

CIRENCESTER TOWN CENTRE ADOPTED SUPPLEMENTARY PLANNING DOCUMENT

November 2008



COTSWOLD
DISTRICT COUNCIL

Cirencester Town Centre SPD

The Cirencester Town Centre Supplementary Planning Document (SPD) was adopted by Cotswold District Council on 25th November 2008.

The draft SPD and Sustainability Appraisal were published for consultation alongside a Consultation Statement for a six week period (ending on 4th April 2008) in accordance with Regulation 17 of the Town and Country Planning (Local Development)(England) Regulations 2004.

Comments received in response to the consultation have been taken into account and the draft SPD amended where considered appropriate. A statement has been published separately, which sets out the ways in which responses to consultation have been taken into account, including how the draft SPD has been changed.

Any person with sufficient interest in the decision to adopt the SPD may apply to the High Court for permission to apply for judicial review of that decision not later than three months after the date on which the SPD was adopted.

FRONT COVER: The four drawings on the cover are the winning entries of a colouring competition submitted by pupils from primary schools in the town. The subject of the competition, sponsored by Moore Allen & Innocent, was the future Vision for Cirencester. The winning entries are (clockwise from top left):

- *Megan Phelps (Class 2, Watermoor Primary School) Megan hopes for a new cinema in the town - her drawing shows how this might look.*
- *Emily Townsend (Reception, Watermoor Primary School) Emily's drawing depicts a return of carnival day in Cirencester - an event which disappeared several years ago*
- *Joe White (Class 3S, Cirencester Junior School) Joe would like to see the litter-strewn paths at City Bank tidied up and the area turned into a garden.*
- *Natasha Cansdale (Class 5SH, Chesterton Primary School) Natasha's idea is to install fountains at Brewery Court to create a fun place for young children.*

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Introduction 1

General

1.1 Cotswold District Council is preparing a Supplementary Planning Document (SPD) to amplify certain policies set out in the Cotswold District Local Plan relating to Cirencester. The Local Plan's policies are currently saved as part of the Cotswold District Local Development Framework (LDF).

1.2 National planning policy (PPS 12) specifically requires SPDs to be consistent with national, regional and County planning policies, as well as the policies set out in documents forming part of the LDF. The implications of relevant national and regional policy documents have been considered as part of the accompanying Sustainability Appraisal; therefore, extracts from those documents are not repeated in this SPD.

1.3 The purpose of this SPD is essentially to amplify Policy CIR. 1 (Traffic Management and related issues in Cirencester Town Centre*) and the following site-specific policies of the Cotswold District Local Plan 2001-2011:

[* The area covered by the SPD is shown on Map 1.1]

- Policy CIR.2 – Livestock Market and Leisure Centre
- Policy CIR.3 – Sheep Street 'island' site
- Policy CIR.4 – Memorial Hospital site
- Policy CIR.5 – Land adjacent to Brewery car park
- Policy CIR.6 – Land fronting Dyer Street and The Waterloo
- Policy CIR.7 – The Waterloo car park
- Policy CIR.8 – Cricklade Street/ West Way
- Policy CIR.15 – Land at City Bank, Beeches Road and the former railway line

1.4 The key Local Plan policy - CIR.1 – is set out below:

POLICY CIR.1: TRAFFIC AND THE ENVIRONMENT IN CIRENCESTER TOWN CENTRE

1. Measures to reduce, manage and calm traffic; integrate public transport; improve facilities for cyclists, pedestrians and the disabled; and improve the environment will be implemented throughout Cirencester town centre and along the main traffic, cycle and pedestrian routes into and out of it.

2. The Council will seek planning obligations to secure contributions towards the implementation of measures described in Clause 1 above in relation to any development likely to give rise to an increase in traffic, cycling, public transport and/or pedestrian movements to, in, or through the town centre.

NOTES FOR GUIDANCE:

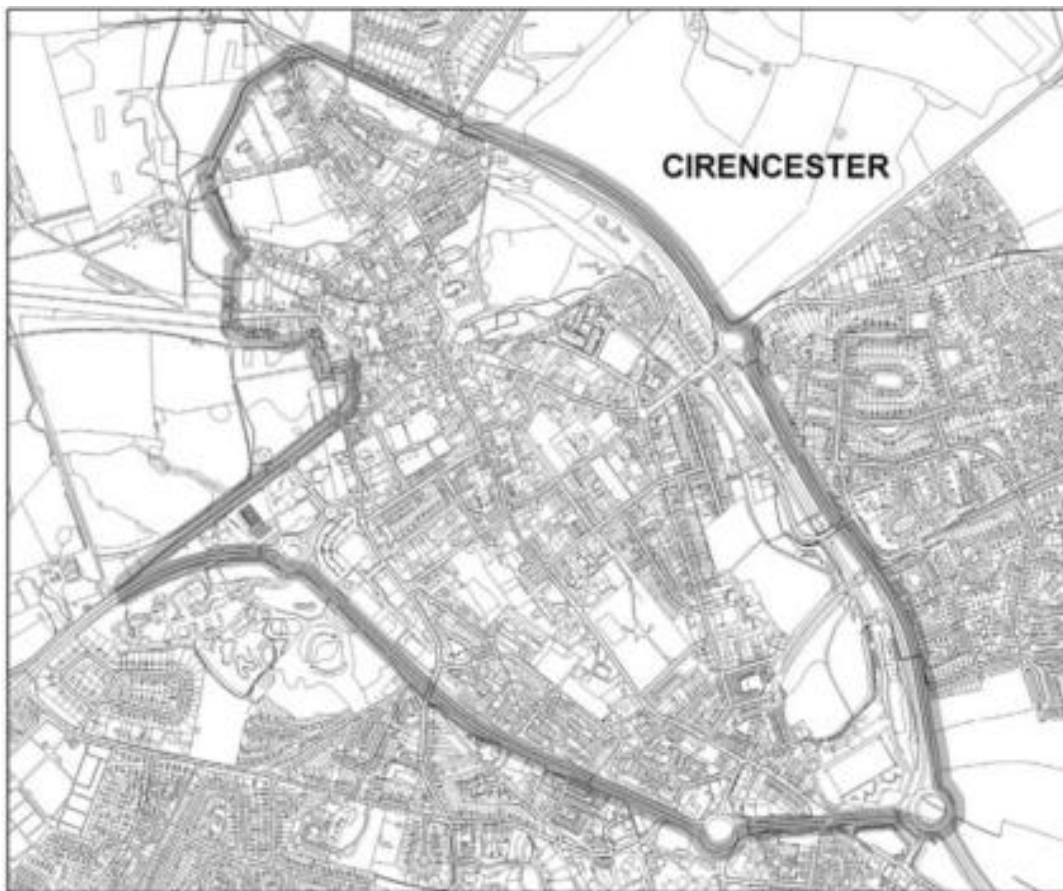
1. *The Proposed Measures: The measures outlined in the above policy are set out in detail in the Gloucestershire Local Transport Plan (including Annual Progress Report) and the Cotswolds Cycling Strategy SPG.*
2. *Contributions: The contributions sought will be fairly and reasonably related to the proposal in scale and kind. These may be financial, on-site, or off-site works, or a combination of all three.*

1 Introduction

The size of contribution sought will be related to the volume of traffic, cycle, and pedestrian movements, and public transport use, likely to be generated by the development. Contributions will not be sought where the volumes generated are likely to be insignificant. See Policy 49 for further guidance on Planning Obligations and Conditions.

1.5 In amplifying Local Plan policies, the SDP will address:

- vitality and viability issues in the town's commercial centre (as defined in the Local Plan) within the context of Policy 25; and
- archaeology issues within the context of Policy 12.



The area covered by this SPD

1.6 For the purposes of this SPD, the term commercial centre refers to the main retailing streets, including Market Place, Cricklade Street, Castle Street, Silver Street, Black Jack Street, West Market Place/ Gosditch Street and Dyer Street.

Objectives for the SPD

1.7 The objectives for the SPD, which have been developed through community and stakeholder engagement, and refined through the Sustainability Appraisal process, are set out in the table below.

Introduction 1

SPD Objectives

A	To develop Local Plan policies for Cirencester Town Centre in a holistic manner, which seeks to balance the need to manage traffic and improve the appearance of the public realm with other, competing, environmental, social and economic objectives.
B	To identify alternative strategies for the future use of significant sites, including CIR.2 - CIR.8 (within the context of policies 12, 15, 25 and CIR.1) with the aim of enhancing the town centre's function and its historic and natural environment.
C	To mitigate the impact of anticipated growth in future car usage through traffic management and parking measures that incorporate: <ul style="list-style-type: none"> • Options for transferring all unnecessary through traffic* onto the ring road; • Improvements to road safety throughout the town; • Improvements for pedestrians, cyclists and to public transport, including better links within the town centre, and between the centre and other parts of the town; and • Options for prioritising pedestrians and cyclists over vehicular traffic within the town's commercial core.
D	To set out formulae for achieving traffic and environmental improvements to the public realm of the town through section 106 obligations.
E	To propose improvements to, and a rationalisation of, signage, street furniture and streetscape, that will provide consistent styles, materials, clearer direction, and resulting enhancements to the town's appearance and improved legibility.
F	To propose measures for securing the interpretation of the town's archaeological, built and natural heritage.
G	To propose measures to manage and improve the City Bank area in accordance with the principles set out in Policy CIR.15.

* 'Unnecessary through traffic' means any vehicles that have no reason to enter the town centre by virtue of the fact that the driver does not intend visiting any location within the ring road. In other words, the driver's origin and destination are both beyond Cirencester town centre, and the journey could be satisfactorily negotiated via the ring road.

Cirencester Traffic and Environment Plan (CTEP)

1.8 An integrated package of measures to manage traffic, improve accessibility, enhance community safety and improve the town centre environment were pursued during the 1990s as part of the Cirencester Traffic and Environment Plan (CTEP). CTEP was a joint project involving Gloucestershire County Council, Cotswold District Council and Cirencester Town Council. However, following a decision to withdraw from the project in September 2003, significant elements of CTEP remained unimplemented.

