

# STRATFORD NEIGHBOURHOOD PLAN 2013

## COMMENTS MADE IN ALTERNATIVE SUGGESTED SOLUTIONS

### HERITAGE

All buildings should be protected from unsympathetic development.	3
Ensure no new developments exceed 3 storeys in height within the town. The roofs cape is as important a part of architectural fabric of the town as the ground level appearance.	3
What is sympathetic development? Please not pseudo Tudor, 21st century style can still be sympathetic in terms of height, proportion but should be obviously of its time - we do not want Disney Shakespeare land	3
Money and time should be put towards the town; there is another world apart from the RSC and Shakespeare. Although better productions and use of a 14 Million Arts Council grant would help.	3
Also Bridge Street and Waterside. Red Lion court to much more sympathetic. Island cafe is first thing visitors see when approaching from Birmingham Road	3
Ban lorries from bridge/town centre then use Fosse Way / other routes	3
Q15 - You can't protect Stratford without protecting 'the lot'	3
No yellow shops. Should be black and white like the Shakespeare Hotel.	3
Stratford should insist on shop colours to be black and white only.	3
Planning applications on merit	3
Planning applications on merit	3
Don't preserve Stratford in aspic. Move with the times, and move on.	3
Do not try to preserve Stratford-upon-Avon in aspic. We are in the 21st century, and must all move on.	3
work with National Trust and English Heritage to maximise support groups	3
We should maintain the appearance of our town as much as possible. The facade should be retained, but modernisation and improvement could go on behind.	3
Within the conservation area the colour of all exterior paint should be controlled	3
Any new developments must be in keeping with the surroundings and add to the attractiveness of the town. Greater use of trees would add to the character.	4
Ensure future development and civil engineering work reforms areas of town 'out of keeping' to better more historically sympathetic states	6
Sympathetic development must not prevent modern design. It does not mean that any new building is pseudo Tudor/beathan.	6

Force demolition of NatWest bank and adjoining buildings in Market Square and replace with sympathetic frontages.	6
Employ different garden planners - more colour not drab weedy looking gardens	6
It is pointless protecting attractiveness of gardens as I think the last development made them unattractive. I much preferred then before	9
Something must be done with the monstrous concrete square - hardly welcoming which is probably why it's so empty	10
What has happened to the RSC is amazing, I'm so proud of it. It would be great if the leisure centre could also be redeveloped to match the high standard set by the theatre	11
Demolish the rusty shed - 5 years in a conservation must mean 5 years, RSC or no RSC	11
Establish a town museum to cover the general history of the town - not just Shakespeare	11
Support projects which promote local history and stories.	11
What about other cultural developments or strategies.	11
When the MOP comes to town they should put it on the recreation ground. Wheelchairs cannot get over the cables, they also block fire escapes, especially at M & S.	11
Encourage greater use of the Other? Place (TOP) buildings by amateur groups and other non RSC bodies which could offer encouragement, especially to youth groups, thereby offering a venue presence to a younger profile artist.	11
Reduce seating area outside cafes	11
Do not allow the Birthplace Trust to build a six metre wall purporting to be Shakespeare's house on new place. If they wish to indicate perceived outlines of the house then 2-3 ft is adequate	12
Maintain all historic buildings/routes/gardens associated with Shakespeare's Stratford	12
Have quarterly 'heritage days' instead of just the current one weekend when more heritage buildings closed are opened to the general public	12
If you want to see how to deliver heritage try visiting Williamsburg USA - just their website! They have an excellent strategy for delivering heritage	12
A certain compromise should be used when changes are asked for listed buildings, be sensible!	12
'Unsympathetic' must be more precisely defined. Too often it can be an invitation to excessive which would hinder the necessary reinvigoration	12
There are other parts of Stratford besides the heritage consideration, which needs upgrading, i.e. the entrances to the town, landscaping and planting on approach roads	12
Ensure work is carried out to restore half timbered building in High St, many are still covered.	12
Do not allow gaudy painted shop fronts in town.	12
Q15 only allows one answer as a priority, but I consider all three objectives are important to maintain and enhance the character and attractiveness of the town.	12
It is important to remember that many buildings are important to the town's history, other than Shakespeare.	12
Enhance the Tudor aspects of the town.	12

