

Delivering the Strategy 7

7.1 South Cotswold - Principal Settlements (POLICY SA1)

7.1.1 The South Cotswolds sub-area comprises:

- Cirencester (excluding Chesterton strategic site)
- Down Ampney
- Fairford
- Kemble
- Lechlade
- South Cerney
- Tetbury

7.1.2 Together these settlements provide day-to-day infrastructure, services and facilities for local residents and those living in the wider rural areas.

Policy SA1

STRATEGY DELIVERY - SOUTH COTSWOLDS SUB-AREA

Within the context of Policy INF1, the strategic infrastructure requirements for the South Cotswolds Sub-Area are:

Healthcare

- Romney House Surgery, Tetbury - expansion or relocation; and
- New doctors' surgery in Cirencester.

Flood management

- SUDS and soft measure interventions to manage flood risk.

Highways

- Junction improvements at:
 - A429 / Cherrytree Lane, Cirencester;
 - A417 (High Street) / A361 (Thames Street), Lechlade;
 - A417 / Whelford Road, between Fairford and Lechlade;
 - A429 / A433, between Cirencester and Kemble; and
 - A433 (London Road / Long Street) / Hampton Street / New Church Street, Tetbury.

7 Delivering the Strategy

Sport & Recreation

- Re-use of the former Cirencester to Kemble and Tetbury to Kemble railway lines for cycling; and
- Cycling infrastructure in Cirencester, including improvements to Tetbury Road and London Road corridors.

7.2 Cirencester Town (POLICY S1)

7.2.1 About 25% of the District's population lives in Cirencester. A third of all employment is based in the town, and it is listed in the top 200 retail centres in the UK. Good practice in spatial planning for strategic-level growth is to focus on the most sustainable locations. In Cotswold District, as in many other areas across the country, the optimum location for such growth is the edge of existing large, sustainable settlements.

7.2.2 To help Cirencester remain a good place to live and work, and improve its facilities in the future, the town should continue to accommodate a sizeable share of the District's future housing and employment.

7.2.3 The Cotswolds AONB designation wraps around the northern and western sides of Cirencester. Cirencester Park (grade 1 historic parkland) also lies to the west of the town and effectively precludes any development in that direction. The 'green wedges' and views of the Parish Church tower, are particular characteristics of Cirencester when approaching the town from various directions. Other significant constraints around the town include:

- the River Churn and Daglingworth Stream floodplains, with flood zone 3 covering extensive areas at Stratton meadow, Kingsmeadow, and alongside the inner bypass, effectively separating the main part of the town from Beeches / Kingshill, Bowling Green and Stratton;
- a special landscape area to the north east of the town, including the visually and archaeologically sensitive Hare Bushes / Tar Barrow area; and
- the close proximity of neighbouring settlements, whose individual identities should be protected from coalescence with the town's urban area.

7.2.4 As a result of the long history of human settlement in Cirencester, archaeological evidence of the Roman, medieval and later phases of occupation survive beneath the modern town. In recognition of the national importance of that archaeology, large areas of Cirencester are designated as scheduled monuments under the Ancient Monuments and Archaeological Areas Act 1979. The objective of such designation is to assist in the management of the resource, including ensuring that it is not needlessly destroyed or damaged.

Delivering the Strategy 7

7.2.5 The town's rich archaeological heritage is a material planning consideration that presents special challenges for development in Cirencester. A comprehensive [archaeological assessment of the town](#), including the proposed strategic site south of Chesterton, was produced by Gloucestershire County Council in January 2014. Detailed archaeological assessment and evaluation of the allocated sites will be required prior to development.

7.2.6 As a major component of the 'planning balance' in the assessment of planning applications, the challenge is particularly acute when determining proposals that would produce important benefits for the town's future as the "Capital of the Cotswolds", including the regeneration of key sites in Cirencester's central area. Any planning applications for redevelopment within the town should be fully cognisant of the role of Cirencester's Conservation Area Appraisal & Management Plan and the Cirencester Town Centre SPD. The existing Cirencester Archaeological Assessment and any further assessment required should also be taken into account when considering the impact of a proposal on a heritage asset to avoid or minimise conflict between the heritage asset's conservation and any aspect of the proposal. Although the potential difficulties for development are inescapable, heritage assets should be conserved, unless fully justified, and be used as a key driver and focus for inward investment, regeneration and redevelopment.

7.2.7 In planning terms, Cirencester is considered to include the developed parts of adjacent parishes that abut, and are effectively part of, the built-up area of the town. These include Kingshill Meadow; Siddington Road / North Hill Road (except the areas around Siddington Primary School and The Old Rectory) and all of Love Lane Industrial Estate.

7.2.8 Consideration of reasonable alternatives has led to the conclusion that the allocation of a strategic site is the most appropriate option for delivering the District's future housing and employment needs. Evidence further confirms that Cirencester is the most sustainable place to accommodate a strategic scale of development. However, only limited growth could be accommodated within the town, while options for substantial development adjacent to the existing urban area are geographically restricted because of the significant constraints referred to above. Having tested various options and combinations for delivering an appropriate amount of housing for Cirencester, it has been concluded that a single strategic site on land south of Chesterton is the most appropriate and sustainable solution. Sustainability Appraisal has established that this land, which is available and deliverable, is the most suitable option for accommodating a strategic scale of development (see Policy S2).

7.2.9 Developers will be required to demonstrate that there is adequate waste water capacity both on and off the Strategic Site to serve the development and that it would not lead to problems for existing or new users. In some circumstances, it may be necessary for developers to fund studies to ascertain whether the proposed development will lead to overloading of existing waste water infrastructure.

7.2.10 The Royal Agricultural University (RAU), which is very close to Cirencester, is acknowledged as being important to the local economy. A policy to guide its development is set out in Policy EC4. The preparation of a master plan for the whole RAU area will ensure that a holistic, long term, approach is taken, which is responsive both to its needs and the site's environmental sensitivities.

7 Delivering the Strategy

Policy S1

CIRENCESTER TOWN

Allocated housing development sites:

- C_17 42-54 Querns Lane (6 dwellings (net))
- C_101A Magistrates Court (5 dwellings (net))

Established employment sites:

- Love Lane Industrial Estate (EES14)
- Phoenix Way (EES15)
- Cirencester Office Park (Smith's Field) (EES16)
- Querns Business Centre (EES17)
- College Farm (EES18)
- Whiteway Farm (EES19)
- Mitsubishi HQ (EES20)
- St James's Place (EES21)

Allocated mixed use development sites:

- C_97 Memorial Hospital (9 dwellings net) – residential-led development
- CIR_13B Sheep Street Island (0.96 ha)
- CIR_E10 Forum Car Park (0.54 ha) – retail-led development
- CIR_E16A Brewery Car Park (1.08 ha) – retail-led development

Parking:

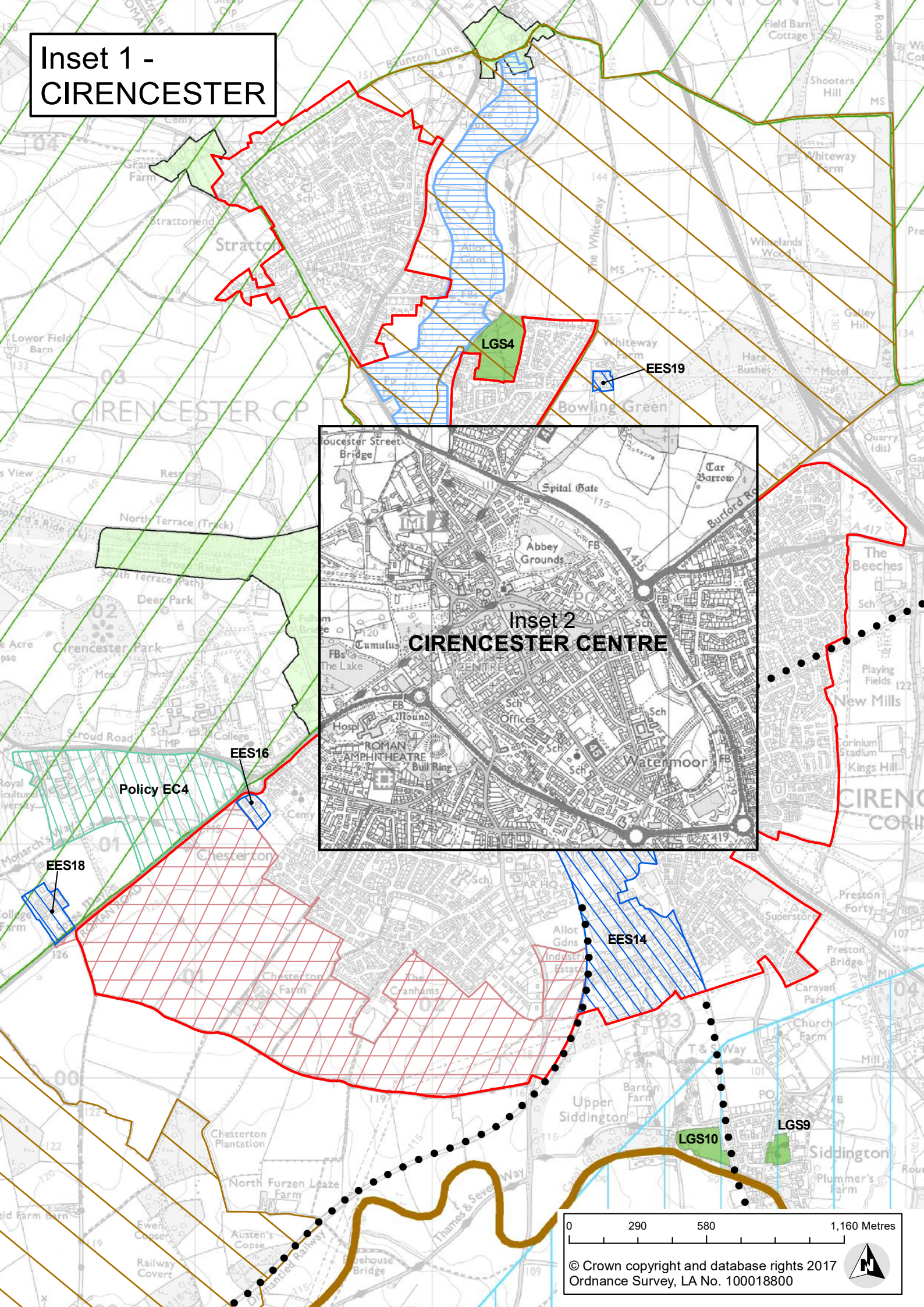
- CIR_E14 Waterloo Car Park (0.67 ha) – decked car parking