1.9 Despite this, the Local Plan recognises that numerous aims of CTEP are still valid and desirable aspirations for the town, which could be implemented in the future. These have continued to attract support through community engagement to date.

1.10 Phase 1 of CTEP included the upgrade of carriageways and pavements in Silver Street, Park Lane and Park Street carried out in the late 1990s. References to CTEP in this document relate to the improvements undertaken in these streets

1 Introduction

Cirencester Traffic and Movement Study (2007)

1.11 In January 2007, the Council commissioned Hyder Consulting to produce a Traffic and Movement Study for the area covered by the SPD (Map 1). The Study, completed in June 2007, examined the full range of traffic management, sustainable transport, parking and other related issues. The Study's findings have provided the foundation for a number of proposals in this SPD.

1.12 Other studies commissioned during the last year, on matters including parking, retailing and employment, have also provided useful input to this SPD.

Overall Aim

1.13 The ultimate aim of this SPD is to propose measures that will make Cirencester an even greater pleasure to visit, safer, and bring increased prosperity to traders and others throughout the centre. It is recognised that the town competes directly with other centres, some of them much bigger and totally different to Cirencester. However, just because they are 'different' does not mean they do not pose a potential threat to Cirencester's future vitality and viability.

1.14 The retail offer in Cirencester is a pleasing mix of independent traders and national multiples together with a small number of anchor stores. These economic drivers are set in compact street format in a high quality historic environment. All of these factors help to make Cirencester a 'must visit' destination for many visitors. The other key elements of the town centre feed from the vibrant commercial core. The SPD's proposals seek to build upon, enhance, regenerate and complement these qualities that make Cirencester a special destination rather than "any other town.

1.15 As other towns enhance their centres, it simply is not an option for Cirencester to stand still. Many would argue that a strategy for the town centre is long overdue if it is to retain its competitive edge. It is incumbent on the Council to address this issue, and proposals in this document are geared towards achieving that goal. It is not the intention to deny the importance of the car in this rural area; rather to consider how its use may be better integrated with pedestrian activity in the centre of Cirencester.

Accessibility and the Historic Environment 2

Introduction

2.1 Cirencester is by far 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 substantial retailing and employment base, with catchments that extend over substantial tracts of the District and beyond.

2.2 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 town centre.

2.3 Although additional public parking has been provided in Cirencester over the years, the popularity of the town, along with increasing car ownership, have resulted in the town's car parks nearing capacity. It is considered and perceived that at busy times there is very little spare capacity in the town's car parks (Parking Strategy Phase II).

2.4 Alongside its economic credentials, Cirencester boasts a rich and enviable historical legacy as evidenced by the large number of listed buildings, four conservation areas and substantial tracts of archaeologically sensitive land.

2.5 Indeed, Cirencester is a town of national archaeological importance. 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.

2.6 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.

2.7 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. There are two main explanations for this.

2.8 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. This is considered in greater detail in Chapter 5. 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.

2 Accessibility and the Historic Environment

2.9 The quality of the public realm, therefore, 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 and Silver Street (improved as a result of CTEP Phase 1) are notable exceptions.

2.10 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.

2.11 There is a conspicuous lack of street furniture even within the most important areas of the town centre. 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. Despite Cirencester's rich history and cultural background, this heritage is rarely reflected in the streetscape or public art.

Traffic and Movement

2.12 Towns throughout Britain are having to face up to the difficult challenge of balancing the accessibility requirements of a modern, car-owning society with the need to encourage a shift towards more sustainable modes of travel. This issue is becoming increasingly important in the light of growing concerns about global warming and the contribution transport makes towards greenhouse gases and air pollution. This, of course, presents a particular problem in rural areas, where necessary journeys tend to involve greater distances and the options for public transport are limited.

2.13 Cirencester has to accommodate the needs of its 19,000 or so residents, while also providing an accessible commercial centre for the surrounding rural area. Added to this challenge is the need to conserve the historic legacy while maintaining the town's tourist trade, which makes a significant contribution to the District's economy.

2.14 These tensions make it necessary to find, and manage, a balance that satisfies all competing needs as far as possible. Achieving this balance is particularly important in view of the rising tide of traffic in towns and around the highway network. Current estimates indicate that the traffic levels in 2000 will, on rural roads, grow by 30% by 2010, 36% by 2015 and 47% by 2025 (Future of Transport-assumptions March 2005).

2.15 National transport policy acknowledges that concerns about safety deter many people from walking or cycling; hence, the Government is committed to improving the safety and the quality of our pedestrian environment and making towns and cities safer and more pleasant places to live. Pursuant to this, the Department for Transport stresses that planning and transport policies must be closely co-ordinated to produce more sustainable patterns of development and transport.

2.16 The Gloucestershire Local Transport Plan states that investing in making the best use of existing infrastructure will have a significant impact on congestion across a wide area. Observations and discussions undertaken with stakeholders in the town in preparing the Traffic and Movement Study revealed concerns about the dominance of the car, particularly in the historic core.

Accessibility and the Historic Environment 2

2.17 In looking ahead, the Cotswold Community Strategy states that:

Cirencester's role as the district's main service centre, together with the role of the Principal Settlements in providing everyday services to local communities, will have been enhanced, or, at the very least, maintained.

2.18 The Cotswold District Local Plan states that, by 2011:

The town centre will have retained and enhanced its special character, and several mixed use developments will have increased its 'offer'. There will have been a modest increase in the number and range of retail units and other services through a number of small to medium scale redevelopment schemes. This, combined with management of traffic, improved community, sporting and cultural facilities and significant improvements to the town centre environment, will mean that the town is competing very successfully and continues to be vital and viable. Increasingly, the town centre will have become a place in which to live as well as providing many facilities for a large rural area.

2.19 Importantly, the Local Plan sets out the following aims in support of Policy CIR.1:

- remove all through traffic which has no overriding reason to travel through the town centre, and encourage greater use of the inner bypass (referred to in this SPD as the 'ring road');
- reduce traffic speeds significantly, ideally to 20 mph, in the main town centre shopping streets and those which are predominantly residential;
- ensure that car parks can be easily found, as directly as possible, to and from the Inner Bypass and without using the town centre shopping or residential streets;
- improve the safety of, and create a more pleasant environment for, pedestrians, cyclists and disabled people, including, where appropriate, additional pedestrian priority, wider pavements and more dropped kerbs;
- provide reasonably convenient access to, and within, the town centre for those who live there, or whose work requires easy access to a car;
- consider the introduction of further 'residents only' parking schemes;
- maintain convenient through routes for buses;
- provide adequate facilities in the town centre for taxis;
- ensure that servicing to commercial premises can be carried out in as convenient a way as is practical, without destroying the historic fabric of the town through the creation of large rear service yards;
- improve the appearance of the town centre through re-paving, 'greening' and better street furniture, together with pedestrian signing, visitor information, and interpretation of the town's heritage; and
- carefully redesign, replace and rationalise road signs to help meet the above aims.

2 Accessibility and the Historic Environment

Proposal 1: Accessibility and Historic Environment

In response to the needs of the town and its required functionality, a hierarchical approach should be adopted. This should recognise the concerns for the built environment and the options for sustainable travel within the town centre with the practicalities of maintaining accessibility to the wider district.

- a. Within the ring road, improvements should promote safe and convenient access for sustainable travel modes including walking, cycling and public transport.
- b. Subject to Proposal 1(a), accessibility to Cirencester from the wider district should be maintained, with necessary car parking provided at locations that can be easily and directly accessed from the ring road, thereby minimising vehicular movements in the town centre.
- c. The provision of private parking in relation to all future commercial developments within the town centre will have regard to guidance set out in PPG13, Transport, section 3 (Managing Travel Demand).

Traffic Management 3

Introduction

3.1 The previous section proposes a hierarchy of travel modes. This was based upon the concept that, within the town, preference should generally be given to sustainable modes of movement such as walking, cycling and public transport. This is particularly important in the centre of the town, where there is a high intensity of shoppers and visitors. However, it is also important that accessibility to the town should be maintained for the benefit of the wider area.

Traffic Flows

3.2 Within the ring road, the town is currently subject to a number of one-way systems, which combine to provide a complex traffic management system for a relatively small town. However, local people who are familiar with the area are able to navigate short cuts or “rat-runs” either to reach the centre of the town or to cut through the town on an east / west axis. The net effect is that a significant amount of traffic passing through the town does not need to be there, to the detriment of pedestrians and cyclists as well as residents. It is also a source of localised congestion and pollution in the town, and this could be reduced if unnecessary through traffic were obliged to use the ring road.

3.3 The decision of motorists to cut through the town instead of using the ring road is clearly related to the ease of the journey. The solution to this problem is to either make the journey physically impossible or to make journeys sufficiently difficult to dissuade motorists from taking the short cut. However, access to areas within the town needs to be maintained for local residents, while local facilities and the town’s commercial centre also need to be readily accessible from the wider area. An alternative approach would be to direct motorists bound for the commercial centre into car parks via the most direct route.

Personal Injury Accidents

3.4 An analysis of Gloucestershire County Council’s database of recorded Personal Injury Accidents for the five year period 2001 to 2006 indicates a modest spread of vehicle to vehicle accidents within the town centre area. A significant number of accidents involving vehicles and pedestrians or cyclists have also been recorded, which emphasises the danger posed to vulnerable road users.

Commercial Centre

3.5 The town centre contains a vibrant mix of shopping, financial and property services, and visitor attractions. In keeping with the proposed hierarchy, the town centre should provide a safe and inviting environment for pedestrians and cyclists.

3.6 Yet, the town centre area currently suffers from relatively high traffic levels, the impact of which is accentuated by the narrowness of many of the streets and relatively poor pedestrian and cycle facilities. This combination often causes air quality problems and also creates an unpleasant, often intimidating, environment. Traffic management measures that result in less traffic accessing the central areas of town would create a more pleasurable environment for those using and visiting the town centre, as well as for residents.

