

Delivering the Strategy 7

7.11 Mid Cotswold - Principal Settlements (POLICY SA2)

7.11.1 The Mid-Cotswolds sub-area comprises:

- Andoversford
- Bourton-on-the-Water
- Northleach
- Stow-on-the-Wold
- Upper Rissington

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

Policy SA2

STRATEGIC DELIVERY - MID-COTSWOLDS SUB-AREA

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

Highways

- Improvement of Unicorn junction (A436/B4068), Stow-on-the-Wold

7.12 Andoversford (POLICY S10)

7.12.1 Although Andoversford is not a large settlement, it has an above-average level of services and facilities for a village of its size. Importantly, it also has a well established industrial estate and good employment base.

7.12.2 Self-containment is low. This could be explained by the relatively close proximity of the village to Cheltenham. Also, bus services to neighbouring Cheltenham have improved and are convenient for commuting to work during normal hours.

7.12.3 Andoversford's role as a local service and employment centre should be enhanced to help enable it to service a number of villages within a few miles' radius, and reduce reliance on car travel to Cheltenham/ Charlton Kings to the west. Development will also help to enhance Andoversford's potential role as a local service centre in an otherwise poorly-served part of the District. Additional house building will also address the relatively modest need for affordable housing in the Andoversford area.

7.12.4 Although located within the Cotswolds AONB, the village itself has few heritage constraints. Being comparatively 'modern', Andoversford is one of only a handful of recognised settlements in the District that has few listed buildings and no designated conservation area.

7 Delivering the Strategy

7.12.5 A substantial ‘corridor’ through the main part of village lies within the floodplain of the River Coln’s upper reaches. All areas within the floodplain have been excluded from the SHELAA, irrespective of their potential for housing development. An area of higher ground further to the south has, however, been identified in the SHELAA as having development potential. Although the valley side in this area is sensitive to longer-distance views from the north, well designed development good design would help to mitigate the visual impact of modern development in this part of the village.

7.12.6 Within the context of INF1, developers will be required to demonstrate that there is adequate waste water and sewerage capacity both on and off the site to serve the development and that it would not lead to problems for existing or new users. Developers may be required to fund studies to ascertain whether the proposed development would lead to overloading of existing waste water infrastructure.

7.12.7 Allotment provision will be sought as part of any development proposals in Andoversford to meet a deficiency identified in evidence.

Policy S10

ANDOVERSFORD

Allocated housing development site:

- A_2 Land to rear of Templefields and Crossfields (25 dwellings net)

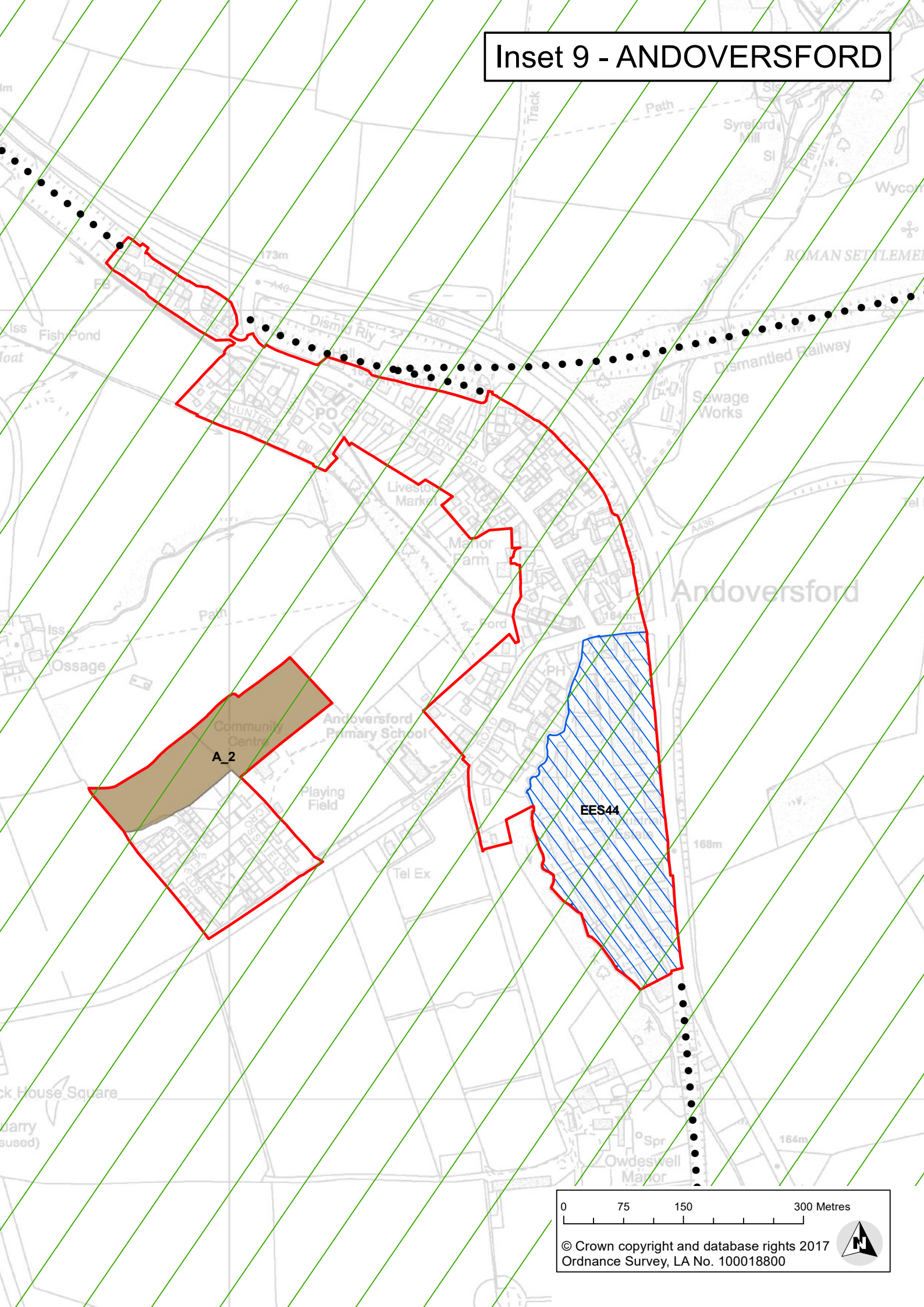
Established employment site:

- Andoversford Industrial Estate (EES44)

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

- a. bus routes connecting the village with other settlements;
- b. new natural open space or pocket park; and
- c. allotment provision.

Inset 9 - ANDOVERSFORD



7 Delivering the Strategy

7.13 Bourton-on-the-Water (POLICY S11)

7.13.1 Bourton-on-the-Water is one of the best-known Cotswold villages, famous for its unique riverside setting, and renowned visitor attractions. Although regarded as a village rather than a town, Bourton-on-the-Water is the fifth most populous settlement in the District and has a healthy range of services and facilities, sound employment base, and good access to other centres.

7.13.2 Bourton's location within a broad vale carved by the Windrush, Eye and Dikler rivers makes the village setting sensitive to development in certain places. Development will, however, be needed to help ensure that Bourton remains vibrant and viable as a local service centre. While it is inevitable that development at Bourton will have some visual impact, it is imperative that the most sensitive views of the village are protected. Wherever development is located, it should be carefully conceived to ensure that it blends into the landscape as well as possible. Moreover, the traditional village character of Bourton-on-the-Water, upon which the local tourism industry is dependent, should be protected as an economic priority.

7.13.3 Although Bourton-on-the-Water is heavily reliant on tourism, the village does have other significant employment opportunities, notably at the substantial industrial estate, which is well-used and helps to diversify the local economy. Site BOW_E1 is proposed for B class employment development. The site would make a significant contribution towards meeting the District-wide requirement for B class employment land.

7.13.4 The allocated employment site is subject to a high standard of design and layout sensitive to the AONB, the mitigation of any impact on the local and strategic road network, and mitigation of potential flood risk.

7.13.5 The village has a good range of shops, supported by the tourist industry. The retail centre ranks third in the District, above Moreton-in-Marsh and Tetbury. The number of comparison shops is above-average while the convenience offer is consistent with the national average. The range of services and facilities within the centre provides an important role and contributes to the local economy. In accordance with the Town Centre and Retailing policies of this Plan, proposals for 'Town Centre' uses that maintain the position of Bourton-on-the-Water as a 'Key Centre' in the District's retail hierarchy will be permitted⁽³²⁾.

7.13.6 The redevelopment and re-use of the Countrywide Stores and former Co-op site for retail and leisure uses will offer the opportunity to maintain the position of Bourton-on-the-Water in the retail hierarchy and reduce the number of shopping trips outside of the village. Proposals which would result in the primary re-use of the site for Class A1 retail use and other retail, food/beverage and Class D leisure uses will be supported in principle, subject to a sequential test and assessment of their impact on the health of, and investment within the Bourton-on-the-Water Key Centre Boundary.