Delivering the Strategy 7

Once contributions to delivery of infrastructure required in the South Cotswolds Sub-Area (Policy SA1) have been made, development proposals will, subject to viability, be expected to help deliver or make appropriate contributions towards:

- a. Improvements to central area parking;
- b. Provision of additional play space and facilities for children and young people;
- c. Improvement of the functionality, amenity, safety, biodiversity, environment and attractiveness of City Bank;
- d. Restoration and upgrading of open air swimming pool; and
- e. Improving pedestrian / cycle linkages between Chesterton, the Amphitheatre and the town centre.

Inset 1 - CIRENCESTER



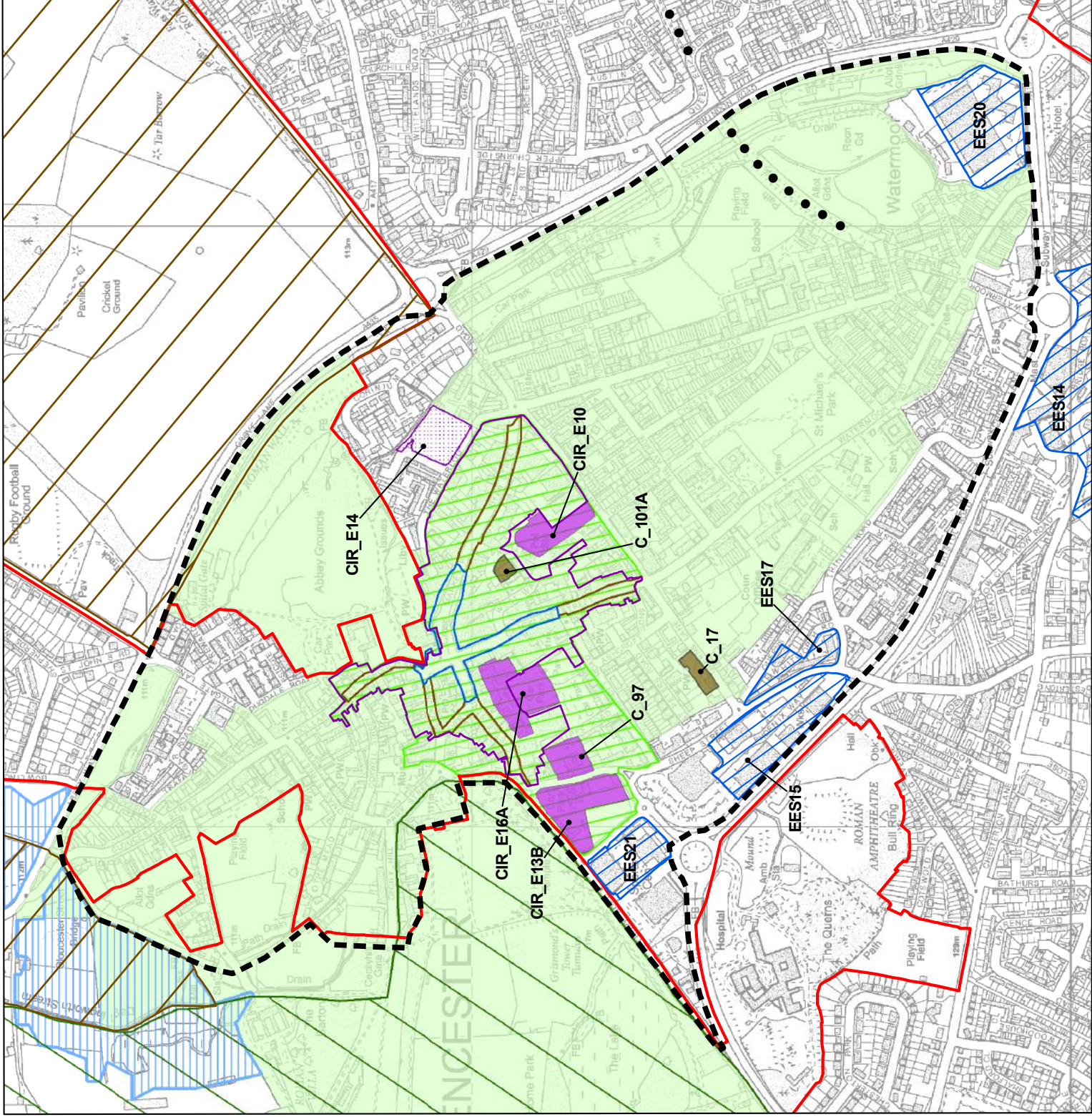
Inset 2 CIRENCESTER CENTRE

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7 Delivering the Strategy

7.3 Strategic Site, south of Chesterton, Cirencester (POLICY S2)

Introduction

7.3.1 The site comprises 120 hectares of predominantly agricultural land, divided into small to medium sized arable fields. The A429 (Tetbury Road) defines the western edge of the site, while the eastern boundary abuts Spratsgate Lane; the industrial estate at Wilkinson Road; and allotments at Somerford Road. The site does not lie within a designated landscape. The AONB terminates at the western edge of the A429, while the Kemble/Ewen Special Landscape Area lies to the south of the site.

7.3.2 The landscape is open and very gently rolling with a number of individual and groups of trees covered by tree preservation orders. Public rights of way cross the site, providing access into the town and to the surrounding countryside. The town centre lies about 1.3km to the north of the site.

7.3.3 The majority of the northern boundary of the site abuts modern residential development; with the cemetery and Cirencester Business Park adjoining the north western edge of the site. Man-made constraints on the site include two gas pipelines and electricity transmission lines. The site does not lie within any areas designated by the Environment Agency to be at risk from flooding.

7.3.4 There are a number of heritage assets in and around the site. At the centre of the site lies the grade 2 listed Chesterton Farmhouse and barn, with a number of associated outbuildings and cottages. To the north of the site lies a large residential property, The Cranhams, while to the west is the Royal Agricultural University, both of which are also Grade 2 listed buildings.

7.3.5 Some 4.7 hectares of a large scheduled ancient monument - a Romano-British settlement - lies at the southern edge of the site.

Policy S2

STRATEGIC SITE SOUTH OF CHESTERTON, CIRENCESTER

1. **Land to the south of Chesterton, shown on the Policies Map, is allocated for a sustainable, high quality, mixed used development, including up to 2,350 dwellings (net), incorporating up to 40% affordable housing and approximately 9.1 hectares of B1, B2 and B8 employment land.**
2. **Infrastructure provision, informed by the Infrastructure Delivery Plan and the Vision and Objectives (Appendix B) for the site, will be required relating to matters including:**
 - **Community facilities and culture (including Neighbourhood Centre);**
 - **Education;**
 - **Health care;**

Delivering the Strategy 7

- **Open space, sport and recreation;**
 - **Transport and highways;**
 - **Flood management, waste water, and a Sustainable Drainage System; and**
 - **Water supply.**
- 3. The development will be master planned and implemented on a comprehensive basis. It will be designed and phased to ensure:**
- a. Maximum practicable integration between the different uses within and beyond the site;**
 - b. All necessary supporting infrastructure and community facilities are delivered in synchronisation with housing and employment development; and**
 - c. To maintain a timely supply of housing and employment land over the Plan period.**

Explanation

7.3.6 The majority of the development will be undertaken within the Plan period, though the housing element is expected to deliver 1,800 dwellings by 2031 and the remaining 550 dwellings after 2031. This will be monitored to ensure a steady and sustainable delivery of housing and employment land. Infrastructure will be delivered in accordance with the phases of development to meet the needs and demands of the development as it grows.