Bridge St should be protected with an 'article 4 direction'.	12
If our heritage was to be preserved, it was needed to be done 50 years ago.	12
Limit the mop fair - the only thing it has in common with heritage is exploitation and people trafficking. It's absolutely vile and is just there for the financial gain of the council. If you really want to preserve the heritage why not have music and pageantry. Maybe the RSC could do something artistic and joyful for the public for free.	12
What is heritage now was once contemporary, so I would not like to restrict quality contemporary building within Stratford.	12
Howard House needs urgent attention.	12
People make heritage not just buildings	12
Just look after/protect the most important buildings, decide on others which are not grade 1 or 2 listed.	12
Heritage festival - not a naff one	12
Go visit Cambridge every modern shop even McDonalds feels historic	12
Keep the traditional feel to Stratford with black and white buildings	12
SOA is a beautiful place to live. It is vital that new developments respect the heritage of the town and blend in with the historic streets	12
Heritage trusts should turn some of their properties for the good of Stratford residents. It states the trust is for Stratford residents e.g. Shakespeare trust sponsor local brass band venue, local music school, local university of life	12
We should ensure that all buildings of historic interest are maintained in a good state of repair. The SBT plans for a more informed presentation and representation of New place should be encouraged if this can be done in a sympathetic way. Better public access to more heritage buildings (e.g. the Guildhall and Harvard House) should also be encouraged.	12
There are many historic houses in the town that need to be preserved - not necessarily to do with Shakespeare.	12
Blocked the planned Disney land scheme of building a faux Shakespeare house next to Nash's house.	12
Continue to treasure the towns historic buildings	12
I believe enough is already done to maintain the upkeep of historic properties in Stratford and this proposal is not a priority.	12
All three of these are valid in our town, how can you make us just choose one of them? This town is historic and everything classed as historic should be retained. I totally agree with change but some things are beyond compromise.	12
I still think it's possible to incorporate high quality contemporary buildings within a heritage area.	12
Put restrictions on how much historic buildings can be altered (eg too late for The Golden Bee. . . . )	12
Just because something is old it doesn't make it heritage	12
Need to have a town for local residents - not just tourists	14
More guides for visitors with a good knowledge of Shakespeare and the surrounding county.	14
Do not want Stratford to be known only for Shakespeare.	14
Show Stratford history in a town museum, which details other aspects apart from Shakespeare.	14

Local scheme for residents of town to visit local sights/attractions - have young child and lots of attractions are expensive.	14
Curb cheap tourism (this is an Americans comments, whom I met in London. She returned to visit and left quickly, very disappointed	14
Encourage the RSC to deliver a Shakespeare based programme and not discourage visitors with experimental 'new work' by unheard of writers	14
Town centre businesses need to be encouraged, even at the expense of further out of town retail development. If businesses will not locate in the centre, alternative uses must be found, such as housing, play areas, youth centres, and museums or similar. Trying to hide empty shops does not work; people see through this and quickly draw conclusions about the economic state of the town. Whatever development is made must, of course, be in keeping with our heritage	16
There should be a limit to high street brands in order to encourage independent proprietors	19
Shops such as McDonalds, Pound land, Mobile phone shops, BHS, Charity shops are a blight on the town. The dangerous pavements do nothing for our heritage.	19
Coach park at Maybird area for people who visit.	20
All self serving again! cut parking costs and abusive fines	20
No parking cars when shopping is driving customers away more than other areas, also residents who find it easier to visit out of town supermarkets	20
Mill lane should be no parking area. Crime hotspot - too much police time taken	20
Cheaper or free parking needed to kick-start the retail recovery	20
Ban lorries from town centre after 8.30am. More industrial units out of town.	21
Delivery and heavy traffic must be removed from high street and town centre area	21
Encourage protection by limiting delivery vehicles to early mornings	21
It's beautiful as it is really. Just a pain to get to, nice in the winter	21
Close Clopton Bridge to HGV's	21
Very important	21
Prevent large lorries etc from passing through the town centre. They shake the foundations of the buildings creating damage.	21
Better cycle path i.e. Birmingham Road	23
Ban 'A' boards which make movement difficult for pedestrians.	24
There is a proliferation of "A" boards and signage on the pavements. This makes access difficult for pushchairs, mobility scooters, etc and pedestrians and dangerous in windy conditions. I was nearly hit when one fell over in the winter on a blowy day	24
Replace pavements with safer and disabled friendly surfaces	24
Please reconsider the building of a bridge over the Avon from the courtyard using the beautiful design submitted 2 years ago. Gives children and the elderly easier access to the beauty of the south side of the river	24

