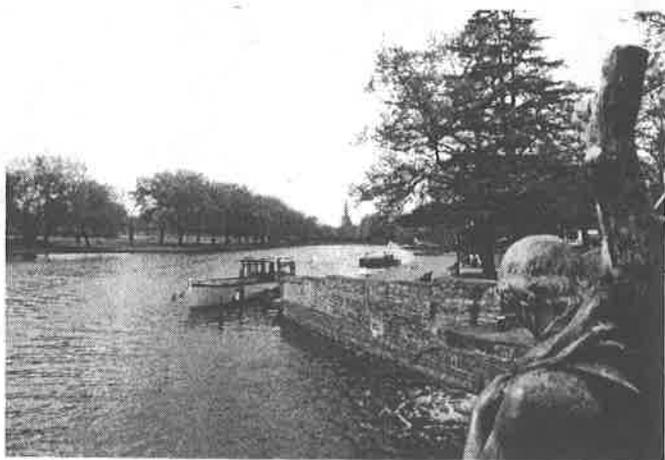
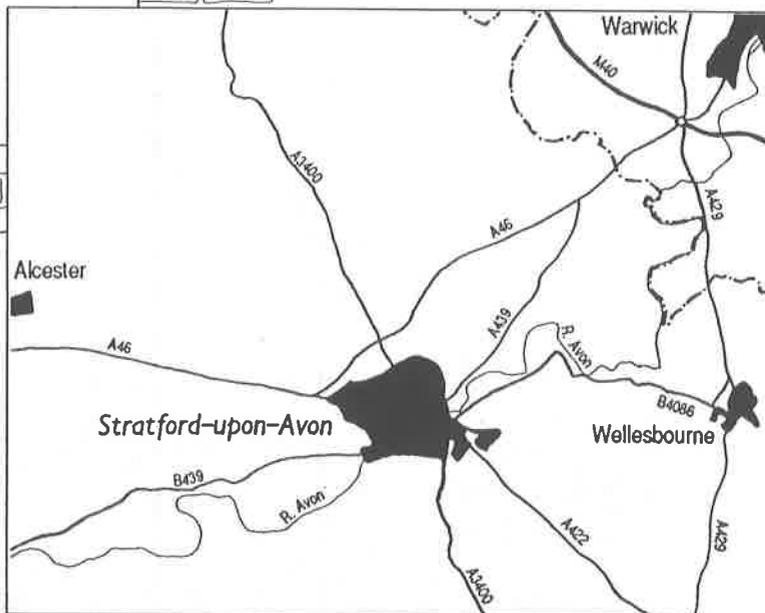
- Conservation Area Boundary
- Where property boundaries define the limits of the Conservation Area all features forming the boundary (e.g. walls, hedges, trees etc.) are assumed to be wholly within the Conservation Area.

Scale 1 : 6000

North
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1

An Introduction to Stratford-upon-Avon



River Avon and view to Holy Trinity Church

The town of Stratford-upon-Avon is situated on the west bank of the River Avon, centred on an ancient crossing point. The river at this point is sufficiently wide to have formed a major barrier to travel in the past. The river valley is wide and shallow and the river slow-moving and meandering. There has consequently been a build-up of fertile soils which, originally, supported significant oak forests remaining well into the Middle Ages in the Forest of Arden to the north and subsequently producing good agricultural soil.

Since the river flows along the clay beds of the Jurassic and Triassic geological periods, there are no good building stones in the immediate vicinity. Outcrops of weak lias stones cause some undulation in the valley but the nearest good stones are those of the Cotswolds some 10 miles to the south which, in historical terms, was a long distance.

The low-lying nature of the surrounding land resulted in areas of swamp alongside the river which, until the construction of the



Shakespeare's Birthplace in Henley Street



Aerial photograph showing gridiron pattern

'Causeway' in the 15th century, made access to the then wooden bridge difficult. The town itself stood some distance back from the river on slightly higher ground.

The present built-up area covers a considerably larger area than the historic town. The majority of this expansion has taken place during the last 50 years but, thanks to the special attention given to Stratford as an historic centre from as early as the 18th century, the form of the medieval town is still clearly visible.

The gridiron pattern formed by the main streets in the centre is an indication of the town's early planned layout. This street layout was then sub-divided into burgage plots of a relatively consistent width, stretching back into the island areas between the streets. The housing was originally built along the street frontage which then necessitated either alleyways or archways through to the rear parts of the plots to gain access to outbuildings and workshops. This layout has significantly influenced the later,

and present, development of the town, whilst the large 'backland' areas have presented special opportunities and difficulties.



Access through buildings to the rear of properties such as at Shrieve's House in Sheep Street is typical of the area and if well handled allows concealed development of backland areas

Around the medieval heart, the 19th Century saw the development of a number of suburbs. Although these, to some extent, are also on a gridiron pattern, they were much more tightly planned and also began to incorporate a number of large industrial and institutional developments. It was also around this time that development on the east bank of the river began to increase, but on a much more haphazard pattern.



Gower Memorial



High Street looking towards Chapel Street

Beyond this architecturally and historically interesting heart, the town has now developed along the lines of most 20th century towns, encompassing formerly detached hamlets and villages such as Shottery, Tiddington and Bishopton. The first is designated as a separate Conservation Area and is covered under a separate report.

The location of the town has clearly influenced its character in a number of ways. The presence of clays and the lack of local stone, coupled with the existence of early woodland, has dictated the choice of building materials. The well-watered, fertile ground has then produced a rich agricultural area which has influenced the economic standing of the town. The location at a river crossing for a major coaching route between London and Birmingham, thence on to Holyhead, has also had an economic influence on the town, affecting the type and character of the built environment. The most significant influence on Stratford's character however is not geographical but, of course, literary. If Shakespeare had been born in the 18th rather than the 16th century there is no doubt that the Stratford of today would have a very different appearance.

2

The Settlement - History and Development

that monastery. Although there are a few records of this period it is believed that there may have been a small hamlet clustered around the religious buildings which may have borne the name of Stratford. Around the end of the 12th century however, as a deliberate attempt to encourage the growth of a town, a 'new town' was planned slightly to the north of this early settlement. Remarkably the pattern of this is



Clopton Bridge

The Roman road joining Ryknild Street at Alcester with the Fosse Way, crossed the River Avon close to the present site of the Clopton Bridge. It was this ford that gave Stratford-upon-Avon its name. There does not appear to have been any settlement on this site however until much later. In the 7th century a large parish, later to be known as Old Stratford, encompassed many of the villages around this area but these were still isolated hamlets and none appears to have been on the present site of the centre of Stratford.

During Saxon times a monastery was established within this parish and it is generally held that the present church occupies the site of

still visible in the present plan of Stratford. Alcester Road, Greenhill Street, Wood Street and Bridge Street, follow the line of the Roman road down to the river. To the south of this, a regular pattern of streets was laid out in a grid iron as described in *Introduction to Stratford-upon-Avon*. After this date the new settlement became known as Stratford and the previous hamlet, Old Stratford. It is significant that the area of the former settlement remained outside the borough of Stratford until the late 19th century and even now is distinguished by the title of the Civil Parish.

The area of the new town was significantly larger than that required for the number of habitations and only the northern area from Bridge Street to Scholars Lane was built up even as late as the 16th century. The street frontages in this area were divided into burgage plots of narrow width, but stretching deep into the centre of the gridirons. This arrangement has had a distinct influence upon the long term character of Stratford, which has encouraged the variety along the street frontage. Additionally, the need for vehicular access to the rear parts of each burgage plot has frequently necessitated the creation of archways through the buildings along the street frontage. Many of these still remain.



Holy Trinity Church from the recreation ground

The southern part of the new town remained as open fields for very much longer and the subsequent developments along the southern end of Chapel Street and along Church Street were generally of a much larger scale, not tied to the burgage plots.

There appears to have been little economic pressure for growth of the town during the Middle Ages but extensive development would have been restricted by the presence of a swampy area known as Gild Pits (now Guild Street) to the north, the common fields to the west beyond the line of Grove Street and Arden Street, the property owned by the College, a large house which developed on the site of the monastery following the Reformation to the south and the river and adjacent marshes to the east.

Extensive research in connection with Shakespeare's life in Stratford has produced a clear picture of the society and population of Stratford in the late 16th century. There appears to have been little growth in the town in the previous three centuries but by the Tudor period it was beginning to increase its established reputation as a successful market town, and a centre of small industry. The former activity is

still perpetuated in some of the street shapes, such as the large open space of Rother Street, or Rother Market, where the cattle market was held and the width of Bridge Street, although this was later to be divided into Fore Bridge Street and Back Bridge Street by a row of houses known as Middle Row, which were demolished in the 19th century. Sheep Street perpetuates the use of this street for a sheep market.

Only local, easily-obtained materials were normally used for constructing the houses. At this time, this was essentially timber from the

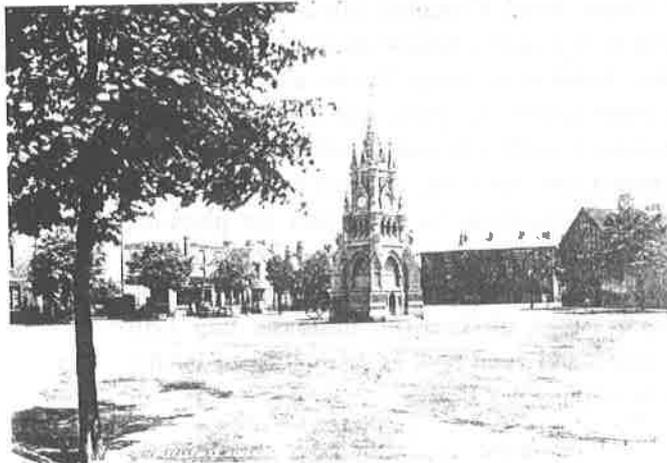


Mason's Court

forests, wattle and daub from the swamps by the river and reeds from the river bank. The combustibility of these materials had a radical effect in the later-16th century as much of the town was devastated by a series of disastrous fires in 1594, 1595 and 1614. Although many of the existing buildings were destroyed, the general layout was retained including the narrow plots, but a subsequent order of the local corporation forbade the use of thatch and insisted on the use of roof tiles.

The late-17th century saw the introduction of brick to Stratford. Suitable clays were discovered immediately to the west and brickworks were soon developed, which continued in existence to the present century. It is brick from this area that produced the characteristic brickwork used over much of the town. This utilises two tones of brick, one rather lighter than the other which is used in the headers of a Flemish bond of brickwork, producing a distinctive chequered pattern.