3 Traffic Management

Commercial Centre: Market Place

3.7 Market Place is the hub of the town and a place where, arguably more than anywhere else, pedestrians should be able to 'roam' in a traffic-free environment during normal business hours.

3.8 Yet, the current layout of Market Place makes poor provision for pedestrians, with low quality and comparatively narrow footways, and a lack of adequate crossing facilities. The existing carriageways are excessively wide, capable of accommodating four lanes of traffic. The central parking area, although providing a convenient facility, also generates traffic with drivers circulating the central parking island 'hunting' for parking opportunities. This central area is also the site of the twice weekly market, but its location gives rise to concerns that pedestrians may walk out from behind the market stalls and directly into the line of traffic as illustrated below.



Photos 3.1 and 3.2: Market Place

3.9 It is therefore proposed that the traffic system in Cirencester Market Place should be redesigned through the introduction of a shared space regime, with enhanced pedestrian priority and restrictions on unnecessary through vehicular traffic.

3.10 The scheme would include the removal of existing on-street parking and both carriageways. The intention is to restrict unnecessary motorised vehicles during business hours in order to create a pedestrian and cycle-friendly environment for shoppers and other town centre users, and to reduce the visual impact of traffic. Shared space would need to facilitate deliveries (where necessary); public transport movements; general traffic movements outside business hours; and, potentially, some disabled and taxi parking. A large traffic-free 'piazza' will be created on the northern side of the street, which would be used for markets and other public functions. Buses will continue to be accommodated, with designated stops for setting-down and dropping-off passengers.

Commercial Centre: Cricklade Street

3.11 Cricklade Street is the only street in Cirencester with a notional shared surface. It is closed by regulation 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. 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. If Cricklade Street is to be improved for pedestrians this issue would need to be addressed

Traffic Management 3



Photos 3.3 and 3.4: Cricklade Street

3.12 However, site observations suggest a degree of non-compliance with the regime. Regulatory arrangements of this type are difficult to enforce by the Police and are generally most effective when the streetscape sends a clear message to motorists that the environment is a pedestrian dominant area ('shared space'). However, the existing street layout is essentially that of a traditional trafficked street; consequently the restrictions are largely conveyed to the motorist through traffic signs.

3.13 The existing pedestrian / vehicle conflict in Cricklade Street has not resulted in recorded personal injury accidents. However, the existence of even comparatively low levels of traffic in a pedestrian priority area undermines the pedestrian friendly and relaxed ethos that should be expected by shoppers and visitors alike.

3.14 It is therefore proposed that the existing street layout should be redesigned to provide a shared surface, which emphasises the right of pedestrians to occupy all areas of the highway.

Commercial Centre: Castle Street

3.15 Castle Street is an area of particular concern from a traffic management perspective. This section of the highway network is divided into two. The eastern half of Castle Street facilitates two-way traffic flows, while the western half is restricted to one-way only. The latter section forms part of a clockwise gyratory with Park Lane and Silver Street.



Photos 3.5 and 3.6: Castle Street

3.16 Site observations confirm high levels of illegal on-street parking, which obstructs traffic and causes localised congestion. There have been three recorded personal injury accidents on Castle Street in the last five years. Two of these involved parked vehicles with the third involving a pedestrian.

3 Traffic Management

3.17 The CTEP project has been particularly effective in eradicating on-street parking by narrowing the carriageway and usefully widening the footways to create a more pedestrian-friendly environment. It is proposed that the CTEP approach should be extended along Castle Street.

Commerical Centre: Black Jack Street

3.18 Black Jack Street is one of the narrowest streets in the town centre, yet its shops and mews are a key attraction. The existing footways are narrow with most pedestrians electing to walk along the carriageway, which is itself of limited width. However, prohibition of driving order currently exists (with an exception for access) and a one-way system is in place. A significant level of on-street parking takes place along Black Jack Street and this results in vehicles mounting and driving along the footway,

3.19 Obstructive parking of this nature gives rise to a number of issues:

- problems for deliveries to businesses;
- it undermines pedestrian safety; and
- it detracts from what would otherwise be a particularly attractive streetscape.

3.20 It is proposed that on-street parking be removed and the street pedestrianised with vehicular access for loading / unloading only. This philosophy should be reinforced with an appropriate streetscape design and material selection, which indicates a pedestrian dominance.



Photos 3.7 and 3.8: Black Jack Street

Town-wide

3.21 The wider area of the town centre beyond the commercial core comprises a mix of predominantly residential streets with supporting community facilities such as schools, health and leisure centres, together with areas of business use. The principle has been proposed that the area within the ring road would favour the sustainable modes of movement having regard for the access needs of those with mobility impairments. Consequently, given the composition of land uses, the traffic and movement needs are generally associated with:

- access to the commercial centre,
- access for residents, and
- access to community facilities and businesses.

Traffic Management 3

3.22 Extraneous traffic resulting from motorists electing not to use the ring road gives rise to safety concerns, and is a source of pollution and environmental intrusion which, with effective traffic management, could be reduced. The principal roads used as short-cuts are mostly unsuitable in terms of their geometry and environment for this type of traffic as shown in the following photographs.



Photos 3.9 and 3.10: Lewis Lane and Park Street

Access to Surrounding Areas

3.23 Cirencester has particularly good highway links with the surrounding areas and major destinations via the A417 trunk road, which forms the outer bypass for the town. More immediately, the town also benefits from the 'A' class ring road, on three sides of the town, which has been constructed to a high standard and is predominantly dual carriageway (see photograph 3.11). The availability of the ring road allows a positive stand to be taken on removing traffic from within the town through more robust traffic management policies.

3.24 It is recognised, however, that the ring road presents an intimidating 'barrier' for pedestrians and cyclists. Subject to detailed site assessment, these vulnerable modes should be segregated from the ring road as far as possible in the interests of safety. The existence of unofficial pedestrian short cuts across the ring road generates specific concerns and these issues are dealt with in section 5.



Photos 3.11 and 3.12: Cirencester's 'ring' road

Traffic Management

3.25 It is proposed that the existing traffic management system is revised with the objectives of:

- reducing the volume of traffic in the town centre;
- improving safety for pedestrians and cyclists;
- reducing congestion and pollution; and
- improving the options for re-designing street layout in the centre.

3 Traffic Management

3.26 The proposed traffic management measures, which are illustrated at Appendix F, will include:

- pedestrian priority in Black Jack Street and Market Place (see section 5);
- enhanced pedestrian priority in Cricklade Street (see section 5);
- reversal of the existing one-way restriction on Dyer Street and Lewis Lane;
- a prohibition of driving between Dollar Street and Gloucester Street; and
- the introduction of a one-way system along Thomas Street, Dollar Street and the section of Castle Street between Market Place and Silver Street.

3.27 The above measures should allow for flexibility to adopt an incremental approach if necessary.

3.28 Essentially, the proposed regime is based on creating 'cells' within the town, which can be accessed individually as necessary; however, trips would not be facilitated from cell to cell, thus eliminating trips through the town. The intention is that motorists will access whichever cell is required, from the ring road, then return by the same route. Closing off Market Place to normal traffic during business hours supports this concept while also making the centre of town more attractive to pedestrians. This would be allied with a re-engineering of the core streets of the town centre and a removal of general parking in Market Place.

3.29 The reversal of the one-way system on Dyer Street would improve the operational efficiency of the five arm London Road / Dyer Street / Victoria Road junction, which is a prime source of peak hour congestion. A combination of traffic volume and pedestrian movements across the junction lead to traffic backing-up along London Road and onto the ring road roundabout. This impedes the through flow of traffic on the ring road and raises concerns for the safety of queueing motorists

3.30 A revised traffic management system would affect the routing of bus services into and out of the town. Research undertaken as part of the Traffic and Movement Study indicates that this should not present an insurmountable problem.



Photos 3.14 and 3.15: Five ways junction

Speed Limits

3.31 The current regime within the town comprises a mixture of 20 mph and 30 mph speed limits. A blanket 30 mph limit is commonplace for urban areas such as towns and cities. However, 20 mph limits are becoming increasingly common in sensitive urban environments to reflect a need for increased care on the part of the motorist. Such limits are introduced in areas such as town centres where there are high levels of pedestrian movement, or within areas of particular community concern, such as near

Traffic Management 3

schools. In moving from one speed limit to another, it is necessary (from a legal perspective) to ensure that the motorist is clearly advised of the change of limit. Consequently, changes from a 20 mph limit to a 30 mph limit or vice versa, require four traffic signs at each point of change.

3.32 Currently within Cirencester there are 17 points of change between the 20 mph and 30 mph speed limits and a further 5 points of change between a 30 mph and a higher speed limit. This gives a total of 22 points of changing speed limits within the town with inevitable extra signage, which contributes to visual pollution and street clutter.

3.33 The existing mix of 20 mph and 30 mph speed limits also does not appear to have a clear rationale and thus can be misunderstood by motorists, leading to potential confusion and incompatibility with safety objectives.

3.34 Accordingly, it is proposed that the whole of the town within the ring road be incorporated within a 20 mph speed limit. This will reduce sign clutter and help to create a safer environment for local residents, pedestrians and cyclists. The starting points of the 20 mph limits should be emphasised with appropriate gateway features that send a strong signal to the motorists of a change of environment.

Business Access

3.35 The area bounded by the ring road is subject to a 7.5 tonne weight restriction. This is intended to prevent heavy goods vehicles (HGV) entering the town unless there is a legitimate access requirement. Deliveries to local business or residential premises are exempt from this restriction. There is no evidence to indicate that the restriction is being contravened.

