



Cirencester Town Council Planning Statement

NOVEMBER 2015

Cirencester Town Council



Andrea Pellegram Ltd.

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Introduction to the Town Council's Planning Statement (PS)

Since 2007, the Town Council has led a community planning initiative known as 'Our Future Cirencester' which provided the framework for delivering the Market Place Improvement Scheme, major improvements to green infrastructure at City Bank, the Amphitheatre and local parks and more importantly, helped to establish effective working relationships with a range of local community organisations which have increased the Council's delivery capacity.

During that time the role and remit of the Town Council has changed significantly. The Localism Act and the general power of competence has significantly enhanced its delivery capacity. Cirencester Town Council actively engages with local people about the town's future and has built up an impressive portfolio of effective engagement outcomes and targeted services provision.

The Town Council also takes a proactive approach to responding to planning matters and has developed a positive collaborative working relationship with the local planning authority, Cotswold District Council.

In 2014/15, the Town Council adopted a planning *Concept Statement* which outlines the principles and context for a future vision through planned sustainable growth, which not only meets the needs of the community but adds value and protects Cirencester's unique qualities.

The *Concept Statement* was used as the basis for responding to the emerging Local Plan 'Reg. 18' consultation undertaken by Cotswold District Council in the winter of 2014/15.

This PS builds on that work and provides a detailed evidence base in support of the emerging local plan. This document serves as the Town Council's policy on land use and is a key reference point in responding to future planning applications and a foundation for neighbourhood planning.

Background

1. Cotswold District Council adopted a Supplementary Planning Document for Cirencester Town Centre in November 2008 which built on the District Council's 'Vision for Cirencester' initiative. Around the same time the Town Council published a Community Plan, *Our Future Cirencester*, as a delivery vehicle for aspects of the Vision.
2. The Community Plan has four key themes. 'Our Future Cirencester' will be:
 - a sustainable market town
 - a good place to grow up
 - an attractive town to live in, visit and where we can enjoy vibrant culture
 - a better place to do business
3. The Town Council has looked at the development of Cirencester as a whole and worked closely with Cotswold District Council to deliver change and improvements, relying on the planning process through co-operation and partnership.
4. In winter 2014, Cotswold District Council undertook a Reg. 18 Local Plan consultation on the development strategy and site allocations for the District. This document, amongst other matters, put forward a proposal for an urban extension at South Chesterton, adjoining Cirencester.
5. As part of its response, the Town Council undertook three exercises, incorporating public consultation and community engagement:
 - Preparation and adoption of the *Cirencester Concept Statement*;
 - Review and update of the *OFC Community Plan* with a refreshed work programme;
 - A full response to the Reg. 18 consultation.
6. In March 2015, Cotswold District Council invited Cirencester Town Council to scope a review of the existing Town Centre *Supplementary Planning Document (2008)* as part of the emerging Local Plan preparation. Building on the *Concept Statement* this PS, in recognition of the need for housing growth in Cirencester, extends the scope of the CDC SPD from its focus on the town centre, to encompass the entire town, including the proposed South Chesterton urban extension.
7. This PS provides an evidence base and reference point for a future Vision for Cirencester, working collaboratively with partners such as Cotswold District Council to ensure that issues facing the town and its community are identified and appropriately reflected in planning policy through the Local Plan.

8. The Town Council has to date not progressed down the neighbourhood plan route, though it may do so in the future. The PS provides a foundation for neighbourhood planning should this occur. Neighbourhood Plans are prepared by a Parish or Town Council for a particular area made under the Planning and Compulsory Purchase Act 2004. Neighbourhood plans are optional, not compulsory, and they function as locally prepared plans that allow neighbourhoods and parishes to choose where they want new homes, shops or have a say on design and infrastructure. Neighbourhood plans must be:
 - In line with local and national planning policy and other laws
 - Must support growth identified by the Cotswold District Council but can influence the type, design, location and mix of new development
 - Contribute to achieving sustainable development as set out in the National Planning Policy Framework (NPPF)
9. Neighbourhood plans require a significant amount of professional, legal and financial resource to bring to fruition and then must be validated not only by an independent examiner but also through a community referendum. Once adopted, they function as part of the development plan and therefore can carry more weight within the planning decision-making process than a policy statement such as this.

Consultation on the draft Cirencester PS

10. In this PS, community views are expressed through the Town Council's adopted policy towards planning matters. Though the PS will not have the status of a neighbourhood plan, it has been prepared as though it were a neighbourhood plan, following all the principles set out in the NPPF for neighbourhood plans.
11. The Town Council has undertaken extensive consultation in the preparation of this PS in anticipation of submitting it to Cotswold District Council in support of the emerging local plan and for consideration during development management. Consultation activities undertaken were:
 - a meeting of the Town Council where the elected members had the opportunity to shape the draft for public consultation;
 - distribution to all known stakeholders by email asking for comments;
 - two community consultation events;
 - an independent peer review;
 - regular meetings with Cotswold District Council.

What the PS is trying to achieve

12. The PS is an important reference point for applicants who seek to submit development proposals in Cirencester and should be used by the Local Planning Authority to understand local pressures and how to negotiate solutions. The Local Planning Authority may use this Statement to inform local plan policy and development management.
13. This PS expands on the land use development principles and town assets as outlined in the *Concept Statement* and complements the Local Plan which sets out the strategic planning policy framework.
14. This document is intended to do a number of things:
 - support the planning process
 - help create a cohesive approach to future development that reflects the town's special character as set out in the *Concept Statement*
 - provide developers with information on local projects and infrastructure requirements which would add value for the wider community of Cirencester.

PS1 - Cirencester Town Council supports development which addresses the principles set out in the Concept Statement, as amplified within this PS. Where development does not do so, and cannot provide a definitive demonstration as to why not, for instance by using independent studies or otherwise compelling evidence, the Town Council may not support the proposal and request that the developer, applicant or Local Planning Authority reconsiders the scheme in order to make it acceptable.

15. This PS takes account of relevant legislation, policy and best practice. The bibliography in **Appendix 3** provides full references for those who wish to explore any issues raised in greater detail.
16. Each policy under the Key Themes is set out in three sections:
 - evidence upon which the policy is based
 - explanatory text to describe why the policy is necessary
 - the policy in bold
17. Some topics in this plan are currently not covered while studies and information are awaited. The document will therefore need to be reviewed and updated on a regular basis as new information and national and local policy changes. The Town Council will therefore consider this to be a "living document" subject to regular review.

The role of the Town Council

18. Public consultation and community engagement undertaken by the Town Council has provided a strong mandate for shaping change in Cirencester's built environment. Regular community liaison is a key feature of the Town Council's strategy for ensuring that it meets local aspirations and continues to do so.
19. In May 2015, the Town Council resolved to establish a number of stakeholder/partnership groups that will oversee the delivery of this PS, the *Concept Statement* and *Our Future Cirencester*. These are summarised in the table below.

<p>Town Council</p>	<p>The Town Council has a role in ensuring that the community has a voice when responding to future development and providing advice to Cotswold District Council and other key stakeholders. It supports and will facilitate where appropriate respective stakeholder/partnership meetings.</p> <p>It will:</p> <ul style="list-style-type: none"> • Provide comments and views on individual development proposals • Update and monitor progress on local infrastructure requirements • Manage developer contributions, where applicable, arising from planning obligations within a "Cirencester Development Fund" • Deliver projects on behalf of the community and developers arising from planning obligations.
<p>Town Council - Planning Committee</p>	<p>20. Under delegated authority, the Planning Committee considers and responds to planning applications submitted to Cotswold District Council. In addition, the Committee is responsible for responding to matters relating to street naming, licensing, street trading, tree preservation, planning enforcement and other related applications.</p>
<p>Town Council – Corporate Group</p>	<p>Under delegated authority, the Corporate Group considers matters affecting the development of the town, such as the Local Development Framework, future infrastructure requirements, responding to consultations relating to planning, transport and environment matters and advising the Town Council on matters relating to</p>

<p>Town Council - Development Partnership</p>	<p>neighbourhood planning, Community Right to Build and the Sustainable Communities Act.</p> <p>The Development Partnership will be facilitated by the Town Council and will bring together key stakeholders within the town to ensure that Cirencester's future development is positive and in keeping with planning policy and local project priorities.</p>
<p>Town Council - Sports and Recreation Partnership</p>	<p>The Sports and Recreation Partnership will be facilitated by the Town Council and will bring all Cirencester's many sports clubs together to seek to find mutually beneficial solutions and opportunities for expansion, consolidation and providing better access to sport for the community. A key role of this partnership will be to broker a Cirencester-wide solution to the pressures that the South Chesterton Development will give rise to.</p> <ul style="list-style-type: none"> • The Sports and Recreation Partnership will progress and monitor the: • Sports Development Strategy • Green Spaces Strategy (well-being elements)
<p>Town Council - Sustainable Transport Group</p>	<p>The Sustainable Transport Group will be facilitated by the Town Council and will support Cotswold District Council and Gloucestershire County Council in finding solutions to congestion and parking problems. The Group will advise the Town Council on Cirencester-wide solutions to the pressures that future developments may give rise to and will support the Street Associations in their consideration of signage clutter, parking and urban design relating to access and movement.</p>

21. The Town Council will be able to support and inform development management by working alongside the Local Planning Authority through these stakeholder/partnership groups. Cirencester Town Council will support Cotswold District Council and play an active part in ensuring sound and robust compliance with planning policy and effective application of the Community Infrastructure Levy (CIL) and other developer contributions.

- With effective community/stakeholder input, the Town Council will be able to comment on behalf of the community on individual planning proposals

- Reports and evidence from the stakeholder groups/partnerships will provide supporting evidence when setting developer contribution levels

The Town Council will prepare, monitor and maintain an up to date project database of local infrastructure provision requirements (Appendix 1).

Cirencester Concept Statement

22. The Cirencester *Concept Statement* was an exercise undertaken by an independent consultant, the Planning Cooperative, and subject to rigorous consultation:

- The work was conceived during a public consultation event
- It was subject to public scrutiny in two public events and written consultation
- The Town Council adopted the *Concept Statement* at its meeting on 10 February 2015.

23. The *Concept Statement* relates to the structure of the PS broadly as follows:

<p>Key Theme 1: Growth must complement the town</p>	<ul style="list-style-type: none"> • Growth and Development • Housing • Local Economy
<p>Key Theme 2: Quality of Design, and of life</p>	<ul style="list-style-type: none"> • Vitality and Culture • Wellbeing and Health • Green Infrastructure • Cirencester Design Code
<p>Key Theme 3: Links, Movement and Accessibility</p>	<ul style="list-style-type: none"> • Access

24. The Cirencester Concept Statement states that development must reinforce the strong local identity of Cirencester, building on the unique qualities and character of the town and must benefit and add value to the physical, social and cultural assets.

CIRENCESTER CONCEPT STATEMENT



Introduction

This Concept Statement sets out the principles and context for a future vision through planned sustainable growth, which not only meets the needs of the community but adds value and protects Cirencester's unique qualities.

Development Principles

The size, scale and pace of growth must be managed through the Local Plan and local planning policies relating to Cirencester. A significant increase in development over a short period of time is seen by the community as detrimental.

Key Theme 1: Growth Must Complement the Town

- 1 Development must reinforce the strong local identity of Cirencester and not erode the unique qualities and character of the town.
- 2 Development must benefit and add value to the physical, social and cultural assets and strengthen the local economy.
- 3 Development must be sustainable and integrate with existing infrastructure, providing amenities, jobs and housing for local people - improving the social, economic and environmental well-being of the community.