A circular river walk by means of accessible footbridges over the River Avon	24
Make Lucy's mill bridge accessible to all so that there can be a circular walk around the river accessible to everyone.	24
Improve the footways within the town centre to make them suitable for walking on.	24
Pedestrianisation	27
Henley street and Bancroft are the only places that feel 'Shakespeare's Stratford', we need to extend this feeling, make use of town's history, we need to smarten up all the town to the standard of Henley street and The Bancroft	27
Pedestrianise areas in front of historic buildings	27
Review, not minimise road signage	28
Move away from Blackpool type developments. Adopt a classier approach for shop fronts, signage etc. Stratford is at risk of becoming a Butlins	28
NO 'A' boards, they are unnecessary and are merely a hazard	28
Minimise all signage and create well designed routes/markings to enhance historic spine and other parts, remove A boards, hanging baskets litter bins etc etc	28
Road signage is essential in a tourist area. Maybe we could have more traditional signs in keeping with our heritage and ensure they are placed appropriately	28
Beware of 'protection' leading to dull street scene. Individuality is sometimes an attractive feature (within reason)	28
Signage certainly needs to be monitored and sympathetic to historic surroundings, but directions to facilities, tourist sites, gardens etc still need to be clear for pedestrians to find way around, including route to Shottery. Encourage patrols of authority figures/police, wardens, council employees - e.g. parks/maintenance staff, through open areas to discourage litter and antisocial behaviour. Visitors should feel welcome and comfortable to walk our streets and open areas, and so they can really appreciate the investment and time the council spends on them	28
As a graphic designer, I'm appalled by STC's casual attitude to shop facades, signage etc - and not just the historic spine. 'Maison' is a total eyesore and the first building you see when arriving by train	28
Simply ban any inappropriate signs, colours, shop fronts. Treat the historical spine like a Grad 1 listed building. Make the RSC understand they must comply, they are not exempt. "Caravan"	28
Generally remove street clutter (a boards on pavements etc) / Widen pavements, so that local people can think ease of access to their daily lives even when town thronging with visitors. / Provision of sufficient seating and litter bins	28
Reduce signage on roads.	28
Remove excess street furniture - per recent report. Too many railings etc.	28
Remove street 'clutter' - unnecessary signs/A boards	28
RSC to improve appearance of RST - at present no attempt has been made to improve facade	28
Get all the coffee/food shops that use the pavement to be responsible for cleaning a piece of the pavement each day as in Europe	28
Open up the river to the Grand Union Canal at Warwick	29

More trees and planted areas to regain some of the charm lost in the concrete re-development of Bancroft gardens, particularly along the waterside and around the fire-fighters memorial. Why was the sunken garden removed? It could have been replanted to make a more fitting tribute/place of reflection	34
Many more colourful flower beds on Bancroft gardens	34
Bancroft Gardens should have 'pretty' flowerbeds and trees as far as possible how it used to be	34
Install the replica canal bridge opened by HM The Queen Mother in 1964, preferably where it was elsewhere on the canal where needed instead, Replant flowering cherry trees on Bancroft	34
The 'modernisation' of the Bancroft is horrible and should be reconsidered, the flowerbeds may be labour-saving, but they are dreary. The loss of the Cherry Trees was a tragedy. The memorial to the firemen is hideous. The town urgently needs more trees and green spaces to counteract the effects of traffic pollution - at its worst at Bridge foot. The tourist buses should be discouraged from standing still with their engines on and everything possible needs to be done to reduce traffic jams	34
It is too late to restore Bancroft, but more planting please	34
More colourful planting at Bancroft and Waterside. Smarten up all 'faded/tired' building fronts. Do something about litter	34
Replace massacred cherry trees in Bancroft	34
The open plan area in Waterside is hideous. Maybe more seating and flower beds would enhance it	34
What else can be done to ruin the Bancroft Gardens? It is just an area to attract the eye to the theatre. Bugger the residents look after the luvvies	34
Employ warden type people i.e. park keepers to stop litter louts and skateboarders using front of theatre and using the marble/granite around bushes to do their tricks on	34
Development of Bancroft Gardens has removed the original charm and replaced it with a sterile area. In particular the footbridge by the basin and the fire-fighters memorial. It should have been done using natural materials in keeping with the original style. Suggest that something should be done to soften the appearance of this large expanse of concrete.	34
Get RSC to improve river side of theatre, looks like building site on left. Refugee from 'window tax laws' in middle and bland nothing on right side.	34
The Bancroft has to work hard to accommodate the footfall. The Yew tree blocks do not work. Rethink the planting here. Improve the colour in the herbaceous border, it is far too green.	34
Get rid of the concrete on waterside	34
I don't see any benefit from the £2.9 million of Advantage West Midlands money which was spent on the Bancroft, so I don't see that there is attractiveness to preserve	34
Open spaces around RSC theatres could be more attractive	34
No permanent unsightly development on Bancroft (fun fairs etc)	34
Attractive is not a word I would use for the Bancroft Gardens. Needs digging up and starting again	34