7.3.7 The development will include a range of housing types and, in accordance with Policy H2, up to 40% of the dwellings will be affordable, subject to assessment of viability. The Council will seek to ensure that a range of open market dwelling sizes and types are provided to meet local existing and future needs and to provide a mixed community. These could include self-build and dwellings specifically designed to meet the needs of an ageing population.

7.3.8 The Strategic Site will deliver a significant part of the employment land provision for the District over the Plan period, and the amount allocated reflects anticipated future needs. Options for new employment uses will respond to the findings of the latest economy evidence and meet future employment needs and demands for a mix of types and sizes of business spaces. These will accommodate, for example, business start-up and incubation, expansion of existing businesses, technical hubs and company headquarters. The evidence also identifies future accommodation needs for business and visitors to the area, in order to support the local tourist and business economy.

7 Delivering the Strategy

7.3.9 It is anticipated that a neighbourhood centre will provide convenience shopping and service uses, though the Council will seek to restrict the floor area of the commercial (class A1-A5) units to protect the vitality and viability of the existing town centre. Retail uses will form an integral part of the neighbourhood centre and will contribute towards community cohesion. However, the scale and format of units and floorspace within the neighbourhood centre should be limited. This ensures they primarily serve the day-to-day needs of residents of the strategic site, though it is inevitable that some existing, neighbouring residents will also patronise the new facilities. The neighbourhood centre will also include facilities to serve the new community, e.g. community meeting space and healthcare facility. Developers will be expected to provide these facilities in phase with development.

7.3.10 The prospective developer will be expected to mitigate the impact of the development on the local highways network. The Infrastructure Delivery Plan (IDP) identifies these and other infrastructure requirements which the developer will be expected to provide or contribute towards.

7.3.11 The development should maximise opportunities for sustainable modes of travel. The development will include a comprehensive network of safe and convenient footpaths and cycleways (including necessary improvements to existing routes) linking different uses within and beyond the site, such as the town centre, Deer Park School, Kemble station and the Cotswold Water Park.

7.3.12 Prospective developers will be required to identify, in liaison with the County and District councils, a comprehensive package of public transport improvements which will have the effect of reducing car dependency. Public transport improvements must be implemented as early as is practicable, offering residents/employees viable alternatives to travelling by private car, and thus influencing travel behaviour from the outset.

7.3.13 However, despite the provision of public transport, it is recognised that some residents of the new development will choose the private car to visit the town centre. This will have an impact on central area parking, and contributions will be sought to mitigate the resulting impacts from the development.

7.3.14 The public open space provision provides an opportunity for the creation of new habitats to enhance biodiversity; for example, through the creation of ponds. This can include the use of native planting and the creation of 'green corridors' across the site, and linking to green infrastructure beyond the site.

7.3.15 Sustainable Drainage Systems (SuDS) also provide an opportunity to create habitats for biodiversity while retaining surface water runoff rates to the same level as the undeveloped site.

7.3.16 An archaeological assessment and evaluation of the scheduled ancient monument at the southern edge of the site will be required before a detailed planning permission can be approved. The assessment and evaluation will include other historic monuments within the site boundary.

7.3.17 A Tree Preservation Order protects various trees across the site, and the development will have to incorporate these where practicable, and protect them during construction. The Council will require that replacement trees are planted where protected trees have to be removed.

Delivering the Strategy 7

7.3.18 Supporting infrastructure and services will include the provision of superfast broadband, utilities and foul sewers. The latter is likely to include strategic upgrades to the sewage network, and detailed modelling will be required to establish the precise nature and extent of any upgrades. The provision of high speed broadband will support new and relocating businesses as well as facilitating home-working for residents.

7.3.19 To achieve high standards of design and all the other objectives for the site, the development will be master planned and implemented on a comprehensive basis. The master planning process will ensure that all aspects of development are properly addressed, including layout, landscape, density, mix of uses, scale, materials and detailing.

7.3.20 The Council will utilise some or all of the measures summarised below:

- effective pre-application engagement at the outline and reserved matters stages;
- the use of design review;
- on-going monitoring, of conditions and infrastructure delivery and, if necessary, review of detailed master planning material (e.g. design codes);
- engagement with key partners and the local community;
- planning performance agreements;
- the use and implementation of planning conditions; and
- post-occupancy surveys of residents.

7.4 Cirencester Central Area (POLICY S3)

7.4.1 Cirencester's retailing and commercial importance far outstrips anywhere else in the District. The town draws in large numbers of shoppers, commuters and others who, together with numerous visitors, help to create a vital and viable town centre economy.

7.4.2 The rural nature of the surrounding areas, along with relatively poor public transport coverage, inevitably means that the majority of people from outside Cirencester travel into the town by car, thus fuelling the need for parking spaces. Parking capacity has been a growing issue for a number of years, but it has come to a head since 2015.

7.4.3 Critical to Cirencester's attraction is its exceptional heritage - most of the buildings in the Primary Shopping Area being statutorily listed for their architectural and historic importance. It is generally acknowledged that, in addition to each building's individual merits, their collective value creates a unified and exceptionally attractive historic townscape. Largely because of this and a healthy independent retailing offer, Cirencester has maintained a strong appeal both for users of, and visitors to, the town. However, the townscape in certain parts of the central area, particularly around some of the car parks, is of a significantly lower quality⁽²⁴⁾.

7 Delivering the Strategy

7.4.4 Like all town centres, Cirencester comprises a complex mix of uses, interactions and competing economic, social and environmental interests. To bring key principles and priorities together in a coherent, holistic manner, a flexible strategy is required which can respond to changing circumstances within the Plan's broader policy context.

7.4.5 Certain issues, however, require specific policy guidance, including future retail provision (see Policy EC7, clause 3), mixes of uses in the primary and secondary frontages, and parking provision. Policy S3 provides this guidance, while also requiring future development to adhere to the principles set out in the Cirencester Central Area Strategy, which is set out after the following policy.

Policy S3

CIRENCESTER CENTRAL AREA

Central Area Strategy

- 1. Development within Cirencester's Central Area, the extent of which is indicated on Policies Map Inset 2, will be permitted, in principle, where it is consistent with the Cirencester Central Area Strategy.**

Retailing and other main town centre uses⁽²⁵⁾

- 2. Class A1 uses should be concentrated in the Primary Frontage, defined on Policies Map Inset 2. The loss of A1 uses from the Primary Frontage will be resisted where it would harm the vitality or viability of the Primary Shopping Area, or harm Town Centre investment, or cause amenity problems.**
- 3. Within Secondary Frontages, identified on Policies Map Inset 2, class A1 uses and other main town centre uses will be permitted where they would complement and enhance the retailing offer of the Primary Shopping Area. The loss of main town centre uses in a Secondary Frontage will be resisted and, other than A1 uses, concentrations of single uses will not be permitted where this would adversely affect the vitality and viability of the Primary Shopping Area or harm wider Town Centre investment, or cause amenity problems.**
- 4. Where the loss of a main town centre use is proposed in either a Primary or Secondary Frontage, evidence must be submitted to demonstrate that the property has been continually, actively and effectively marketed for at least 12 months and that the use is no longer of commercial interest.**

25 Defined in the National Planning Policy Framework Glossary broadly as: retail development; leisure, entertainment facilities the more intensive sport and recreation uses; offices; and arts, culture and tourism development.

Delivering the Strategy 7

Car Parking

5. **New development shall provide sufficient car parking capacity to meet current and foreseeable needs.**
6. **Where appropriate development is proposed on existing central area car parks, alternative car parking provision shall be secured and implemented prior to the commencement of any development.**

The Strategy

7.4.6 A key aim for the town centre is to provide an attractive and vibrant place where people can access a good range of local services and facilities. This includes a diverse retail offer within the primary shopping area. Although Cirencester currently has a healthy town centre, it needs to evolve and improve to ensure that it continues to compete effectively by continuing to offer a different experience to larger neighbouring centres.

7.4.7 Paragraphs 7.2.4 to 7.2.6 of this Plan explain the importance of Cirencester's rich heritage, including archaeology, and the acute challenges this presents for the 'planning balance' when considering development opportunities in the central area.

7.4.8 A major study of the central area and resulting policy guidance⁽²⁶⁾ confirmed as long ago as 2007 that a looming shortfall in off-street parking provision at Cirencester needed to be addressed. This has now come to a head and it is imperative to plan for future parking requirements as well as address existing capacity issues.