Key Theme 2: Quality of Design, and of Life

- 4 Quality design is to be influenced by the Town Centre Design Code building on the principles of the Market Place Improvement Scheme. The scale of future development is to be in keeping with the integrity and sense of place as an historic market town.
- 5 New development will be assessed by the Town Council and regulatory authority based on local design codes and conservation area statements. Developers are encouraged to engage with key stakeholders on design principles to ensure a complementary mix of contemporary and traditional styles.
- 6 Health services and education are fundamental to the future sustainability of the town and development must support the protection and enhancement of these facilities including potential for co-location of improved primary care services.
- 7 Building on the university status of the town to widen the cultural offer and embrace vitality in the evening economy, meeting the needs of young people and connecting informal spaces with reference to the Green Spaces Strategy.
- 8 New housing must meet local needs relating to age, family, social connection and affordability.
- 9 Developing a sport and recreation hub through a cluster partnership for the wider benefit of the community and to meet the specific needs of the Royal Agricultural University, Cirencester College and local secondary/primary schools.

Key Theme 3: Links, Movement and Accessibility

- 10 Accessibility into, out of and around the town must be improved by addressing the severing effect of the ring road and high speed limits and recognising access principles relating to pedestrian/cycle routes e.g. proposed bridge from the Amphitheatre connecting with the town centre.
- 11 Develop / improve pedestrian links and cycle routes connecting open spaces and heritage areas in the town.
- 12 Where development is likely to have a detrimental impact on local parking, a strategic assessment must be carried out and mitigation measures identified and funded.
- 13 Future developments must connect to the infrastructure network and improve accessibility to surrounding settlements, to and from local amenities, and enhance facilities, relating to footpaths, cycling routes and public transport.

Key



Increased provision for pedestrian crossing and bridging of ring road. Traffic calming measures



Roundabout improvements to facilitate safe pedestrian crossing and link amphitheatre and hospital to town centre



Improvement of historic processional routes to link attractions to the town centre



Improvements to New Brewery Arts Centre



Central public transport hub to connect the town locally and nationally. Indicative route shown only



Circular green pedestrian route linking green spaces together. Art or nature trail to be incorporated



New and/or improved employment areas to provide a variety of skilled jobs



Exact sports hub and science park locations to be determined / subject to planning permissions



Improvements to water capacity and drainage to minimise the risk of flooding



Green links from central green space circular route to peripheral countryside areas

Town Assets

Physical / Environmental

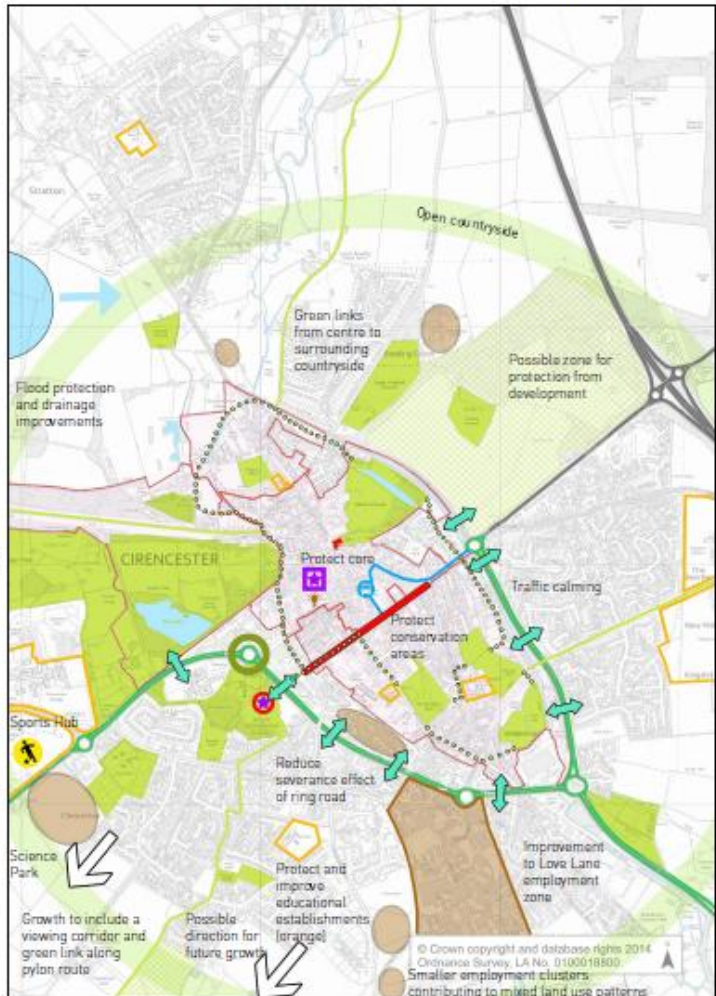
- The townscape of Cirencester, which includes Saxon, Medieval and Victorian heritage - in particular the iconic Market Place, Parish Church and street patterns - must be protected and promoted, recognising the historic context and conservation status of the town, encouraging more excavated visual access.
- Priority areas for improvement funding through developer contributions include Cricklade Street, Riverside Walk and Brewery Court.
- Green spaces, in particular the Roman Amphitheatre, are identified within the Green Spaces Strategy for improvement and integration into a wider sustainable access/transport network.
- The provision of a public transport hub at South Way is identified in planning policy building on the good road network and in seeking to improve bus service provision.

Social / Cultural

- People who live and / or work in Cirencester are its greatest asset. The wide range of charities and other organisations in the town are a valuable resource that must be listened to.
- Primary secondary and tertiary education are of the highest standard, which must be maintained, and should be used to promote the town both nationally and internationally.
- Health and social care facilities, including those provided by Cirencester Hospital must be protected and expanded.
- Cultural, heritage and tourism organisations and events are to be supported and developed.

Economic

- The town has a good supply of high-quality jobs and the emerging information technology sector is an important area of growth for Cirencester. Accommodating such growth in terms of local employment skills and physical premises through extension/relocation is important.
- The number and variety of independent retailers is a unique economic asset and the core town centre retail area should be protected.
- Tourism is a recognised asset of the town and must be supported through expansion into international markets via positive marketing and a consistency of branding.



Key



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Improvements to water capacity and drainage to minimise the risk of flooding



Green links from central green space circular route to peripheral countryside areas

Developer Contributions, Value Added and managing intensification of use

25. Section 106 (S106) of the 1990 Planning Act and Community Infrastructure Levy (CIL) are mechanisms which can be used by the Planning Authority to help achieve measures that will offset the negative impacts caused by development.

26. The NPPF applies stringent tests to the use of S106 contributions:

Local planning authorities should consider whether otherwise unacceptable development could be made acceptable through the use of conditions or planning obligations. Planning obligations should only be used where it is not possible to address unacceptable impacts through a planning condition.

Planning obligations should only be sought where they meet all of the following tests:

- *necessary to make the development acceptable in planning terms*
- *directly relate to the development; and*
- *are fairly and reasonably related in scale and kind to the development.*

27. Cumulative development in Cirencester leads to a general intensification of the use of public spaces. The Town Council makes budgetary provision for grounds and park maintenance and undertakes major development such as the Market Place Improvement Scheme (Town Centre Regeneration). It also works with local voluntary groups to provide enhancements in the town such as flower planting and litter picking. As Cirencester develops, the precept will increase, thus making more funds available for basic infrastructure maintenance and provision.

28. However, some infrastructure is beyond the Town Council's ability to provide. As new development occurs, urban infrastructure will be more intensively used by a larger population. Development that will lead to the intensification of use will be expected to make a contribution towards maintaining and improving public infrastructure. In some instances, privately owned spaces can function as public spaces. Examples of this are forecourts, entry precincts and some "town squares". These spaces must also serve their public function by providing a high quality urban environment and should be maintained accordingly.

29. Throughout this document, reference is made to delivery through developer contributions. This is done in the absence of CIL in Gloucestershire. The Town Council may wish to seek additional funding from other sources such as the Local Enterprise Partnership (LEP), Growth Deal, Local Transport Plan (LTP) and other sources of capital and revenue resources.

30. The Local Planning Authority is considering matters of viability and the relationship this has on determining appropriate levels of developer contributions. This PS enables the Town Council to put forward its case for appropriate contributions but it will be for the Planning Authority to weigh all the demands and determine the final outcome.
31. Appendix 1 will be/is a list of necessary local public infrastructure for Cirencester that will be/has been prepared by the Town Council in association with other key stakeholders and the community. The items in the appendix differ from CIL because they are local in character and are therefore more appropriately managed or promoted by the Town Council. Appendix 1 will be updated in an annual monitoring report agreed by the Town Council. At the time that the appendix is updated, the PS will also be updated as necessary, creating a "living document" that will continue to meet the needs of Cirencester's community. Pooling restrictions to the use of S106 will be applied. Appendix 1 will be used in two ways:
- To assist Cirencester Town Council in pre/post application discussions with developers
 - To inform and assist the Local Planning Authority in its negotiations with developers
32. In addition to mitigation, the Town Council will seek to have value added by major developments to offset intensification of use. This may occur in the form of S106 or unilateral agreements from the developer. Examples include:
- Replacing and improving street furniture, such as seats, waste & recycling bins, cycle racks and planters in public spaces;
 - Improving access and information relating to public transport;
 - Provision of public art and historical interpretation;
 - Removing and improving signage and general de-cluttering of streets;
 - Provision of play and exercise equipment in public spaces;
 - Pavement, highway and street scene improvements in key locations such as Cricklade Street and Dyer Street.
33. The Town Council will use the Cirencester Development Fund to hold funds raised from developer contributions in furtherance of Appendix 1. The Town Council will ensure that funds collected are put towards their allocation in a timely manner and will prepare an annual report on income and expenditure.
34. ***PS2 - Development that leads to intensified use of public spaces and infrastructure will be encouraged to make a contribution towards local public infrastructure as set out in Appendix 1 and elsewhere in this PS.***

Key Theme 1: Growth must complement the town

A portrait of Cirencester's urban form

35. Cirencester is the largest town in Cotswold District and has the fourth largest population in Gloucestershire after Gloucester, Cheltenham and the Stroud valleys. The town also has a significant retailing and employment base, with catchments that extend over substantial tracts of the District and beyond. Development in Cirencester therefore relates to a much wider area and this PS will have an impact far outside the actual town's boundaries.
36. Studies confirm that Cirencester's retailing and commercial importance far outstrips the rest of the District, resulting in a vital and viable town centre economy that draws in large numbers of shoppers, commuters and others daily. The rural nature of the surrounding areas and the relative lack of public transport mean that the majority of these people travel into the town by car. Indeed, many residents of suburban Cirencester also drive into the centre.
37. Initially founded as a military fort, the Roman settlement known as Corinium developed into a walled town with a planned grid of streets, extensive public buildings and well-appointed town houses. The Roman town corresponded roughly to today's urban area within the ring road. Outside the walled town lay the amphitheatre and the cemeteries. Corinium was the second largest town in Roman Britain and its size was not equalled by the medieval and later town that succeeded it.
38. A very high proportion of the buildings are either registered as Listed, Grade 1 or Grade 2 and Grade 2*, and it is generally acknowledged that in addition to each building's individual merits, their collective value adds to their significance in a unified and attractive historic townscape. A full description of the historic features can be found in the Cirencester Character Appraisals and Management Plans (CAMPS) 1-4.
39. Largely because of a combination of the centre's historic environment and a healthy independent retailing offer, Cirencester has maintained a very strong appeal for both users of, and visitors to, the town.
40. In common with all town centres, ease of movement is a crucial issue in Cirencester. The town's historic street pattern often makes pedestrian movement difficult on the narrow pavements. Despite this, the town centre retains an outstanding underlying permeability.