The re-development of Bancroft Gardens was a disaster and shocking waste of money. Am sure local garden designers and architects could provide much better services for the town as locals direct	34
Can we please have flowers in the Bancroft Gardens again, they look so stark and unwelcoming compared with how they used look.	34
Bancroft Gardens has been desecrated in recent years. Adding back some of the planting, particularly roses, would be an enormous benefit to this area in giving it back some of the personality it has lost due to unsympathetic development.	34
It is too late to preserve the Bancroft Gardens as they have already been ruined by the removal of the horse chestnut trees.	34
The Bancroft has already been ruined, beautiful cherry trees lost, planting horrible	34
too much done for the benefit of RSC Theatre in the past, STOP IT - Bancroft Gardens made worse too plain, Boring	34
Review whether there are any low cost options for improving the ugly appearance of the RSC theatre facing the river: this is very poor, considering the total cost of the RSC redevelopment.	34
'The attractiveness of the Bancroft'? Surely not. Its another vast, windswept wilderness of slab paving, municipal planting and inappropriate lighting. It was a perfect opportunity to do something imaginative, in keeping with the medieval context, but no, let's have a massive patio instead. Who creates the invitations to tender for these schemes? Unless some new thinking is brought in, I can't see any improvement forthcoming.	34
There are some eyesores in the historic spine which could be given a facelift in a 17th Century style for little expense	35
Do not concentrate on historic spine to exclusion of other areas e.g. Sheep street, Waterside	35
The 'historic spine' is quite well protected already - but the older streets - Sheep street, Ely street get forgotten. The old brewery terraces too	35
Get the Historic Spine really complete before branching off to other ideas, it is essential to our tourism future	35
Why does the historic spine not start from Windsor Street coach park 'the jester' - it's what tourists see first as they step off the coach	35
Priority selected assuming that the 'Historic Spine' would be protected as a matter of course.	35
Other sites, outside of the historical spine, to be protected.	35
We need to develop the town beyond Shakespeare.	03/06
Force owners of redundant buildings to clean buildings they own. The buildings on Birmingham Rd makes town look like a drug alley.	03/28
Could a financial incentive be offered to businesses with unsympathetic frontages to alter them? Not bribes but town council or town trust sharing renovation. Could Occitane be persuaded to tone down the yellow? It really offends in a nice row of shops and businesses in Bridge Street.	06/03/28
Town square is a farce. Pursue policies that ensure all empty units are fully utilised. The historical spine should not be allowed to dominate thinking. All areas are important. Look at other parts that do not come up to standard i.e. Swans Nest Hotel	10/16/35

Stratford District has a vibrant visual arts life with many artists and craftsmen practising in the area, as seen in the recent Warwickshire Open Studios event. However, the visual arts are less visible and less celebrated than theatre and music. We would like to see a venue or venues for the visual arts established in the town. We also feel that Stratford could do far more to celebrate its non-Shakespearean heritage. There is no town museum. Harvard House, currently not open to the public, would be an excellent venue for this.	11/12/14
Reopen new place garden to public with access again from chapel st	11/14
Reopen New Place Gardens. Just modifying traffic flow would enhance the heritage offering.	11/14/21
What is meant by retain free access - does this mean you are thinking of charging people to walk through this area or stopping people from walking through - this is restrictive to local residents and certainly not something that should even be considered - why restrict access to local residents to any of their amenities?	11/24
No pedalo shows on the river. A Ludicrous proposal.	11/34
skateboarding and football should not be allowed on the Bancroft, direct them to the Rec	11/34
More free open days to Shakespeare's houses for residents	12/11
Heritage is Stratford's draw to visitors, please do not dilute it with modern carbuncles.	12/14
To keep Stratford as a historic market town. World renowned	12/14
Prepare photographic record of all the historic buildings we now enjoy, just to remind future generations (and council officials) how wonderful it is and keep it that way. Lets promote it as the quintessential market town with all the heritage implications - not just the Shakespeare connection.	12/14
Historic look and feel must be maintained to re-create the appeal Stratford used to have. This is why tourist numbers have declined. E.g. river view of theatre and viewing tower. Completely inappropriate.	12/14/34
Protection of heritage and the improvement of traffic flow are not mutually exclusive	12/21
Any heritage is ruined by the long queues of traffic all around the town. I was saddened, but not wholly surprised, to be told by a contact from Norfolk that she and her husband won't visit Stratford again because the traffic was so bad.	12/21/14
Tidy up town on a whole irrespective of 'heritage'	12/28
Use of traditional rather than modern signage is preferable	12/28
Protect buildings both old and new to be in keeping with historic atmosphere. Protect river frontages on both sides of river. More attractive flowerbeds in Bancroft Gardens - enhance area.	12/34/9
The historic buildings are already protected by virtue of being listed. The Bancroft Gardens have already been vandalised by unnecessary tree-felling, the removal of the rose garden and the replacement of the bridge over the lock. Similarly, on the other side of the river, there was no need to fell the willow trees because they leaned over the river. This is what willows are meant to do.	12/34/9
Ensure historic buildings are well maintained. The SBT, town trust and councils should take a lead in this. If their business are pristine others will follow.	12/35
Stratford Heritage consists of more than the historic spine - more protection of other areas is required.	12/35