7.4.9 Cirencester currently has several surface-level car parks, and a number of these sites present the most obvious opportunities for redevelopment in the central area. This includes the option of creating decked parking which would maximise capacity, initially at a single location. This will help to address the looming shortfall, which has been assessed at around 350 parking spaces over and above existing capacity (c. 1,310 spaces)⁽²⁷⁾.

7.4.10 Once sufficient additional car parking has been provided, the redevelopment potential of other car park(s), which may no longer required for parking, could be 'unlocked'. Such sites could then be considered for alternative uses that would both enhance the town's role and function and benefit its economy. In considering any redevelopment options for existing car parks, it is important to bear in mind that land might well be required to satisfy potential additional parking needs in the longer term.

26 Including Cirencester Town Centre SPD (November 2008) [EB071]; Cirencester Traffic and Movement Study (June 2007, Hyder Consulting) [NS021]

27 [Cirencester Town Centre Off-Street Parking Study \(Atkins, February 2017\)](#)

7 Delivering the Strategy

7.4.11 Maximising parking in a single location and putting other existing car park(s) to alternative use(s) would also present the opportunity to consider options for managing traffic more effectively in the central area.

7.4.12 Cirencester has always lacked a purpose-built public transport 'hub' in the town centre. Prior to 2016, Southway was the main place where bus services terminated; however, since the Market Place environmental improvements were implemented, Southway's use by buses and taxis has intensified. It is self-evident that improvements around Southway are required and, ideally, a purpose-built transport hub created. Depending on future land availability in the Southway - Forum area, redevelopment options could be considered to create this much-needed facility.

Cirencester Central Area Strategy

Historic Environment

1. **The central area's historic environment should form an integral part of future redevelopment and/or other proposals that are aimed at improving Cirencester's role, function and economy, including future transport and parking schemes. Wherever feasible, the historic environment should be a key driver of, and focus for, inward investment, regeneration and redevelopment.**
2. **Any planning applications for redevelopment within the town centre should pay due regard to the Cirencester Conservation Area Appraisal & Management Plan and the Cirencester Town Centre SPD or any superseding SPD. The Cirencester Archaeology Review (January 2014) and any further assessment required should also be taken into account when considering the impact of a proposal on a heritage asset.**

Transport, Parking and Access

3. **Through the implementation of Transport and Parking Strategies, future improvements should be directed towards supporting and facilitating an attractive, vibrant, town centre environment.**
4. **The aim of providing a net increase of at least 350 car parking spaces over and above the existing off-street parking capacity (c. 1,310 spaces), while reducing congestion and pollution, should be addressed through complementary measures, including:**
 - a. **The rationalisation and intensification of off-street parking, including decking at least one existing car park (ideally The Waterloo) to meet identified parking needs, including for retailing and long-stay commuting⁽²⁸⁾;**

28 Cirencester Parking Survey (Gloucestershire County Council, August 2015)

Delivering the Strategy 7

- b. Where justified, and subject to sufficient off-street parking being provided, considering the removal of on-street car parking where appropriate;
 - c. Creating an improved public transport interchange in the Southway - Forum area;
 - d. Making walking and cycling safer, convenient, accessible, and more attractive by considering pedestrian priority schemes; access restrictions to discourage unnecessary through traffic; better segregation between cars and cycles; and by ensuring pedestrian and cycle routes, and associated facilities, are maintained to an appropriate standard⁽²⁹⁾.
5. Through the design of new development schemes, opportunities should be taken to enhance the quality of pedestrian access and permeability within and to the town centre.

Redevelopment Opportunities, Vitality and Viability

- 6. Subject to any land that is currently used for off-street public car parking becoming surplus to requirements, and sufficient off-street parking has been provided elsewhere in the town centre to meet current and future parking needs, consideration should be given to redevelopment for alternative, beneficial, town centre purposes.
- 7. The Brewery and Forum car parks have been identified as potentially favourable locations for retailing.
- 8. Any comprehensive redevelopment of key sites⁽³⁰⁾ should be guided by a master plan prepared by Cotswold District Council as a supplementary planning document. The master plan would include detailed guidance on such matters as: design; movement (including parking provision); and the general distribution of activities and uses in the wider area.
- 9. Wherever possible, redevelopment of town centre sites should be encouraged to contribute towards the town centre's employment base, including class B1 office provision, and possibly studio/ start-up space.

29 Cotswold Cycling Strategy SPG - aims and objectives

30 Key sites are likely to include existing off-street car parks, potentially together with adjoining areas

7 Delivering the Strategy

10. **Seek to improve the town centre's vitality and viability by maintaining a rich and varied cultural and retail offer, and a locally-distinctive shopping experience, with some national multiples supporting niche independent shops, resulting in greater retention of shopping expenditure.**
11. **Tourism and cultural proposals should be encouraged where they strengthen the local economy and the attractiveness of Cirencester as a visitor destination throughout the year. Opportunities should be pursued to encourage the development of a hotel or similar type of tourist accommodation in and/ or adjacent to the town centre.**

Enhancing Environmental Quality

12. **Improve the environmental quality of the town centre by supporting proposals and interventions that create an attractive public realm, including:**
 - a. **Enhanced streetscape, urban environment, amenity, safety and the improvement of the 'active' street frontage**
 - b. **Improving the public realm with clear signposting and routing to key town centre destinations utilising distinctive local materials**
 - c. **Securing public art proposals and high quality and distinctive street furniture**
 - d. **Improving the provision of additional play space and facilities for children and young people, including restoring and upgrading Cirencester's open air swimming pool; and sustaining/ enhancing green infrastructure, community spaces, open spaces and key landscape features**

7.4.13 To ensure that the town centre can continue to fulfil its important role in the District and support the wider local economy, new development and the intensification of existing uses is desirable. It is therefore important that the town centre's vitality and viability maintains a rich and varied cultural and retail experience. A locally-distinctive shopping offer, with some national multiples supporting niche independent shops, is expected to produce the greatest retention of retail expenditure. Therefore, a competitive and attractive retail sector needs to be promoted within the town centre through sensitive expansion, redevelopment and intensification, including making more effective use of upper floors.

7.4.14 The exceptional built heritage and wealth of listed buildings, however, present challenges for intensification and redevelopment when seeking to meet modern retail requirements. A balance needs to be struck between protecting heritage assets and the public benefit of promoting a vibrant and vital centre, which includes viable uses for historic buildings. Opportunities should therefore be taken, wherever possible, to put heritage at the heart of any development proposals in the town centre.

Delivering the Strategy 7

7.4.15 The most substantial sites in the town centre that have potential for redevelopment, including for decked parking, are wholly or partly occupied by the following public car parks:

- Abbey Grounds car park (97 spaces)
- Beeches Road car park (144)
- Brewery car park (298)
- Forum car park (191)
- Leisure Centre (122)
- Memorial Hospital, Sheep Street (77)
- Station/ Sheep Street 'island' (149)
- Waterloo car park (233)

7.4.16 The District Council, through the auspices of the Cirencester Car Parking Project Board, is actively reviewing parking provision in Cirencester and developing [remedial options](#). Decked parking has emerged as the optimum solution for increasing parking capacity, with the Waterloo car park identified as the preferred location. This is reflected in Policy S1 (site CIR_E14).

7.4.17 Not all of the car parks, notably the 'off centre' ones at Abbey Grounds, Leisure Centre and Beeches, would necessarily be suitable or desirable options for redevelopment.

7.4.18 The amount of redevelopment at any 'surplus', surface level car parks will depend on how far the additional parking, provided through decking, goes towards meeting identified parking needs, whilst being mindful of the possible need to accommodate further needs in the longer term.

7.4.19 The Cotswold Retail Study⁽³¹⁾ also indicates that opportunities within and adjoining the town centre are largely limited to the potential redevelopment of certain car parks and service areas, notably at the Brewery and Forum. This could enable the provision of modern A1 retail space (currently lacking), as well as a range of evening and leisure uses to complement existing provision. This would serve both local and sub-regional consumers and tourists, thereby providing an alternative to competing centres for A1 comparison shopping.

7.4.20 In common with most town centres, ease of movement is a crucial issue in Cirencester. The town's historic street pattern and narrow pavements can make pedestrian access inconvenient. Despite this, the town centre has seen enhancements in permeability in recent years through schemes such as Swan Yard/ post office. More, however, could be done to increase pedestrian permeability, helping to strengthen Cirencester's reputation as a shopping destination with improved accessibility around the town centre, including to and from car parks.

7.4.21 Currently, too much unnecessary traffic passes through the town centre and this is exacerbated by the location of certain car parks, which help to dictate the current traffic management regime. Once decked parking has been introduced, it will be possible to better manage town centre-bound traffic more effectively. Subject to parking capacity being increased, traffic management measures should be devised which:

31 Bilfinger GVA, June 2017

7 Delivering the Strategy

- make most effective use of off-street parking;
- encourage through traffic onto the ring road; and
- improve road safety for pedestrians and cyclists.