41. There are two main explanations for this. Firstly, due to a lack of available space, new retail developments and public car parking areas are located in large blocks in or near the centre of the town. This has resulted in the creation of pedestrian routes of varying quality to surrounding streets. Secondly, as a result of the narrow pavements, the owners of shops and cafes have built up a series of courtyards and mews, creating pleasant semi-public areas off certain streets.
42. The quality of the public realm is variable, though generally it lags behind the quality of the buildings. The construction materials and techniques often contrast negatively with other elements of the streetscape. Park Street, Silver Street and Black Jack Street are notable exceptions.
43. Public engagement has confirmed that the quality of the public realm is at its lowest in the areas redeveloped in 1960s and 1970s, and around the large parking areas. There is also a sharp contrast in the quality of townscape between the fronts and the backs of buildings despite the intensive and frequent use of the latter.
44. Improvements to the quantity, location and range of street furniture have been made in recent years, but more provision is required. The generally poor quality of street furniture extends to mediocre information and signage for visitors, which serves to undermine the legibility of the town and does not always effectively promote important buildings such as the Corinium Museum. Cirencester's rich history and cultural background is rarely reflected in its streetscape or public art.
45. Cirencester's town centre is both historically rich and complex in character. The Roman town was replaced by the medieval town which had an established market in the 11th century. By the 16th century, the west tower and the South Porch of St Johns Parish Church had effectively fixed the site of the Market Place and these remain today two of most iconic architectural elements both in the town and the Cotswolds. Original timber-framed buildings were gradually replaced in stone and lime render and coloured lime wash in the Market Place. These are largely Georgian buildings to the North and Victorian buildings to the South and collectively these framed the Market Place and were the shops and heart of civic life in the town. The "Town Improvement Act" of 1825 cleared the Market Place of many dilapidated dwellings creating today's spacious layout.
46. Cirencester Town Council has made significant progress towards a major regeneration scheme for the Market Place, the principle of which is now enshrined in local Planning Policy Statements as well as the *Cirencester Community Plan, Our Future Cirencester*. Town Centre and High Street regeneration projects now also receive significant national support, like the Mary Portas Review.

47. The Market Place Improvement Scheme will provide a change in the layout but still enables two way traffic and improved paving which with an extended community space facilitating the various outdoor markets. Parking will be available 7 days a week in the Market Place. The scheme was subject to considerable levels of public consultation and the design and material palette should now serve as the exemplar for future development in the town centre.
48. Dyer Street near the Market Place is one of Cirencester's most attractive streetscapes and recent redevelopment has led to many high quality hotel, retail and restaurant uses which add vitality to the town centre at all times of day and night. However, as Dyer Street moves eastwards, the quality of the street scene deteriorates markedly and many of the modern buildings are now in poor condition. This area may present redevelopment opportunities that can significantly benefit town centre activities, particularly as Cirencester grows.
49. Cricklade Street is the only street in Cirencester with a shared surface or mixed use street. It is notionally closed to through traffic between the hours of 9:30 a.m. and 4:30 p.m. from Monday to Saturday with 'access only' for permit holders and loading (though this is not enforced). In spite of the run-down quality of the surfacing, pedestrians appear to appreciate the lack of traffic. Unfortunately, at the entrance from Market Place, the existing traffic calming and the regulations restricting access fail to deter all vehicles from entering. Cricklade Street now requires to be brought up to the same standard as the Market Place, to create a unified feel for the town centre.
50. Brewery Court (including the open area across Cricklade Street adjoining the rear entrance of the Corn Hall) is publicly accessible but privately owned space that performs a subservient public function to the Market Place. It currently is the location for the thriving New Brewery Arts complex, a range of high quality shop fronts, the Tesco Supermarket and the town's most popular car park. Recent planning permissions anticipate redevelopment of this space for a cinema, and improvements to the urban environment. However, even after these permissions have been realised, there will remain significant scope to improve this area, for instance in dealing with unattractive rear building areas that are visible from the public spaces, better gateway features into the space, public art, and greening through planting and trees.
51. Castle Street is an area of particular concern from a traffic management perspective though this will be addressed through the realisation of the Market Place Improvement Scheme. The quality of the pavements on Castle Street are generally poor and need to be brought up to the same standard as the Market Place improvement scheme along its entire length.

52. Black Jack Street is one of the narrowest streets in the town centre, and its shops and mews are a key attraction. A recent redevelopment and re-paving of the street has brought it to an exceptionally high standard what should be used as an example for good practice elsewhere in the town centre.
53. During the 1970s, the inner relief road was constructed to alleviate the volume of 'through' traffic travelling through the Market Place. This has effectively severed the historic town centre from more modern urban extensions in Beeches, Chesterton and Siddington. This severance is a key issue highlighted in the *Concept Statement* and needs to be addressed through this PS and development management.
54. Cirencester is lucky to have excellent academic institutions at all levels. There are currently five primary and two secondary schools located in Cirencester which all perform highly against national Ofsted indicators. Cirencester College is consistently awarded outstanding status and Cirencester's Royal Agricultural University is gaining national and international recognition as a leading institution in its fields. In Chesterton, not far from the proposed South Chesterton Development, there is an "academic quarter" consisting of the university, college and Deer Park secondary school. These institutions have the capacity to grow and provide innovative links to local businesses and expand their educational offer. However, the co-location of these institutions also causes issues in need of management particularly around traffic and parking which is becoming problematic in surrounding areas and roads.
55. The new A419/A429 formed an incomplete ring around the town. As a result many vehicles travelling from West to North and from North to West have continued to use the town centre as a short cut. The Market Place Improvement Scheme will help to deter traffic from entering the town centre in future.
56. Also, in parallel and partly as a result of the huge rise in private vehicle usage, the growth of large out-of-town retail units have developed and draw traditional business away from the shops in the historic town centre. In more recent years, retail competition has also increased significantly via the internet. As the nature of shopping has changed, small retail and independent shops have become established, especially to the south and west of the Market Place in lanes that are relatively traffic free and picturesque: Black Jack Street, Swan Yard, The Old Post Office, Cricklade Street, the Corn Hall and The Woolmarket. The Market Place sits centrally within these individual areas and has, by reducing the priority given to traffic, significant potential to unite these elements, and re-establish it as the busy social and civic hub and the "heart "of the town.
57. The large number of historic and listed shops has ensured that the town centre is characterised by independent retail and generally high quality food establishments.

Changing shopping patterns have not adversely affected the independent retail sector which has managed to continue to thrive despite the recent economic downturn. There are a high proportion of charity shops which are well maintained and contribute to Cirencester's overall sustainability.

58. Although additional public parking has been provided in Cirencester over the years, the popularity of the town, along with increasing car ownership, has resulted in much discussion about on-street and off-street parking provision. There is local concern about current and future capacity.
59. Cirencester Town Council supports working with Cotswold District Council and Gloucestershire County Council to ensure that parking issues are acknowledged and addressed by the respective authorities and that planning policy provides mitigation against future negative impact on residential and town centre parking provision.
60. Cirencester Town Council supports the principle of decked parking and the undertaking of further parking studies and feasibility work.
61. The town centre serves a number of discrete residential areas in Park, Watermoor, Stratton and Bowling Green, Beeches and Kingshill, Siddington and Chesterton,. They vary in character and demographic characteristics¹. Areas in Watermoor, Beeches and Chesterton contain pockets of social deprivation, mainly on indices of health, economic performance and educational attainment. Areas such as Stratton and other parts of Chesterton show the opposite trend: high levels of wealth and skills with residents living in better quality and larger housing. It is important for the planning system to ensure that all sectors of the population have access to good quality environments with an emphasis on integration between communities.

As Cirencester matures and grows, and as retail and travel preferences mature, it is important that the planning system responds appropriately, facilitating new urban form whilst preserving Cirencester's heritage, charm and quality of life.

1. _____

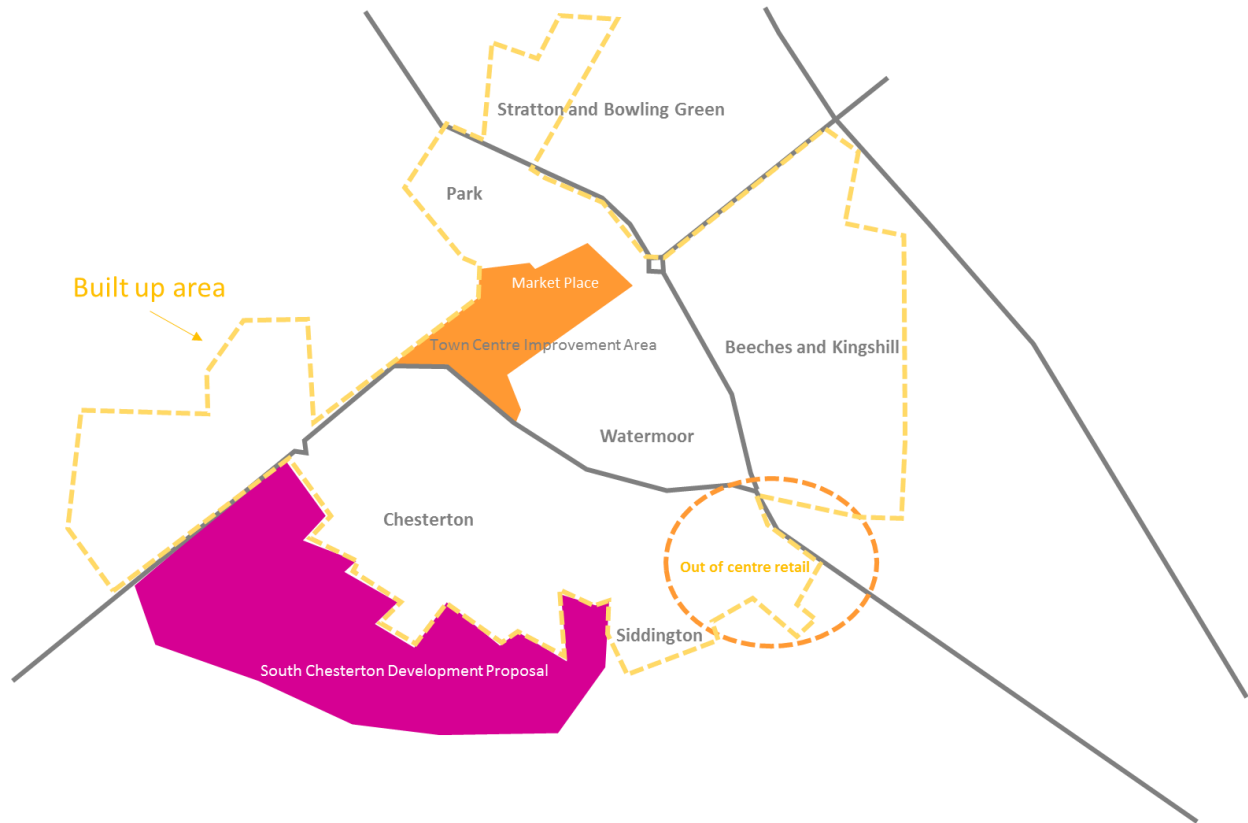
1. ¹ Gloucestershire Neighbourhood Profiles 2014, MAIDEN Neighbourhood Profiles, www./maiden.gov.uk

Town Centre Improvement Area

62. *Policy background and evidence*
- *OFC and review – consultation responses*
 - *CTC Reg 18 response*
 - *NPPF (23, 59, 61)*
63. The Town Centre Improvement Area (TCIA) has been defined by Cirencester Town Council as the commercial, leisure and retail heart of the town. In the TCIA, the PS seeks to use urban design to improve the vitality and viability of Cirencester in line with the *Concept Statement*. The Cirencester Design Code will apply in the TCIA.
64. A separate piece of work will be undertaken by urban design specialists to produce the Design Code in line with planning permission 13/05366/FUL. The Design Code will form an appendix to this PS once it has been adopted by the Town Council.
65. The baseline and urban design analysis is found in the Conservation Area Management Statements produced by Cotswold District Council.
66. The scope of the area has been identified through consultation in 2015 during the review of the community plan and the local plan strategic proposals. The improvement area also applies to the proposed link between the town centre and the Amphitheatre.
67. Within the TCIA, development and redevelopment would be expected to:
- Contribute to the overall improvement of the streetscape and urban environment
 - Encourage good neighbourliness by providing activities and spaces that are pleasant and safe for all and where conflicting activities are managed
68. Streetscape improvements will be sought in particular on:
- Cricklade Street to the junction of Ashcroft Road
 - Silver Street
 - Castle Street
 - Gosditch Street
 - Dyer Street
 - Black Jack Street
69. Within the TCIA, there will be a presumption that facades facing the street or with access to alleyways or other publicly accessible spaces within the town centre, will retain a lively frontage that adds interest and is in keeping with the townscape as a whole. There will

be a preference for commercial and employment generating activities on ground level in the TCIA though inclusion of residential uses at higher floors will be welcome.