The heritage of the town is one of the most important draws to the town centre after the Shakespeare connection. Within the historic spine you should include Bridge Street and Wood Street so that the whole town centre has an ambient feel and looks in keeping with everywhere else e.g. Leamington would be a good example. Some shops will raise issues with this, utilising colour and logos to promote their businesses but the old Moo Moo sign (cobalt blue) and the L'Occitane (orange) stick out like a sore thumb and are not in keeping with the rest of the town centre. The end of Wood Street and Greenhill street could go with redevelopment as the Natwest bank (concrete tower!), empty shops and eateries as well as the Maison/Stash building are not a good advertisement for the town and are not attractive.	12/35/3
The heritage is important to the town, so trying to build on Ann Hathaway's fields, which have been bought to protect the heritage is not a good idea. If the town wants things to work it needs to look after all of Stratford, not just the town centre.	12/7
Oppose the tin shed becoming part of our heritage	12-03
Look at Oxford market. Bath looks great. Bruges was brilliant. Specialise in a certain type of shop....Bruges chocolate. Encourage NatWest to rebuild premise.	14/03
Re-open the great garden at New Place to everybody (not just residents) and for longer times	14/11
Without it, Stratford would be yet another market town but you can't rely on tourists all the time. Local residents would like a chance to enjoy the heritage the way you used to let us (free entry) every now and again	14/12
Could there be local residents discount scheme to encourage Stratfordians to visit heritage properties.	14/12
It is pointless having a tourist town if visitors cannot access it and park easily	14/21/20
Need to look at other towns like Chipping Campden, it's retained all its glory and is an absolute pleasure to visit. P.S. Yet it doesn't have Shakespeare! They've handled the traffic (I know they have less than Stratford) but it has remained a really lovely town despite developers, etc. Also look at Bruges in Belgium or Frankenmuth, Michigan, USA.	14/21/3
Tourist groups to large forcing residents off pavements	14/24
Blue plaque style historical street display boards.	14/28
I already have dealt with lost tourists because signage has been reduced. Maybe an experiment with a group of volunteers who have never been to Stratford would give an idea on what signage is good, bad or needed	14/28
Don't kill the town centre for Stratford people by always thinking of tourists first. Stratford has to stand independently.	14/3
Reduce business rates to encourage a wider variety of sustainable shops	17/9
If bus usage increases then increase pedestrianisation along 'the spine'	18/24/27/35
Closing town centre car parks would in itself reduce some of the road signage in the town centre	20/28
Ban coaches through town (unless taking visitors to stay in hotels)	21/14
Stop at once large lorries coming through town and in particular over Clopton Bridge. Have weight restrictions posted on all routes into town. Impose fines on lorries that breach these rules, use the fines to fund the Christmas lights and to off set the free parking in the town centre.	21/20
If the change in retailing is understood then everything must be concentrated on increasing the town's appeal eg limiting traffic, more market space, more outdoor cafes etc.	21/3

More thought should be given to the views of the residents, in particular regarding the building of new housing and the problem of traffic congestion in the town, instead of decisions being made by council members who don't even live in Stratford upon Avon it should be the residents views that count. The latest decision regarding the development of 800 houses in the village of Shottery is scandalous, yet again people not living in the village making the decisions.	21/7/11
More thought should be given to the views of the residents in particular regarding the building of new housing and the problem of traffic congestion in the town instead of decisions being made by the council members who don't even live in Stratford upon Avon. The latest decision regarding the building of 800 houses in the village of Shottery is scandalous again people not living in the area making the decisions. It will ruin the village and heritage of the area.	21/7/11
Minimising heavy vehicles will help prevent historic etc buildings being damaged, will also help with pollution matters	21/9
Reduce roadway in Bridge St. Remove parking, widen pavements, retain bus stops and taxi rank increase in size, but no parking.	24/20/18
Henley Street pedestrianisation has been a great success. I would like to see this extended to other parts of the town to make them safer and more people friendly.	24/27
Pedestrianise whole of town centre other tourist towns/cities flourish without constant traffic in town.	24/27/21
If only part of the town can be pedestrianised, it should be along the 'Cradle to the Grave' route.	24/27/35
Stratford is getting cluttered with signage -especially A boards - keep the streets/pavements clear	24/28
Ban all A boards on pavements plus shops extending out on to pavements with goods for sale. Cause an obstruction to pedestrians and look VERY unsightly.	24/28
Eliminate A-boards where not suitable, as apart from creating an untidy aspect to the town, they become a hazard to able and disable pedestrians alike. Ensure "artist impressions" are studied with a view to their impact on the overall historic architecture of the town when shop frontages are under refurbishment.	24/28/12
Prevent damage to existing buildings. Stop signage/Christmas lights/banner fixing/ to medieval oak/dressed Cotswold stone/Victorian banks etc.	28/12
Introduce new policies for shop signage. Ensure that it is traditional and consistent. This will cause issue as shops 'branding' will be different however other towns have done it and shops will complex	28/12
Remove the clutter of advertising A boards on pavements. SBT to re-open Harvard House. Refurbish Toll House on Clopton Bridge. No painting of Tudor - Victorian brickwork	28/12
Grants to convert unsightly shop fronts with rendered/plaster replicas of traditional shop fronts would go along to making the town look much better. Eg the BHS store is totally out of keeping as is the Shakespeare centre itself.	28/12
De clutter the pavements, all those advertising boards. Shop fronts and signboard above to reflect the buildings architecture and style	28/12/3
Don't get rid of signage, otherwise tourists will get lost!	28/14
More signage needed around town to assist visitors in funding their way to the historic buildings i.e. finger posts which are within keeping to the character of the town.	28/14/12