7.4.22 The quality of the public realm throughout the town centre is variable, though in some instances there have been considerable improvements, notably Market Place, Gosditch Street/ West Market Place, Black Jack Street, Silver Street, Park Street and Park Lane. However, beyond these improved areas, the public realm throughout much of the town centre is generally mediocre, particularly Cricklade Street and areas that were redeveloped during the 1960s and 1970s, including around the car parks. There is sometimes a sharp contrast in the quality of townscape between the fronts and the backs of buildings.

7.4.23 Proposals to improve Cirencester's townscape in line with the provisions of the Cirencester Town Centre SPD are supported in principle, focussed on making the town centre a more pedestrian-friendly environment. Cirencester Town Council's Town Centre Design Code, whilst not adopted by the District Council, may be relevant to the preparation of development proposals in addition to the Cotswold Design Code.

7.4.24 The Town Centre will, in the longer term, deliver significant retail and business opportunities along with new homes. This would be guided by a Town Centre Master Plan that will be produced by the District Council in association with other stakeholders, including the Town Council, Gloucestershire County Council, the local community, businesses and the Civic Society. The master plan will update and review the existing SPD and build upon the principles that are essentially still valid and supported. It will seek to develop Cirencester Town Centre in a holistic manner, balancing the need to manage traffic, and improve the appearance of the public realm with other competing, environmental, social and economic objectives.

7.5 Down Ampney (POLICY S4)

7.5.1 Down Ampney is a modest sized village with a population of less than 700. Although it has a relatively limited range of services and facilities, the village is capable of servicing certain day-to-day needs, including top-up shopping, post office services and primary education.

7.5.2 For all three housing sites developers will be required to demonstrate that there is adequate water supply capacity and waste water capacity both on and off the site to serve the development and that it would not lead to problems for existing or new users. In some circumstances it may be necessary for developers to fund studies to ascertain whether the proposed development will lead to overloading of existing water and waste water infrastructure.

7.5.3 All the proposed housing allocations are located within the inner Source Protection Zone (SPZ1) for Meysey Hampton Public Water Abstraction. Development proposals within SPZ1 need to be designed to allow for:

- avoiding deep borehole soakaways; and
- the restrictions on deep penetrative foundation methods, if contamination is encountered.

Delivering the Strategy 7

7.5.4 Concerns have been raised regarding infrastructure provision in the village, especially in relation to: sewage and associated flood risk; the need for footpaths/ pedestrian crossing to improve safety and access; the need to protect open spaces; and the lack of public transport provision to Cirencester and Swindon. The policy therefore identifies items of infrastructure which may be sought during negotiations with developers.

Policy S4

DOWN AMPNEY

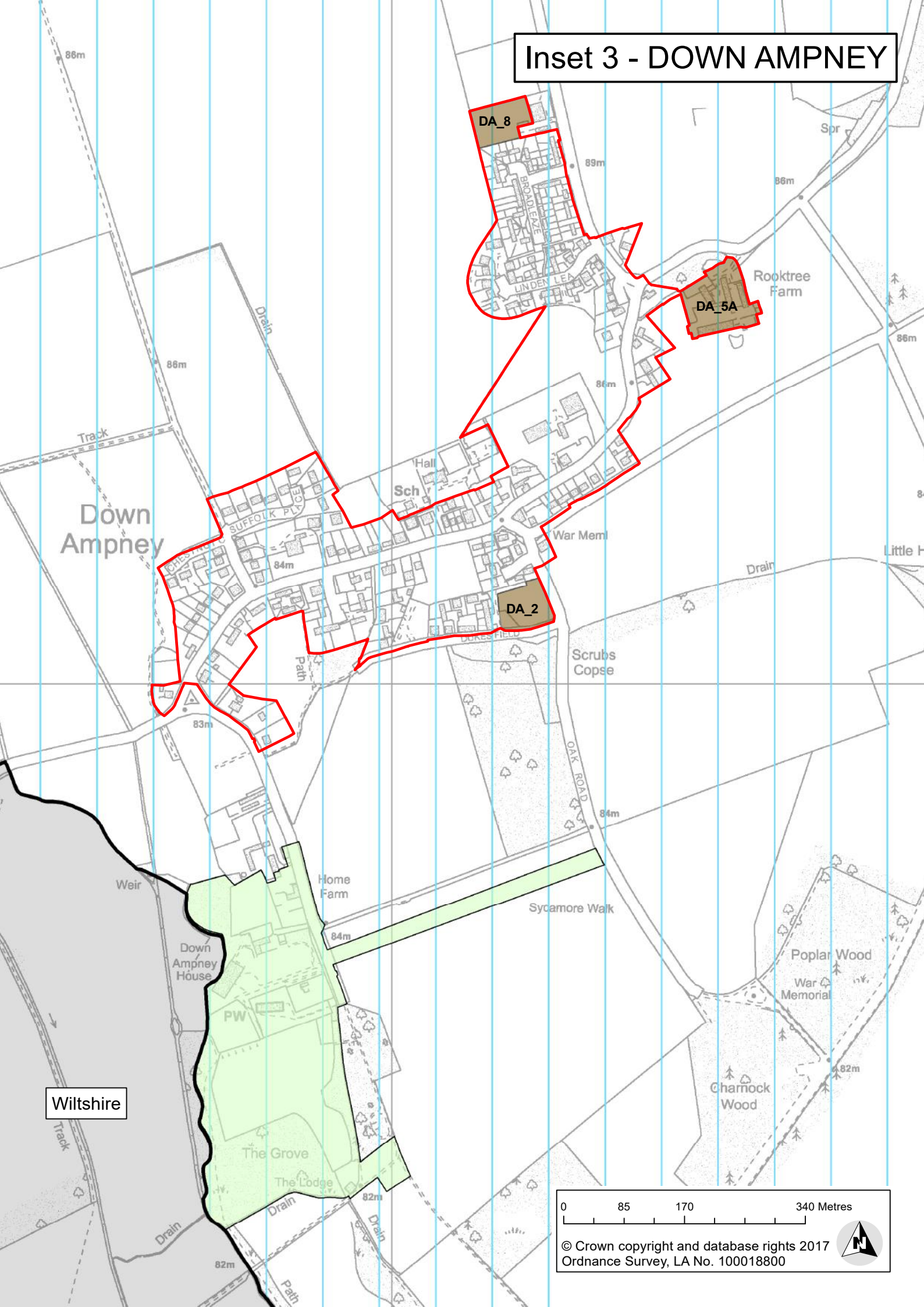
Allocated housing development sites:

- DA_2 Dukes Field (10 dwellings net)
- DA_5A Buildings at Rooktree Farm (8 dwellings net)
- DA_8 Land adjacent to Broadleaze (10 dwellings net)

The following non-strategic (local) infrastructure projects are proposed:

- a. Provision of allotments;
- b. Improvements to footpaths in and around the village, including a pedestrian crossing in the village centre;
- c. Improvements to public transport provision, particularly to Cirencester and Swindon;
- d. Provision of new facilities for young people;
- e. Improvements in links to The Folley and Down Ampney Pits, and existing pocket parks; and
- f. Provision of, or contributions to, a new natural open space or pocket park.


Inset 3 - DOWN AMPNEY



Wiltshire

0 85 170 340 Metres

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Delivering the Strategy 7

7.6 Fairford (POLICY S5)

7.6.1 Fairford is one of the largest settlements in the District. Horcott lies a very short distance to the south-west of Fairford's built up area. Although separated by the River Coln flood plain, the two areas all but join at the northern end of Horcott Road and their physical separation is fairly imperceptible on the ground. Given this, and the fact that Horcott Industrial Estate is the town's main employment area, Horcott is considered to be an integral part of Fairford.

7.6.2 RAF Fairford, located to the south of Horcott, is an important strategic 'stand by' airfield, which continues to host the world famous annual Air Tattoo.

7.6.3 Although Fairford is not located within the AONB, it has a pleasant riverside setting, with a Special Landscape Area (SLA) covering Fairford Park and the Coln valley to the north of the town. Wherever development is located, it should be carefully conceived to ensure that it helps the built environment, as far as possible, to blend into the town's subtle landscape setting.

7.6.4 The town has a good range of community facilities and services and has a reasonable employment base with a higher than average proportion of those jobs in growth sectors. Fairford's employment role, however, is in danger of decreasing as there is a poor balance of jobs to workers.

7.6.5 Perhaps unsurprisingly, given the close proximity of Swindon (12 miles), Fairford's self-containment is lower than some of the District's other larger settlements.

7.6.6 Tourism is important to Fairford's economy, and the wider Cotswold Water Park. The benefits of tourism to the town should be maximised, for example, through the improvement of cycle/footpath links with the Cotswold Water Park, Lechlade, and the route of the Thames and Severn Canal.

7.6.7 Community-led planning documents and surveys have identified infrastructure projects including the provision of land for allotments and the development of sporting facilities. Proposals for new development will take account of parking facilities and congestion issues.