70. The TCIA is a designation made by the town council and should not be confused with other policies that may emerge in the Local Plan.



71. ***PS3 - All developments within the Town Centre Improvement Area should demonstrate how they meet the objectives of the Cirencester Design Code.***

Growth and Development inside and outside the ring road

72. *Policy background and evidence*
- Consultation for OFC review
 - Cirencester Town Council meeting (Jan 2015)
 - Reg. 18 consultation documents
73. The *Concept Statement* highlights the problems of severance between the town centre and the outlying residential areas caused by the "ring road". A pattern of development is emerging which is showing a difference in character and function inside and outside the ring road. This changing pattern is the result of successive planning permissions for out of centre retail that offers free and plentiful parking in large format developments in contrast to the town centre where parking is managed and retail units are generally smaller.
74. Evidence in support of the emerging Local Plan demonstrates that Cirencester residents must travel to other retail centres such as Swindon and Cheltenham for much of their comparison shopping and it can be argued that recent retail development along the ring road is a direct response to this latent demand.
75. This PS supports planning policies which protect the historic core and its unique character and function, whilst also seeking to accommodate changing retail, commercial and residential preferences. As a general principle, this PS will support the existing pattern of development in Cirencester as set out in the Table 1. This characterisation reflects the current development pattern which should, in line with other aspirations in this PS, guide new development to retain consistency.
76. Parking and ease of movement is a matter of critical concern to Cirencester residents and is probably the most frequently raised issue in local consultation events and responses. Parking in the town centre and residential areas is already strained and local people feel very strongly that any new development that generates additional traffic, or the potential desire to park in congested areas, should make full and adequate provision to manage demand, either by providing new parking or by providing realistic and deliverable alternatives to the car.
77. ***PS4 - The Town Council will expect all new development to sustain and enhance the character of the historic core in the TCIA wherever possible, to reduce severance between the town centre and outside the ring road, and to ensure that development outside of the ring road is of the highest quality design and presentation.***

78. ***PS5 - Development inside the ring road should not be “pastiche Cotswold”, and the Cirencester Design Code will help generate high quality schemes and curtilages that enable modern design and building techniques to complement Cirencester’s existing outstanding architecture and streetscape.***

Table 1: Urban character inside and outside the ring road

	Inside the ring road	Outside the ring road
Character	Outstanding historic character to be sustained and enhanced	Modern character that is sympathetic to its context
	Historic materials and sensitive design that compliments and enhances the historic built fabric	Modern materials with contemporary high quality design
	Roman and medieval street pattern focused on pedestrian movement	Modern street pattern focused on the private car but accommodating public transport, walking and cycling
	"Slow paced" where traffic moves at slow speeds and pedestrian travel takes precedence, particularly in the TCIA	"Fast paced" where parking enables shoppers to quickly access facilities by car
	Fine-grained with high permeability to facilitate walking and community life	Larger format units where it is not important that there is a high level of permeability between developments, but that take account of the needs of people on foot and bicycle
Land uses	Town centre services, restaurants and pubs, banks, retail	Comparison goods shopping for items that cannot be accommodated in the town centre, food retail, fast food, wholesale and retail for tradesmen and residents
	Leisure and culture	Leisure and culture
	Offices	Offices
	Residential care and housing	Residential care and housing
		Industrial and commercial activities (B2-B8)
	Healthcare including GP surgeries	Healthcare including GP surgeries
	Academic (Primary)	Academic (Primary, Secondary, College, University)

Local economy

80. *Policy background and evidence*
- *Consultation for OFC review*
 - *CTC response to Reg. 18 consultation*
 - *Cirencester Town Council meeting (Jan 2015)*
 - *Reg. 18 consultation documents*
81. There is little land available to enable local businesses to grow and develop. Recent allocations for commercial land have been developed for housing, for instance in the town centre along Cricklade Street and in relation to the Kingshill South development. There is local concern that the lack of industrial land provision will force local people to commute to jobs in other areas because local businesses cannot establish or grow.
82. The NPPF states that planning policies should avoid the long term protection of sites allocated for employment use where there is no reasonable prospect of the site being used for that purpose. Where there is no reasonable prospect of the site remaining in commercial or retail use, the NPPF suggests that the application for change of use should be treated on its merits, having regard to market signals and the relative need for other uses.
83. In Cirencester, where there is limited scope for the local economy to grow because of limited amount of employment land, and where the population is projected to significantly expand by 2031, it is important to take steps to ensure that employment land designations are protected where possible.
84. In Cirencester, development proposals that require planning permission and seek to change commercial and retail uses to any form of residential use, should demonstrate that:
- The property has lain vacant for 4 years or more and that reasonable steps were taken to market the property for its permitted use;
 - Or that the property is not fit for its permitted employment use and requires redevelopment.
85. This test, particularly the 4 year period, is onerous. However, local experience has shown that many vacant properties may take a number of years to be brought back into use. Local stakeholders indicated strongly that there is a need to only release employment land as a last resort. Therefore, viability tests such as this should be challenging.

86. New developments, particularly related to South Chesterton, are likely to provide small units for emerging businesses. Residential properties can also serve to provide space for micro businesses. The use of residential properties in part or in whole for business start-ups will be looked at favourably by the Town Council alongside other types of incubation space for new business. New employment opportunities should also be provided for innovative new industries, start-ups, technology parks, and should help young people enter the working world.
87. **PS6 - Planning applications for change of use from B1-B8, would only be supported by the Town Council if it can be definitively demonstrated that:**
- **The property has lain vacant for 4 years or more and that reasonable steps were taken to market the property for its permitted use;**
 - **Or that the property is not fit for its permitted employment use and requires redevelopment use;**
 - **Proposals that seek to increase the amount of space for small businesses and local business growth will be strongly supported.**

Out of centre retail

88. *Policy background and evidence*
- *NPPF (23-27)*
 - *Consultation for OFC review*
 - *Cirencester Town Council meeting (Jan 2015)*
 - *CTC response to Reg. 18 consultation*
 - *Reg. 18 consultation documents*
89. The town centre is the heart of the local community. Casual interactions in the town centre whilst people shop, sit in cafes and restaurants, and undertake their business contributes to making Cirencester a friendly and integrated community. Maintaining the vitality of the town centre is key to maintaining a high standard of living in Cirencester.
90. Sustained growth in out of centre retail development has the potential to have a detrimental impact on the viability of town centre enterprises, particularly retail businesses. It is important that planning policy plays its part in enabling the town centre to thrive by managing out of centre growth.
91. The NPPF encouraged local planning authorities to apply a sequential test to planning applications for main town centre uses that are not in an existing centre: applications for main town centre uses should be located in town centres, then in edge of centre

location and only if suitable sites are not available. When considering edge of centre and out of centre proposals, preference should be given to accessible sites that are well connected to the town centre.

92. In Cirencester, the Town Council interprets this NPPF policy to mean that proposals that have the potential to cause harm to the vitality of businesses in the town centre should be expected to produce evidence how meet the tests of the NPPF. The Town Council or its stakeholders such as the Cirencester Chamber of Commerce may be able to provide developers with advice on how to gauge impact upon businesses and the community.
93. Out of centre retail should be accessible by foot and cycle. Recent retail developments near Siddington do not have inter-site connectivity. A pedestrian must exit the site at the roadway and enter the adjacent site from the roadway when a quicker route between developments could have been made available. The permeability in the town centre should be replicated in out of centre retail developments.
94. **PS7 - Development proposals for town centre uses that are not located inside the ring road will be only supported where the proposal:**
- **will not remove footfall from existing town centre businesses**
 - **cannot be accommodated within the ring road**
 - **will not lead to further development outside the ring road that will potentially lead to a loss of footfall or business traffic within the ring road (for instance through subsequent S. 73 applications to modify or change the original intention of the planning permission)**
95. **PS8 - Adjacent retail developments outside the ring road should allow easy access between separate activities to replicate the permeability of the town centre.**

Major improvement areas and development opportunities

96. *Policy background and evidence*
- *Consultation for OFC review*
 - *Cirencester Town Council meeting (Jan 2015)*
 - *Reg. 18 consultation documents*
 - *2008 PS*
97. Opportunities exist to develop and redevelop land inside and outside the town centre to accommodate necessary growth. Some of this land has been specifically allocated in

the local plan, but it can be expected that over the life of the plan, other sites will come forward.

98. The Local Plan has allocated the Town Centre car parks, owned and operated by the District Council, as suitable for mixed uses. However, the availability of this land is linked to the future requirement for surface car parks. The District Council has expressed a desire for decked parking, which is endorsed by the Town Council, and it is possible that if this were to occur, one or more of these sites would be required for that purpose. There is an on-going process seeking to agree a parking strategy in the town centre with all stakeholders. Until this exercise is complete, the use of the car parks is likely to remain unchanged.
99. Many of the buildings in the TCIA are no longer attractive. Should development come forward in the TCIA, the Design Code will help secure high quality design.
100. Decked parking would be particularly welcome in the area around Sheep Street and the Memorial Hospital site because of the existing favourable road layout which provides a one-way route from and to the ring road. Decked parking would also be welcome at the Waterloo Car Park which also has good access from and to the ring road. Developments that prevent the realisation of decked parking on these sites will be resisted unless it can be proven that either another preferable site is available and likely to be developed or that it would be unfeasible to provide decked parking on the site.
101. The town centre, because of its permeability, flat topography, and concentrated service activities is ideal for care homes for the elderly and other multiple occupancy residential developments, including flats. However, in care home and other residential developments proposed in the TCIA, preference will be given to uses that benefit the entire community: there will be an expectation that the majority of the street frontage is available for commercial or community activities on these important development sites.
102. There are a number of areas inside and outside the ring road where new employment uses can be created on large sites. These sites are either car parks or poor quality developments from the 1960s and later that are showing signs of deterioration. It will be important that these development opportunities are managed in such a way as to maximise their impact. Development proposals on these sites should generally seek to address the entire site, avoiding piecemeal development in a comprehensive and holistic scheme.

Inside the ring road:

103. Good quality development will be welcomed at:

- (CIR E10) Forum Car Park
- (CIR E12) Memorial Hospital Car Park with possible links to Brewery Car Park for proposals that increase parking opportunities such as decked parking
- (CIR E13) Sheep Street Car Park with possible links to the Memorial Car Park for proposals that increase parking opportunities such as decked parking
- (CIR E14) Waterloo Car Park
- Dyer Street area between (CIR E10) Forum Car Park and (CIR E14) Waterloo Car Park
- Police Station
- The “island” bordered by Waitrose, the A419 and Sheep Street where the link to the Amphitheatre will be sought.