3.36 HGV access to the comparatively small number of businesses located around the periphery of the town does not appear to cause a particular problem. However, within the town centre, deliveries to retail premises do give rise to concerns. In a number of locations, HGVs stop in locations that cause traffic congestion or obstruction of footways. Regarding the latter, mounting footways can also damage the fabric of the footway as shown in the following photographs.



Photos 3.15 and 3.16: Obstruction and damage to footpaths - Cricklade Street and Dyer Street

3.37 The Traffic and Movement Study established that many, though not all, premises in the town centre have delivery facilities at the rear of their premises. Street layouts should, therefore, seek to include provision for the servicing of businesses.

3 Traffic Management

Proposal 2: Traffic Management

- a. The traffic management regime will be changed in accordance with the proposals illustrated at Appendix F.
- b. Market Place will be redesigned as a shared space regime, with a prohibition on motorised traffic (except buses) during normal business hours. This will include the removal of existing parking and carriageways and the creation of a large 'piazza' on the northern side to facilitate markets and other public events.
- c. Further improvements will be made to discourage unauthorised traffic from using Cricklade Street during business hours.
- d. Castle Street will be redesigned in accordance with CTEP principles to improve the environment and manage parking.
- e. Black Jack Street will be redesigned to reinforce a permanent prohibition on all vehicles except those carrying out loading/ unloading.
- f. A town-wide 20mph speed limit will be introduced subject to the outcome of speed surveys. This will include the introduction of high quality, appropriately designed 'gateways' on the main entrances to the town from the ring road to provide a clear indication to motorists that they are entering a zone where speed must be reduced to 20 mph.
- g. Any redesign of existing street layouts should, where appropriate, facilitate disabled motorists, taxis, emergency vehicles, and include necessary loading / unloading areas to accommodate deliveries for businesses in the town centre.

Public Transport 4

Introduction

4.1 Cirencester is surrounded by a rural area peppered with many small villages. Buses provide vital links to this area for those who do not have access to a private car. The town is reasonably well served by public transport but there is some evidence that improvements could be made, which would enhance the experience of those choosing this mode. All levels of policy indicate that public transport features strongly within the framework of sustainable development.

4.2 The numerous bus services to Cirencester reflect a demand for public transport.

Infrastructure and Other Issues

4.3 The nature of the historic built environment in the centre of Cirencester presents challenges to bus operators and passengers. Market Place has become a focus of public transport in the town centre. However, all routes into Market Place feature tight turns and narrow carriageways. This means that safety for pedestrians, cyclists and other road users may be compromised as well as making the journey difficult for bus drivers. If buses encounter congestion along the route to Market Place there will be a reduction in air quality and an increase in noise disturbance.



Photo 4.1: Difficulties posed for public transport by parked vehicles in Dyer Street

4.4 Long distance coach operators assess the viability of routes and stops on a number of factors. Passenger numbers are a consideration but so too is the accessibility of a town to coaches, including levels of congestion and the quality of pick up/departure points for waiting customers. The National Express service that links Gloucester to London via Cirencester is an important facility for residents and visitors, especially as the nearest railway station is at Kemble, four miles away. Currently, the service

4 Public Transport

stops at London Road (next to Beeches car park) and does not call at Market Place. This offers a poor interchange for long distance coach passengers who may still need a local bus or taxi ride to complete their journey.

4.5 Anecdotal evidence suggests that local bus drivers dislike driving into Market Place due to congestion and awkward driving conditions in the town centre.

4.6 Other considerations regarding bus operations in Cirencester include aesthetic values in the public realm. The bus stops near the Parish Church offer no shelter; hence, in poor weather, passengers wait in the porch and other sheltered recesses of the building. It would require considerable design expertise to create a sheltered waiting area for passengers that has resonance with the surrounding architecture. Without such facilities however, the incentive to travel by bus is lessened.

Park and Ride

4.7 Park and ride sites throughout Britain suffer varying fortunes in terms of their financial viability. Although in principle they appear an attractive solution to town and city centre congestion, their operation can be very costly. In order to make park and ride facilities appealing, they need to offer a high level of security. This is usually characterised by a manned security station, good quality lighting and CCTV systems. Shuttle bus services also need to be of sufficient frequency to be convenient for users. The costs of this operation can, and often do, result in park and ride facilities operating at a financial loss even in large towns and cities. Park and ride operations can also, in some circumstances, undermine existing public transport services as customers transfer from scheduled bus trips to the high frequency, high security, park and ride facilities.

4.8 The current view of Gloucestershire County Council Public Transport Unit is that Cirencester is too small to justify and sustain a dedicated Park and Ride operation. The existing free bus travel for senior citizens would also undermine the business case for park and ride.

4.9 However, the issue may need to be revisited if traffic conditions significantly deteriorate and a more detailed study may be necessary in the longer term to ascertain whether such a service for Cirencester could have a beneficial and sustainable impact within a viable business framework.

Public Transport: Options

4.10 Long distance coach services do not terminate in the same location as local services and are not linked to taxi services in a useful way. There is a persuasive argument to create a public transport interchange that serves the town as a whole. Currently, local services that terminate at Market Place are detracting from the quality of the public realm in this most important space.

4.11 Subject to decked parking being provided elsewhere in the town centre, there is the potential to create such an interchange at the Forum car park. South Way already acts as a 'holding point' for buses that are ahead of schedule or waiting to begin a timetabled service. Along with Market Place, South Way is at the centre of bus activity in the town and a requirement for all services to terminate here would enhance the quality of the public realm at Market Place whilst giving the Forum/ South Way area a much stronger identity and function.

Public Transport 4

4.12 The Forum car park is located within 100 metres of Dyer Street and Market Place and is also in close proximity to the retail facilities at Cricklade Street. Multi modal interchange is at the forefront of creating sustainable transport solutions. Such a facility could also offer secure bicycle storage and a taxi rank. The rationalisation of all services to this location would have many benefits:

- Centralisation of all timetable and map information would create the possibility of linked journeys and create a better knowledge of what routes are available
- An attractive interchange would create a memorable and positive impression of arrival at the 'Capital of the Cotswolds'.
- Relocation of the current National Express stop from the periphery of town to a central location.
- The location is convenient to many of the key attractions in Cirencester and sits in a triangle formed by Dyer Street/ Market Place/ Cricklade Street
- Bus traffic could be removed from Market Place, which would help achieve the aspiration to make it an exceptional public space.
- In association with improved pedestrian links, the Forum area would be rejuvenated and transformed into a functional, attractive part of the urban landscape.
- Extra services may well be attracted to the town.
- Bus links to Kemble railway station from a recognised central point in the town.

4.13 Such a scheme is likely to be a long term project, but would provide the town with a much needed focus for public transport.

Proposal 3: Public Transport

- a. Subject to: (1) agreement with bus operators and the highways authority; and (2) additional parking being provided elsewhere in the town centre; all bus services should terminate at a public transport interchange at South Way / Forum. Bus stops at Market Place should be for picking up or setting down only.
- b. Detailed investigation should be undertaken into the feasibility of implementing high quality bus shelters with Real Time Passenger Information compatibility and low floor bus access at South Way / Forum.

5 Pedestrian Movement

Introduction

5.1 The safety, comfort and desirability of walking in Cirencester is a key component in supporting a vibrant retail centre, an enjoyable experience for visitors, and convenient movement for local residents. Walking is also a vital component in promoting sustainable travel patterns by creating a town that is not dominated by traffic and where the air is of an acceptable quality.

5.2 A walk round Cirencester provides plenty of opportunity to engage with the town's history. However, a number of important factors combine to make walking less than ideal and, in some cases, raise safety issues.

Pedestrian Snapshot

5.3 Cirencester is an alluring, historic market town that attracts visitors for its heritage, retailing, leisure facilities and employment opportunities. Provision of good quality and safe pedestrian routes is essential both for the character of the town centre and its continued economic success in the face of competition with other centres.

5.4 It is the ultimate aim of this SPD to propose measures that will make the town an even greater pleasure to visit in safety whilst bringing increased prosperity to traders. The focus of the SPD is Market Place, Black Jack Street, Cricklade Street, Dyer Street, Castle Street, Park Lane and Silver Street, but goes beyond these to consider a wider context of the town's fabric. The character of this network of streets is one of vibrancy, with shops, pubs and restaurants nestled around the streets that radiate in all directions from the parish church.

5.5 As well as the national stores that feature in every major high street throughout Britain there is a wealth of independent shops, galleries, and antique dealers. The impression is that Cirencester is not 'Any Town UK' and the engagement process identified this as an important asset. Indeed, the town was a thriving centre with beautiful architecture and civic importance long before the modern era of out of town shopping and congested roads.

5.6 In the modern era, Cirencester has benefited from the extra trade and opportunity brought about by ever-increasing use of the car. It is not the intention of this SPD to play down the importance of the car in this rural area, rather to consider how use of the car may be better integrated with pedestrian activity in the centre of Cirencester. However, there are undeniably negative consequences for the town arising from the increasing dominance of the car.

Market Place

5.7 Market Place is arguably the image that 'sells' Cirencester to the outside world, yet its layout is heavily biased towards vehicular traffic and parking. Facilities for pedestrians are arguably adequate with footways on both sides of the Market Place and a signalised pedestrian crossing by the parish church.

Pedestrian Movement 5

5.8 However, the general atmosphere of Market Place is one of car domination, which reduces its attractiveness for pedestrians. If Market Place is to be enjoyed as the heartbeat of the town and community, cars should be subservient to pedestrians rather than the other way round. Options for change should concentrate on prioritising the pedestrian experience with the opportunity taken to improve the location of the street market into a safer and more relaxed setting.

5.9 One innovative way of managing traffic, which has been used successfully throughout continental Europe is the introduction of 'shared space'. This term describes an approach to the design, management and maintenance of public spaces, which reduces the adverse effects of conventional traffic engineering. The shared space approach is based on the observation that individuals' behaviour in traffic is more positively affected by the built environment of the public space than it is by conventional traffic control devices (signals, signs, road markings, etc.) and regulations.