Reduce the number of signs and seating blocking pavements/making it hard to pass. Reduce the number of empty shops sitting vacant by allowing more 'pop up shops' and encourage landlords to reconsider the rents currently charged. Stratford is losing shops and cafes. I believe Stratford has reached saturation point with regards to housing. Unless the road system is developed, unless or two additional bridges are built, unless shops and the leisure centre and library etc increase in size Stratford will not cope with any more housing/any extra increase in the population	28/17/7/21/11
The key thing is to maintain the streets of stratford. The shops and buildings are only a part the pavements roads and street scene is the most important. This aspects has been very badly neglected and this is a much higher priority than the state of the shop frontages.	28/24
Signage and more bins available in peak periods around the park, constant litter being left on the floor when we go for our evening strolls.	28/24
Well you certainly have minimised signs around the town as the Birmingham road has not ONE speed limit sign. As far as the Bancroft is concerned it is too late as that has already been vandalised.	28/34
The answer to the above is obvious. Remove mass of signs for food, etc on tramway bridge. Supply park keepers to prevent football etc town side of river. Improve slope up to Gower statues, always lacking grass	28/34/24
All the above is great but can be spoilt by rubbish/litter left on for example Bancroft Gardens. We employ traffic wardens and town hosts why not get one or two full time littler pickers able to hand out on the spot fines to people littering. Restore and clean up the tollhouse building by Cox's Yard at town end of Clopton Bridge. How has this been missed? At gateway to town centre	28/34/3/29
Frontage and signage is important throughout the town centre and not just the historic spine. Wood Street leading into Greenhill Street looks progressively depressed and tatty as you go along.	28/35/3
Henley Street is the gateway to Stratford. The coaches offload from all over the world and are met with our building "The Buzz" which we hope to redevelop over the next few years with the towns support and funding - we hope to make it sympathetic - and needs to know what other developments are being planned so we can tune ours in - whilst also making the right impact for the tourists but more importantly the community who get forgotten or who are on the edge and voiceless - we would hate not to be able to redevelop because of the loss of facility this could cause to those in need would be huge.	29/14/21/3
The approach to the town from the station is particularly unattractive and unwelcoming to visitors.	29/3
Improve the approach to the town from the railway station, particularly Greenhill Street. All shops in the town should be restricted re: paint signage, etc. Encourage more independent retailers and high quality shops	29/3/19
All development in the town e.g. new shop fronts, signage etc, to be restricted and where possible returned to a more sympathetic appearance (perhaps with incentives offered)	3/12
The example can be taken from the Cotswolds where most villages and towns have sympathetic development. In Italian renaissance towns and cities the character is retained at all costs with incredibly strict rules on property improvements or developments. So much so that its possible to imagine how the area appeared over 500 years ago.	3/12

There should absolutely be NO more building in the town centre and the identified surrounding conservation area. Utilise the biggest advertisers for the town i.e. the residents! Encourage us to make use of, and appreciate our heritage.	3/12
In the past developers have been allowed to knock down some of Stratford history. It should not have been allowed. Most recent planning permission granted to knock the lovely old house on Bishopton Lane down and Taylor Wimpey built three new houses on. Don't give them permission.	3/12/7
Stratford isn't just Shakespeare, make use of other historical buildings etc e.g. Harvard House. Plant trees on the Bancroft to make it look less sterile and put more benches in. Replace Lucy Mill Bridge with access either side of the river to seven meadows road. Make the theatre adhere to the plans of keeping buildings sympathetic to the area i.e. change the outside of the tower - it just looks like someone has put a chimney on the side and it doesn't fit in. Make sure residents and tourists know that the less well known or easy to find gems such as Harvard House, The MAD Museum, Crazy golf, The Garden of Remembrance and the Knott Garden	3/12/34/9/14
The upper windows of many shops are dirty, ugly and even broken. These look uncared for and ugly. The coach park at Shakespeare's Birthplace is unattended and chaotic, also overgrown. VERY bad first impression for most visitors.	3/20/14
It is too late to undo the damage to Stratfords character by greedy developers and inept planning officers. But a more responsible long term plan developing housing at the same rate as road building. Developing school and hospital infrastructure in line with population growth. For a lesson in what not to do look at Henley in Arden until recently a market town where elderly people could live their lives within walking distance of their homes. Now since planners and developers built houses on the market Henley in Arden is just another drive through town with little sense of community	3/22/11
Encourage RST not to sell land for bypass road	3/25
There is too much occupation of the public highway by tea and coffee shops which have extended their premises onto public areas	3/28
Why allow even now so many shops to be painted in bright paintwork in town, surely it should be put in the planning restrictions	3/28
Please improve Bridge Street. It is looking really scruffy compared to waterside and the historic spine	3/34/35
Listen to Stratfordians who live in town	3/35
Protect all town centre buildings not just the Historic Spine	3/35
More seating in Bancroft	34/11
The free events such as the RSC plays in Bancroft gardens and the recent Midsummer nights dreaming event add to the vibrancy of the town('there is always something going on') so I think it's really important to retain these areas and promote such events which can be enjoyed by the whole family	34/11
Ref Bancroft Gardens Please put comfortable bench's with backs here to replace the terrible modern bench's. Were a tourist town, why are we making people sit on uncomfortable benches ?? Would you invite someone to your home & give them the most uncomfortable seat ? No!	34/11/14