7.6.8 Two sites have been allocated for housing development. Evidence suggests that it would be prudent to phase these sites to the latter part of the Plan period.

7 Delivering the Strategy

Policy S5

FAIRFORD

Allocated housing development sites:

- F_35B Land behind Milton Farm and Bettertons Close (49 dwellings net)
- F_44 Land to rear of Faulkner Close, Horcott (12 dwellings net)

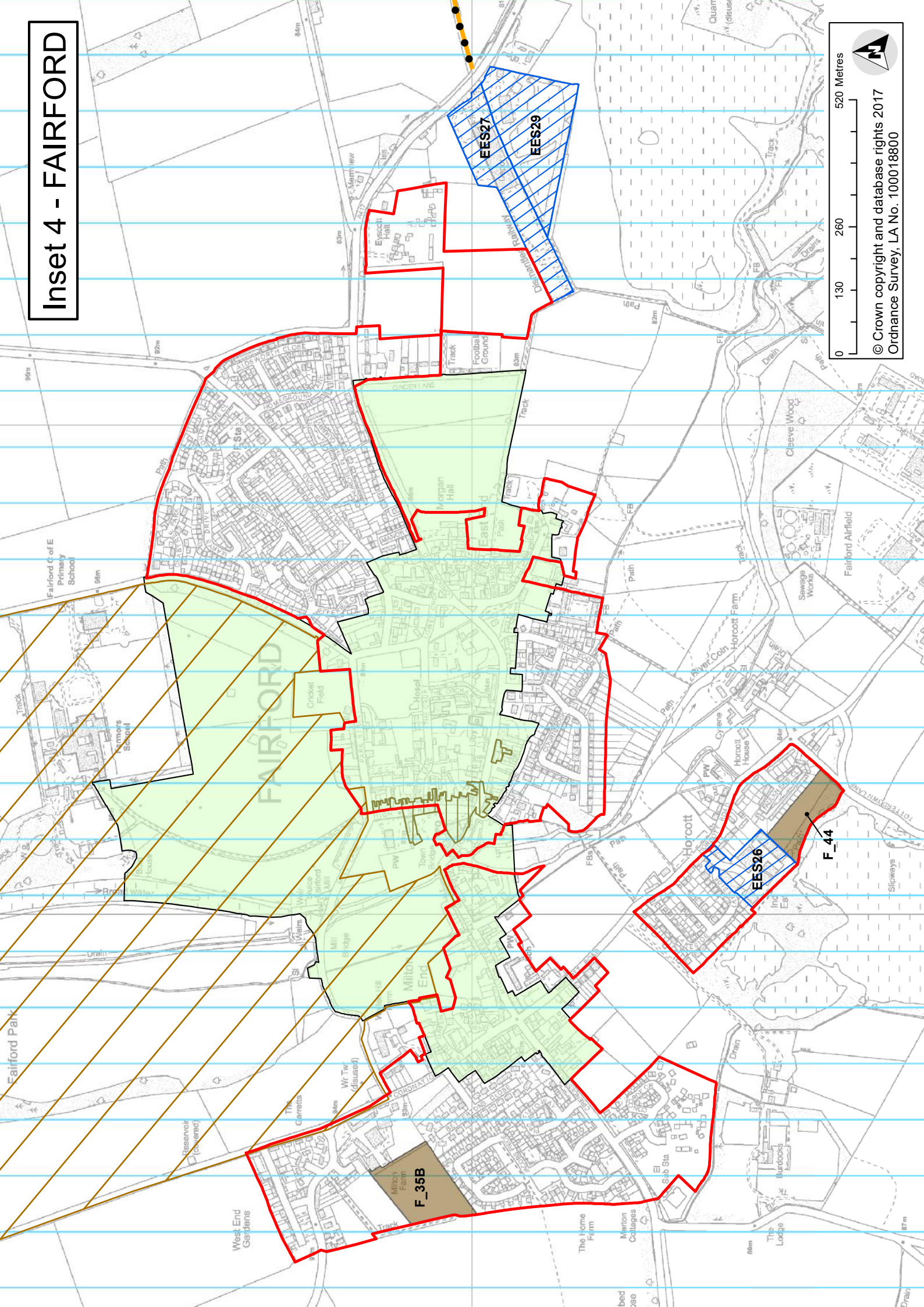
Established employment sites:

- Horcott Industrial Estate (EES26)
- London Road (EES27)
- Whelford Lane Industrial Estate (EES28)
- New Chapel Electronics (EES29)

The following non-strategic (local) infrastructure projects are proposed:

- a. The route for the multi-use path from Fairford to Lechlade along the line of the former railway will be safeguarded;
- b. Improvements to the provision of footpath and cycle links between Fairford and the riverside, the Cotswold Water Park and canal route;
- c. The provision of suitable land for allotments; and
- d. The provision of suitable land for a burial ground.

Inset 4 - FAIRFORD



0 130 260 520 Metres

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7 Delivering the Strategy

7.7 Kemble (POLICY S6)

7.7.1 Kemble is one of only two settlements in the District with a railway station. The station has regular services to London, Swindon, Gloucester and Cheltenham and is effectively a 'parkway' for Cirencester and Tetbury, together with many surrounding villages.

7.7.2 Despite Kemble's modest size (population under 1,000) and relatively limited range of community services and facilities, the village is capable of servicing certain day-to-day needs including top-up shopping, post office services, primary education, GP services, and social activities.

7.7.3 The village is relatively close to Cirencester (five miles), to which it is accessible by bus and car, as well as within practical cycling distance. There are opportunities to improve cycling links, by investigating the re-use of the former railway trackbed of the closed branch line to Cirencester. Similarly, a suggested Sustrans scheme to provide a cycle link to Tetbury along the former railway trackbed could be revisited. This would help to optimise the use of the railway station for sustainable travel.

7.7.4 The need to address the car parking issue at the station is recognised in the IDP and LTP3.

7.7.5 Although there is minimal employment within the village, job opportunities exist at the nearby Kemble Enterprise Park (in Wiltshire), two miles to the west along the A429. Bus and cycle links between Kemble and the Enterprise Park are currently poor and improvements would facilitate more sustainable travel options. Surveys carried out for the Kemble and Ewen Parish Plan identified several priorities, which include the provision of a safe walking route between Kemble and Ewen, and the restoration of the Thames - Severn Canal having regard to Policy SP3 Thames and Severn Canal.

7.7.6 In accordance with INF1 new development should have regard to the need for hydraulic modelling to understand the extent of the sewerage upgrades necessary for further housing development and its phasing. Developers will also be required to demonstrate that there is adequate water supply capacity both on and off the site to serve the development and that it would not lead to problems for existing or new users. In some circumstances it may be necessary for developers to fund studies to ascertain whether the proposed development will lead to overloading of existing water and waste water infrastructure.

7.7.7 Significant archaeological deposits have been found on site K_2A. Further assessment and evaluation will be required before any planning proposal can be approved. Development proposals will be expected to take account of the positive contribution the Local Green Space makes to the character of the wider site, including mitigating any potential impacts on natural features such as trees. In accordance with the Design Code in Appendix D, proposals will need to be carefully proportioned and new buildings should not dominate their surroundings. Proposals will need to complement the existing landscape and sit comfortably within the setting of the Local Green Space. For example, the height of buildings should provide a gentle transition from the open Local Green Space to the existing dwellings that border the site. Applications will also be required to investigate opportunities to locate a Sustainable Drainage System, in accordance with Policy EN14, in the south-western part of the site.