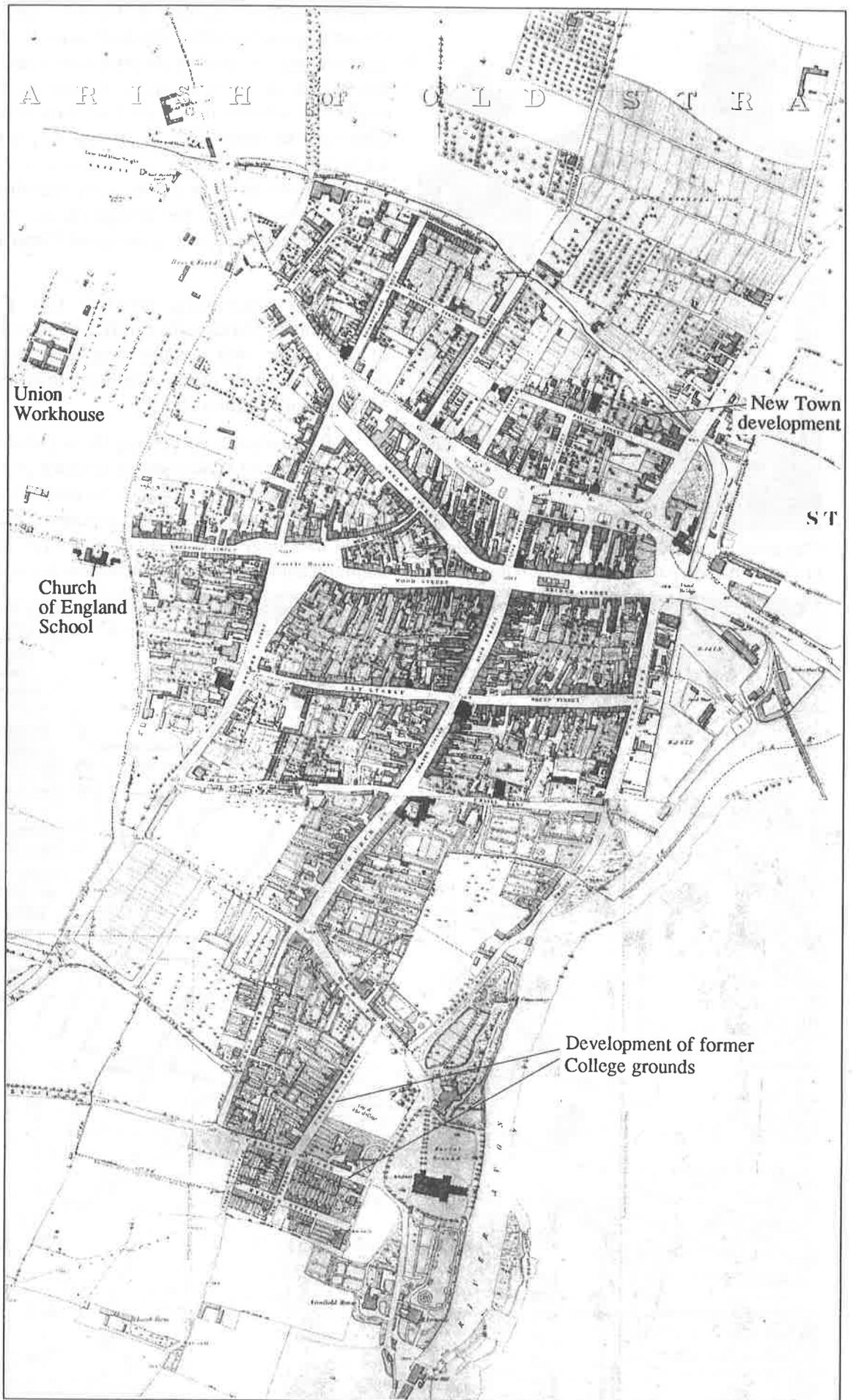
Around this period trade across the country was developing rapidly. Stratford's location on a main route from London to Birmingham and also on the, by then, largely-navigable river, allowed it to develop as a significant trading point. The 17th and 18th



Rother Street 1890



Rother Street and market in 1992



Plan of Stratford-upon-Avon in 1851. Following Inclosure Acts development has taken place to north, up to the canal, to the west, but only the Workhouse and School, and to the south following demolition of the College

centre were the subject of Enclosure Acts and in 1797 the College to the south was demolished. This did not result in an immediate expansion but, in the early-19th century, the then owner of the White Lion Inn, John Payton, purchased land to the north of Guild Street and began laying out a new town represented by John Street and Payton Street. Originally it was intended that this should be a well-to-do residential area and the initial properties were quite large, such as the present Duke's Hotel,

which was developed by an experimental building society.



Wellesbourne Grove

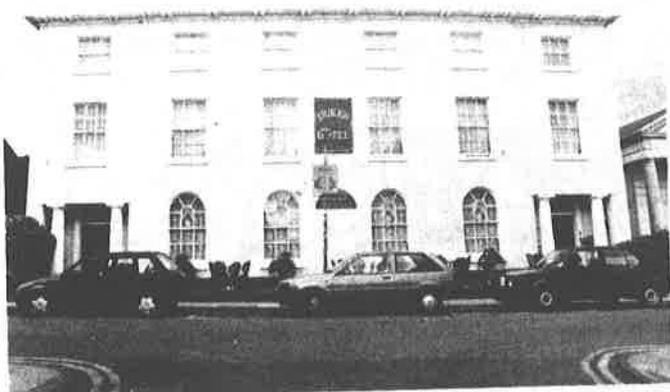
During the 19th century, the increasing sense of public concern is represented by a number of large public buildings which were built on the nearest open ground to the centre of the town, namely immediately to the west of Arden Street. These buildings included the workhouse, hospital and a Church of England school. Unfortunately, the school has recently been lost but large parts of the workhouse and hospital are still retained.



Former Church of England School, Alcester Road

A further constraint to the development of Stratford during the 19th century was the existence of the railway lines to the west and south (*see plan overleaf*). This appears to have restricted development in these directions and encouraged development firstly to the north and, eventually, over the river into Bridgetown.

From the mid-18th century, Stratford has promoted its connections with Shakespeare and encouraged the tourist trade, resulting in a certain boost to its own self-esteem. Its very tight development constrained by the railway, the river, the canal and a certain amount of industrial development to the north did not allow the development of any properties that



Duke's Hotel in Payton Street

but the demand was for smaller properties and both he, and other developers, began establishing the current range of workers' cottages but of a reasonably high standard.

To the south of the town the owner of the former College land began auctioning plots in the 1820's. The houses were again initially of a 'superior type', such as those in College Street,



18 - 20 and Old Town House, College Street

but, as the development proceeded through the 1830's and 40's, the less pretentious terraces of the remainder of this area were developed.

Much of the land to the west was in the ownership of Thomas Mason, and development here was not permitted until after his death in 1867. One of the first developments was that of Wellesbourne Grove and part of Albany Road,



Plan of Stratford-upon-Avon in 1914: development to west and south constrained by railways. Development also spread beyond the canal to the north and over the river.

were in keeping with the ideals of the rising merchant class of Stratford. The Borough Council embarked on a, not entirely successful, development to overcome this lack by laying out a new estate off the Warwick Road. The Borough owned a large tract of land to the north of the 19th century new town. Welcombe

Road, St. Gregory's Road, Avenue Road, Maidenhead Road and Rowley Crescent were laid out with the express purpose of developing large, private houses. Unfortunately only a few of the plots were sold off and developed at that time but the plan remains and subsequent development into the 20th century has



1 and 3 St. Gregory's Road, with No. 5 behind

maintained some of those characteristics that were originally intended.

Throughout the development of Stratford, the river and its valley have presented a significant barrier. The earliest bridge was a timber structure spanning purely the river channel itself, but the approaches were reportedly extremely poor due to the presence of large areas of swamp land. In the 15th century, thanks to the altruism of Sir Hugh Clopton, the wooden bridge was replaced by a stone bridge and attached causeways which, apart from relatively minor modifications, still forms the basis of the existing Clopton Bridge (*photograph page 9*).

The general flood plain of the river was not developed until the 19th century. Only a few properties could be built close to the river on the slightly rising ground around the site of the Church. By the 19th century however the area of the Bancroft had been drained and, to some extent, controlled. The construction of two canal basins on this site encouraged industrial development around this area which was further enhanced by the construction of the tramway to Morton-in-Marsh in 1826 that terminated at the wharf. Much of this industrial development has now been wiped away and only Cox's timber yard between the tramway and Clopton Bridge remains as a reminder of this.

Apart from the construction of the Memorial Theatre, opened in 1879, the rest of the flood plain remained undeveloped, leaving a wide green swathe through the centre of the town. Development in the latter part of the 20th century however, to the north of Clopton Bridge, has made significant inroads into this, radically changing the character of the river valley.

A significant factor in the historical change of Stratford has undoubtedly been the influence of Shakespeare and the many myths and traditions surrounding his life. Since the celebration of the Shakespeare Jubilee, organised by David Garrick in 1769, the cult of Shakespeare has affected aspects of Stratford's development. By the 19th century this enthusiasm had grown to unprecedented proportions and there existed an urge to 're-discover' the Stratford of Shakespeare's time.

Undoubtedly in the late-16th century, much of Stratford was timber framed and indeed thatched, as noted previously, and even after the fires of c1600 timber framing remained the normal method of construction. However, the introduction of brickwork and a general depreciation of the poverty of timber framing led the 18th century to conceal much of the earlier buildings with brick facades. Fortunately, there were generally insufficient funds available for buildings to be demolished and re-built



During the 18th century many early buildings were given new facades but remained as largely medieval structures. These facades were mostly removed in the 19th and 20th centuries but a few, such as 16 Church Street, remain.

wholesale, and the earlier buildings were still retained behind the new facade. Ironically New Place, the home of Shakespeare in his later life, was one of the few properties where such an extravagance could be afforded and the original property was totally removed in the early 18th century to be replaced by a grand brick and stone structure which, in turn, was totally demolished in the mid-18th century, in a fit of



Cox's Timber Yard: centre is the Principal Timber Warehouse

pique of the then owner against the marauding tourists. The resultant gap in Chapel Street is a living reminder of the pressure of tourism!



High Street in the late 19th century still presented a largely Georgian appearance with little timber-framing in evidence. Many of these facades have since been removed to reveal, or allow the reconstruction of, timber-framing behind leaving a more mixed character with a predominance of black and white work.