Outside the ring road:

104. Outside the ring road, South Chesterton Development and the Royal Agricultural University offer the only new employment land allocation. However, there is sufficient older development elsewhere where there is reasonable expectation that redevelopment proposals will come forward.
105. Employment generating uses outside the ring road will be expected to fall within the following areas:
- Existing industrial and commercial estates and developments (brownfield sites)
 - Within the South Chesterton Development (greenfield sites)
 - In relation to the education institutions (Royal Agricultural University, Deer Park School, Cirencester College) enabling them to develop their education, research & development, and employability functions
106. In addition, there may be scope in the longer term, if land in these preferred areas is not available, to consider employment or mixed uses on land between the Tesco Roundabout and Dobbies, taking advantage of the excellent road links to Swindon on the A419 in Siddington and Preston. Proposals on the A419 will be required to prove that the employment relates to Cirencester or its catchment area and that no other suitable sites are available. In addition, proposals need to demonstrate that they will not have an unacceptable impact on Siddington and Preston in line with other policies in the Local Plan.
107. ***PS9 - The Town Council encourages the growth and retention of employment. In the TCIA, development will be expected to accord with the Cirencester Design Code.***
108. ***PS10 - Development proposals on the Sheep Street/Memorial Hospital site, or the Waterloo Car Park site, will be supported if it can be definitively demonstrated that the site is not suitable as a decked car park.***

109. **PS11 - Development proposals for care homes and other residential schemes will be encouraged to provide an active street frontage that is accessible to the entire community.**

South Chesterton urban extension

110. AWAITING LOCAL PLAN “VISION FOR SOUTH CHESTERTON” REVISION

Housing for an aging population

- 111. *Policy background and evidence*
 - *Consultation for OFC review*
 - *Letters from GPs*

- 112. Cirencester's population is aging and the planning system must deliver appropriate homes and infrastructure to meet its changing needs. National health policy is pushing for care for people, especially the elderly, to be in their own homes. However, many homes are not suitable for in-home care to be delivered effectively. People often want to remain in their own homes yet many are being forced to leave family, friends and community, often with no opportunity to look at their options.

- 113. Housing development needs to provide sufficient flexible accommodation not only for the elderly but also for the young disabled and those with families. Well planned living accommodation can cost much less if considered at the start of design. This applies to social housing or private dwellings: ill health and aging are no respecters of class or status.

- 114. New residential developments should take the changing needs of the population into account in terms of:
 - Flexible residential properties that can be easily modified to accommodate the changing needs of residents
 - Purpose-built residential units for older people should be located near to shops, services and healthcare
 - Access to public transport such as buses, and semi-public modes of transport including taxis and mini-buses, should be designed into the street pattern of new development or modifications to existing roadways, to create drop-off and pick-up points that are convenient for people with mobility and sight impairment.
 - Facilitating the well-being of older people by providing opportunities to be physically and socially active at a pace that is comfortable to them.

115. A useful guide to creating development that is friendly for older people is “**Strategic Housing for Older People -Planning, designing and delivering housing that older people want**”. Planning proposals for housing are encouraged to make specific reference to how the development will meet the needs of an aging population or people with limiting health issues.
116. **PS12 - New housing should take account of the population's changing health and age profile.**

Co-housing

117. *Policy background and evidence* *Evidence presented to Town Council*

Town Council minutes

118. Cirencester Town Council supports innovation in housing provision and co-housing in particular. Co-housing is a form of development that enables a small cluster of residential units to be built with common facilities to enable strong communities to be built around the principles of sustainable development. Co-housing is a combination of four essential elements:

Self-contained dwellings and shared facilities	Individual units can range from 1-room studios to 4-bedroom houses, but all will have their own kitchen, bathroom, living and sleeping space. There will be shared facilities, usually in a 'common house', which can be used by the wider neighbourhood, e.g. for playgroups, meetings, parties. Shared facilities may include dining room/meeting space, kitchen, laundry, sitting room and guest rooms; and also a market garden, work spaces, and children's play area. Residents participate in community projects and shared meals.
Intentional neighbourhood design	The layout of a co-housing site encourages social contact and a sense of neighbourhood. Usually cars are limited to one per household and are kept at the perimeter, and the layout focuses on pedestrian paths and open spaces. A co-housing 'cluster' is 10-35 households, 14-60 people, in units grouped round an open area. Larger projects are achieved by creating several clusters. The household units may be owned, part owned, rented, or managed as social housing. Eco-friendly management is central to the planning.
Participatory development process	Potential residents are actively involved from the early stages of design, so that a sense of community is established from the start. There are regular meetings.
Management by residents	The overall site and shared facilities are owned and managed by the residents. The site freehold is held in common ownership, with owner-occupiers and any social landlord as shareholders.

- 119. The Town Council would welcome proposals for co-housing, particularly in larger residential schemes, because it will offer another form of affordable housing, helping to maintain diversity in Cirencester.
- 120. **PS13 - Development proposals for Co-Housing will be supported where they conform to this PS.**

Energy resilience

- 121. *Policy background and evidence*
 - Emerging local plan (8.37)
 - NPPF 96&97
- 122. The NPPF seeks to foster sustainable development. In Cirencester this means that steps should be taken to ensure that development is as energy efficient as possible and that opportunities for energy self-sufficiency are maximised. This includes energy saving, energy generation, spin-off benefits such as district heating, and reducing the need to use energy when heating homes and businesses (for instance with the use of ground source or water source heat pump systems or solar panels).
- 123. Major urban extensions will have great potential to introduce site-wide approaches to energy conservation and generation. Where amenity is not adversely and unacceptably impacted upon, energy generating schemes including those from materials management, should be positively considered where this will lead to future energy resilience.
- 124. **PS14 - Development proposals will be expected to consider how they can improve energy resilience.**

Flooding

- 125. Cirencester has been subject to significant flooding in recent years. This has occurred in the centre of town arising from the River Churn bursting its banks and insufficient capacity to manage surges of surface water, but also in other areas where existing sewerage infrastructure is unable to carry current loads under all circumstances. In addition, water extraction from the River Churn upstream of Cirencester has left the river with low water in summer which has implications for biodiversity and amenity in some of its branches.
- 126. Development proposals must make reference to how the impact of these town-wide issues will be managed specifically in relation to surface water run-off, waste water provision, drinking water, water extraction and biodiversity.

127. ***PS15 - Development proposals will be expected to consider how they can manage water and flooding and how this impacts upon drainage, amenity and biodiversity.***

Key Theme 2: Quality of design, and of life

Art and culture

129. *Policy background and evidence*
- *Concept Statement*
 - *Review of OFC*
 - *NPPF (23)*
130. Galleries, arts provision, public art and theatre space help improve the vitality of town centres. New Brewery Arts is the focus of arts activities in the town centre and provides a range of exhibits, courses and activities that make a significant contribution to the quality of life in Cirencester. The Corinium Museum is an award-winning archaeological attraction that contains significant Roman finds and other more modern material. It has been a feature of the town in one guise or another since 1856. The Corn Hall contains a weekly craftsman's market which is very popular with residents and visitors and is providing a wider range of cultural events and music/theatre performances. There are also a number of local galleries, including the Bingham Gallery, which promote arts and design. When the Market Place improvement scheme is completed, opportunities for special farmers' and craftsmans' markets will increase.
131. Cirencester has a number of theatre and performance spaces such as the Sundial, Phoenix Theatre, Bingham Hall, Kings Head and the Vaults. Some performance spaces have been lost recently such as the Niccol Theatre and in addition, some of the existing venues are not entirely suitable for music events or theatre. Development that increases the availability of good performance space will be supported.
132. Public art adds to Cirencester's character. Developments that affect community spaces should seek to make provision for public art, whether as an integral part of the proposal or in a publicly accessible location.
133. ***PS16 - Development proposals for new or improved cultural facilities will be supported. Loss of these facilities to redevelopment will be resisted unless it can be proven that there is no longer a need for the former cultural use, that a viable alternative is available and likely to be provided, or that the location is not suitable for a cultural use.***
134. ***PS17 - The Town Council will encourage the inclusion of public art in all developments, particularly in the TCIA.***

Community Spaces

135. *Policy background and evidence*
- *Concept Statement*
 - *NPPF (23, 61, 69, 70)*
 - *Report of the 1st Cirencester Charities Conference (21 June 2013)*
136. As Cirencester grows, it will be important to provide opportunities for all sectors of the community to come together to meet, work, shop and celebrate. Cirencester benefits from many popular, attractive and functional areas where local people and visitors can come together as a community. Maintaining and enhancing these spaces will be an important way of retaining community cohesion as new groups join the town.
137. Community spaces that offer opportunities for celebrations and casual interaction need to be enhanced and maintained, and developer contributions will be sought for this purpose.
138. Outdoor community spaces that need to be sustained and enhanced are:
- Market Place
 - Abbey Grounds
 - St Michael's Park
 - Amphitheatre complex
 - Brewery Court including area across Cricklade Street up to the Corn Hall
 - Catalpa Square
 - City Bank
 - Churn Link
139. Development that directly affects community spaces, or that is likely to intensify their use, for instance proposals that bring additional residents or visitors to Cirencester, should make a contribution to improvement and management of public infrastructure.
140. In addition, all developments, no matter their scale or location, should pay regard to how they can help improve the vitality of the Cirencester community by ensuring that public spaces within their curtilage, or the impact that they may have upon public spaces, help to create a pleasant environment that facilitates good neighbourliness.

141. Cirencester benefits from having a range of active community groups, societies and faith groups that together help achieve an enviable level of volunteering and community support, making the town a welcoming and enjoyable place for all. In order for them to thrive and expand, they require suitable venues that are available at convenient times and affordable cost. Overall, there should be no loss of meeting venues and, if possible, the creation of more venues would be beneficial.
142. ***PS18 - Development proposal that intensify the use of community spaces will be supported if they make a proportionate contribution toward sustaining and enhancing them, helping to create a pleasant environment and facilitating good neighbourliness.***
143. ***PS19 - Development proposals that lead to a loss of community meeting spaces will only be supported where it can be definitively demonstrated that there is no longer a need within Cirencester or that the site is unsuitable for that purpose.***

Using design to facilitate good neighbourliness

144. *Policy background and evidence*
- NPPF (61, 69)
 - OFC Community Plan review
145. In Cirencester, residential developments co-exist with restaurants, pubs throughout the town centre and a major cinema scheme has been permitted.
146. The town centre, built on medieval street patterns with solid built frontages along all the roads, can be a difficult environment in which to introduce new activities whilst retaining the balance between commercial, leisure and residential activities.
147. Examples where there is pressure are smokers being forced onto pavements in conflict with passing cars and pedestrians; lack of bin storage forcing waste to be deposited on pavements on collection days and the preceding evening; people leaving pubs late at night and disturbing sleeping residents; and litter arising from take-away food outlets.
148. Developments that generate street activity at any time of day, but particularly in the early morning and evenings, should take measures to protect the amenity of local residents. This can be done through good design (such as by making provision for smokers at the rear of buildings or by adopting customer management policies that encourage polite behaviour from patrons).
149. Wherever possible, and for all developments, planning applications should address bin storage and every effort should be made to ensure that waste materials are kept off

pavements and do not cause odour or other nuisance. Consideration should be given to creating bin storage areas within the curtilage of buildings that are not visible from public areas.