The Bancroft Gardens need to be restored: restrictions on the amount of busking taking place (on bank holiday it is a scene of uncomfortable sound pollution) and better seating to be provided	34/11/28
Improvement of the floral displays badly needed in the Bancroft Gardens. Also get rid of the backless seats which are most uncomfortable and discourage people from using them. Replace those awful lime trees and give us back our lovely cherry trees.	34/11/9
The recent development of the Bancroft Garden is a disgrace. It's characterless and wholly without charm and not in keeping with an historic market town.	34/12
Stratford was once a pretty market town which has been spoilt over the years by tasteless alterations i.e. Waterside looks like Blackpool Promenade	34/12
Return Bancroft Gardens to a less formal, city like open space - current gardens are not historically attractive, the natural riverside area has been smothered by the inappropriate scheme	34/12
Bancroft and memorial gardens already ruined	34/12
The Bancroft redevelopment was a fiasco and has resulted in a bland and corporate looking space. Any future such schemes must be more sympathetic with the character of the town. The historic spine does need protecting but also could there be more interpretation - i.e. information about the history, more readily available so that residents and visitors appreciate better that the buildings are historically significant and not just shop fronts for HMV, WHSmith etc? That would not be expensive and would enhance people's visits - it is done well elsewhere, even in small towns like Winchcombe.	34/12/14
The wide bare paved area to the waterside is an eyesore and out of keeping with the Bancroft Gardens and Historic town centre. More plants, trees, etc should be incorporated to soften its appearance. Perhaps some paving could be removed and returned to grass and/or flower beds	34/12/9
More seats on Bancroft especially on waterside locals like to spend time there are as tourists	34/14
Reverse what SDC did under the banner of World Class Stratford. The Bancroft needs more plants/shrubs and bushes to provide interest and colour!	34/14/9
Pity you did not consider attractiveness of Bancroft Gardens before they were destroyed! Remember the old part is only a small part and it can be successfully merged with new and still be attractive. Car parking is too expensive for tourists it is much cheaper in some seaside towns	34/20/14
Replace the boring trees with the much loved Cherry Blossom trees by the memorial. Most people have the term 'Historic Spine'. All buildings of historical importance should be treated equally regardless of where they are in the town. Install smart parking meters that you can put in what coins you happen to have and that buy you the time. So no change needs to be required. Parking is already so expensive. Also I hate having to pay to park in an empty car park in the evening. Make it free in the evenings. Reduce the unsightly number of taxi ranks in the town. If we had a proper coach station like we used to there would be no need for so many taxis	34/20/18
Re-think the Bancroft Gardens where there is no comfortable seating - there are only backless benches. The front of the RSC theatre bristles with unused cycle racks and the space seems dominated by cheap shops	34/23/11/28