Photos 5.1 - 5.3: Highways paraphernalia and traffic domination in Market Place

5.10 Concerns have been raised that pedestrianisation of Market Place could lead to a lack of vibrancy, particularly in the evenings. Premises that encourage evening activity, such as pubs and restaurants, are currently not well represented and it is important to ensure that activity is not discouraged at times when there is less pedestrian activity. Therefore, it would be desirable to allow any traffic through Market Place at such times even if there was a general prohibition during normal business hours.

5.11 Given the imperative to address both traffic and environmental issues in the most important public space in Cirencester, and the need to maintain activity during evenings and other quiet times, it is proposed that the current traffic system is replaced with a shared space regime, with enhanced pedestrian priority and restrictions on unnecessary through vehicular traffic during business hours only. The scheme would include the removal of existing on-street parking and both carriageways, and the creation of a large traffic-free 'piazza' on the northern side of the street, which would be used for markets and other public functions.

5.12 The shared space would need to facilitate deliveries (where necessary); public transport movements; general traffic movements outside business hours; and, potentially, some disabled and taxi parking. Buses would have designated stops to set-down and drop-off passengers; however, services should no longer terminate in Market Place.

Black Jack Street

5.13 Black Jack Street forms a valuable pedestrian link between the Corinium Museum and the parish church. It is one of the town's most appealing thoroughfares, with an eclectic mix of shops, pubs and restaurants, and The Stable yard mews providing an attractive diversion. However, the presence of traffic and on-street parking is overwhelming. By day, cars are generally parked along the entire length of the street. Non-compliance with the parking regulations is common. Cars parked along the north

5 Pedestrian Movement

side of the street have to straddle the pavement in order to allow traffic to pass through. Such is the limited width of the street that even this does not permit a car passing the line of parked vehicles to continue without mounting the pavement on the south side. (see photograph 5.6).

5.14 Neither pavement on Black Jack Street offers a safe refuge for pedestrians and it is often impossible for two people to walk side-by-side. Many pedestrians resort to walking in the road, which is an ever-present danger to pedestrians. Although Black Jack Street is narrow, and through traffic is usually forced to travel slowly, the parked cars create visual blind spots for drivers and this is a particular hazard for children and elderly people. The street is an architectural gem and has a good mix of amenities. The dominance of the car reduces its appeal.



Photos 5.4 - 5.6: Inconsiderate parking and vehicular domination in Black Jack Street

5.15 In view of the difficulties caused to pedestrians by parked vehicles along Black Jack Street, its narrowness, and the opportunity to significantly add to the attractiveness of the town, it is proposed that Black Jack Street be redesigned to ban vehicles at all times except those carrying out loading and unloading.

Cricklade Street

5.16 Cricklade Street is the town's main shopping street. Many national high street shops are represented but, as is often the case in Cirencester, a unique element is added by the presence of independent shops. Cricklade Street is classed as a 'Pedestrian Zone'. Between 9.30am and 4.30pm (Monday to Saturday) the road is closed to vehicular traffic except permit holders and loading by lorry. Although site observations suggest that this restriction does not appear to achieve complete compliance, car drivers tend to travel slowly due to the density of pedestrian activity.



Photos 5.7 - 5.9: Pedestrian zone limits the number of vehicles in Cricklade Street

5.17 When the weather is fine, Cricklade Street has a number of outlets that offer outdoor seating, which, coupled with the restriction on non-authorized traffic, gives the street a unique ambience in Cirencester where the pedestrian is prioritised over the motorist. There is an opportunity here to create a café culture that further enhances the town's appeal.

Pedestrian Movement 5

5.18 However, the materials used to create the floorscape of the pedestrian zone are generally in poor condition and lack an overall visual coherence. This makes the street appear untidy and out-of-keeping with the town's image. It also makes it harder to appreciate how pedestrians and vehicles interact.



Photos 5.10 - 5.12: Relaxed ambience but mediocre floorscape in Cricklade Street

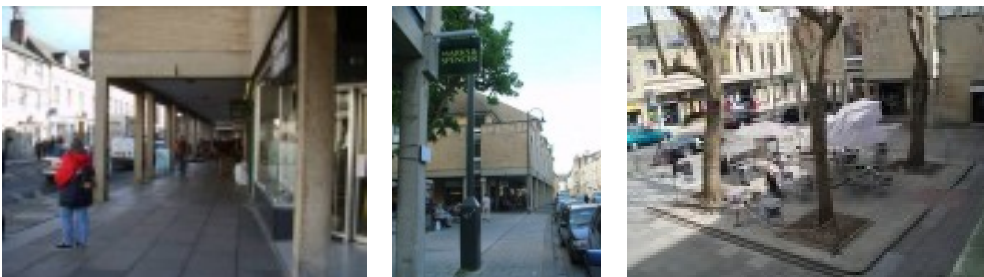
5.19 Informal parking is commonplace in Cricklade Street and this reduces the quality of the shopping experience. Cirencester needs the range and quality of retail services that Cricklade Street provides to offer credible competition with the likes of Swindon and Cheltenham as a destination of choice.

5.20 Given the the intrusion of unauthorised vehicles into this “pedestrianised” area, and the opportunity to create an attractive retail and café environment, it is proposed that the streetscape is redesigned and enhanced in order to

- prohibit all vehicles during normal business hours except those carrying out loadin/ unloading; and
- create an improved streetscape that would have a major beneficial impact on the street's environment and the town generally.

Dyer Street

5.21 Dyer Street is an important retail street and pedestrian access route to Market Place. The adjacent Catalpa Square, unusually for the town centre, has several mature trees. This helps provide variety, which in warm weather makes it an attractive area to sit outside.



Photos 5.13 - 5.15: Modern streetscape in Dyer Street and Catalpa Square

5.22 The existing pedestrian facilities along Dyer Street are adequate, which is likely to be a reflection of the relatively modern redevelopment of many areas of the street. Although the current atmosphere of the street is dominated by traffic and parked vehicles, the lower quality of the general streetscape leads to the suggestion that this, in itself, not unduly problematic.

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5.23 However, many of the pedestrian links to Dyer Street are particularly poor and would benefit greatly from improvement. This is most evident in the link towards the Waterloo Car Park, alongside Argos. Given that traffic is restricted to a single direction, the opportunity exists to improve this street with the creation of improved pedestrian areas. The Catalpa Square area could be extended towards the street with further public seating areas.

5.24 It is proposed that Dyer Street is redesigned in accordance with the principles described in Section 8, with the opportunity also taken to improve pedestrian links, subject to redevelopment coming forward.

Beyond the Commercial Centre: Pedestrian Snapshot

5.25 A striking feature of any walk around the centre of Cirencester is the lack of unity and legibility for pedestrians. In common with many towns throughout the UK, the quality of much of the floorscape is relatively poor, although the Park Street/ Silver Street area (CTEP Phase One) is a striking exception.

5.26 Direct, attractive connections between key facilities are desirable both in townscape terms and in helping to give the town a competitive edge over competitors. Cirencester is a beautiful market town and so rich in heritage that there is a clear argument for works that preserve and enhance its status.



Photos 5.16 - 5.21: Cecily Hill, Dollar Street, Coxwell Street (2 views), Gloucester Street, Park Lane

5.27 The photographs above, besides illustrating the appeal of areas just beyond the town centre, indicate a number of highway-related issues. The termination of the footway at the corner of Dollar Street, for example, raises safety concerns. Good quality footway design could solve this problem and could be combined with a new approach to setting speed limits in the town that creates a more balanced relationship between cars and pedestrians.

5.28 Coxwell Street has very narrow footways and it is observed that, in the absence of traffic, the tendency is for pedestrians to walk in the road. The photograph of Park Lane shows the high quality of the work that was undertaken as part of the CTEP project.

Pedestrian Movement 5

Links to the Town and Town Centre

5.29 Links to the town and the town centre from outlying areas are problematic due to the almost complete encirclement of the town by the ring road which comprises, for the most part, high speed dual carriageways.



Photos 5.22 - 5.24: Pedestrian subways under the 'ring' road

5.30 The above photographs illustrate subways under the ring road at the fire station roundabout and at Sperringate. There is clear evidence, in the form of 'rabbit runs' in the highway verges, that the subways are not always the preferred route for pedestrians (see photographs below). There is also strong evidence to suggest that many people do not like using subways.



Photos 5.25 - 5.27: Pedestrian desire lines often take informal routes

5.31 The footbridges close to the hospital and at the London Road roundabout also offer linkages to the town across the ring road. However, as has been observed with the subways, some pedestrians risk personal safety to follow natural 'desire lines'.



Photos 5.28 - 5.30: Views of the 'ring' road and the London Road roundabout with footbridge

5.32 Other links to the outer areas of town are also problematic. For example, the amphitheatre is a heritage asset of national importance yet access to it, along with areas of Chesterton, is very poor and indirect for pedestrians and cyclists approaching from the town. This highlights a notable missing link in the pedestrian realm; therefore, in accordance with other principles established in this SPD, a more

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elegant and a safer solution should be considered, such as a landmark bridge over the ring road. The amphitheatre was once the dominant feature of the town and today represents a potentially significant tourist attraction. It is entirely appropriate that good accessibility is restored to this feature.

5.33 The design would require careful consideration and could be the subject of public competition and consultation. This has the benefit of engaging public opinion at an early stage of a transparent process. It may also lead to innovative and creative design solutions that traffic engineers may not consider. The heritage of the town and the purpose of the amphitheatre would need to be acknowledged in the design.