150. **PS20- Development proposals should take measures to facilitate good neighbourliness.**

Amphitheatre Master Plan

151. *Policy background and evidence*
- Letter of support from English Heritage
 - CTC Amphitheatre Master Plan
 - CTC Green Spaces Strategy
 - Concept Statement
152. Cirencester Amphitheatre is one of the UK's most impressive surviving Roman structures. Local people have been working with the Town Council and key stakeholders to agree an improvement strategy for the site and this has been fully endorsed by English Heritage.
153. The Amphitheatre Master Plan envisages a number of significant changes on the site which will be developed collaboratively with English Heritage and the NHS (the other significant landowner), given the site's status as a Scheduled Ancient Monument. The Town Council, the majority land owner for most of the site, is seeking to enable more people to access and enjoy the Amphitheatre's unique heritage.
154. The Amphitheatre was originally accessed from what is now Querns Lane in the town centre but this link was permanently severed by the ring road. There is very little parking available at any locations other than at the hospital where new pay and display parking will become available.
155. The Master Plan envisages the development of a major national heritage attraction where the site can take its place as a tourist destination and also a location for public events. The existing parking constraints are posing a significant impediment to this vision and restricts access and connectivity for residents and visitors.
156. The Master Plan proposes that the original route from Querns Lane should be reinstated via a bridge over the A419 if possible. This aspiration has been codified in the Concept Statement. Other at-grade access solutions may also be possible and should be explored.
157. The Town Council welcomes the opportunity to discuss any development proposals on the frontage of the A419 that might present a realistic opportunity to establish a link

bridge to the Amphitheatre or other at-grade solutions. Discussions would include but are not limited to:

- Safeguarding the original corridor, running along the line of Querns Lane to the entrance of the Amphitheatre;
- Where proportionate, providing funds towards the bridge;
- Innovative facilitation of the project such as sponsoring a design competition or covering the costs of a fundraiser;
- Working with other stakeholders to further the objectives of the Amphitheatre Master Plan.

158. The Local Plan seeks to develop sustainable tourism in the Cotswolds. A link from the town centre to the Amphitheatre will create a unique opportunity and it would be preferable for the linked development to be related to tourism. Non-tourism development on the town-side of the bridge will need to provide a compelling case why it needs to be located there and not elsewhere in Cirencester whilst proving that it is furthering the objectives of the Amphitheatre Master Plan.

159. ***PS21 - Development proposals along within the A419 that present a realistic opportunity for a link bridge to the Amphitheatre will be supported where the development:***

- ***Facilitates the delivery of the Amphitheatre Master Plan, and in particular, the creation of a bridge link between the town centre and the Amphitheatre or other access solutions;***
- ***Is linked to tourism;***
- ***Reflects the importance of Cirencester's Roman heritage.***

160. ***PS22 - Access improvements to the Amphitheatre complex of sites including at-grade access, additional parking, improved pedestrian and cycle infrastructure, way signage on and off site, and on-site path improvements will be welcomed by the Town Council, particularly where new developments may generate intensification of use of the site.***

Archaeological and historical studies

161. *Policy background and evidence*

- *OFC/ Review of OFC*

162. Cirencester was England's second most important Roman settlement and as a result, most of the town centre and conservation areas are scheduled ancient monuments (SAM). When development is undertaken within the SAM or where remains are likely to be found, there is a requirement for archaeological investigations to be undertaken.

Professional reports are prepared that detail what is likely to have existed centuries before.

163. Consultation undertaken by the Town Council has consistently shown that local people want to have a better understanding of what lies beneath the surface of Cirencester's streets, building and cellars. Information gathered in support of planning applications is stored by the Local Planning Authority, and in some cases, the Corinium Museum. However, gaining access to this information can be difficult, particularly for non-professionals who simply want to know more about their town. The Corinium Museum can make these records available to the public on request but the Town Council would also wish to assist local people in learning more about their history.
164. Local people and other academics would benefit from easier access to information about Cirencester. It would be helpful for all planning applications that have commissioned historical or archaeological surveys to make them available to the public via the Town Council.
165. **PS23 - Where possible the Town Council will seek to retain a copy of historical or archaeological surveys submitted as part of a planning application.**

Wellbeing and Health

166. *Policy background and evidence*
- Review of OFC
 - NPPF (69,73)
 - Street Design for All (DfT et al, 2014)
167. The planning system can play an important role in creating healthy communities. In Cirencester, consultation undertaken by the Town Council has consistently shown that local people want to have ample opportunities to build healthy activities into their daily routines. Opportunities for passive recreation should be safe, clean and pleasant.
168. Elsewhere in the PS, the need to improve walking and cycling to ease of movement and sustainability has been discussed. Walking and cycling can also have significant health benefits which should not be overlooked in the management of development.
169. Wellbeing and health can be built into the fabric of the town by producing well-considered designs that provide opportunities for users to keep moving and find tranquillity. How this can be achieved for individual developments is a matter for individual proposals. Travel Plans are also an appropriate way to address improvements

to health and wellbeing. Travel Plans can promote healthy travel as well as sustainable travel.

- 170. The *Gloucestershire Active Planning Toolkit* provides a sound basis to enable development to positively impact on Cirencester's wellbeing and health.
- 171. There is anecdotal evidence that local GP surgeries are out-growing their premises but also that these are no longer always fit for purpose as standards change. This is a matter for the local plan to address, however, the Town Council is sympathetic to the need for changes to the town's health infrastructure and will lend its support where possible.
- 172. ***PS24 - Development proposals that encourage health and wellbeing in a proportionate manner relating to the impacts of the development will be supported.***

Play

- 173. *Policy background and evidence*
 - CTC Land and Property Review*
 - OFC Green Spaces Strategy*
 - OFC*
- 174. Opportunities for play or exercise in the outdoors are not available equally to all neighbourhoods. Play can be in designated play areas such as those at Kingshill North, Abbey Grounds, St Michael's Park, or Chesterton Two-Acre fields, or it can be informal such as opportunities to climb trees at the Amphitheatre or to splash in the Churn along in City Bank. Some parts of the town have few opportunities for play and local people have consistently identified areas such as Chesterton and parts of the Beeches as places in need of better play facilities.
- 175. The Green Spaces strategy has identified a number of sites across the town where informal play opportunities can be enhanced and the Town Council has made significant progress since 2008 particularly in City Bank and the main town parks – St Michaels and Abbey Grounds. The Chesterton Community Project has also created a new play area, in partnership with the Town Council, at Two Acre Fields in Chesterton.
- 176. Play equipment is not just for the young – increasingly, the community and friends groups are seeking to install outdoor gym equipment and use the various open space opportunities for sports and outdoor activities for adults. The Town and District Council sponsor various activities for play in public open spaces such as organised sports and arts

events. Major new sports facilities for older children and adults have been added to Kingshill which attract users from around the region.

177. Despite this progress, there is still great scope to increase play opportunities for people of all ages. Developments that will increase the demand for play in their locality should make appropriate contributions to improve play provision and meet demand.
178. Areas for enhanced play/improvement are outlined within the Town Council's land and property review document and the adopted Green Spaces Strategy.
179. Existing and new play equipment must be maintained and refreshed from time to time. Any new equipment should be planned with long term management in mind – this includes funds for long-term maintenance.
180. **PS25 - Development proposals that will increase play, either as an objective of the development, or by introducing potential new play users, will be supported where they improve provision with long term maintenance in mind.**

Sports

181. *Policy background and evidence* *To Be Inserted– CDC studies to be completed*

Green Infrastructure

182. *Policy background and evidence*
- *Green Spaces Strategy*
 - *Response to Reg. 18 consultation*
 - *Hare Festival*
183. The Green Spaces Strategy (2011), as part of the OFC community plan, put forward a number of site-specific recommendations on how Cirencester's green infrastructure could be improved. The Town Council has made significant progress towards these objectives, and local fundraising such as the 2014 Hare Festival ensured that progress has been swift. In addition, the District Council, NHS and other landowners have transferred land to the Town Council to create a more unified management and development regime for key green spaces.
184. A new County Park has been created as part of the Kingshill South development and the nearby Churn floodplain to the south of the town has been made more open to visitors.

- 185. Partnership working is key to the success of these initiatives and stakeholders such as Gloucestershire Wildlife Trust, FWAG, NHS, RAU, English Heritage and all the community and friends groups work closely together to secure sustained improvements.
- 186. Green infrastructure improvement areas are:
 - City Bank and the River Churn inside the Roman Wall
 - The Amphitheatre including Four Acre Fields and Querns Wood
 - Abbey Grounds where a Master Plan is being prepared
 - River Churn and its tributaries, including adjacent foot and cycle paths
- 187. All these major projects will require support into the future, including contributions towards studies, infrastructure, repairs and maintenance. Most of the projects also have active support groups and master plans that set out long-term strategies for their improvement. Appendix 1 contains information on where further support is required.
- 188. ***PS26 - Development proposals that will intensify use of green infrastructure improvement areas or otherwise generate demand for their use will be supported where they make a proportionate contribution towards these projects.***

Urban greening

- 189. *Policy background and evidence*
 - Green Spaces Strategy
 - OFC Review
- 190. It is difficult to have street trees or flower beds in the TCIA because of the limitations posed by the SAM and the need to avoid disturbing Cirencester's archaeological heritage. This has resulted in a very "hard" feeling to many public spaces and street frontages. Flower planters have been placed in some locations, but since there is no means of providing water other than carrying it from cars to the planters, there are only a few. Active volunteers maintain the flower planters with assistance from the Town Council but they have made it clear that there is much unmet potential to significantly improve urban greening by introducing simple changes as new development comes forward:
 - Street trees can be planted in pots, or in shallow trenches that prevent root damage to the SAM
 - More planters are required that are easy to maintain and resistant to vandalism.
 - Where possible, new development in the TCIA should include outdoor water supplies to enable easier watering and maintenance of flower planters and tubs.

191. Where new development will intensify use in the TCIA, consideration should be given to how it can contribute to improve urban greening there.
192. **PS27 - Development proposals that intensify the use of the TCIA, or that are located in the TCIA, will be supported where they improve urban greening there.**

Cirencester Design Code

193. *Policy background and evidence*
- 2008 PS
 - CTC response to Reg 18 consultation
 - Concept Statement
 - NPPF (59, 61)
 - Street Design for All (DfT et al, 2014)
194. The Town Council resolved on 10 February 2015 to establish a Design Code that sought to positively use planning policy to improve the street scape and design quality of Cirencester Town Centre. As its starting point, the Cirencester Design Code will adopt the principles set out in the Market Place Improvement scheme. This development was subject to a high degree of public consultation and as such can be considered to reflect public expectations.
195. The Town Council will expect developments within the TCIA to demonstrate how it adopts the principles of the Cirencester Design Code. The Design Code applies to new development as well as redevelopment that involves changes of use or modification of frontages or access. Cirencester Conservation Area Character Appraisals and Management Plans (CAMPS) have been prepared which cover the entire Town Centre Improvement Area and should serve as the starting point for development proposals there.
196. **PS28 - Development proposals in the TCIA will be supported where they are in compliance with the Cirencester Design Code and,**
- **Design and materials are in harmony with existing good quality development, particularly iconic features such as:**
 - **The Parish Church and key historic features discussed in the CAMPS**
 - **The Market Place Improvement Scheme (13/05366/FUL)**
 - **Major developments within the improvement area.**

- **Streetscape, floorscape and public infrastructure such as paving, kerbs, railings, lighting, doorways, windows, benches, bins, flower planters, etc., as discussed in the CAMPs match the Market Place Improvement Scheme were possible, or are otherwise of a high quality reflecting the objectives of the CAMPs.**
- **Positive features of buildings, design, or streetscape, whether listed or not are sustained and enhanced according to the recommendations in the CAMPs.**
- **External wall treatments should reflect the character of their surroundings and are durable so that they make a positive contribution throughout the life of the development. Where wall treatments are likely to degrade with time, consideration should be given to how the structure will continue to make a positive design contribution.**

197. **PS29 - Non-traditional window treatments that are sought in order to create a more energy-efficient structure should closely reflect the local character.**

Street Clutter and Signage

198. *Policy background and evidence*

- *OFC/OFC Review*
- *Street Design for All (DfT et al, 2014)*
- *Cricklade Street audit*

199. Consultation undertaken by the Town Council has consistently shown that signage and interpretation across the town, but particularly in the TCIA, is not fit for purpose. It is often:

- Cluttered because there is too much redundant signage that has not been placed with consideration or has not been removed when no longer needed, giving a messy and ad-hoc feeling overall
- Does not provide sufficient interpretation of Cirencester's considerable history and historic features
- Does not do enough to help visitors navigate their way through the town centre so that they can plan their visit and enjoy Cirencester to its fullest.

