

Response to Planning Application
Stratford District Council



Application Reference	21/03615/FUL
Address	Rear of 13 - 14 Meer Street Stratford-upon-Avon
Proposal	Erection of 4no. dwellings and associated development
Your Name	Stratford Society
Nature of Submission	Object to the application for the following planning reasons
Comments	<p>The Stratford Society objects to the proposed development on the grounds that it is inappropriate to this small, enclosed site. The Society concurs with the Town Council's view that the scale is excessive, the four, three-storey houses being considerably higher than neighbouring buildings in the Minories, and extending right up to their boundary wall. Rather than being complementary, as the application implies, the houses would dwarf this older and more characterful area of the town. Situated in Stratford's Conservation Area, between Shakespeare's Birthplace and the White Swan Hotel, this is a sensitive location. Such a development would make the Minories appear cramped and overshadowed. The applicants' reference to planning permission granted for the site in the 1990's is immaterial. No account is taken of the aims of the much more recent Local Neighbourhood Plan (LNP) in terms of improving the perception and image of the town, enhancing its overall appearance, and improving the visitor experience. The Society agrees with the Town Council that there is no objection, in principle, to developing this site, but it could be better done through opening it up to independent businesses, including craft workshops, thus increasing the footfall spend per visitor to the town – another LNP objective.</p>
Date of Submission	11/01/2022