High Street in 1993

Since there was still much evidence of the 16th and 17th century town still remaining behind later facades, the 19th century enthusiast had ample opportunity to remove the brick or rendered classical facades to reveal the earlier structures. Often, however, these were in such poor condition that they warranted significant re-building.

This enthusiasm significantly changed the character of Stratford, removing the dignified Georgian facades and producing the quaint timber-framed medieval town that we see today. Nowhere is this more evident than in the Birthplace itself. As elsewhere in this area, the properties along Henley Street were, no doubt, originally divided into burgage plots and, as still remains on the south side, the building line was probably continuous. By the early 19th century, the reputed Birthplace was still part of

a terrace of small cottages with vestiges of timber frame showing. In the mid-19th century however this was purchased, together with the adjacent property known to have been owned by Shakespeare's father, for preservation by the newly formed Shakespeare Birthplace Trust. The immediately adjacent properties were then demolished, leaving the Birthplace in grand isolation and a systematic re-construction was undertaken based on an 18th century etching of the two properties when much of the timber framing was still visible. The building we now see as a quite grand property isolated in a large private garden probably bears little resemblance to the property in the 16th century and is largely a figment of the 19th century imagination (present day photograph see page 6).



Shakespeare's Birthplace in the 1840s was a simple terraced house. The removal of adjoining properties and the virtual reconstruction of the building in 1858 has resulted in a rather grand building befitting its importance but probably not typical of the original structure.



Birthplace c1864

This longing for the re-creation of an historical ideal is however as valid as many of the other multi-faceted influences which have helped shape the present town.

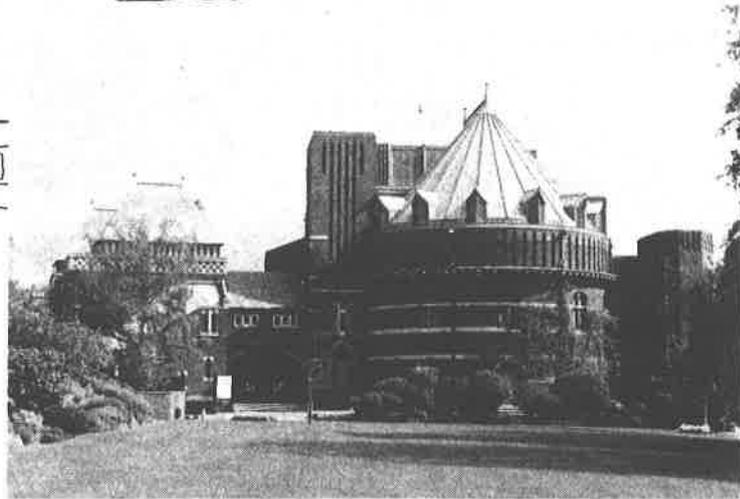
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Characteristics of the Conservation Area

*For Settlement Analysis
Maps see Appendix B*

architectural or historic interest. Of these, 25 are in the top 2% of the country's Listed Buildings, being Grade I or II*.

This great concentration of historic buildings lends a great deal to the character of the town. It is outside the scope of this report to comment on the individual contribution of these buildings but they should not, in any case, be

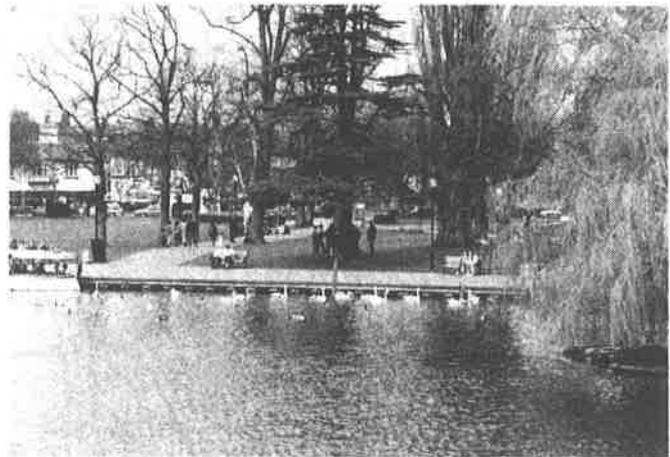


Swan Theatre

3.1 General

Stratford-upon-Avon is a remarkable example of an English market town. Despite increasing commercial pressure it still retains many features which reflect its historic development. Much of this survival is due to the importance placed on the history of the town by its role as a tourist centre. The town has consequently avoided the drastic changes experienced by many other towns of a similar size throughout the country.

The result of this protection is that Stratford boasts over 250 buildings listed as of



Waterside, Bancroft Gardens and the River Avon

seen in isolation. The character of the Conservation Area is generated by many interconnecting aspects of the town as described in the following sections. The *Conservation Area Plans* (see inside back cover) identify the location of the Listed Buildings and also those other buildings which contribute to the general character. Other buildings in the area inevitably influence the character, and inappropriate alterations to them could be detrimental. It is perhaps best to consider these other buildings as those which require improvement in order to enhance the Conservation Area.



Stratford-upon-Avon town centre

Sub-Divisions The general sub-divisions are as follows:

AREA A

The generally open area along the river.

AREA B

The early-19th century developments to the north of the medieval town up to the canal.

AREA C

The 19th century developments to the west of the medieval town up to the railway.

AREA D

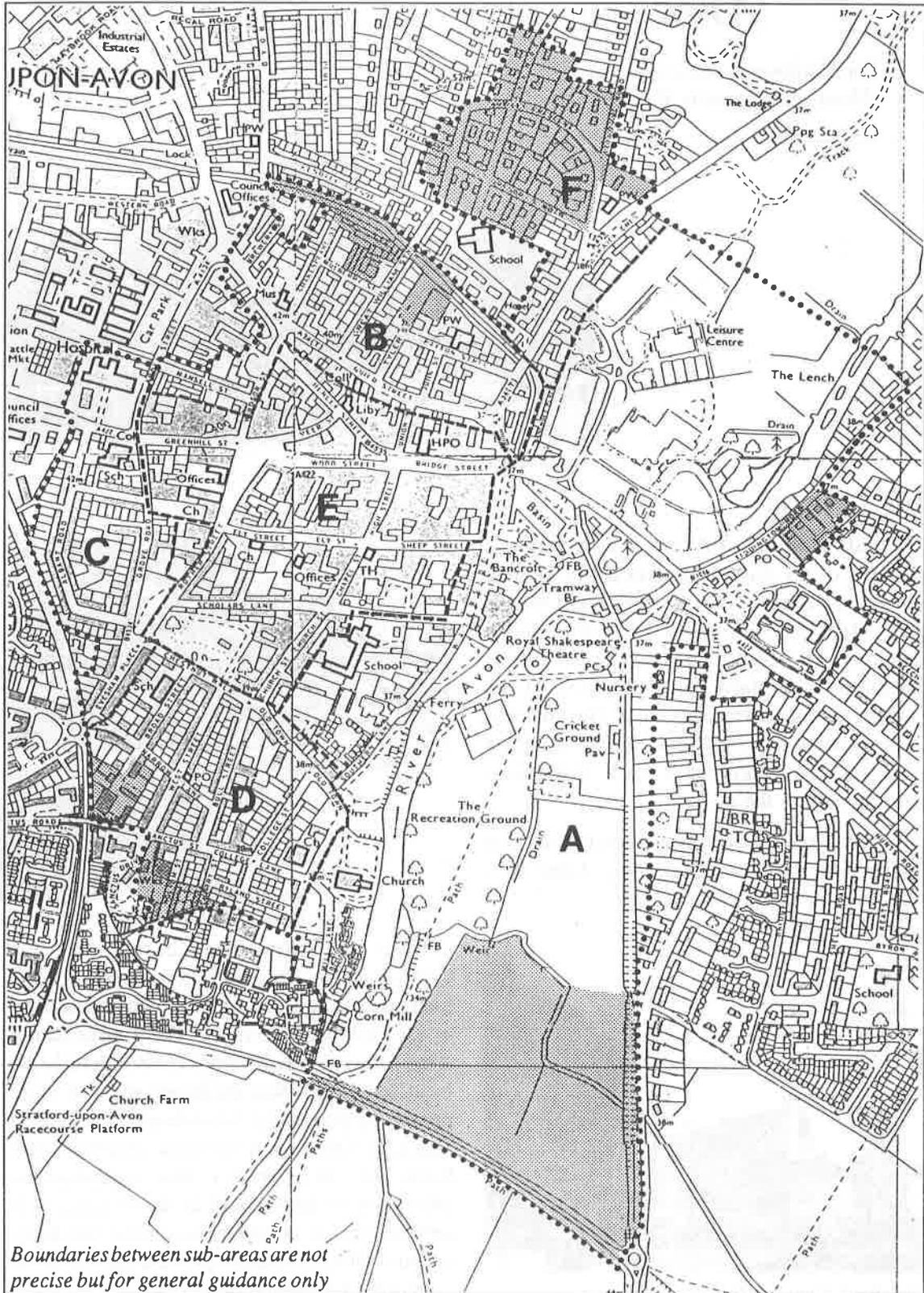
The 19th century developments to the south of the medieval centre on the site of Old Town.

AREA E

The medieval heart of the town itself.

AREA F

The late-19th century development beyond the canal to the north.



3.2 Sub-divisions

The Conservation Area encompasses not only the medieval heart of the town but also much of the 19th century suburbs and the open spaces adjacent to the river. Although these are all clearly related, both historically and, in some cases, architecturally, the different areas present differing characteristics. In order to understand the whole Conservation Area it is necessary to examine the different areas separately.

This study has identified six general sub-divisions of the Conservation Area. The distinction between the areas is not precise and there are several instances where the characteristics of one area extend beyond the general boundary of another. The following comments should not therefore be regarded as applying to a clearly defined physical area, but should be used to help identify the changing characteristics as one traverses the Conservation Area as a whole.

The Conservation Area however should not be seen in total isolation. One's appreciation of the Conservation Area is greatly influenced by one's experiences in approaching it. Consequently the appearance and characteristics of the various thoroughfares leading to the Conservation Area are of some importance. In most cases it would not be appropriate to designate these approach roads as Conservation Areas in themselves, but as preludes to the Conservation Area they perhaps require slightly more stringent control than other areas.

3.3 Approaches to the Conservation Area

There are 7 principal approach roads leading to the heart of the town. By far the most impressive is that along the Warwick Road, which descends onto the valley bottom a mile or so outside the town and proceeds through open countryside that slowly changes to almost



View into the Conservation Area from Warwick Road

parkland before entering the built-up area and Conservation Area at the same time. This transition from open farmland to an area of special architectural character emphasises Stratford-upon-Avon's status as a market town, re-inforcing the links between town and country. Further development in this area would severely affect the present tight link between countryside and Conservation area.