Return the Bancroft/Waterside to what it was; i.e. remove those hideous trees that were put in place of the cherry trees. Get rid of the alien paving (Chinese granite?) which looks completely wrong against the brick buildings.	34/24
The historic spine could be pedestrianised	34/24/27
Some areas between RSC and Gower Memorial should be more enclosed e.g. the swan fountain as before with hedging and seating in a semi circle. There should also be a lot more seating with backs in the Bancroft Garden area	34/28/11
Add more colour to the Bancroft gardens, especially around the area of the fire memorial which is very bleak. Encourage builders to have flower baskets etc - Marks & S & the pub on the corner of Bridge Street/Waterside unused to have lovely displays for example. Also encourage Nat West to do something about the ugly exterior of their bank which is a real eyesore as you approach via Greenhill street.	34/28/3
The Bancroft area has already been ruined, so ensure that no other area in Stratford is treated with the same disregard.	34/3
Protect both the riverside and canalside from inappropriate development.	34/3
Remove all development temporary or otherwise from the Bancroft and Theatre Gardens. They should be protected open spaces as promised and not a jumble sale of markets, advertising and stalls that are all sited inappropriately. Rother Place would be much more appropriate and would hopefully spread the crush of people to quieter areas making more shops open.	34/4
The Bancroft has not been improved by development in recent years. Return to a more natural, less angular environment. More flowers more charm please. See Jephson Gardens in Leamington Spa.	34/9
Bancroft Gardens are a disgrace, The 'flower beds' all appear like a mass of weeds, there is very little colour to be seen. The trees are extremely ugly, they should be replaced with flowering cherries which were a delight. The only really nice tree is the magnolia.	34/9
The Bancroft Garden is horrible. A quick start to make some improvements, remove square trees and put cherry trees back. Let the parks department gardeners improve the borders, natural like Hall Croft. More Seats. So that tourists don't sit along the wall.	34/9/11/14
Think Bancroft Gardens have been spoilt, bring back flowering trees and flower beds with flowers. Need more seating. Do not like yellow shop in Bridge Street, how was it allowed	34/9/11/3
All of the historic buildings should be protected not just those on the spine	35/12
Stratford residents should get with their council tax notification discount tokens that they can attract more family visitors to go to Heritage Venn in the Historic Spine	35/12
Make the historic spine more visible for tourists and locals as it is then more of a point of interest and can be made a more point of focus	35/14
Keep the roads along the "spine" clear to allow access / views to the historic buildings. Current on-road parking areas are OK but prevent loading and disabled parking on double yellows during the day	35/20

All three proposals in this section are important, and there is more to Stratford than the "Historic Spine". I would suggest reducing traffic coming in to the town over Clopton bridge particularly heavy goods vehicles. Part of our Heritage is the close connection with countryside and farm land, Stratford should be a town where the countryside is within an easy walk. Places such as the meadow land at Cross O' the Hill, Seven Meadows and Welcombe hills must be protected from any development.	35/21/12/11
Whilst I agree with protecting the historic spine, the residential nature of old town should also be protected by severely limiting coach / bus access and parking.	35/21/20
Pedestrianise historic spine.	35/24
Pedestrianise the historic spine	35/27
Strict enforcement of litter and dog fouling along the heritage routes.	35/28
Are you seriously wanting to charge access to open spaces????? Do you want tourists?	4/14
Free access to open spaces is why it's used so much and gives a seaside prom effect. Cheaper rents so retail spaces are filled	4/17
Enhance open space. Plant more trees e.g. Cherry, this is another area destroyed by planners and RSC	4/9
Encourage architecture of an international standard and avoid Stratford upon Avon becoming another 'clone' heritage destination	6/12
By definition moat of the old buildings are most attractive (and appreciated by tourists) compared with any modern buildings that exist in Stratford, thus they must be retained unspoilt	6/12
Very great need for up to date conservation area appraisal and management plans. The lack of article 4 powers is alarming and allows poor replacement windows and doors, colours etc	6/12
Rebuild the buildings down the middle of Bridge Street. To give it some life and vitality. Buildings based on medieval times/layout	6/3
The roundabout at the top of the Bridge Street should be redesigned "go left" signs should be created in black and white brickwork around the base and the ugly signs removed. The same should be done at the Evesham Place roundabout. Compare roundabouts with those in France which add to rather than detract from the town square	6/3
If the initial thoughts are to turn the canal basin area into a built up area this should not be allowed to happen	7/15
Remove from the environment such objectionable looking premises as the ice cream parlour opposite the birthplace! As a lecturer in Art, Architecture and Design History I deplore anything which constitutes to the decline of the built environment and in particular its historic aspect. History matters!	9/12
I think all the 3 objectives are equally important but with only one box to tick I have chosen the one with the most listed buildings	
All the above already exists within conservation etc laws, what's going to change?	
Greater offers for residents from the RSC to see shows	
These should be taken as given - non negotiable.	

The unfinished state of the RSC theatre is a national disgrace. I have written to Prince Charles on the subject.	
Much would result from a bed/night tax on visitors to enhance and sustain the visitor offer. Great examples of this include Baden Baden in Germany.	
How effective is the localism bill?	
I'd suggest a trip to towns like Harrogate to get a blue print for Stratford!	
Q15. I want to tick all 3 boxes. Cannot choose between them which is the most important they are all important to me	
Focusing on the second solution on Q16 would be a cheap, welcome and effective start.	
Who is suggesting this is under threat?	
Follow Warwick example in the High Street and Church Road	
You cannot but agree with most of your questions You should see the whole picture it's not a agree or not question	
I wasn't aware that there was any threat to free access between the theatres and the Gower memorial	
The emphasis appears to be a small area, whereas there are lots of other sites which require looking at.	