Pedestrian Safety

5.34 Information provided by Gloucestershire County Council suggests that the number of pedestrian accidents in Cirencester may be sufficient reason, in itself, to implement change. Although only two incidents recorded in the past five years were defined as serious, the number of 'slight' incidents means that there is scope for improving the pedestrian experience. High quality urban design principles can bring safety, accessibility and style together and Section 8 expands on that philosophy. There are many factors that cause pedestrian road accidents. Issues that may be especially relevant in Cirencester include the following:

- The town attracts large numbers of visitors.
- Many may be unfamiliar with the town.
- The centre of the town has a variety of speed limits that may lead to confusion.
- The Market Place has poor definition of segregation, particularly on market days.
- On-street parking around the retail area leads to poor visibility for pedestrians.
- The quality of signage and direction is haphazard and lacks consistent style.
- The footways are often narrow and/or uneven. Pedestrian links to areas away from the centre do not always follow 'desire lines'.

5.35 There is no geographic pattern of repeated accident that warrants immediate attention, but an average of 5 pedestrians have been involved in accidents over each of the last three years. Of particular concern are the ages of the casualties which indicates that children and elderly people are frequently involved. This, in conjunction with the desire to maximise the town's appeal, provides a strong case for a package of remedial works to the pedestrian environment.

Pedestrian Movement 5

Proposal 4: Pedestrian Movement

- a. The pedestrian environment in Market Place will be improved through the introduction of shared space, incorporating a prohibition on unnecessary traffic during working hours (see Proposal 2b).
- b. Black Jack Street will be pedestrianised, subject to accommodating access for loading/ unloading (see Proposal 2e).
- c. The existing pedestrianised area of Cricklade Street will be enhanced in order to reinforce pedestrian dominance within the public realm (see Proposal 2c).
- d. Opportunities should be taken in Dyer Street to improve pedestrian facilities and the quality of the public realm generally.
- e. A feasibility study should be undertaken to further explore the provision of a feature footbridge in the vicinity of the amphitheatre and hospital, which would also provide a link to Chesterton.
- f. A full audit will be undertaken of the current pedestrian network to identify: (i) any safety or quality deficiencies; (ii) visibility problems at crossing points; (iii) the quality of footway surfaces; and (iv) the provision of dropped kerbs.
- g. Issues arising from Proposal 4(f), together with any other measures identified within this SPD that create safe and legible pedestrian routes to car parks and other key destinations within the town centre, should be taken on board in future development proposals.

6 Cycling

Introduction

6.1 There are many reasons to cycle into and around Cirencester, not least its even topography, which makes the town potentially very attractive for cyclists. If cycling into and around the town could be encouraged beyond existing levels there would be benefits to visitors and the local community, including:



Photo 6.1: Cycle Lane, Tetbury Road

- **Reduced congestion:** Journeys by bike instead of by car for short trips in Cirencester can help ease congestion in key locations such as near schools, offices and around the town centre.
- **Improved air quality:** Cycling is an important component of a strategy for reducing traffic based air pollution.
- **Road safety:** Cycling encourages reduced traffic speeds where space has been re-allocated to cyclists thus improving levels of safety for all road users. Implementation of safety measures also encourages more cycling.
- **Social inclusion.** 547 of 1802 households in Watermoor ward have no car or van. Making facilities and services easily accessible by bicycle is vital in creating a more inclusive society.
- 10 bicycles can be parked in the space of one car.
- Parking for cyclists is free and usually available near to destination.

6.2 Towns and cities across the world that offer favourable conditions to cyclists are often renowned for their vibrancy, permeability, safety, and clean air. The existing facilities within Cirencester go some way towards catering for this important mode of travel, but in order to create the conditions necessary to encourage more bicycle journeys, extra provision should be made.

6.3 The Cotswold Cycle Strategy observes the following problems for cyclists in and around Cirencester:

- Lack of connected routes

Cycling 6

- Lack of cycle parking
- Difficult crossings to important destinations, such as hospitals and schools
- Traffic speeds and careless drivers
- Poor road surfaces
- Poor signage of cycle routes
- Lack of awareness of the health and social benefits of cycling
- Traffic congestion in the town centre.

National and Local Statistics for Cycling

6.4 The National Statistics office produces 'Neighbourhood Statistics' which reveal that cycling in the Cirencester area could be encouraged

Travel To Work Data set	Watermoor	Cotswolds	SW Region	National
People aged 16-74 who usually travel to work by bicycle (%)	4.61%	2.85%	3.34%	2.83%

6.5 It is notable that, while the Cotswold area has a slightly higher proportion of people cycling to work than the national average, the number is below the average for the region. Most striking, however, is that in Watermoor ward 4.61% use the bicycle as the preferred mode of transport to work, substantially more than the regional average.

6.6 Data set (UV35) 'Distance Travelled to Work' shows that 47% of people in the Cirencester Watermoor ward travel 2 km or less to their workplace (27.75% are recorded as walking and 4.61% as cycling). This suggests that improved cycling facilities, which engender safety and provide meaningful routing, would present a real opportunity to encourage more cycling in the area with all the resultant benefits. Those travelling 2 km or less to work are most likely to change their mode of travel to work.

Town Centre

6.7 Traffic congestion and conflict between pedestrians, cyclists and motorists are everyday problems in Cirencester town centre. There is a large volume of traffic accessing the town on a daily basis as well as through traffic finding short cuts to their destination by travelling into the town. This presents an unpleasant and unsafe environment for cyclists on many of the routes into and around the core area of Cirencester.

6.8 Despite this, there is great scope for improvement in the cycling infrastructure of the town. There are a number of highly attractive routes for cyclists that could be made more formal and legible through signage, use of good quality materials, and the reduction of vehicular traffic allied to other proposals in this SPD.

6.9 Cyclists need direct routes that are clear to follow and which direct them to shops, schools or public transport interchanges without breaks at awkward junctions or obstacles. It is also desirable that effective car parking enforcement and clear designation of parking bays along a route are established to reduce hazards for cyclists.

6 Cycling

6.10 Traffic in the central shopping streets also causes hazards for cyclists and other vulnerable road users. Within the town, pavements are generally narrow (many are less than 2 metres wide) and the present layout offers little by way of dedicated facilities for cyclists. Cycling around the town gives the impression that a better balance could be struck between motorised and non-motorised road users.

6.11 According to the Cirencester Traffic and Environment Plan Case Study 2, the number and type of traffic accidents in the town gave cause for concern. Pedestrians accounted for 26% and cyclists for 22% of the total. The Traffic and Movement Study analysed accident data for a more recent five year period and this also concluded that cyclists are shown to be vulnerable.

6.12 Behind the main historic streets of the town, directional signage for cyclists is poor. Moreover, a general lack of stylistic unity and connectivity makes the cycling experience in the centre of town less than rewarding.

Beyond the Town Centre

6.13 Cyclists arriving at the town from the 'gateway' at Burford Road are faced with a difficult crossing of the ring road. The roundabout is busy and fast, and is challenging even to experienced and confident cyclists to negotiate. The footbridge requires a significant detour for cyclists and forces them to dismount, thus reducing the attractiveness and creating a disincentive to those who might cycle if conditions were right.

6.14 Almost all access to the town centre by bicycle from outside the town involves the crossing of the busy 'A' class ring road. The safety implications for cyclists are significant. Similarly, the Roman amphitheatre is severed from the town centre by the A419 Bristol Road and visitors to the site by bicycle would need to negotiate large roundabouts or an awkward footbridge to see this site.

Cycle Safety

6.15 A full cycle safety assessment for Cirencester was undertaken as part of the Cotswold Cycle Strategy Supplementary Planning Guidance (2004). This provided a site-specific overview of problems faced by cyclists throughout the town and issues that need addressing. For ease of reference the map and related schedule are included at Appendix D.

Accident Analysis (Pedal Cycle)

6.16 The Traffic and Movement Study revealed that Cotswold has the second highest accident rate of Gloucestershire's sub-divisions together with the second lowest rate of accident reduction. The Study included a table of accidents involving cyclists in Cirencester in recent years and while there were no fatalities, there was one serious injury. Although none of the recorded accidents involved children, 7 of the 11 involved cyclists over the age of 40.

6.17 Cycling in Cirencester, and particularly within the central area, is a popular mode of transport, but safety concerns and practicality are always relevant to transport choices. Government policy is committed to increasing the mode share of cycling while making improvements to infrastructure and facilities that are aimed at reducing pedal cycle casualties. This is reflected in more local policies and strategies such as the Local Transport Plan and the Cotswold Cycling Strategy.

Disincentives to Cycling in Cirencester

6.18 Cycle parking: The core area of Cirencester lacks facilities for cyclists wishing to leave their bicycles while they shop, swim or visit friends. This results in cyclists locking their bicycles wherever they see an opportunity. This is an unsatisfactory arrangement as there is little security afforded to bicycles left attached to railings and lampposts, and there is also an adverse aesthetic impact on the quality of the public realm.



Photos 6.2 and 6.3: Lack of facilities encourages Informal cycle parking in the town centre

6.19 All new developments are subject to Cycle and Motorcycle Parking Standards. This is to help ensure consistency with national cycling strategies that suggest cycle and motorcycling provision should be set at 15% of a development's users. However in the historic centre of Cirencester there is little provided at present by way of safe, convenient cycle parking within coverage of CCTV.



Photo 6.4: Inadequate cycle lane in Sheep Street

6.20 Speed Limits: The variable speed limits in Cirencester are potentially dangerous for cyclists and it is proposed elsewhere in this SPD that speed limits are rationalised. In conjunction with this, there is the opportunity to create a network of more meaningful cycle routes and linkages in contrast to that illustrated in Photograph 6.4

6 Cycling

Cycling: Options for Change

6.21 It is consistent with policy at all levels to promote sustainable transport. Cirencester is an attractive place for cycling but makes rather poor provision for cyclists. There is no coherent route signage for the town and there is extremely limited secure cycle parking availability in the core area.



Photo 6.5: Riverside walk

6.22 There are a number of good routes into and out of the core area. Riverside Walk (photograph 6.5) brings cyclists along a traffic-free route that ends in proximity to Cecily Hill. This is an attractive route for cyclists coming into the town from the Stratton area. However, there is little signage to indicate a route from points in the centre to the beginning of Riverside Walk. Signage need not be visually intrusive to provide effective directions for cyclists.