Delivering the Strategy 7

Policy S6

KEMBLE

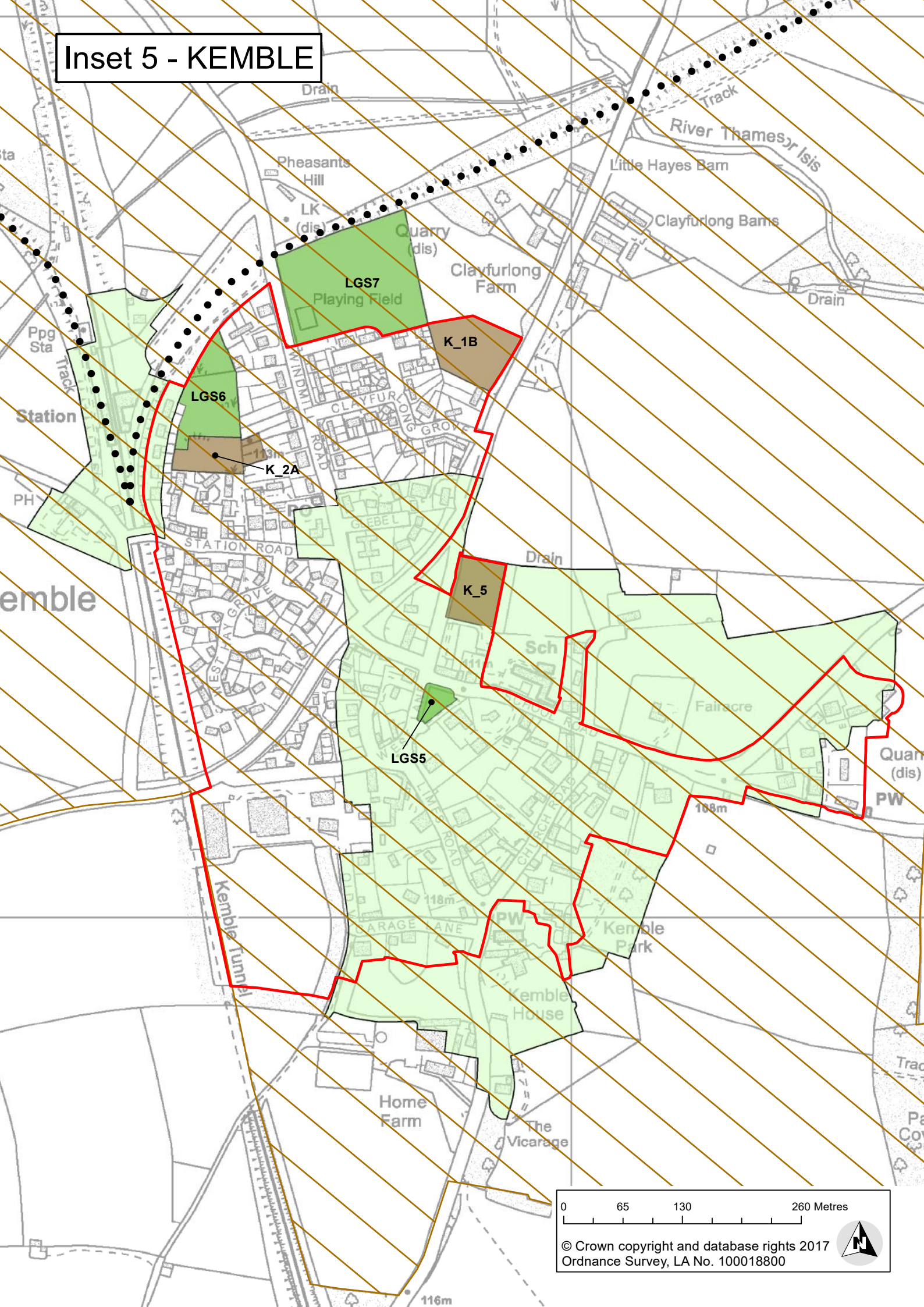
Allocated housing development sites:

- K_1B Land between Clayfurlong Grove and A429 (13 dwellings net)
- K_2A Land at Station Road (8 dwellings net), subject to securing the long term protection of the Community Gardens (Refer to Policy EN3, Local Green Space LGS7)
- K_5 Land to north west of Kemble Primary School (11 dwellings net)

The following non-strategic (local) infrastructure projects are proposed:

- a. Improvement of bus and cycle links between the village and Kemble Enterprise Park; and
- b. Provision of a safe footpath between Ewen and Kemble.

Inset 5 - KEMBLE



Delivering the Strategy 7

7.8 Lechlade (POLICY S7)

7.8.1 Lechlade is historically an inland port adjacent to the River Thames, the Thames-Severn Canal, and the Cotswold Water Park. The town is one of the District's larger settlements, but it has limited employment opportunities and its range of community facilities and services is limited and lacks higher order facilities, such as a secondary school, leisure centre and hospital.

7.8.2 Lechlade's self-containment is low compared with similar settlements in the District, and the town does not currently have an established employment site. The need for an employment site to improve sustainability, reduce out-commuting and offer employment opportunities for local people is widely recognised. Site LEC_E1 presents the most suitable opportunity for achieving employment development.

7.8.3 Lechlade-on-Thames Town Council has drawn attention to HGV traffic which, unimpeded, currently uses Halfpenny Bridge and St John's Bridge for north/south and east/west routes, to avoid designated priority routes.

7.8.4 The tourism industry is an important sector in the local economy and increasing the benefits it brings to Lechlade is seen as essential to the town's long-term economic future. Opportunities to develop its tourism-related facilities will be supported.

7.8.5 A proportion of sites L_18B and L_19 lies within Flood Zones 3b and 3a. A site-specific flood risk assessment and sequential planning of each site will be necessary. All built development on these sites must, moreover, be contained within Flood Zone 1.

7.8.6 An archaeological assessment and evaluation of the allocated sites will be required prior to development.

7 Delivering the Strategy

Policy S7

LECHLADE-ON-THAMES

Allocated housing development sites:

- L_18B Land west of Orchard Close, Downington (9 dwellings net)
- L_19 Land south of Butler's Court (9 dwellings net)

Allocated employment development site:

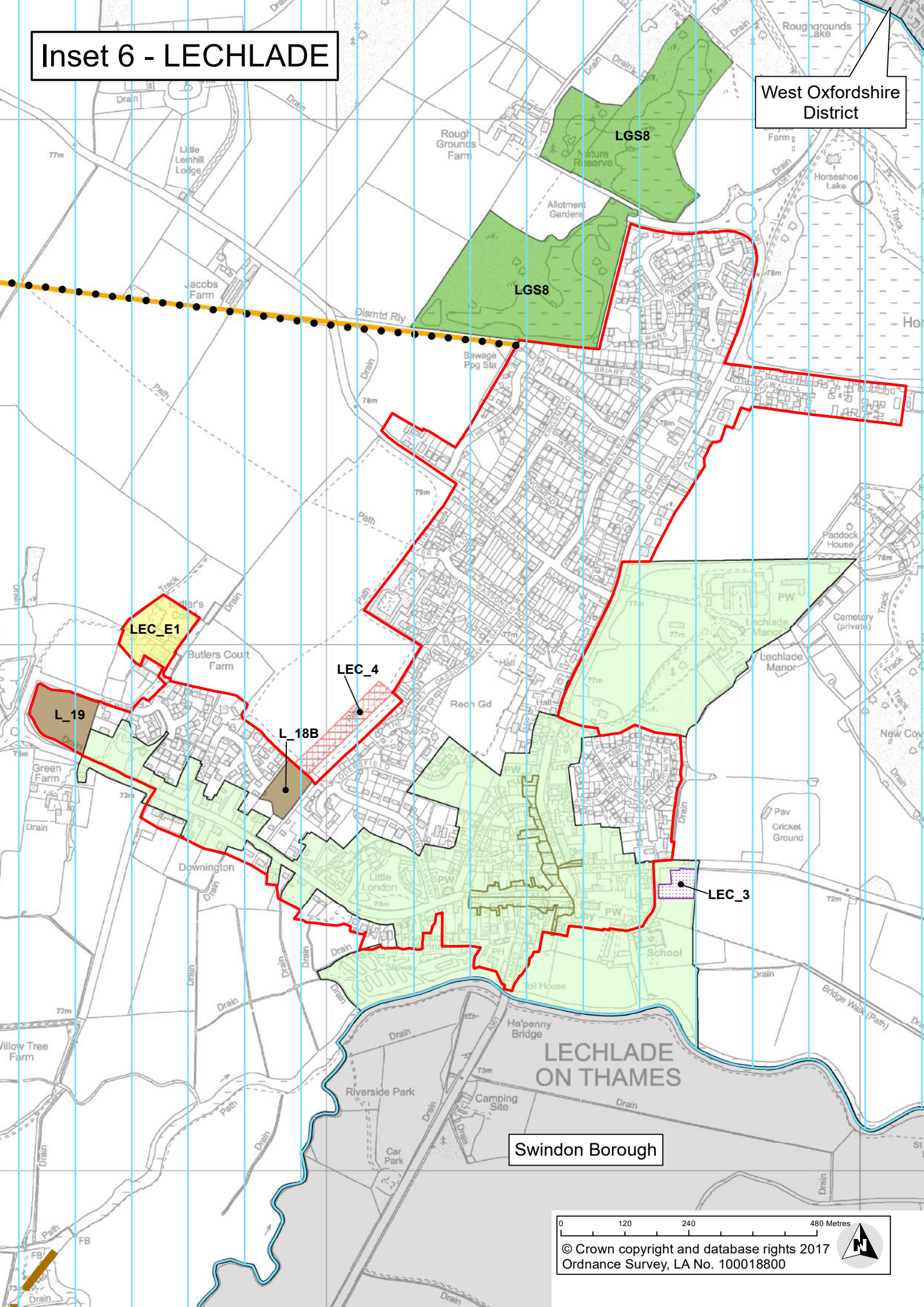
- LEC_E1 Land north of Butler's Court for B1 class use (1.25 ha)

The following non-strategic (local) infrastructure projects are proposed:

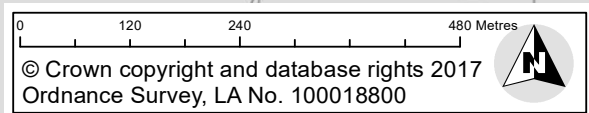
- a. A site is allocated for a cemetery at site LEC.4;
- b. A site is allocated for a small car park at site LEC.3;
- c. The route for the multi-use path from Fairford to Lechlade along the line of the former railway will be safeguarded;
- d. Provision of safe footpath and cycle links to the Cotswold Water Park, canal route and Fairford;
- e. Installation of a new footbridge over the River Thames;
- f. Improvements to the public realm at the entrances to Lechlade and the town centre; and
- g. The regeneration of the riverside area as a prominent gateway to the town for tourist, leisure and retail-related uses, taking into account the potential flood risk.