200. The Town Council has endorsed the creation of Street Associations where local people can work to identify improvements to the street scene, including the removal of clutter and improved signage, for the Town Council to adopt and include in Appendix 1. As a starting point, a street audit of Cricklade Street has been undertaken.

201. **PS30 - Development proposals in the TCIA will be supported where they assist in the reduction of street clutter, particularly where this has been identified with local evidence gathering.**

Development affecting urban permeability

202. *Policy background and evidence*

- CAMPs
- NPPF (75,.....)
- *Street Design for All (DfT et al, 2014)*

203. The Market Place improvement scheme will form the heart of Cirencester's town centre pedestrian experience in terms of design quality and ease of movement. Cirencester town centre is based on a medieval street pattern and benefits from high levels of permeability. The Town Centre CAMP (CA3) emphasises the importance of maintaining and enhancing this permeability, acknowledging that the small alleyways and courtyards that enable pedestrians to move freely add significantly to the town's character and attractiveness.

204. However, CA3 highlights the negative impact of poor floorscape quality and visually-disappointing pathways. Outside the town centre, CA3 points to a number of areas where pavements and frontages have a negative impact upon the pedestrian experience. It listed poor legibility with potentially unsafe visually disappointing pathways between spaces as a risk to the conservation area.

205. Development proposals that front an alleyway, cut-through, footpath or other urban feature that plays a part in urban permeability should consider what measures the proposal can realistically employ to retain and enhance the feature. The quality of the pedestrian experience should be enhanced wherever possible in terms of feelings of safety, good quality design, maintenance, smooth walking surfaces, ease of movement for all sectors of the population, etc. Consideration should be given to how it might be possible to work with neighbouring development or other stakeholders to meet this objective.

206. ***PS31 - Development proposals that front an alleyway, cut-through, footpath or other urban feature that plays a part in urban permeability will be supported where they will sustain and enhance the quality of the pedestrian experience.***

Key Views

207. *Policy background and evidence*
- *Consultation during OFC review*
 - *Discussion with Sophia Price*
 - *NPPF (59, 61)*
 - *CAMPS*
208. As Cirencester changes and develops, it is important to pay regard to its historic street and development pattern, particularly where heritage features and landmarks may be obscured by changes in urban form.
209. Form and massing of new development, or redevelopment of currently developed sites, should seek wherever possible to protect, restore or enhance key views in Cirencester. This includes views from roads within town, approaching town and on footways and footpaths. Where a key view may be obscured, evidence will need to definitively demonstrate why the development could not be reconfigured or otherwise designed to restore or maintain the key view.
210. Key views to be protected, restored and enhanced are views of:
- the Amphitheatre and Obelisk from any location
 - the Tar Barrows from Abbey Grounds and vice versa
 - Cirencester Parish Church from Tower Street and any other location where there is potential for an unobstructed view of the Tower
 - on the southerly approach on the A419 looking north
 - Gloucester Street looking south.
211. ***PS32 - Development proposals that can affect key views will be supported where they restore or maintain the key view.***

Key Theme 3: Links, Movement and Accessibility

Parking

212. TEXT TO BE INSERTED FOLLOWING FURTHER WORK BY THE DISTRICT AND COUNTY COUNCILS

Public Transport

213. TEXT TO BE INSERTED FOLLOWING FURTHER WORK BY THE DISTRICT AND COUNTY COUNCILS

Cycling

214. *Policy background and evidence*

- *NPPF (29, 35, 69)
2008 PS*
- *CTC Reg. 18 response*
- *2011 census (method of travel to work)*
- *Active Travel Map*
- *OFC*

215. The transport system needs to be balanced in favour of sustainable transport, giving people a real choice about how they travel. Cirencester is compact and should be ideal for cycling, but public opinion expressed in the Town Council's consultation activities indicates that there is scope for significantly improving the ease and safety of cycling. The 2008 SPD identified barriers to cycling and sought to put cycling improvements into place. Some progress has been made, but overall, more improvements are needed if cycling is to become a travel mode of choice for more local people.

216. If the South Chesterton development is developed, the need for improved cycling infrastructure will become even more important. In order to avoid unnecessary car travel into the town, suitable alternatives need to be available and attractive. In order to encourage a healthy modal shift, cycling infrastructure into the town centre and other destinations needs to be in place before new homes are occupied.

217. The 2008 SPD showed that in 2001, 4.61% of Cirencester residents cycled the: the current figure is largely similar at 4% indicating that modal shift has not been achieved.

218. Cycling journeys to and from schools should be specifically considered in all new residential development proposals. This includes safe routes to school and links between schools and key destinations such as the leisure centre, sports clubs and open spaces.
219. Cycle routes between Cirencester and the hinterland are also important and must be enhanced as Cirencester develops. Key destinations are the Kemble train station and the Cotswold Water Park.
220. The existing cycling experience is characterised as difficult, sometimes unsafe, having inconsistently marked cycle lanes, poor surfaces, lack of cycle lanes, conflict with other road users, no place to lock a bike, hills, etc. Stakeholder views indicate that improvements are needed in terms of:

Better segregation between cars and pedestrians and significantly improved cycle lanes at:

- Tetbury Road
- Chesterton Lane
- Cotswold Avenue
- Brooke Road/Bathurst Road
- Between Chesterton South and the Amphitheatre complex
- Somerford Road
- Stratton to the town centre
- Linked to Water Park, and surrounding countryside
- Specific development of the disused railway line to facilitate cycling to Kemble
- Widening and improving the Churn link
- Open Air pool to the Texaco garage
- Texaco Garage/Jack Gardner/Abbey Grounds/City Bank/Beeches
- City Bank/Watermoor/Underpass/Chesterton
- Bowling Green

Cycle storage is required at key destinations:

- Royal Agricultural University (RAU)
- Amphitheatre (all entrances)
- Deer Park/Cirencester College
- Kingshill Sports and Community Development
- Entrance to Abbey Grounds
- Brewery Court
- Town Centre Regeneration Scheme
- Forum Car Park area/Bus station
- Beeches car park/Bus stop
- Catalpa Square

- St James Place
 - Major employment destinations
 - Kemble station
221. There may be scope and demand for short term bike hire for those who do not own bicycles and may wish to try getting about on two wheels.
222. In order to make the South Chesterton development acceptable to the Town Council in terms of the traffic impact, it will be necessary for the development to provide improved cycle access to major destinations in the town centre and elsewhere. Only by providing an attractive and safe alternative to the private car, can the development provide real travel choice. Pre-application discussions with the developer, in master planning and during the finalisation of the development phases, will place a strong emphasis on securing relevant improvements to the cycle network. Evidence in support of planning applications for the South Chesterton development will be expected to specifically address how much modal shift may realistically be achieved and how this will be secured through off-site improvements.
223. Any developers who concurrently seek to bring new schemes on line will be expected to work together, pooling resources to share the burden of improving cycling infrastructure. The Town Council will support Cotswold District Council in order to secure the maximum benefit for all parties.
224. Non-planning measures such as company travel policies, the provision of showers and other “soft” initiatives may also be put forward in a planning proposal in support of achieving modal shift.
225. Schemes that require a Travel Plan should specifically address how the potential to achieve modal shift to cycling was assessed and how the development can encourage more use of cycling. Measures outlined above should be considered.
226. Management plans and funding such as commuted sums will be expected to be included in relevant development to ensure that these facilities are maintained into the long term future. Contractual agreements are required to ensure that overall responsibility for maintenance is accepted and carried out.
227. ***PS33 - Development proposals that generate traffic that will affect Cirencester, particularly those where a Travel Plan is required, will be supported where they can demonstrate:***

- *how much traffic will be generated from the scheme and how much shift to cycling can realistically be achieved*
- *proposed measures on and off-site that could encourage maximum shift to cycling (planning and non-planning)*
- *assessment of opportunities for working with other stakeholders to jointly deliver improved cycling infrastructure*

228. *PS34 - Proposals for the long term maintenance of new cycling infrastructure which address, for instance, financial and management issues.*

Sustainable travel

229. Policy background and evidence

- NPPF (24 and section 4, 69)
- CTC Reg 18 response
- Conservation Area Character Appraisals and Management Plans (CAMPs)
- CDC Strategy for Cirencester, section 7, Reg. 18 document, 2015
- NPPF
- Street Design for All (DfT et al, 2014)

230. The town centre is easy to walk around which adds significantly to the town's character. Walking has significant benefits to personal health and not using a car for short journeys helps address congestion and pollution related to excessive reliance on the car. The town centre is easy to navigate as a pedestrian and most of the walking routes into town are pleasant and safe. Around a quarter of all journeys to work in Cirencester are on foot. However, more distant neighbourhoods in Chesterton, Beeches and Stratton are only accessible to the town centre for those who can walk longer distances, up to 30 minutes for some areas. There is therefore considerable scope to improve sustainable travel options for outlying areas.

231. Traffic speeds are a key impediment to walking and cycling. Consultation has shown general support for reduced traffic speed within the town centre which could lead to improved pedestrian and cycle safety and the requirement for fewer traffic signs thus reducing street clutter. The current high speeds on the ring road cause pedestrian severance, noise and a decrease in general road safety.

232. All opportunities to maximise the attractiveness and safety of sustainable transport modes should be exploited. Many pavements and other roadways shared between cars and other modes of travel are too narrow to accommodate all users safely. Parking on sidewalks can reduce pedestrian movement and this is becoming a greater problem as there are more dropped kerbs, need to park on narrow streets and a general shortage of suitable parking spaces. In many cases, this cannot be changed. However, where it may be possible to increase safe use by all modes of travel, new pavements should be of a standard adequate to enable pedestrians, cyclists and mobility scooters to coexist safely. Design and access statements for any schemes that require a Travel Plan should specifically address how the development can encourage more walking and cycling. Proposals for developments that can affect increased use of any sustainable transport modes should pay heed to advice in *Street Design for All* (DfT, 2014).

233. Management plans and funding such as commuted sums will be expected to be included in relevant development schemes to ensure that new sustainable transport infrastructure is maintained in the long term. Contractual agreements will be required to ensure that overall responsibility for maintenance is accepted and carried out.
234. As with cycling improvements, developers are encouraged to work with other stakeholders, including the Town Council, to secure these improvements.
235. Park and ride options have been considered in Cirencester in the past and have not proven viable or successful. However, as the town grows, it may be possible to create viable park and ride or park and stride schemes.

South Chesterton Development

236. Policies in the local plan seek to ensure that suitable employment land is made available in Cirencester to enable incoming residents to the new South Chesterton development to work locally. Maximising opportunities to walk to work will be a key feature of managing the transport impacts of the new development.
237. At present, around 37% of the existing Chesterton ward population (pre-boundary changes) walk to work. However, the new development is farther from the town centre, and walking routes will need to be safe and attractive if people who will live there will choose to walk into town. Other journeys on foot and bicycle should also be made as attractive as possible, for instance walk to school or into the town centre.
238. Walking routes between existing Chesterton neighbourhoods and the town centre will be affected by the new development as car congestion increases. It will therefore be necessary to consider the impact of the new development on existing walking routes and protect and enhance these as part of the development mitigation achieved through S 106.
239. Pre-application discussions with the developer, in master planning and during the finalisation of the development phases, will place a strong emphasis on securing relevant improvements to the sustainable transport network. The Town Council and other stakeholders provided detailed evidence of where improvements were needed in response to the 2015 Reg. 18 consultation on the strategic development framework for the local plan and these should form the basis of consideration of necessary mitigation for the South Chesterton development's impact on local transport.
240. Evidence in support of planning applications for the South Chesterton development will be expected to specifically address how residents can be encouraged to walk and cycle into town and how this will be secured through off-site improvements. Other forms

of sustainable transport will be expected, particularly for the mobility impaired. Improvements should be of sufficient quality that they will encourage South Chesterton residents to choose to walk rather than use their cars to visit the town centre.