32 *'Town centre' is a general term that has been applied to settlements having a certain level of retailing provision; it does not imply any change to Bourton-on-the-Water's status as a 'village'*

Delivering the Strategy 7

7.13.7 Proposals for new development will take account of the provision of parking facilities and congestion issues in the centre of the village.

7.13.8 The Parish Council is seeking to provide a multi-purpose community facility in Bourton and this is supported in the Local Plan.

Policy S11

BOURTON-ON-THE-WATER

Established employment site:

- Bourton Industrial Estate (EES1)

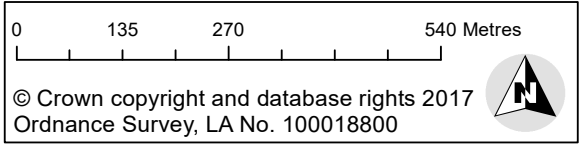
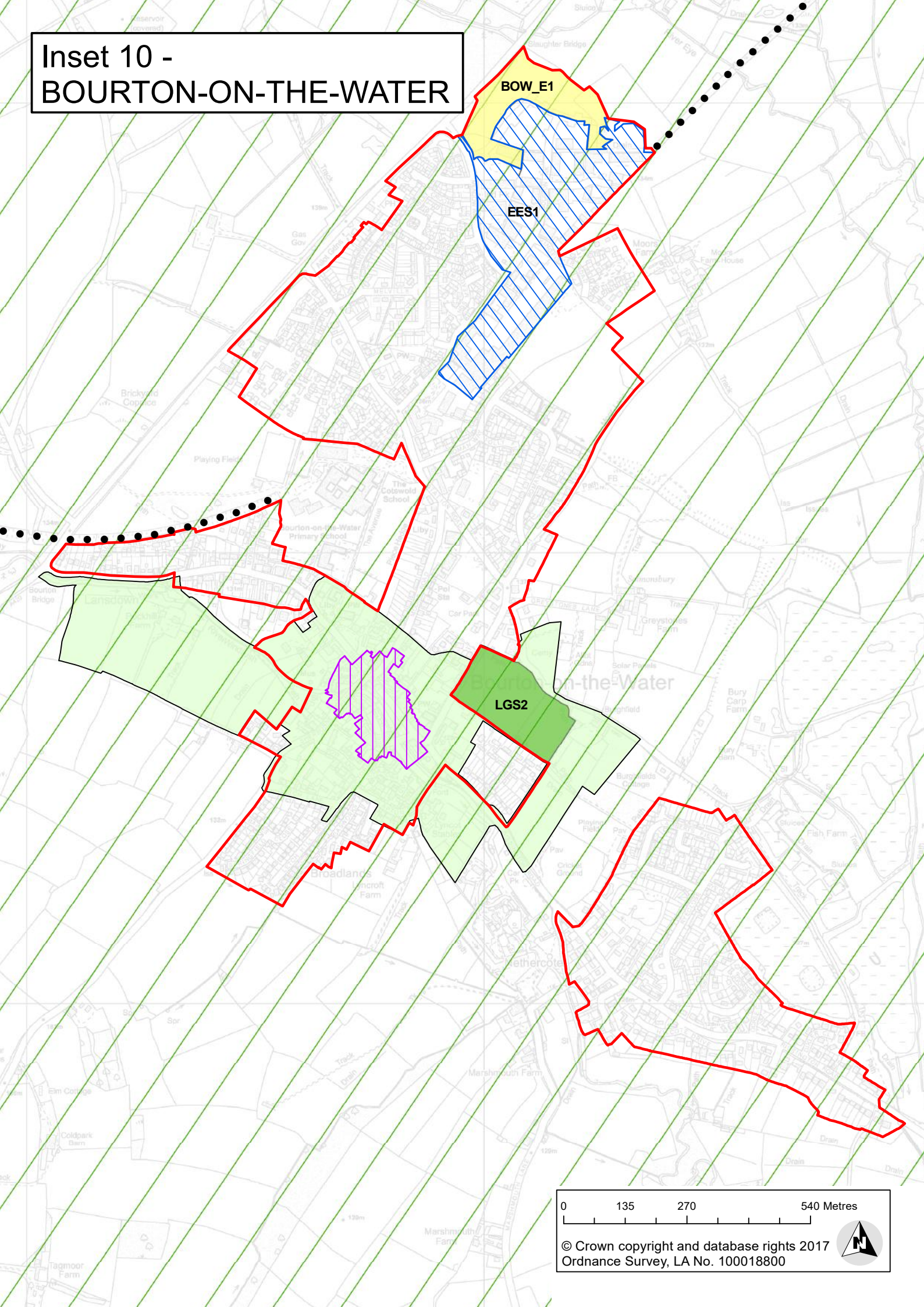
Allocated employment development site:

- BOW_E1 Land north of Bourton Industrial Estate / Business Park for B1, B2 and/or B8 class uses (3.38 ha)

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

- a. A multi-purpose community centre

Inset 10 - BOURTON-ON-THE-WATER



Delivering the Strategy 7

7.14 Northleach (POLICY S12)

7.14.1 Due to its relatively remote location from other service centres, Northleach has always been an important hub for the many villages within its sparsely-populated rural catchment area.

7.14.2 Northleach with Eastington Town Council has produced several community planning documents that set out objectives for the town; development and infrastructure needs; and priorities such as drainage. Several identified projects would support the vitality and viability of the town and the local economy. These include reconfiguring and improving the Market Place; facilitating increased car and coach parking; facilities for children and young people; and enabling greater local employment opportunities.

7.14.3 Tourism is a key employment growth sector in Northleach. Given the importance of tourism to the long-term economic prosperity of the town, several initiatives have been identified in the Town Council's emerging Neighbourhood Development Plan, including the establishment of a small visitors' car park and improvements to the Market Place. These would support the vitality and viability of the town centre. The development of the tourism facility at the Old Prison also presents an economic opportunity.

7.14.4 For site N_14B, developers will be required to demonstrate that there is adequate waste water and 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. Developers may need to fund studies to ascertain whether the proposed development will overload existing water infrastructure.

7.14.5 An archaeological assessment and evaluation will be required prior to development of site N_14B.

7 Delivering the Strategy

Policy S12

NORTHLEACH

Allocated housing development site:

- N_14B Land adjoining East End and Nostle Road (17 dwellings net)

Established employment sites:

- Old Coalyard Farm Industrial Estate (EES35)
- the Old Brewery (EES36)

The following tourism initiatives are supported in principle:

- the development of the new discovery centre at the Old Prison;
- improvements to the Market Place; and
- the establishment of a small visitors' car park.

7 Delivering the Strategy

7.15 Stow-on-the-Wold (POLICY S13)

7.15.1 Stow-on-the-Wold is a compact market town, known both nationally and internationally as a tourist attraction, and locally as a service centre for nearby villages. With its striking and unusually prominent hilltop setting, Stow sits high on the Wold wholly within the Cotswolds Area of Outstanding Natural Beauty. The town, along with neighbouring Mangersbury, has many listed buildings.

7.15.2 Tourism is crucial to the long-term economic prosperity of Stow, and the high quality of the town's environment has been a key factor in the town's economic success. The town is an important contributor to the District's economy, with a good range of shops and services. The centre is healthy and vibrant with lower than average vacancies. Hotels, pubs, restaurants and tea/coffee shops are abundant, and the town has a high proportion of holiday accommodation with short and long-stay, which helps to sustain the economy all year round. A significant number of working age residents are employed within the town.

7.15.3 Tourism and local tourist accommodation has a positive impact on the vibrancy of the town centre. Enhancing the town centre further (e.g. by reinstating the Market Square as the focal point of the town) is an important economic priority. Addressing car parking and congestion problems in the town would help to achieve this. The development of a Town Museum has been identified as a key project that would enhance the attraction of Stow to visitors. Proposals for new development will take account of parking facilities and congestion issues in the centre of the town and the need for improvements to the pedestrian environment to enhance the centre.

7.15.4 Options should be explored for improving the physical environment of the town centre, including moving car parking provision from the Market Square to a suitable location within easy reach of the town centre. A suitable site could also be identified for additional off-street car parking provision to alleviate the impact of tourism and maintain the contribution that visitors make to the town's economy.

7.15.5 The District Council would support the provision of a new community facility, incorporating sports and leisure provision, new library facilities and health services. In addition, the District Council will continue to seek a site for small local workshops/B1 uses within the town.

Policy S13

STOW-ON-THE-WOLD

The following tourism initiatives are supported in principle:

- the development of a town museum to support the tourism economy.

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

- a. the provision of a new community facility.

7 Delivering the Strategy

7.16 Upper Rissington (POLICY S14)

7.16.1 Upper Rissington is part of a former air base (RAF Little Rissington).

7.16.2 Upper Rissington is identified as a Principal Settlement in the Development Strategy because built and committed housing developments since 2011 will effectively double the size of the settlement. Furthermore, although some of the village's employment facilities have been lost to housing, the village has gained several other services, including a school and a shop.

