

## **PART 2: THE MANAGEMENT PLAN**

### **5.1 Purpose**

The Gloucester Street & River Walk Conservation Area Appraisal has:

- defined the special architectural and historic interest of the conservation area, and
- identified a number of negative features and issues which detract from or have the potential to threaten the special qualities of the Park Conservation Area.

The Council wishes, subject to the availability of resources, to respond positively to those issues and as such, sets out following Management Proposals:

### **5.1 Management Proposals**

#### **Public Realm:**

##### **CA2: MP1: Public Realm**

The Council will work in partnership with the County Highways Authority in seeking to provide potential improvements to the public realm, including the use of appropriate materials to provide well-designed floorscape, lighting and street furniture, in order to enhance the special character and appearance of the Gloucester Street & River Walk Conservation Area, in accordance with Policy CIR.1 and Policy 15 of the adopted Cotswold District Local Plan.

Where relevant, the Council will encourage others, including the Town Council, to provide street furniture such as seating, litter bins and signage, appropriate in design, for the convenience and enjoyment of the public.

#### **Justification:**

The Appraisal has identified that the quality of the public realm, and in particular, floorscape in certain parts of the Gloucester Street & River Walk Conservation Area, is of poor quality which has a negative impact on special character and appearance of the area.

#### **Traffic Management:**

##### **CA2: MP2: Traffic Management**

The Council will investigate potential traffic management improvements, in partnership with the County Highways Authority, having regard to the Cirencester Town Centre Supplementary Planning Document and the Cirencester Traffic and Movement Study [2007].

**Justification:**

The Appraisal has identified potential pedestrian safety issues in parts of the Gloucester Street & River Walk Conservation Area, and in particular, at the north end of Gloucester Street near Gloucester Street Bridge as a result of traffic congestion and on-street parking provision.

**Visual Enhancement:**

**CA2: MP3: Visual Enhancement**

In accordance with Section 72 [1] of the Planning [Listed Building and Conservation Areas] Act, 1990, and Policy 15 of the adopted Cotswold District Local Plan, the Council will ensure through the development control process that all development proposals will preserve, and where appropriate enhance, the special character and appearance of the Gloucester Street & River Walk Conservation Area.

**Justification:**

The Appraisal has identified a limited number of sites in need of enhancement, and a number of features which detract from the special character and appearance of the Conservation Area.

**Protective Coatings:**

**CA2: MP4: Protective Coatings**

Via the development control process, applicants will be encouraged to reinstate lime renders and/or limewash surface treatments where there is evidence to suggest that these finishes previously existed, in accordance with Policy 13, 15 and 42 of the adopted Cotswold District Local Plan.

Similarly the Council will discourage applicants from using oil-based or plasticised paints for building elevations and exposed timber lintels within the proposed Conservation Area.

**Justification:**

Many of the buildings in the Gloucester Street & River Walk Conservation Area, and particularly Gloucester Street, would once have benefited from a lime rendering and/or limewash which afforded added protection against weathering and gave individual buildings a more uniform appearance.

The above proposal seeks to encourage the use of lime-based coatings whilst discouraging the painting of elevations and exposed timber lintels with oil-based or plasticised paints which is historically inaccurate, visually unappealing and damaging to historic fabric.

## Vulnerable Buildings:

### CA2: MP5: Vulnerable Buildings

The Council will work with all stakeholders to secure the sustainable repair, maintenance and/or re-use of positive unlisted buildings and listed buildings, as identified on the Heritage Asset Map, and which are considered vulnerable or at risk, in accordance with Policies 13 and 15 of the adopted Cotswold District Local Plan.

#### Justification:

The Appraisal has identified a small number of buildings and structures which make a positive contribution to the special character and appearance of the Gloucester Street and River Walk Conservation Area which are vulnerable through a lack of appropriate use and/or maintenance.

## Heritage Protection:

### CA2: MP6: Heritage Protection

The Council will encourage English Heritage to consider the significance of buildings and structures identified within the Appraisal as being Positive Unlisted Buildings and whether any or all of them might justify inclusion in the statutory Register of Buildings of Architectural or Historic Interest, in accordance with Policy 13 of the adopted Cotswold District Local Plan.

#### Justification:

The Appraisal has identified that the Gloucester Street & River Walk Conservation Area contains some buildings and structures of architectural and historic interest which contribute in a positive way to the special interest of the area and which might, on further inspection, justify Listed Building Status.