241. Existing major junctions are currently unattractive and feel unsafe to many pedestrians and cyclists. Until they are rendered easy to navigate for these transport modes, efforts to encourage modal shift away from the car will not be fully effective.
242. Junctions where pedestrian and cycle improvements on the ring road are required are:
- Chesterton Roundabout
 - Waitrose Roundabout
 - Watermoor Roundabout
 - Kingshill South Roundabout
 - Beeches/London Road Roundabout
243. The Town Council is concerned about the existing travel and parking congestion experienced in and around Cirencester and the likely impact of the proposed development. The Town Council will seek a comprehensive mitigation package to overcome any adverse impacts that the proposal may cause to arise.
244. Unless and until the appropriate sustainable transport infrastructure is in place, no phases of development should occur on the South Chesterton site. Without the key sustainable transport infrastructure for cycling, walking and buses, the proposed development cannot be considered “sustainable” because of the extreme car and parking pressure it will put onto the already congested town centre and car infrastructure.
245. ***PS35 - Development proposals in the TCIA will be supported by the Town Council where they are in accordance with the Cirencester Design Code and pay special attention to encouraging walking. Proposals with a frontage on any pedestrian route should address the quality of the walking experience.***
246. ***PS36 - Development proposals that generate car traffic that will affect Cirencester, particularly those where a Travel Plan is required, will be supported only where they are able to demonstrate that:***
- ***They can secure a shift from car use to walking and cycling, with detailed and justified proposals how this will be achieved;***
 - ***They will provide measures on and off-site that could encourage maximum shift to walking and cycling to work and the TCIA with particular attention to necessary junction improvements to enable pedestrians to cross safely and conveniently***

- *They have assessed opportunities for working with other stakeholders to jointly deliver improved walking and cycling routes and an improved pedestrian experience*
- *There is provision for the long term maintenance of walking routes and infrastructure which addresses, for instance, financial and management issues.*

247. *PS37 - Development proposals for major new development will be supported only where pre-commencement conditions are accepted by the applicant to ensure that off-site sustainable transport mitigation is in place before any additional traffic is generated.*

Meeting the needs of the mobility impaired

248. *Policy background and evidence*
- *STRATEGIC HOUSING FOR OLDER PEOPLE Planning, designing and delivering housing that older people want, ADASS, Housing Lin*
 - *CTC Reg. 18 response*
249. Cirencester is not always a place that people with mobility impairment can navigate easily. This is true of residential areas and the town centre. Pavements are often narrow and uneven, kerbs are high where they should be dropped, and crossings can be difficult for those who are not fleet of foot because the car takes precedence over pedestrians.
250. Many sectors of the population are affected: the elderly, parents with prams and young children, people who rely upon mobility scooters and wheelchairs, or people who need to be dropped off directly in front of services and shops by a taxi or carer because they cannot walk long distances.
251. The planning system can bring about small-scale improvements to the town's infrastructure to enhance access for the mobility impaired that cumulatively may have a positive impact. It can also secure major improvements on the back of large-scale developments that need to make provision for sustainable transport.
252. Development proposals should address the requirements of all users. In Cirencester, developments for schemes for housing or commercial schemes that generate traffic and will be used by people who may have special access requirements, or that have frontages on pavements or car parks, should take account of how they will meet the needs of all users.
253. Many people, particularly the elderly who choose not to drive and others with mobility impairment rely upon public transport. Bus stops and taxi ranks should be conveniently located and designed to be able to accommodate all users and their mobility aids.
254. Crossings and junctions in Cirencester, particularly at the larger roundabouts on the ring road can be difficult for the mobility impaired and other users. Schemes that are likely to generate either significant levels of additional traffic or increases in pedestrians should provide a walking experience where all pedestrians can walk at a pace that is comfortable to them without fear of oncoming traffic. Designing crossings and links between spaces should specifically address the special requirements of the mobility impaired to enable this sector of the population to have equal access to public spaces.

255. ***PS38 - Development proposals that generate traffic will be supported where they facilitate sustainable movement for all sectors of the population, including the mobility impaired.***

Travel Plans in Cirencester

256. *Policy background and evidence*
- *NPPF (36)*
 - *Department of Transport, Making travel plans work*
 - *Cardiff model transport plans*
257. Travel Plans are a good way of encouraging modal shift away from private car use. In Cirencester, there are good opportunities to encourage continued and greater use of walking and cycling and Travel Plans are a way of achieving behavioural change.
258. Parking is already constrained inside the ring road and near the Chesterton educational institutions. Restricted parking at traffic-generating developments can cause overspill into residential neighbourhoods, moving congestion away from the traffic generator into other areas. Residential areas in the town centre and Chesterton regularly bear the brunt of restricted parking in other parts of Cirencester, causing inconvenience and frustration for local residents. Parking overflow is also an issue in the Bowling Green area around St John's Road and the Whiteway.
259. Consultations have shown considerable scepticism of the benefits of Travel Plans, particularly for larger residential schemes. As the main mechanism to manage modal shift, Travel Plans should do more than merely predict how modal shift might be achieved. They should also provide mechanisms to monitor the predicted modal shift and have in place robust strategies to take corrective action in the case of poor performance against those expectations. Potential corrective action should be part of the Travel Plan and subject to enforcement. S106 agreements may be a useful mechanism to manage this.
260. ***PS39 - Travel Plans in Cirencester should seek to find a balance between the car, cycling, walking, public transport and the impact on surrounding areas. Where travel plans predict modal shift, there should be a mechanism for regular monitoring and review to track this. Where predictions fall short, Travel Plans should contain a fall back corrective mechanism. S106 agreements should be used by the Local Planning Authority to ensure that monitoring, review and corrective action will be enforced.***

Electric Vehicle charging points

261. *Policy background and evidence*

- *NPPF (35)*

262. National policy supports the increased use of ultra-low emission vehicles. There is currently only one public electric charging point at the Beeches Car Park in Cirencester.

263. All new developments that generate more than 20 car parking spaces should make proportional provision for charging plug-in and incorporate other facilities for ultra-low emission vehicles. As the technology develops, requirements and specifications will change. Design and Access Statements should discuss available technologies, assess the likely level of demand, and make appropriate provision for ultra-low emission vehicles and supporting infrastructure.

264. ***PS40 - Development proposals that will generate more than 20 car parking spaces will be supported where they make appropriate provision for ultra-low emission vehicles and supporting infrastructure.***

APPENDIX 1: Local Infrastructure Requirements

266. This appendix will be developed and specific text added in due course. The mechanism for adding projects to this list of infrastructure is set out in sections "The Role of the Town Council" and "Developer Contributions, Value Added and managing intensification of use".
267. The Town Council will work with local stakeholders to identify individual local infrastructure requirements and projects, have them costed (where possible) and added to the Appendix. As developments come forward, the Town Council will use the list in this appendix to determine whether and how developer contributions might be achieved in line with national guidance and regulations. The appendix will provide a starting point for discussions so that a "proportionate" contribution can be identified which can range from provision of a single flower planter to an improved roundabout or junction.
268. Infrastructure requirements in Appendix 1 will take into account the implication of pooling restrictions on S106 contributions and the tests in the NPPF. Funds collected will be put towards specific projects and monitored.
269. The Cirencester Development Fund will be used to hold contributions for pooled funds or where funds are supplied to the Town Council to hold the money until it has been spent on the required mitigation.
270. Contributions secured through this means will be put towards:
- Identified infrastructure requirements
 - Major highway improvements
 - Provision of management and maintenance funding
 - Match funding for grant awards for master plans at City Bank, Amphitheatre and Abbey Grounds
 - Public art
 - Street scene improvements
 - Other infrastructure or projects as identified by the Town Council and its stakeholders.

APPENDIX 2: Town Council Planning Committee Checklist

271. This checklist will be used by Cirencester Town Council's Planning Committee to determine how development proposals align with the PS.

Topic	Does the development proposal....
Developer contributions	Lead to intensification of use requiring improvements to local infrastructure? Do any of the items listed in Appendix 1 apply to this proposal?
Town Centre Improvement Area	Comply with the Cirencester Design Code?
Growth and development inside and outside the ring road	Generally comply with the character and land uses set out in Table 1?
Local economy	Propose loss of economic land or buildings that meet the relevant tests? Provide incubation space for new businesses? Sustain and enhance the historic core? Demonstrate high quality design?
Out of centre retail	Conflict with businesses in the town centre? Reduce severance between retail developments outside the ring road?
Major improvement areas and development opportunities	Safeguard key sites for decked parking? Maintain an active frontage on larger residential developments? Create or retain employment opportunities? Use the land available in a comprehensive, not piecemeal, way that will benefit the town centre in the long term? Create a comfortable mix of residential and commercial activities where everyone can co-exist happily?
South Chesterton urban extension	To be inserted
Housing for an aging population	Provide flexible housing so that it will suit residents of any age and level of health and mobility? Provide well-designed transport and access arrangements? Located near to shops and services to provide opportunities to stay mobile and socially active?
Co-housing	A viable co-housing scheme?
Energy resilience	Use energy efficiently or generate energy?
Flooding	Manage water in all forms?
Art and culture	Improve and enhance Cirencester's cultural offer? Add publically accessible art?

Community Spaces	<p>Make an appropriate contribution to community meeting places?</p> <p>Demonstrate that the community space is not needed or should not be located on this site?</p>
Using design to facilitate good neighbourliness	<p>Stop conflicting activities causing difficulty between different user groups?</p>
Amphitheatre Master Plan	<p>Help deliver the bridge link to the Amphitheatre in any way?</p> <p>Make the most of the tourism potential of the bridge link?</p> <p>Improve access to the site at all levels?</p>
Archaeological and historical studies	<p>Generate information that the public would be interested in having access to?</p>
Wellbeing and health	<p>Encourage healthy living and wellbeing?</p>
Play	<p>Encourage play for people of all ages?</p>
Sport	<p>To be inserted</p>
Green infrastructure	<p>Make a contribution towards green infrastructure areas?</p>
Urban greening	<p>Make a contribution towards urban greening?</p>
Cirencester Design Code	<p>Positively use the design code to improve the overall appearance of the TCIA?</p>
Street Clutter	<p>Remove identified street clutter?</p>
Developing affecting urban permeability	<p>Make walking in the TCIA and elsewhere more pleasant?</p>
Key views	<p>Restore or maintain key views?</p>
Parking	<p>To be inserted</p>
Public Transport	<p>To be inserted</p>
Cycling	<p>Contribute to safer cycle routes?</p> <p>Make provision for cycle storage?</p> <p>Use other measures to encourage cycling?</p>
Sustainable travel	<p>Do enough to encourage the people who use the development to walk and cycle?</p> <p>Promote safety and create an enjoyable walking and cycling experience?</p> <p>Work with partners to encourage more walking and cycling?</p> <p>Make provision for long-term maintenance of walking and cycling infrastructure?</p> <p>Need pre-commencement conditions to ensure that infrastructure is in in time for people to use it?</p>
Meeting the needs of the mobility impaired	<p>Promote access for the mobility impaired?</p>
Travel Plans in Cirencester	<p>Find a balance between the car, cycling and walking by seeking behavioural change in its users?</p>
Electric vehicle charging points	<p>Make appropriate provision for electrical vehicle charging?</p>

APPENDIX 3: BIBLIOGRAPHY OF RELEVANT DOCUMENTS

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