6.23 It may also be desirable to consider an overarching uniformity for cycle and pedestrian routes that is unique to Cirencester, perhaps featuring the town crest.

Proposal 5: Cycling

[This complements the proposals in the Cotswold Cycle Strategy Supplementary Planning Guidance 2004]

- a. Cycle parking facilities should be provided at key central locations in the town.
- b. Shared space initiatives should be investigated
- c. Discrete directional signage for cyclists to key destinations should be considered.
- d. Where appropriate, new development should incorporate mandatory cycling facilities.
- e. Cycle paths that have become outmoded should be removed or enhanced
- f. Developer contributions should be used to secure objectives set out in the Cotswold Cycle Strategy (see Appendix D).
- g. All street lighting should enhance one's sense of safety and security

Introduction

7.1 The issue of car parking in towns is both complex and contentious. Cirencester is no exception. The historical pattern of the town's development, with its often narrow streets and landmark buildings, does not sit easily alongside the requirements of a modern society and its desire for convenient and safe parking. Instead, there exists a tension between competing parking needs.

7.2 As a district centre, Cirencester needs to support a vibrant retail and service sector that is accessible to commuting workers and car-borne shoppers. The town also houses some 19,000 residents and many of those living in older areas of the town may not have private parking, but will understandably want to be able to park reasonably close to their homes. As a tourist attraction, the town is also visited every year by significant numbers of people, usually arriving by car, who need to be directed into convenient car parks.

7.3 All of these needs generate a considerable demand for parking, which is difficult to satisfy while aiming to maintain a high quality environment. Consequently, a balance has to be struck between society's demand for parking and the ability to supply spaces.

7.4 Parking supply is essentially provided by:

- On-street parking, such as unrestricted, pay & display, time-limited and permit parking;
- Off-street private parking, including private driveways and garages, and business car parks.
- Off-street public parking such as the Brewery, Waterloo and Forum car parks.

7.5 Local authorities' primary focus is normally directed towards on-street parking and off-street public car parks where they are able to influence control. However, in managing the supply / demand balance, there is a need to be mindful of overarching environmental, traffic management and safety goals.

7.6 In order to look ahead to likely future parking demand, the District Council commissioned a Parking Strategy report, which was completed in 2006. The report estimated that parking supply should increase by a further 15-20% (213-285 spaces) by 2020 to meet projected demand. Indeed, the report concluded that there is currently very little spare parking capacity in Cirencester.

7.7 Other observations in the report included:

- Season tickets for any car park are issued up to 80% of the capacity. There are waiting lists at some car parks.
- The more successful Cirencester's tourist strategy becomes, the sooner saturation will be reached.
- Surveys revealed that usage in the peak season in Cirencester is actually lower than off-peak.

7.8 In another recent survey (Cotswold District Town Centres and Retailing Study, 2007) 10% of respondents observed difficulty with parking in Cirencester.

7.9 It is essential for the future prosperity of Cirencester that the correct balance is achieved between motorised transport and the environment within the town. Although motorised transport brings trade to the town, it constitutes a hindrance to pedestrians and cyclists, as well as being detrimental to the visual

7 Parking

amenity and other qualities that make Cirencester appealing. It is recognised that private use of the car is a key component of rural transport, but a clear strategy is required to manage it effectively in the broader interests of the town.

7.10 In translating these objectives into proposals for parking the following principles need to be established:

- Favour should be given to increased levels of off-street parking in edge of centre locations that are easily accessed from the ring road.
- Proposals should discriminate against obstructive on-street parking in the town centre.
- Car parking that generates undesirable traffic flows in the centre of town should be reduced or removed altogether.
- Within residential areas, favour is given towards residents' parking needs as the first priority.

On-Street Parking

7.11 On-street parking provides a significant contribution to the overall supply of parking spaces and can satisfy a number of parking needs, though its effective management requires a clear rationale. However, when well managed, it provides a useful facility for local residents and businesses and can be effective in calming traffic and reducing traffic speeds. On-street parking also leads to 'evening activity', which can be argued to provide greater security by adding 'eyes on the street'.

7.12 In accordance with the overarching environmental and traffic management objectives (Policy CIR.1), parking spaces within the commercial core of the town centre should be provided only in locations where they are absolutely necessary and can be well managed. This, in itself, will make a significant contribution towards improving the town centre environment.

7.13 Within residential areas beyond the commercial core, preference should be given to local residents' needs and which supports community facilities such as health centres. Additional spare capacity thereafter can be given to satisfying general parking demand, with care being taken to ensure that such provision is well managed.

On-Street Parking: Commercial Core

7.14 Non-compliance with on-street parking regulations in the town centre has become increasingly common and causes problems, which include:

- Localised congestion, which is a source of frustration and environmental pollution.
- Difficulties for buses and coaches negotiating narrow streets.
- The aesthetic quality and heritage of the town is diminished.
- Some difficulties with delivery access.
- Obstructions to visibility, thus compromising safety for pedestrians and pedal cyclists.

7.15 The CTEP scheme (photographs below) shows that the redesign of streetscape can be a highly effective in addressing problematic on-street parking. This approach has the dual benefit of managing parking while also improving pedestrian facilities and the appearance of the streetscape.

Parking 7



Photos 7.1 and 7.2: Redesigned highway resolves traffic issues while improving the townscape

7.16 It is acknowledged that redesigns such as those of the CTEP project are comparatively expensive and may need to be viewed as a longer term objective. It is therefore proposed that attention and resources are focused on the principal and historic streets of the town centre, namely:

- Market Place
- Cricklade Street
- Black Jack Street
- Castle Street

Market Place

7.17 The car park at Market Place offers 43 spaces except on market days (Mondays, Fridays and alternate Saturdays). It is unique in being the only Pay and Display car park in Cirencester that can be defined as 'on-street'. The car park is used to capacity during trading hours and there is strong anecdotal evidence to suggest that motorists circle this site waiting for parking opportunities to become available. It is also well used during the daytime on Sundays. The Market Place car park is very handily placed for the shops and banks at Cricklade Street and Castle Street and its popularity is understandable. However, it causes a number of problems.

- The traffic generated around Market Place by motorists, including those waiting for a space has safety implications; is a source of pollution; and detracts from the quality of the public realm.
- The spaces are underused at night creating a 'dead zone' in the heart of Cirencester, which could be better used and made far more attractive.
- The Parking Strategy report noted that there are high levels of non-compliance with the pay and display charging system. Such is the close proximity of the car park to retail and commercial facilities that the risk of incurring a penalty is clearly considered by many motorists to be small.
- On market days, traders use the spaces and there is a resulting extra flow of traffic seeking the easiest option to park. This detracts from the 'legibility' of the arrangements for parking in the town.
- Public transport and deliveries to retail premises are compromised by the existing arrangements.
- It is unsightly and seriously impairs the visual quality of, arguably, the town's greatest heritage asset.

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Photo 7.3: Parking in Market Place

7.18 Although Market Place lies at the very heart of Cirencester, other car parks that do not run at full capacity provide spaces that are within easy walking distance of Market Place.

7.19 It is proposed that on-street parking is significantly reduced in Market Place to provide disabled parking bays, taxi parking, and loading/ unloading only. Options for change in the layout and provision of on-street parking for Market place are detailed in Section 8.

Cricklade Street

7.20 Cricklade Street is Cirencester's prime retail street, which acts as a pedestrian prioritised area during certain hours. Shoppers can be seen walking in the middle of the street with a sense that vehicular traffic will not be a safety issue for them. Cars and delivery vehicles pass relatively infrequently and speeds are usually slow. Besides deliveries to local businesses, a low level of parking by Blue Badge holders has been observed.



Photo 7.4: Parking in Cricklade Street

7.21 It is proposed that the street layout be re-engineered to create a pedestrian dominant environment with parking only for business deliveries. Ideally such deliveries would be organised outside normal shopping hours to minimise intrusion. Parking provision for disabled people should be provided at Market Place and off-street car parks.

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Black Jack Street

7.22 There is a strong case for pedestrianisation of Black Jack Street. The floorscape is of moderate quality and improvement would provide an attractive environment for visitors and residents. On-street parking is clearly an overwhelming visual detraction from the street and emergency/ service and delivery vehicles suffer hindrance as a result of it.



Photo 7.5: Unauthorised parking in Black Jack Street

7.23 It is proposed that on-street parking be removed from Black Jack Street with provision made for loading/ unloading for businesses only.

Castle Street

7.24 Despite restrictions, on-street parking at Castle Street is common. A number of shops take delivery along Castle Street and parking can cause a hindrance to effective loading/ unloading. As parking spaces exist at the Brewery car park and at Market Place to cater for the demand from shops at Castle Street, it may be assumed that informal parking is an issue of convenience and expediency.



Photo 7.6: Unauthorised parking in Castle Street

7.25 It is proposed that, through the use of well designed highway alignments such as those used in the CTEP project, parking in Castle Street is physically prevented except within designated parking bays which favour loading/ unloading and parking for disabled people.

On-Street Parking Beyond the Commercial Centre

7.26 Beyond the commercial centre, there is a mix of on-street parking available, including:

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- 2 hour maximum stay
- 1 hour maximum stay
- Permit holders only
- Unrestricted

7.27 This strategy has grown historically and has not been the subject of an overarching policy. If the off-street parking provision is inconvenient or not secure, or does not provide sufficient capacity to meet demand, then on-street parking plays a more significant role. Car owning residents who live within the town centre have a need to park that is not limited to business hours. It is important that the parking requirements of residents are not compromised by having to share on-street parking with visitors.

7.28 This has already become an issue in the streets surrounding St Peters Road and Ashcroft Road. It is likely that residents of other streets in the town centre, such as Cecily Hill, are similarly inconvenienced.

7.29 The current arrangements for on-street parking lack conformity, with varying regulations applicable on different sections of the same street. This may exacerbate the problem as visitors who lack a clear understanding of what on-street parking facilities are available to them may circle looking for a space. On-street parking in the town has a role to play in supporting businesses, but an equitable solution has to be reached to ensure residents' interests are not unduly affected.