## Trees:

### CA2: MP7: Trees

The Council will give encouragement to all stakeholders, to secure the appropriate management and replanting of trees in accordance with good arboricultural practice and where such works will reinforce the special significance of the proposed Gloucester Street & River Walk Conservation Area, and in accordance with Policies 10 and 11 of the adopted Cotswold Local Development Plan.

#### Justification:

The Appraisal has identified that trees make an important contribution to the special character and appearance of the Gloucester Street & River Walk

Conservation Area but also that the demographic make-up of some of the trees is such that active management and replanting is important to ensure that this contribution is maintained, and where possible, enhanced.

### **Historic Townscape:**

#### **CA2: MP8: Historic Townscape**

The Council will work with all stakeholders to ensure that key views, vistas, focal points and landmarks as identified within the proposed Gloucester Street & River Walk Conservation Area Appraisal are maintained, and where appropriate enhanced, in accordance with Policy 11 of the adopted Cotswold Local Development Plan.

#### **Justification:**

The Appraisal has identified that historic townscape features such as key views, vistas, focal points and landmarks are an important element of the Conservation Area; it is therefore important that such contribution is maintained and, where appropriate, enhanced.

### **Loss of Architectural Detail:**

#### **CA2: MP9: Spatial Landscape**

The Council will monitor changes to unlisted buildings in the proposed Gloucester Street & River Walk Conservation Area to determine whether the introduction of Article 4 Directions is warranted, and as appropriate, will seek authorisation to impose directions to relevant properties.

#### **Justification:**

The Appraisal has identified that there is some unfortunate loss of architectural detail to unlisted buildings within the Conservation Area; the Council therefore propose to monitor such loss to establish the extent to which such changes are eroding its special architectural and historic character and appearance, and to determine whether Article 4 Directions are appropriate [See Page 4].

### **Important Open Spaces**

#### **CA2: MP10: Important Open Spaces:**

The District Council will not permit development which would result in the loss of all, or parts, of Important Open Spaces and landscape features which contribute positively to the character of the Conservation Area, or which would adversely affect the setting of any Important Open Space or diminish its value to the character of the Gloucester Street and River Walk Conservation Area, in accordance with Policies 15 and 18[d] of the adopted Cotswold District Local Plan.

### **Justification**

The Important Open Spaces identified within this Appraisal make a very significant contribution to the special character of the Gloucester Street and River Walk Conservation Area; it follows that such spaces should be safeguarded from built development, and where possible, enhanced.

### **Interpretation**

#### **CA2: MP11: Interpretation**

The Council will promote an appreciation of the town's complex archaeology, history and architecture through the provision of appropriate interpretation and will seek to develop a Strategy for Interpretation for the education and enjoyment of residents and visitors to Cirencester, in accordance with Policy 12 of the adopted Cotswold District Local Plan.

### **Justification:**

Cirencester's rich history, archaeology and architecture are complex and fascinating and underpin its urban morphology; such complexity provides significant opportunities for enjoyment and education through effective interpretation.

### **Historic Shopfronts:**

#### **CA2: MP12: Historic Shopfronts**

The Council will promote the retention of historic shopfronts within the proposed Gloucester Street and River Walk Conservation Area by encouraging the appropriate use of premises with surviving traditional shopfronts for uses compatible with their historic character and context, in accordance with Policies 15, 44 & 48 of the Cotswold District Local Plan.

There are several premises with traditional shopfronts within the Gloucester Street and River Walk Conservation Area which are currently vacant or under-used. The Council will seek to promote their re-use as shops, or similar appropriate use, in order to retain their historic character and maintain the area's long term viability and vitality.

## **5.2 Monitoring and Review**

As recommended by English Heritage, the Gloucester Street & River Walk Conservation Area Appraisal and Management Plan will be reviewed every five years from the date of its adoption by Cotswold District Council. The Review will include the following:

- A survey of the Gloucester Street & River Walk Conservation Area including a full photographic survey to establish the extent of change over the period;
- An assessment of the relative effectiveness of management proposals;
- The identification of any new issues arising which need to be addressed;
- Consultation and publicity on any changes proposed;
- The revision of the Gloucester Street & River Walk Conservation Area Appraisal and Management Plan if required;
- further adoption by Cotswold District Council, if required.

**END.**