All the other approaches enter the built-up area at some distance from the Conservation Area and pass through somewhat undistinguished surroundings. The Tiddington, Banbury and Shipston approaches have a certain gentility as they pass through areas of well-to-do residential properties, set within generally well-maintained gardens. The Banbury and Shipston Roads have been given a somewhat greater status as a result of the tree planting along the roadside from the very edge of the town right up to the Conservation Areas, providing a gentle transition from country to Town Centre. All three approaches benefit from the focusing of attention as they suddenly reach the eastern end of the Clopton Bridge, announcing the arrival within the Conservation Area. It is unfortunate that this inevitably results in the traffic bottleneck, somewhat alleviated but not removed by the gyratory system between the Swan's Nest and Alveston Manor Hotel.

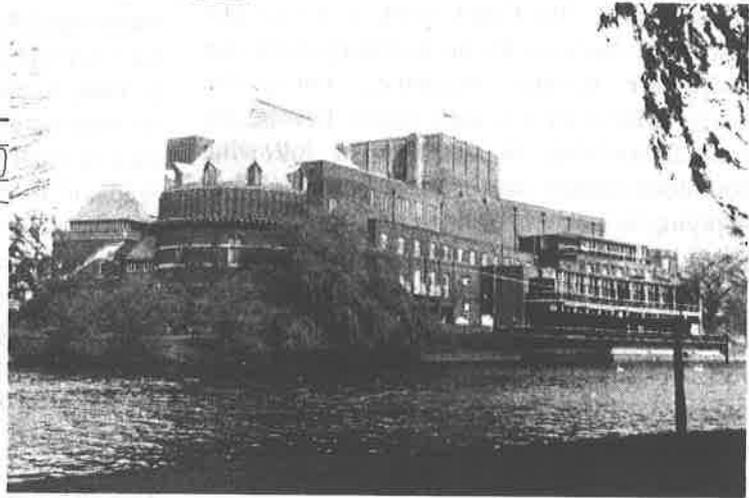
The transition from open farmland to the built-up area on the Evesham Road is again somewhat mollified by the lines of trees along the road as far as The Salmon Tail public house, but from here up to the Conservation Area, the road passes through a rather nondescript and diverse area of town. One of the most impressive aspects of this approach is, however, the view of the town as the road reaches the crest of Bordon Hill where the traveller still feels to be in open country. This impression should be retained but its control is outside that of the Conservation Area.

The Alcester Road approach has little to commend it. It passes through a mile or more of undistinguished townscape, alleviated by fields and playing fields on the south, before a fairly abrupt entry into the town centre as it passes over the railway line. The Birmingham Road approach, whilst probably the busiest, is unfortunately the worst, passing as it does through a semi-industrial atmosphere to arrive at the Conservation Area at an ill-defined crossroads and a sea of tarmac. Any efforts to improve these approaches would benefit the Conservation Area.

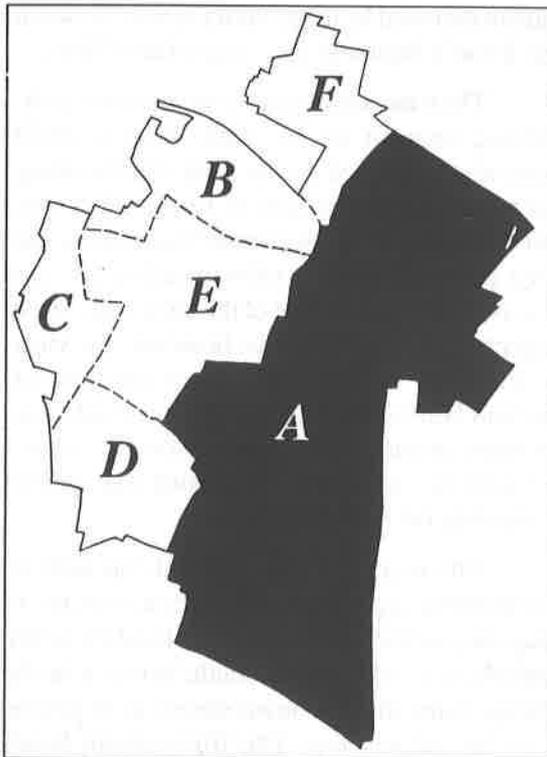
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Conservation Area A

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



Royal Shakespeare Theatres across the River Avon



4.1 General Characteristics

Area A is dominated by the River Avon. The west bank of the river, stretching from the viaduct in the south, up to Clopton Bridge, is characterised by large areas of open ground/gardens interspersed with important town

buildings such as Holy Trinity Church and the Royal Shakespeare Theatre. Prior to demolition, the corn mill and the two large houses on the river bank, namely Avonside and Avonbank, reinforced this pattern of development of relatively large detached important buildings, fronting the river and surrounded by mature gardens.

The river is traversed by means of a footbridge at the southern end of the area as well as a recently re-furbished vehicular bridge. Between Holy Trinity Church and the Royal Shakespeare Theatres, a small ferry for pedestrians operates. North of the theatres Clopton Bridge crosses the river as well as the old tramway bridge.

The east bank of the river consists predominantly of recreation grounds, providing various sporting facilities. These grounds are fairly heavily planted with some mature trees and some more recently planted specimens.

The area north of Clopton Bridge, which was previously open ground, is dominated by modern development, which includes a large car park, a leisure centre and a large hotel. The area known as the Swannery maintains its relationship to the river and the Stratford-upon-



Area A characterized by dominance of the growing environment over the built environment. Well into this century this represented a swathe of green countryside through the town; development in the last twenty years at the north has virtually broken this corridor.

Avon canal, although it is dominated by the backdrop of the Moat House Hotel.

Southern Lane and Waterside describe the edge of the 'garden' boundary to the west bank of the river. The development along Southern Lane and Waterside is characterised by residential development which fronts directly onto the road, consisting of some large and some small scale terraced houses.

The area around Clopton Bridge, which includes the Stratford-upon-Avon canal basin and the Swannery area, is visually an extremely important area. This is so because the functions around this area relate in a workman-like manner to the river itself. This area was, into the present century, a busy industrial area whose industries were linked to the tramway, the canal and the river. The basin was a functioning canal basin with several wharfs and boat houses, while the saw mill, which still exists, was obviously linked very closely to the tramway. It is important to ensure that the spirit of this area is not lost, even if its use changes.

4.2 Architectural Form and Materials

4.2.1 West Bank of the River: Mill Lane, Southern Lane and Waterside

This is the only sub-area within *Area A* which has a consistent architectural character and where there are buildings of sufficient unity to discuss the architectural form and use of materials.

Mill Lane is now dominated by two new developments viz. Avonside and Lucy's Mill. Southern Lane is dominated by two new developments consisting of a housing courtyard



Avonbank Paddock

on the Avonbank Paddock site and the reconstruction of The Other Place Theatre.



Southern Waterside

Southern Lane turns into Waterside at Old Ferry House, at this point Waterside consists of relatively large-scale terraced houses which front directly onto the road with very small gardens. These gardens are often situated slightly higher than pavement level and the houses are characterised by their individuality. The Ferry House, for example, situated directly opposite the pedestrian ferry point, has very much an identity of its own, established by detailing and proportion. Despite the individuality of these buildings, which mostly date from the 18th and 19th centuries, they establish a unity amongst themselves through the dominant use of brick facades and clay plain-tile roofs. The areas of land behind Southern Lane are characterised by large open tracts of land, which are now either car parks for the local authority or grounds attached to King Edward VI Grammar School.

Waterside presents an almost uninterrupted facade of simple, relatively low and small-scale terraced houses to the street front. These are characterised by clay plain-tile roofs with simple brick chimneys and facades,



25-31 Waterside

Painted timber windows and dormers on the first floor. Many of these terraced houses are a floor and a half in height. These terraced houses are situated directly on the pavement and are only interrupted by the large Victorian building



36-39 Waterside

which relates in style to the Royal Shakespeare Theatre Art Gallery, situated directly opposite.

The remaining length of Waterside, between Sheep Street and Bridge Street, is now occupied by modern development which, although unsympathetic in detail, retains the building line at the front edge of the pavement.

Southern Lane and Waterside are characterised by pavements which are paved in blue engineering brick pavers and granite kerb edges. The pavements along these two streets are important since they perform, in a sense, as a river side promenade, giving views through



Waterside walk

the gardens over the river. These pavements are also an important pedestrian link between Holy Trinity Church and the Royal Shakespeare Theatres.

4.3 Views

The views in *Area A* are dominated by the river. Clopton Bridge provides an important pedestrian and vehicular entrance and exit view to the town. The views across the river towards the theatre and down towards the church are



Old Tramway Bridge and Theatres

pleasant ones; however, the views to the north are dominated by the large developments of the Moat House Hotel and the recently-constructed car park. Similarly, the new Mulberry Centre now forms the main focus of the entrance to the town from Bridgefoot.



View from the River Avon of the Canal basin with Waterside and The Mulberry Centre behind

Other important views are gained from the east bank of the river along the length of the footpath which lines this side of the river. It

with the Shipston Road. A large area of land was included in this part of *Area A* in order to preserve the quality of these views across open ground.



Holy Trinity Church from the east bank

should also be noted that views are obtained across the river towards Holy Trinity Church from the new Southern Relief road at its junction

As the river is much used by small boats, views from the river itself should be taken into account. The views from the river are characterised by glimpses of buildings on Southern Lane and Waterside, seen through an almost continuous screen of mature planting and trees. This is reinforced by further mature landscaping on the various small islands which occupy a section of the river near Lucy's Mill.

The other important views in the area are those which terminate the views down Bridge Street, Sheep Street and Chapel Lane. The view down Chapel Lane is terminated by the tent-like roof structure of the Swan Theatre. The view down Sheep Street, terminated by Bancroft Gardens, is somewhat disfigured by an ill-placed modern lamp-post. The view down Bridge Street is less appealing, looking directly at the Moat House Hotel.



Stratford-upon-Avon from the southern relief road

The other entrances into the area i.e. along the Shipston Road, the Banbury Road and the Tiddington Road are also important to consider with regard to views. The entrance from Shipston Road is characterised by an avenue of mature trees which line the western side of the road at a slightly higher level, situated on top of the tramway. The view from Banbury Road is dominated by an early view of a row of pleasant cottages, attached to the Swan's Nest Hotel, and is terminated by the charming 18th century pavilion which once was in the grounds of Alveston Manor Hotel. This same pavilion also forms an importance focus at the approach from the Tiddington Road.