7.16.3 The Victory Fields development will help to meet the housing needs in the District, particularly for affordable housing. No other sites are allocated for development at Upper Rissington during the Plan period.

7.16.4 The existing employment area of Upper Rissington Business Park will be protected. The redevelopment of derelict buildings on the Business Park for employment uses is supported.

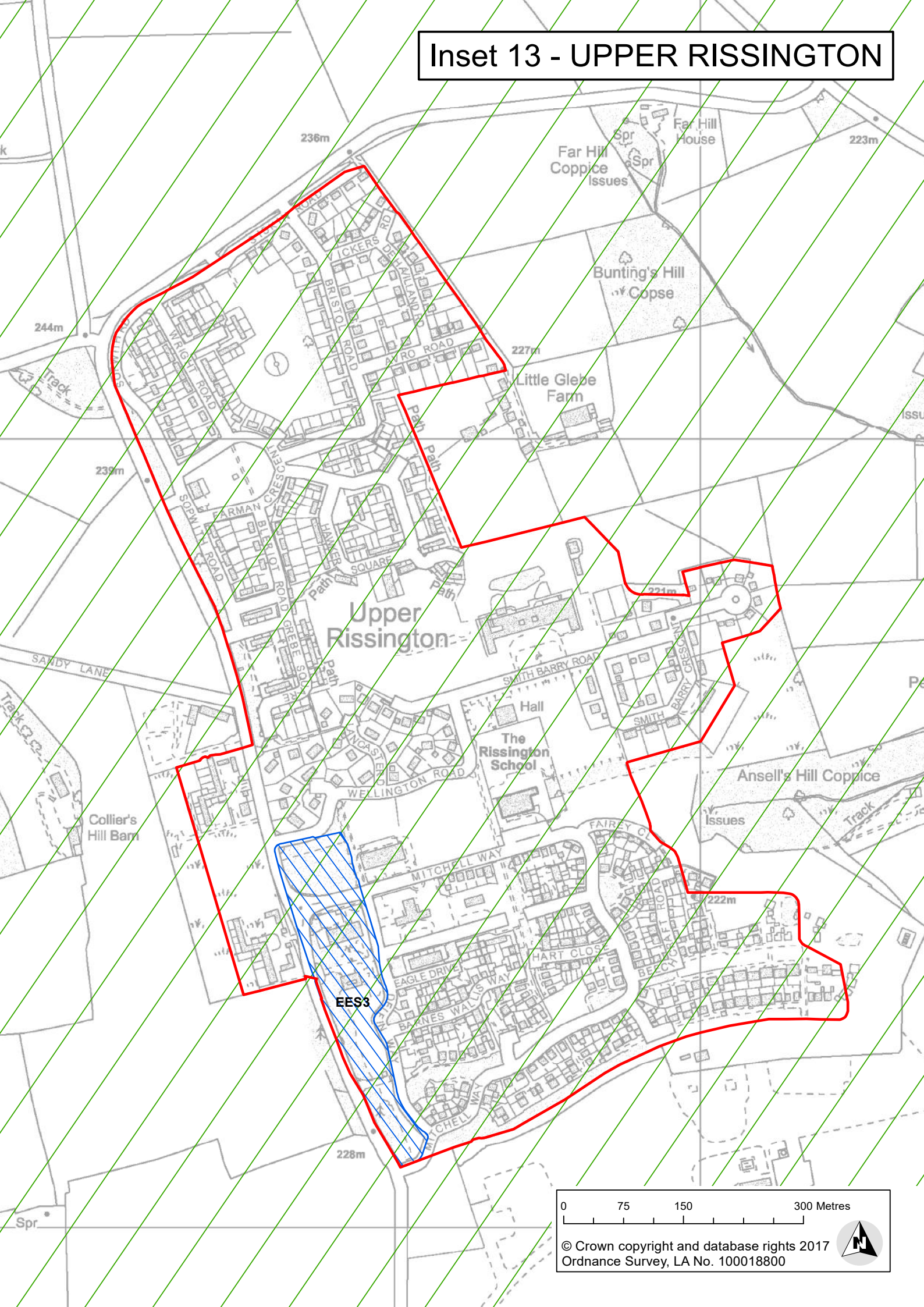
Policy S14

UPPER RISSINGTON

Established employment site:

- Upper Rissington Business Park (EES3)

Inset 13 - UPPER RISSINGTON



0 75 150 300 Metres

© Crown copyright and database rights 2017
Ordnance Survey, LA No. 100018800