Inset 6 - LECHLADE

West Oxfordshire District



Swindon Borough



7 Delivering the Strategy

7.9 South Cerney (POLICY S8)

7.9.1 South Cerney currently provides for the basic needs of the village's sizable population. The village's service centre role does not currently need to be enhanced beyond its existing level due to its proximity to Cirencester.

7.9.2 South Cerney is classed as a 'Local Centre' in the District's retail hierarchy, and opportunities to help maintain this position will be promoted through the Local Plan. The village also has a large, well established, successful business park.

7.9.3 The village lies within the Cotswold Water Park (Policy SP5) and close to the route of the Thames - Severn Canal. The canal route will be safeguarded (Policy SP3 and SP4) through the Local Plan, and restoration of the canal could bring several benefits.

7.9.4 New development proposals will be required to contribute to the provision of a new and improved cycle path from South Cerney to Cirencester, the Cotswold Water Park and Duke of Gloucester Barracks. This would give the opportunity to use more sustainable modes of transport between home and work, and enhance tourism opportunities.

Policy S8

SOUTH CERNEY

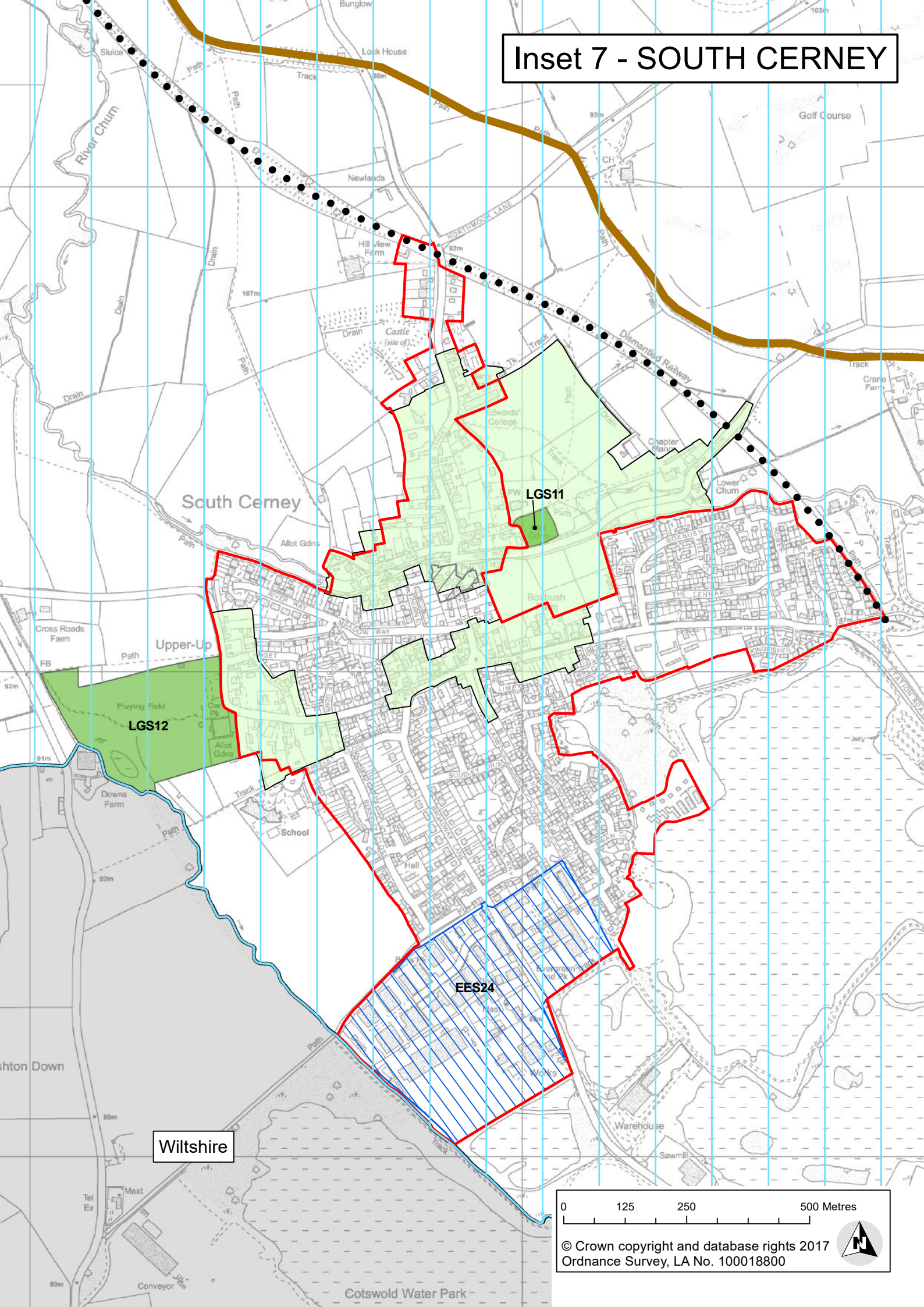
Established employment site:

- The Lakeside Business Park (EES24)

The following non-strategic (local) infrastructure project is proposed:

- a. A new and improved cycle path from South Cerney to Cirencester, the Cotswold Water Park and Duke of Gloucester Barracks.

Inset 7 - SOUTH CERNEY



Wiltshire

0 125 250 500 Metres

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Cotswold Water Park

7 Delivering the Strategy

7.10 Tetbury (POLICY S9)

7.10.1 With a population of around 5,500, Tetbury is the second largest settlement in the District after Cirencester. It is also the main service centre for the south-western corner of the District, benefiting from a wide range of services, including retailing, banking, education, leisure, health and employment opportunities, combined with a good public transport service.

7.10.2 Tetbury is a Principal Settlement and is considered to include the developed parts of adjacent parishes that abut, and are effectively part of, the built-up area of the town.

7.10.3 The Gloucestershire Local Enterprise Partnership has informally indicated that Tetbury represents a good opportunity for inward investment. The town has a thriving retail centre and a good employment base with potential for its employment role to increase. Compared with other parts of the District, it has an above-average proportion of people who are economically active. Evidence and public consultation has shown that there is both need and support for the development of new local employment opportunities, particularly for small-scale workspace suited to business start-up and incubation.

7.10.4 The Council will work with the community, the development industry and partners (including the Gloucestershire Local Enterprise Partnership) to help achieve a successful scheme, which includes a hi-tech enterprise hub consisting of low-cost, small-scale, workspace units, to help business start-up and incubation.

7.10.5 Tetbury is classed as a 'Key Centre' in the retail hierarchy for the District. In accordance with the Town Centre and Retailing policies of this Plan, proposals for 'Town Centre' uses that maintain the position of Tetbury as a 'Key Centre' in the District's retail hierarchy will be permitted.

7.10.6 All housing allocations are located within the inner Source Protection Zone (SPZ1) for Long Newton Public Water Abstraction. Development proposals within SPZ1 need to be designed to allow for:

- avoiding deep borehole soakaways;
- the restrictions on deep penetrative foundation methods, if contamination is encountered;
- avoiding foul sewage discharge to groundwater;
- avoiding direct discharge of hazardous substances to groundwater;
- avoiding discharge of trade effluent to ground water; and
- avoiding underground oil storage tanks.

Delivering the Strategy 7

7.10.7 Developers will be required to demonstrate that there is adequate water supply capacity and waste water capacity both on and off the site to serve the development and that it would not lead to problems for existing or new users. In some circumstances it may be necessary for developers to fund studies to ascertain whether the proposed development will lead to overloading of existing water and waste water infrastructure.

7.10.8 Engagement with the local community indicates that local service infrastructure is in need of investment to cater for increased and changing demands that are placed upon it - notably leisure, health and education facilities. The Dolphins Hall, for example, requires investment as a community hub.

Policy S9

TETBURY

Allocated housing development sites:

- T_31B Land adjacent to Blind Lane (43 dwellings net)
- T_51 Northfield Garage (18 dwellings net)

Established employment sites:

- Tetbury Industrial Estate (EES38)
- Hampton Street Industrial Estate (EES39)
- Priory Industrial Estate (EES40)

The following non-strategic (local) infrastructure projects are proposed:

- a. Renovation of the Goods Shed for community space / workshops;
- b. Improve community hub at the Dolphins Hall;
- c. Improve leisure provision; and
- d. Improvements to local education facilities.

Inset 8 - TETBURY