4.4 Landscaping

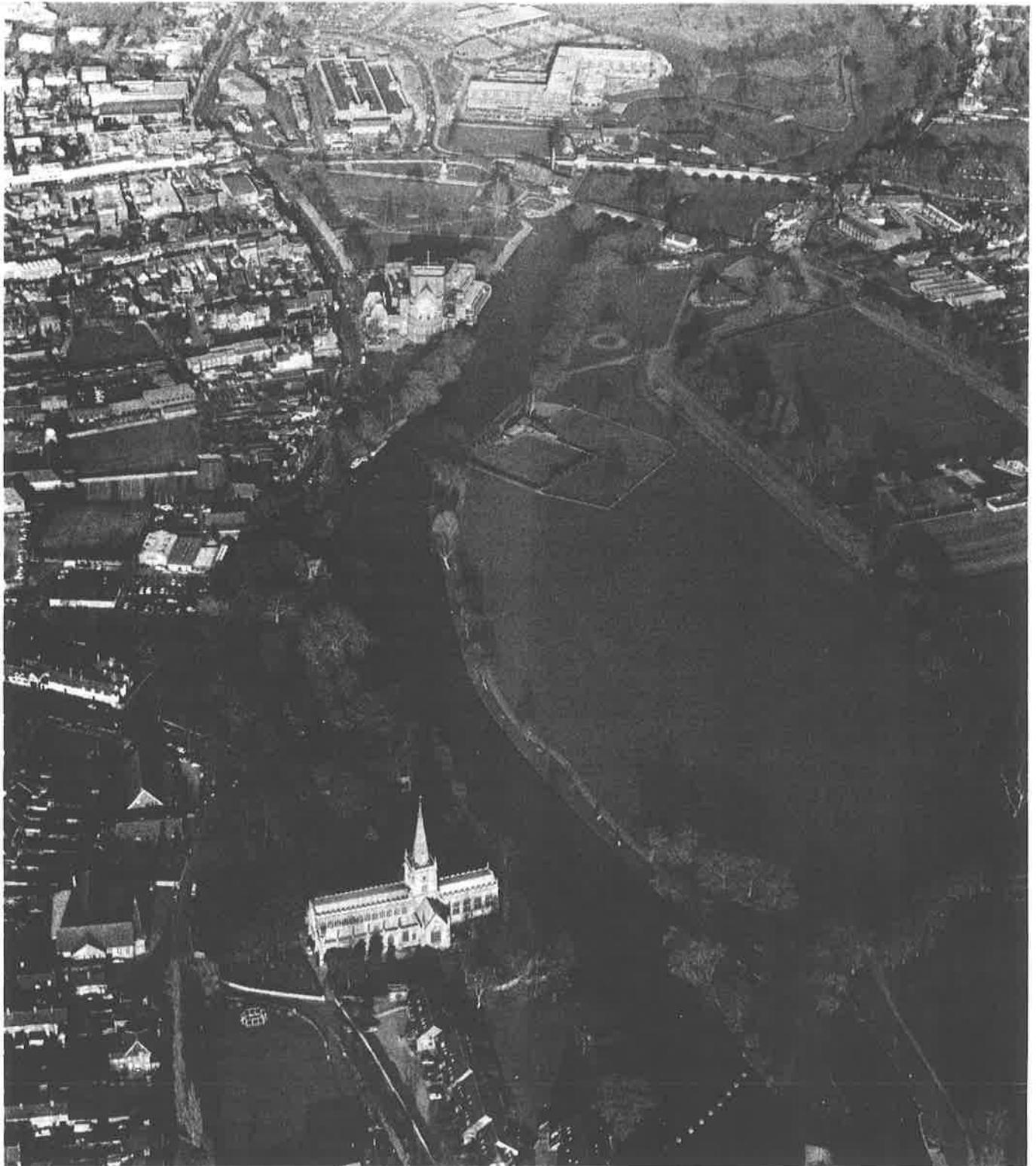
4.4.1 Area A

Area A is dominated by the presence of the River Avon. The landscaping element in this area is the single most important feature. The area consists mainly of large areas of open recreation ground adjacent to the river, as well as several mature gardens. These gardens provide appropriate landscape settings for some of the most important public buildings in this

town. Due to the importance of landscaping in this area, it is described in some detail under various sub-area headings:

4.4.2 Lucy's Mill Area

Although mature willows line the edge of the bank of the river adjacent to the Mill, there are still large open gaps which make the



Stratford-upon-Avon, winter 1990

building extremely noticeable particularly since the opening of the Southern Relief road.



River Avon at Lucy's Mill

The Avonside development adjacent to Lucy's Mill contains several important trees some of which are subject of a Tree Preservation Order. These include sycamore, cedar, beech, tree of heaven, Scots pine and several old oaks. These trees are relics of a once fine garden, attached to Avonside, the family home of the Lucys, the mill-owners. The riverside elevation of these developments could be improved by additional planting.

4.4.3 The Recreation Ground

The recreation grounds are large areas of open grass. The footpaths which line the edge of the river are well planted with mature trees as well as more recently planted specimens. Trees in the area include, mature lime, thorn, poplar and horse chestnut. The new planting consists mainly of silver birch, Cotoneaster, willow, dogwood and rowan.

The additional car parking adjacent to the sports ground has been screened by new planting, consisting of plum, birch, rowan, dogwood and Cotoneaster. The sports ground itself is surrounded by mixed thorn and rose hedge, with mature willow and silver birch. Again, in a similar way, the bowling green is bounded by privet hedging and lines of conifers.

Opposite the Theatre Garden, the planting consists of alder, willow and rowan. A line of



View of the Recreation Ground from the Theatre

mature willow trees extends along the path opposite the theatre with a row of newly planted willows on the other side of the footpath. Opposite the ferry landing there are mature lime, horse chestnut and beech, with additional recent planting of birch and rowan. The area around the Water Rat contains Berberis, roses and thorns.

4.4.4 The Tramway

The Tramway acts as an important visual boundary to the area, with its consistent planting of ash, oak and elm, with some thorn and privet hedging. The planting along the tramway also functions well as an avenue to the footpath. Being elevated it is visible on the skyline as a linear feature and is seen from the approaches to the town as well as from parts of the town itself.

4.4.5 River Islands

The various islands on the river adjacent to the recreation grounds are generally very heavily planted and are important landscape features. They perform extremely well as screening devices to the views from either side of the river bank. The island between the two weirs is well established with plantings of sycamore, willow and the remains of a holm oak. Lock Island is similarly planted with ash and sycamore. The island opposite Cox's Timber



Nature Reserve

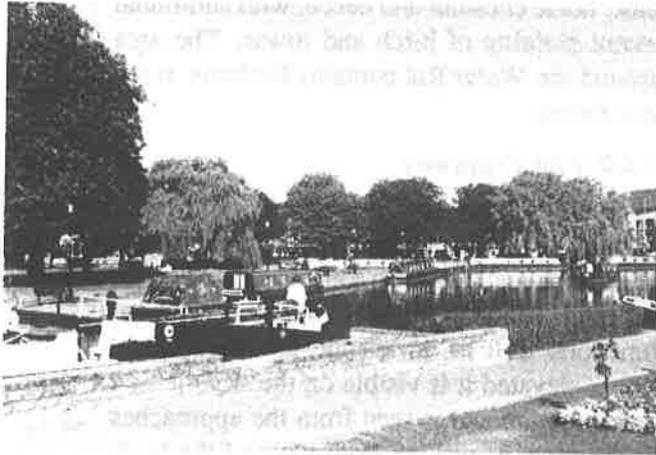
Yard is a nature reserve and has a mixed planting of willow, yew, hazel and sycamore.

4.4.6 Bancroft Gardens

The Bancroft Gardens are an important landscape element in Stratford and are much used and loved by the public.

The Gardens are characterised by a more formal, urban character which is not out of place, given its proximity to the town centre. It also provides a contrast to the more informal and wooded feeling of the Avonbank Garden

further down the river. The Garden has several avenues of mature trees as well as a sunken rose garden, and incorporates the lockside adjacent to the canal basin. The Gardens contain mature

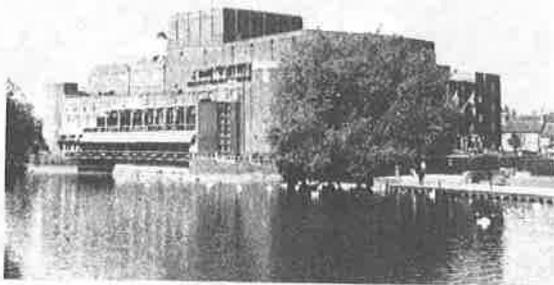


Bancroft Gardens

trees, including lime, cedar, silver birch with a fine old horse chestnut surrounded by brick paving and a very ancient weeping ash supported on an iron frame. The entrance to the Bancroft Gardens from Waterside, at the bottom of Sheep Street, has raised beds on either side with seasonal bedding plants and a circular rock garden in the centre.

4.4.7 The Theatre Garden

The Theatre Garden contains a fine, mature London plane adjacent to the steps of the theatre leading down to the river. Box



Royal Shakespeare Theatre

hedging lines the steps leading up to the veranda outside the theatre. Around the theatre there are raised brick and stone beds containing clipped Euonymus, Berberis and Cotoneaster. Clipped yew buttresses flank the southern side of the steps leading to the balcony with some silver birch and a cherry in the grassed area outside the theatre offices.

4.4.8 Waterside/Southern Lane

The houses front directly onto the street, resulting in relatively small gardens. Several of these small gardens, however, have important brick walls, e.g. the Arden Hotel, and some



The Black Swan/Dirty Duck Public House

contain mature trees, such as the ancient mulberry tree situated outside The Black Swan/Dirty Duck Public House. These small gardens are often elevated above the pavement level.

4.4.9 Avonbank Garden

(see aerial photograph page 24)

This garden was once the parkland setting for the large house called Avonbank which stood on the site between the round house and the Church. The mature trees, informal lawns and well-established screen of planting to the river provide a delightful riverside setting in contrast to the more formal Bancroft Garden.

An important element in this garden is the almost continuous line of the boundary wall along the length of Waterside and Southern Lane. This begins at the Church as a lias stone wall, becomes a brick wall along the Southern Lane garden and then again becomes a lias wall along the length of the garden which is adjacent to The Swan Theatre. This is a strong linear device which performs well in describing the edge of the riverside gardens.

The area between the church and the balustrading in the garden, contains fine mature cedar trees, a maidenhair tree, a tree of heaven, with variegated holly, yew and laurel at the edges of the gardens. New planting of trees such as rowan and lime have taken place. A weeping willow stands at the river's edge and a span of regenerating elm trees. The entrance to this garden is framed by a golden yew. This area of the gardens was once the site of Avonbank House and retains much of its mature domestic garden feeling. The old stone terrace wall is a sad reminder of the house, appearing in the garden like the remains of a Greek temple.

The trees in the main part of the garden include mature pine, larch, hornbeam, lime, yew, London plane and silver birch. A mature red oak stands in the centre of the gardens.

Groups of holly, yew and laurel are situated around the sub-station and in the shrubbery adjacent to the Brass Rubbing Centre. Yew, poplar, whitebeam, maple and shrubs extend along the edge of the garden by Southern Lane. Three mature holm oak are planted on the Southern Lane side of the Brass Rubbing Centre with an underplanting of laurel, Mahonia and holly. A fine cedar stands within the garden opposite The Other Place. Planting down to the river's edge consists of maple, willow, walnut, holly and laurel. Broad gravel paths dissect the garden. A line of flowering trees, including laburnum and cherry are planted within the garden opposite The Other Place Theatre.

Adjacent to the ferry landing, are mature sycamore, swamp cypress, horse chestnut and holly. The river bank adjacent to the garden outside The Swan Theatre is edged with mature horse chestnut, willow, silver birch, swamp cypress and dogwoods. This screen of trees and shrubs is considered to be an extremely important element within the area.

4.4.10 The Moat House Hotel

(see aerial photograph page 28)

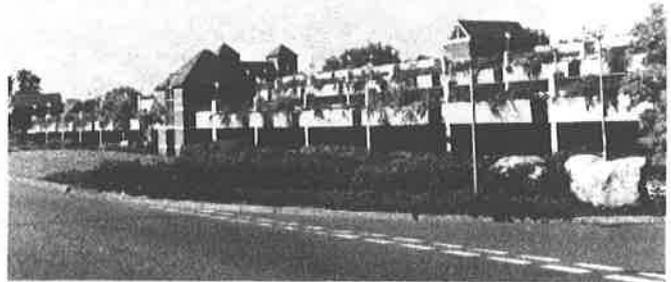
Lawns extend down to the river with some weeping willow and beds of roses set within the lawns. This area could be much more appropriately planted. A programme of dense planting could be implemented to screen the building from the important views from Clopton Bridge and Bridgefoot. Detailed planting around the hotel is poor with white plastic and concrete tubs lining the pavement adjacent to the hotel and the entrance having raised stone beds containing conifers. A rose bed has been established alongside the windows which overlook the car park. The car park at the Moat House Hotel would benefit from substantial, additional planting to screen it from the Bridgefoot view.

4.4.11 Land adjacent to The Moat House Hotel *(see aerial photograph page 28)*

The grass area alongside the approach to Clopton Bridge has a double row of whitebeams extending along the side of the road and on the western side there are seven mature limes along the bank of the Marina. These whitebeams replaced a line of poplars which had become dangerous.

4.4.12 Bridgefoot Multi-storey Car Park

This recently-completed building has been comprehensively landscaped. The beds at the entrance around the edge of the car parking area on the ground have been thickly planted



Bridgefoot Multi-storey Car Park

with beech, Eucalyptus, thorn and Cotoneaster saplings which are well maintained. Grass banks along the roadside adjacent of the entrance to the car park have beds of trees and shrubs set within them. The large boxes on both levels of the car park contain a mixture of shrub planting which is already helping to soften the outlines of the building.

4.4.13 Bancroft Place

(see aerial photograph page 28)



Bancroft Place from Stratford-upon-Avon Canal

This is a new canalside development which has been well planted with a mixed hedge of willow and snowberry around the car parking bay. Pollarded willows and thorn along the frontages overlook the road. Four mature willows have been retained along the fence which separates the new multi-storey car park and the drive to the houses. The fence has climbing plants growing over it. Ground-covering planting around the entrance to the flats consists of Cotoneaster, Lonicera and ivy and the area has been paved with brick.

4.4.14 The Leisure Centre and Car Park

(see aerial photograph page 28)

This has been reasonably well screened by a grass bank planted with ornamental trees and beds of roses. On the western side of the car



Stratford-upon-Avon, summer 1990

park area, a wooden closeboarded fence extends the length of the car park, backing on to the gardens in Warwick Crescent. Islands of trees and shrubs have been created amongst the car parking spaces, to help break up the large expanse of tarmac. Trees include rowan and cherry. A beech hedge extends along the main road leading into the car park on the western side with a low wooden railing on the east dividing off the Leisure Centre. Flowering cherry and rowan have been planted along the side of the Leisure Centre. Raised brick planting beds have been constructed outside the entrance to the Leisure Centre with inadequate planting. Planting outside the Harlequin Steakhouse has been well executed, with effective shrubs such as Euonymus and Eleagnus. Trees include rowan and silver birch. A mature thorn hedge extends around the perimeter of this restaurant and the tennis courts.

4.4.15 Alveston Manor Hotel

(see aerial photograph above)

The garden is characterised by mature trees which include a line of lime trees either side of the path leading into the hotel grounds from Tiddington Road. There are several horse chestnut trees which line the garden boundary along the Banbury Road and four additional horse chestnut along the northern side of the car park. A double row of mature hazel extends along the northern edge of the car park. This may have been a nut walk at one time. On the southern side of the garden is a fine old cedar. The drive coming off the Banbury Road is hidden in a cutting from view of the hotel. The banks on either side are planted with box, lilac, ash and lime with ground covering of ivy. This gives a very pleasing woodland effect. A fine boundary wall in brick surrounds the garden of the hotel.

4.4.16 Approaches to the Area

The approach from Tiddington Road is lined on either side by houses which are set back from the road and have well established gardens containing mature trees. The views to the river are generally obscured on the western side of the road; however, there are places where one obtains views through the screen planting.

The entrance along Banbury Road has mature sycamore and lime trees lining the road on the southern side, with wide grass verges. A privet hedge runs along the edge of the footpath leading to the garage with a mature willow outside the garage forecourt. The garage is reasonably well screened to the front with birch and conifer planting.

The entrance off the Shipston Road has two semi-mature lime planted on the verge by the entrance to the garage. Mature trees line the road on the wide grass verge further to the south. The guest house and cottage gardens along this road have mostly been paved to provide car parking space and contain very little planting. The visual line of the tramway is important along this approach.

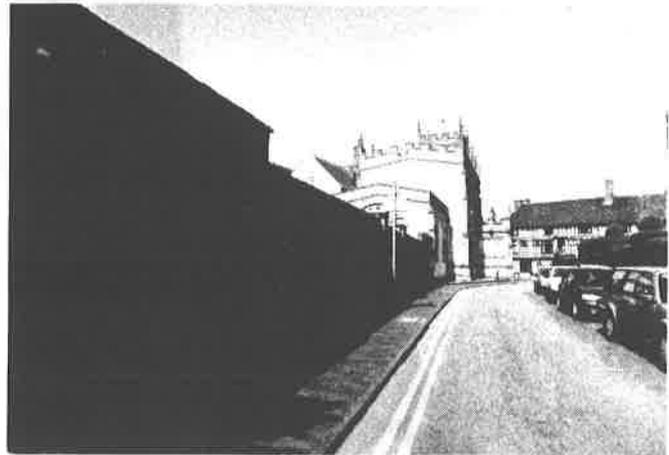
A wide lawn area is in front of the cottages attached to the Swan's Nest Hotel, at the junction of the Shipston Road and Banbury Road. This lawn area contains two mature fruit trees which provides some landscape relief to an otherwise quite densely architectural area. The planting at the side of the Swan's Nest Hotel consists of mixed shrubs, a mature ornamental cherry and

conifers. Four mature horse chestnuts, a holm oak and a gazebo are on the traffic island, which is retained by a low brick wall and a stone coping.

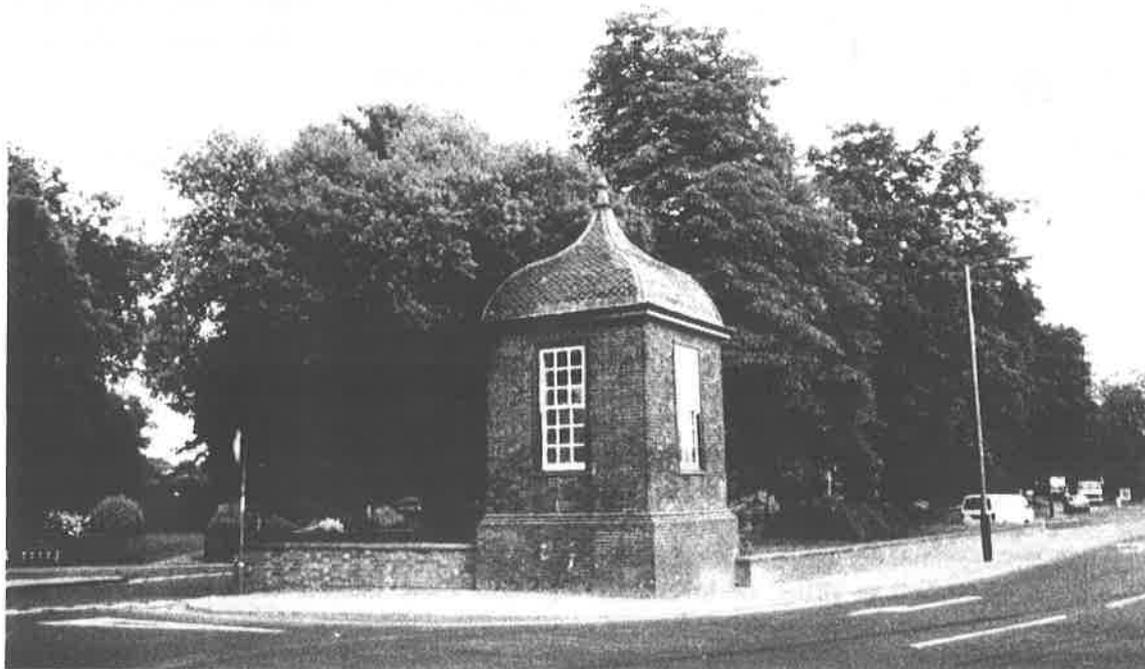
4.4.17 Chapel Lane

Beyond New Place Gardens lies the Union Club Garden which has a mixed Lonicera and holly hedge along the top of the retaining wall with holly and ornamental cherry trees. Two junipers are on either side of the steps leading up to the entrance. The wall that surrounds the car park adjacent to the road is surmounted by clipped privet hedging.

A mature holm oak stands at the entrance to the car park of the Arden Hotel on the southern side of the lane. The school park has some shrub and tree planting around the car parking bays. A lovely old brick wall about 10ft high forms the perimeter wall to the old school buildings adjacent to the Guild Chapel.



Chapel Lane



Gazebo, Banbury Road

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

separates the car park from the hotel and leisure centre. Such planting would correspond with the garden areas on the west bank of the river between Holy Trinity Church and the Royal Shakespeare Theatres and would greatly improve the view down Bridge Street.

In much the same way, additional planting could be implemented adjacent to Lucy's Mill at the south of Area A. This building is visually obtrusive at an important junction in the river, due mainly to its design. Heavy planting around the mill would benefit the area generally. Further planting could be implemented on the west bank of the river adjacent to and in front of the Avonside development which adjoins Lucy's Mill. Although these flats are relatively modest in scale, their appearance is dominant in the area and unlike the other buildings which face the river, they are situated parallel to the river rather than perpendicular, therefore their impact is considerable.



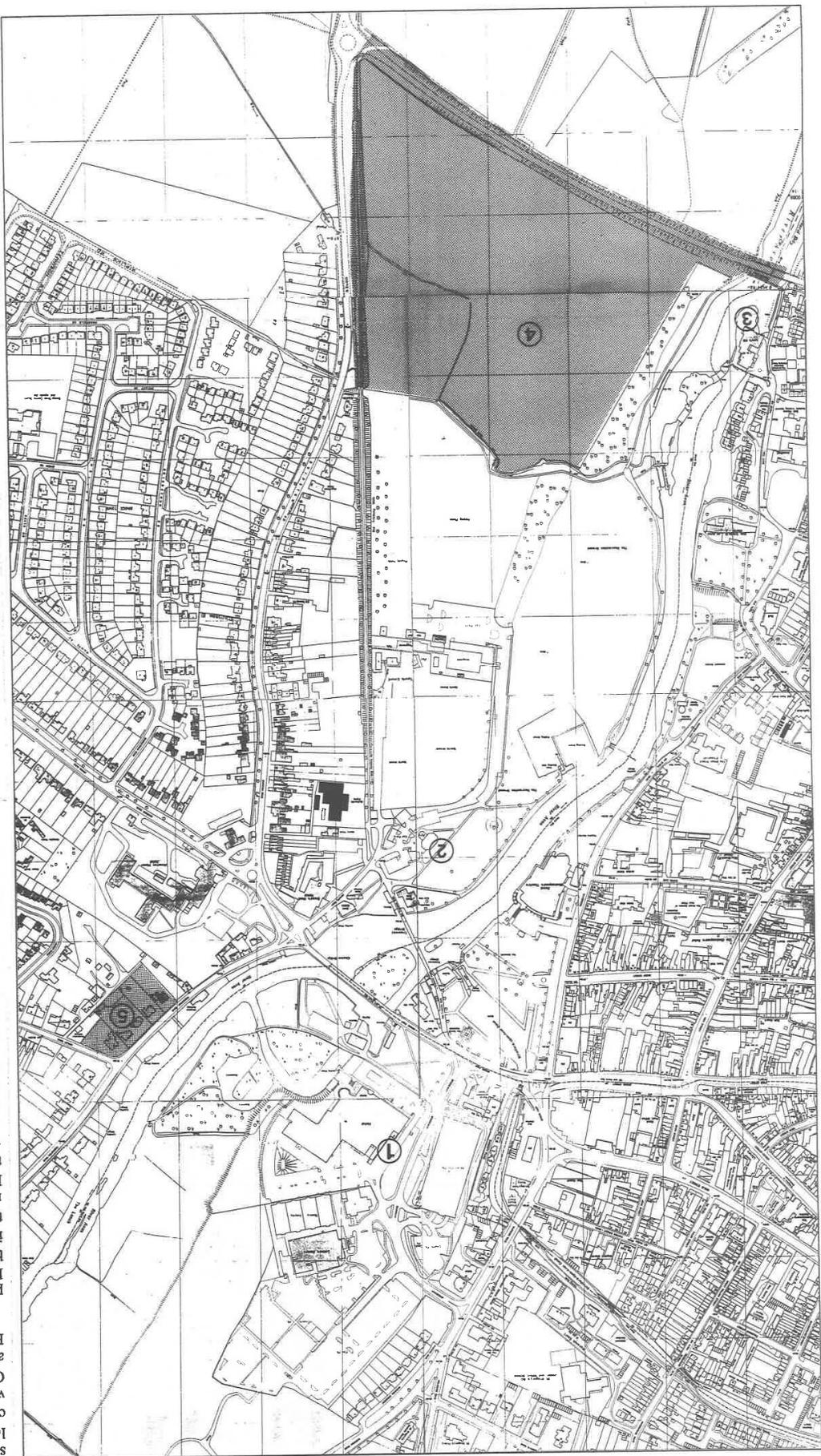
The area around the Water Rat contains berberis, roses and thorns and would greatly benefit from additional screen planting.

It should be mentioned that the houses along the Shipston Road approach to the area were considered for inclusion; however, it is recommended that they remain outside the area since they are now all largely guest houses with many alterations.

Alterations, Improvements and Control

- 1 Alterations, made 20 June 1992. The area adjacent to The Moat House Hotel could be enhanced by substantial planting.
- 2 The Water Rat could benefit from additional screen planting.
- 3 Lucy's Mill area would benefit from further planting.
- 4 This large open area of agricultural land provides views of the Holy Trinity Church and Royal Shakespeare Theatres and help to reinforce the semi-rural character of the Area. It has therefore been included in the Conservation Area.
- 5 6 - 10 Tiddington Road: these five houses provide a pleasant introduction to the Conservation Area and are therefore included.

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



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.

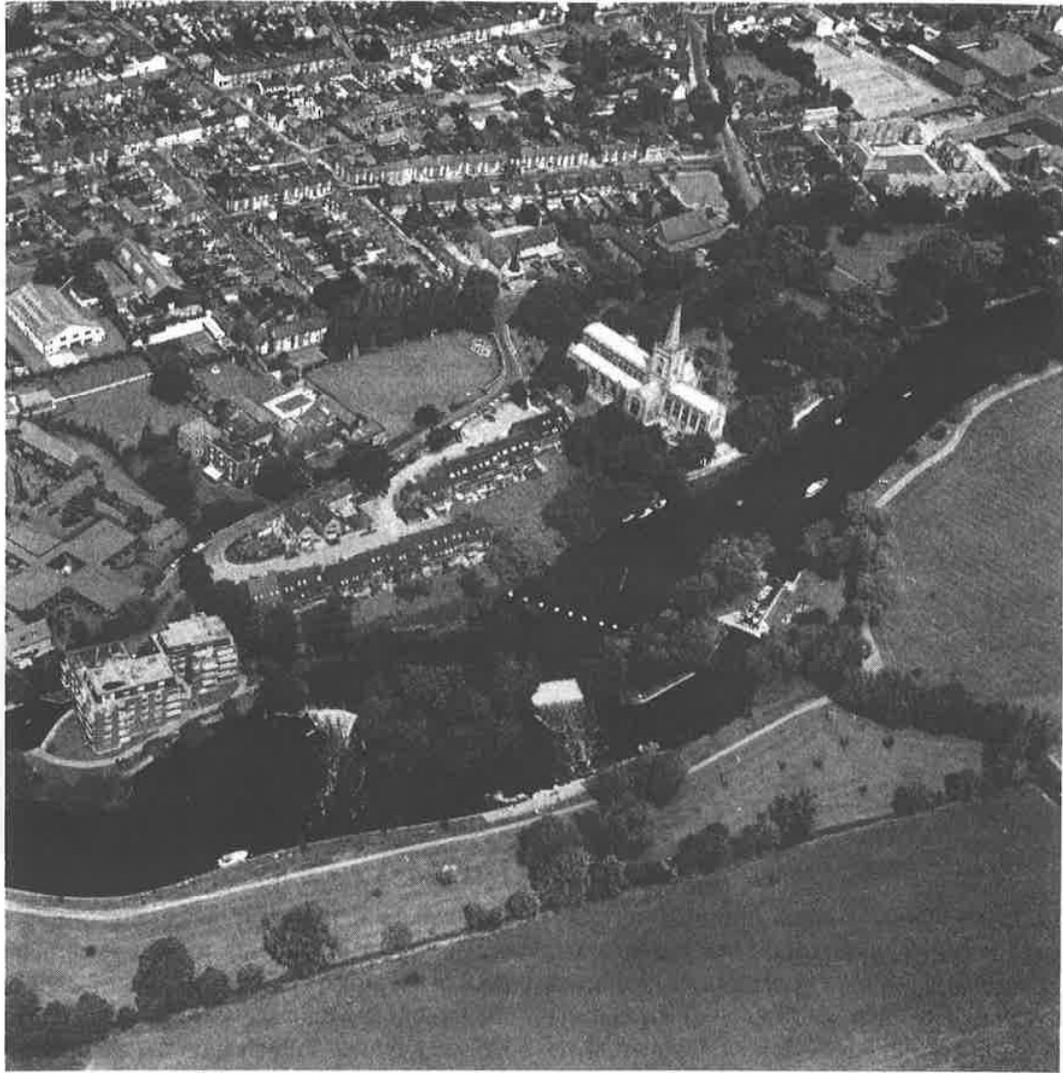
the town, there is a grave danger that Stratford will cease to be a living market town. This decline has already affected the uses of many of the buildings within the town but has, as yet, had only limited influence on the character of the town. It should be one of the prime objectives of the Conservation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

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.



19 - 22 Henley Street



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.

Bearman, Robert:
Stratford-upon-Avon, a history of its streets and buildings
Hendon Publishing Company Ltd 1988.

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Stratford-upon-Avon, Portrait of a Town
Phillimore and Co. Ltd. 1986

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Ward and Ward
Shakespeare's Town and Times
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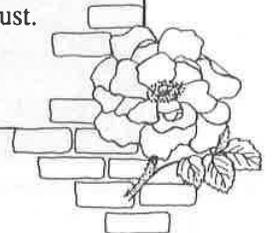
Stratford-on-Avon District Council
Visitor Management Plan;
Directions for Growth 2001;
Signs and Advertisements in Conservation Areas

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 7 - Examples of Fencing/Gates in the immediate and wider locality

No. 6 Tiddington Road (opposite River Cottage)



No.10 Tiddington Road



Land opposite No.10 Tiddington Road



No.39 Tiddington Road



No.43 – 45 Tiddington Road





No. 49 Tiddington Road



Nos.53 and 55 Tiddington Road



No. 110 Tiddington Road



No. 119 Tiddington Road



Neighbours Supporting Emails

From: Clyde Strain <clydestrain@hotmail.com>
Sent: 15 August 2019 17:29
To: bobmclachlan@hotmail.com
Subject: Beautiful garden fence and gate

Dear Bob,

Thank you for your letter of 15th August. We are so sorry to hear you are having these distressing problems with Stratford-upon-Avon Planning Department.

My wife and I, our two children and two grandchildren have lived and worked in Stratford our whole lives and we brought our two children up in Tiddington so have passed your house every day for many decades and know it well. We currently keep our boat at a mooring just three plots up from you. We wholeheartedly agree with you that all your hard work and expense spent on your house has transformed it from a shambolic eyesore into the beautiful home you have today. Particularly the fence and gate which we feel is much more fitting in a world class town of unique culture and beauty such as Stratford Upon Avon. Your family's security must be a priority also and nobody should be able to question that in any circumstance.

My wife, Victoria, and our two children, Oliver and Ruby, are more than happy to stand behind you in supporting your case in any way we can.

Should you have any queries please do not hesitate to contact us.

Kind regards

Clyde, Victoria, Ruby and Oliver Strain

From: Steve Vaughan <steve-vaughan@btconnect.com>
Sent: 16 August 2019 09:57
To: bobmclachlan@hotmail.com <bobmclachlan@hotmail.com>
Subject: River Cottage Garden Fence and Gate

Hi Bob

We don't know each other but I and my family are regular visitors to Stratford upon Avon having lived in the district for 25 years and having recently purchased the riverside land opposite No 9 Tiddington Road.

We understand you are coming under pressure by the planners to take down your fence and gate. I have to say this seems totally ridiculous. Apart from removing something that is in keeping with many other properties on Tiddington Road you will have to replace it with something that might be okay for our parcel of land further along the road but not one that has a lovely house on it like yours. My family and I have driven and walked past your property many times and not once did we comment negatively on the outlook. It all looks perfectly in place.

I am not sure what we can do to help your case but be assured you have our support to retain the fence and gate as it is.

Regards.

Steve

From: jean montgomery <jmontygom@gmail.com>
Sent: 16 August 2019 11:14
To: bobmclachlan@hotmail.com <bobmclachlan@hotmail.com>
Subject: The fence

I like the fence, Jean Montgomery, 5 Riverbank gardens, opposite.

From: Stratford PM <stratford-pm@mydentist.co.uk>
Sent: 16 August 2019 12:13
To: bobmclachlan@hotmail.com <bobmclachlan@hotmail.com>
Subject: Fence

Hi we were saddened to hear that the council want the fence removed we collectively think its a vast improvement on the hedge that was previously their. We used to see children pushing each other through the fence causing damage and injury to themselves. We also think from a security point of view a fence would be imperative. What also strikes us as strange is the house further down the road has a very modern looking fence which stands out as odd on this street where as your wood effect is in keeping with the street. Best of luck.

Kind Regards
Geraldine Leonard
Practice Manager - mydentist, Tiddington Road, Stratford
stratford-pm@mydentist.co.uk
01789 292379

Part of Integrated Dental Holdings Limited

From: Chris Onslow <chris.btob@googlemail.com>
Sent: 16 August 2019 16:22
To: bob mclachlan <bobmclachlan@hotmail.com>
Subject: Re: Frontage to your property

Bob,
We understand that you have had a notice to remove your existing frontage (wall and gates). As we live opposite the house I think we are best placed to comment.

From 6A we view your frontage from both ground and first floor levels. Not only is the frontage been beautifully renovated from the old view but it is very sympathetic in our opinion to the surroundings. The high quality finishes you have chosen raise the standard of our area and we have been inspired to do the same with our own dwelling. We too have a dilapidated and tired front that I would be delighted to achieve your aesthetics and standards. So, we most definitely want you to keep it as it stands. However, quality and attractiveness are only one part of our reason for support. Like you and Dawn our property has been burgled and our cars compromised whilst on our own drive! The burglary was particularly difficult for the children and they remain nervous about being in the house at night or on their own. When the police and the forensic teams investigated the serious break-in they recommended that we secure the front to reduce the vulnerability that the open drive creates. Therefore, we fully understand your reasons for securing the frontage and find it hard that this is challenged when there are many precedents in Tiddington Rd to compare? We have asked our councillor Kate Rolfe to visit our home and advise how we secure our property to make it safe for our children and us but to date that has not happened.

Zoe and I fully support your case to retain the current frontage and we hope the council will take our support on board when considering your case. We are happy to visit the council or for them to come to us and discuss if that helps. Please keep us updated with your progress. I am sure I speak for all our neighbours when I offer our full support.

Regards
Chris and Zoe

16/8/2019

FAO: Stratford District Council – Planning Department

CC: Bob McLachlan

Re: River Cottage – Stratford Council Enforcement Notice to Remove Fence and Gates

To Whom it may concern,

This note has been compiled in order to support an application for retrospective planning permission for a front garden wall that has been constructed at River Cottage, Stratford-upon-Avon. It is our view that the refurbishment and boundary treatment to River Cottage has significantly improved the appearance of the property and has caused no detrimental effect to the character of the Conservation Area.

The said works have been undertaken using quality materials and workmanship and continue to be maintained to a high standard. The use of red brick and white render is widespread in the vicinity and the wooden fence on top breaks up the mass of the wall thus making it less imposing in the street scene.

The new wall is positioned in the same place as the previous garden boundary. It is no longer a hedge that frequently became overgrown, which forced the considerable number of pedestrians who use the route to walk dangerously close to the road.

The size and scale of the wall has precedent along Tiddington Road, particularly with other properties on the river side. We hope you acknowledge the points outlined above and will reconsider your position in order to resolve this matter.

Yours Faithfully,

James Campbell and Melanie Ward (7 Tiddington Road)

From: Tony.glaze@btinternet.com <tony.glaze@btinternet.com>

Sent: 17 August 2019 13:04

To: bobmclachlan@hotmail.com

Subject: River Cottage

We live at 1 Riverbank Gardens and are happy to be identified with your opposition to the Enforcement notice. During our 20 years here the standards of the lower 100 yards of Tiddington Road have been woefully below those north of Loxley Road. Our planning department has made matters worse by its approval of the prison-like building beyond 47a, the Maestrik shipping container posing as 6a and the multi-storey pair of properties beyond the guitar shop. If they accept a policing responsibility they will presumably now instruct the hotel to sort out the dreadful cottages and whoever owns the hedges and boundaries facing them. Hedges and fences are ignored and the only occasion that leaves and litter were cleaned out was when the road (and your house) were flooded. On one of their policing visits they might notice that the makeshift repairs of what were already makeshift repairs to the bridge walkway are needing further makeshift treatment. At least we have a rebuilt wall on the west side of the bridge to look at where nobody can walk - at the speed this was done you could have built a ring road.

What you have done stands out because it sits amongst such an awful environment. The materials might not be everyone's choice but it is difficult to see what else you might have done, given the perfectly valid reasons you describe. I presume the council action has been triggered by a complaint - there is always one.

Tony Glaze

Do feel free to add these comments to your defence.

From: Andrew Haynes <andrew@andrewhaynes.co.uk>
Sent: 19 August 2019 19:22
To: bobmclachlan@hotmail.com <bobmclachlan@hotmail.com>
Subject: Wall etc

Bob

I got your message. I live in Kew House, the one half of the large ugly building opposite you. I am behind the guitar shop.

I see your wall from my bedroom and my study. It seems an appropriate solution to your joint problems of security and privacy. As far as "height, materials and finish" are concerned I think:

1. height is an issue for the Council as, the last time I looked their normal approach was 3 feet high (probably one metre now) for fences along a road and twice that for rear gardens. Perhaps the point to make is that your house is unusual in not having a rear garden only a front one, albeit either side of the house. The height of your new fence is exactly the same as the existing one at the other side of the house, providing a precedent. Given the tendency of planning departments to follow precedents any others you can find would help. You could add that almost opposite on the other side of the road is an unsightly leylandii hedge the same height which is outside planning control.

2. What you have created is more attractive. It matches in its lower half the colour of that end of the house. The material also matches the house in its lower half, and the upper half and gates are timber. These may have had a very modern feel when completed but are already starting to mature and within a couple of years will have the same sort of colour and texture of the fence at the other end of the house.

I am happy to write in your support of you give me the contact details.

Regards.

Andy Haynes

From: Marian Kelleher <kelleherm2@gmail.com>
Sent: 19 August 2019 21:53
To: bobmclachlan@hotmail.com
Subject: River Cottage. Tiddington Road

Hi Bob

I strongly agree that what you have done to improve the frontage of River Cottage is a vast improvement of what was there originally.

You already had a boundary and a gate into your drive and what you have done has significantly improved the security of your home.

We have all seen the increase in crime in the area and as you already said, you yourself have been broken into on 2 occasions. we have to protect our property as well as enhancing the area that we live in

You have my full support and hope that the council can reconsider there decision

Marian Kelleher
Hurlingham house
6 Tiddington Road
CV37 7AE

From: Shane Connor <s.connor@OHCEnglish.com>
Sent: 21 August 2019 18:45
To: 'bobmclachlan@hotmail.com' <bobmclachlan@hotmail.com>
Subject: River Cottage - Stratford Council Enforcement Notice to Remove Fence and Gates

Dear Bob,
Many thanks for the notice regarding your property.

What a stupid decision, we have no objections to the continued ongoing improvements you are making to the road!

Anything we can do to help please let me know!

Kind Regards,

SHANE CONNOR
CENTRE MANAGER

OHC Stratford-upon-Avon
8 Tiddington Road
Stratford-upon-Avon CV37 7AE

From: Andrew Haynes <andrew@andrewhaynes.co.uk>
Sent: 24 August 2019 20:25
To: bob mclachlan <bobmclachlan@hotmail.com>
Subject: Re: 2nd message, Wall etc

Bob

As I had to go down the road I photographed the neighbouring walls and fences. In the immediate vicinity most are the same height as yours, and one, the revolting wall of industrial bricks a few houses up is higher.

All are either built of the same or similar materials to the relevant house or are made of wood. Yours is half the same material as part of the house and the rest is wood, which is already maturing.

On what rational basis can the Council therefore say that it is out of keeping in terms of height, style and materials?

Andy.