7.30 At present there is insufficient data available to comment in detail on this issue, but it is proposed that the following parking provision hierarchy is adopted with respect to parking in predominantly residential areas:

1st priority	Local Residents
2nd priority	Community facilities
3rd priority	Short term shopping / business
4th priority	Commuters

Off-Street Parking

7.31 Off-street parking can be both private and public. Off-street private parking, such as residential driveways, garages and private business car parks offer a useful supply, but are largely outside the control of local authorities, unless the area concerned is being redeveloped. In towns like Cirencester, private off-street parking is often in short supply due to the historic street pattern and environment. Consequently, the primary focus for the District Council (CDC) is towards public off-street parking.

7.32 The table below summarises the car parks managed by CDC in Cirencester and gives an indication of capacity.

Off Street	Total Spaces	Disabled Spaces
Abbey Grounds	100	0
Waterloo	233	0
Beeches	145	0
Leisure Centre	166	4
Memorial Hospital	71	2

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Off Street	Total Spaces	Disabled Spaces
Brewery	298	6
Forum	248	4
Old Station	147	2
Queen Street	15	0
Total	1423	18
On Street (Pay & Display)		
Market Place	43	4

Table 5 1 Car Parks and Capacity in Cirencester (RTA Associates Ltd)

7.33 Survey data in the Parking Strategy Phase II (August 2006) reveal that parking capacity in the town presents a complex study. Currently, many of the car parks in the town operate at or just below capacity. However, when traffic growth predictions are considered, it becomes apparent that spare capacity will quickly be taken up. The Parking Strategy Phase II recommendation is that it would be prudent for the Council to provide 15%-20% more parking spaces in the next 15 years to meet demand.



Photos 7.7 and 7.8: Off-street parking at The Waterloo and The Brewery car parks

7.34 To secure environmental benefits to the town and improve safety for pedestrians and cyclists, it is proposed that the District Council adopts a parking strategy that discourages parking in the town centre. Instead, preference should be given towards parking at locations that can be easily and directly accessed from the ring road.

7.35 Elsewhere, this SPD proposes the removal or reduction of the 43 parking spaces at Market Place, which would displace demand, thus adding to the forecast extra requirement.

7.36 It has been indicated through community engagement that there could be major advantages for the town if present and future car parking requirements could be met on two or three sites that have direct access to the ring road. This would mean intensifying the parking on certain existing car parks through decking. This could have the added advantage of freeing-up other existing car parks for alternative uses.

7.37 Further study will be required in order to inform a comprehensive and holistic strategy for parking in Cirencester, particularly given the archaeological sensitivities that exist throughout the town centre (see Section 9). Options are as follows:

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- Build decked car parking at The Waterloo car park (in conjunction with an integral mix of other uses) in accordance with Local Plan policy CIR.7.
- Build decked car parking at the Sheep Street 'Island' site. This is in accordance with Local Plan policy CIR.3 which allocates the site for a decked car park (and a mix of other uses).
- Although not allocated in the Local Plan there is a compelling case to create a public transport interchange in the centre of Cirencester. As explained in section 4, national and local bus services terminate/ call at different locations within the town. Coupled with options for Market Place and the aesthetic disbenefit of buses and bus shelters in front of the Parish Church, there are strong reasons for rationalising public transport at one central hub, ideally at South Way/ The Forum.

7.38 It should be noted that any proposals for decking will be large-scale and could visually dominate the locality; therefore, it is essential that schemes are very carefully conceived to ensure that the design is appropriate and compatible with the street scene. This could be achieved in conjunction with mixed uses on street frontages, which can help to 'disguise' the parking behind. Clearly, the height of any decked parking should be in scale with surrounding buildings and uses.

Access Routes

7.39 Traffic movement is influenced by the 'hunt' patterns of motorists looking for a space to park. It is natural that people will seek a space nearest to their destination. However, this leads to extra distances being travelled as drivers will often 'go round again' in the hope of finding a 'better' spot. This applies particularly to on-street parking, but can also be observed in large off street car parks.

7.40 This activity adds to congestion in the town and is contrary to all levels of policy on sustainability. The Brewery car park is a well-used facility due to its close proximity to the principal retail facilities and other visitor attractions. It is probable that some people also favour the Brewery car park because pedestrian access to the town is perceived as being safer than from the town's other car parks. This virtue is offset by motorists having to travel further into the centre of town than they would to gain access to other car parking. In order to minimise the impact of this, careful consideration needs to be given to how motorists are routed to and from the car parks using clear, strategically located signage.

7.41 As shown in the photographs below, signage to the town's car parks varies greatly in style and prominence; it is not always clear or sensitively located.



Photos 7.9 - 7.11: Varying styles of signage to the town's car parks

7.42 The Waterloo and Beeches car parks are easily accessed from the eastern approaches to the town (A429 and A417), but suffer from poor pedestrian linkages.

Parking 7

7.43 The car parks that lie to the west of the town are well used, and vehicular access to them is generally logical. The free-of-charge car parking provided by Waitrose to its customers is located in this area and competes with the pay-and-display car parks operated by the Council. All of these facilities combine reasonable access for motorists with variable access for pedestrians.

7.44 Encouraging the use of car parks that are nearer to the ring road provides benefits in terms of minimising town centre traffic and associated pollution while improving the pedestrian and cycling environment within the town. However, it is imperative that the signing regime leads motorists directly into these car parks from the ring road (and vice versa) to minimise vehicular intrusion.

Pedestrian Linkage to Parking

7.45 By virtue of their good town centre locations, the Market Place and Brewery car parks have the best pedestrian linkages.

7.46 The Forum car park also benefits from a central location, but the walk from the car park to either Cricklade Street or Dyer Street is unattractive as illustrated by the following photographs.



Photos:7.12 - 7.14: Poor pedestrian linkages between Cricklade Street and Dyer Street

7.47 The routes are poorly defined and do not uphold the beauty and vibrancy of the town. In addition to this, the 'back street' ambience does not convey a feeling of personal security. Although Cirencester does not have poor crime statistics, matters such as personal safety and perception of crime are key indicators to the quality of a visit to any shopping centre, and thus need to be considered. Moreover, the floorscape in the above photographs has no unity and is of moderate quality.

7.48 Pedestrian access from the Waterloo car park features similar disadvantages to those at the Forum. The walkway that leads pedestrians to and from the Dyer Street is particularly poor (see photographs 7.15 - 7.17). Discussion undertaken with shoppers as part of the Traffic and Movement Study indicated a perception that personal security is compromised on this link.

7.49 The provision of a high quality pedestrian link on the southern side of the existing Argos store to form a strong link between the Waterloo car park and Dyer Street would be particularly beneficial. This, and other routes from the car park to the town, would also benefit from good quality signage. A revision of the existing vehicular access into the car park by moving the entrance/ exit towards London Road would provide a more direct vehicular route, which would also reduce traffic in the vicinity of the residential properties to the north. This revision would help reduce pedestrian/ vehicle conflict at The Waterloo.

7 Parking



Photos 7.15 - 7.17: Poor pedestrian linkages between Dyer Street and The Waterloo car park

7.50 The pedestrian linkages from Old Station and Memorial Hospital car parks lack legibility and new visitors to the town could experience difficulties navigating to and from the centre. Although these car parks are conveniently accessed from the ring road, they would benefit considerably from better signage and a good quality pedestrian route to the town centre.

7.51 Photograph 7.18 shows steps leading to the Old Station car park. Although the floorscape, street lighting, signage and general ambience are good, the steps lead directly to what is often a busy stretch of road. Dropped kerbs are provided for wheelchair and pushchair accessibility; however, this is not a safe crossing point for such road users. The previous work undertaken in this area as part of the CTEP project is of good quality but was not completed as planned. In order to bring visitors to the town while retaining the characteristics that make the town special, further work of this nature is required.



Photo 7.18: Less than ideal link between Old Station car park and Castle Street

7.52 In contrast, the Brewery car park offers pedestrians a much more inviting set of linkages to the town centre (see photo 7.19). Attention has been paid to the floorscape and concession made to public art. The feeling engendered is that of a cosmopolitan European style plaza. Street furniture is tasteful and not overbearing. The contrast between the previous examples is distinct and has a clear resonance as to which options visitors will take when parking in Cirencester.



Photos 7.19: More inviting pedestrian linkages at The Brewery car park

Proposal 6: Parking

- a. A comprehensive car parking strategy will be developed to properly manage the balance of parking needs, location and parking supply in the town.
- b. The principle will be adopted that car parking is directed towards sites that are easily and directly accessed from the ring road while recognising that visitor and shopper car parks need to be well connected to the commercial core. Conversely, parking should be discouraged at locations that generate traffic in the town centre or residential areas.
- c. On-street parking within the commercial centre will favour disabled, taxi spaces and loading/unloading.
- d. The Waterloo car park, and Sheep Street 'island' will be subject to detailed archaeological and geotechnical investigations to determine their suitability for decked parking.
- e. Streetscape layouts will be favoured which seek to design-out obstructive parking.
- f. On-street parking in residential areas will favour local residents and support local community facilities.
- g. Parking for commercial uses will be guided by the standards set out in RPG10 and the Gloucestershire Local Transport Plan Appendix I. Where appropriate, contributions will be sought towards the town centre car parking strategy.

8 Public Realm - Design and Materials

Introduction

8.1 The town centre of Cirencester offers a generally attractive environment for shoppers, visitors and local residents. There are visually interesting buildings set in an area with strong historic roots. The Cotswold District Town Centres & Retailing Study (2007) concluded that the centre was a “..popular, attractive and economically successful destination” and, reported that, from a retail perspective, the “..town centre has a distinct character, which contributes positively to the shopping environment and provides a pleasant shopping experience.”

8.2 In assessing the economic-well being of the town, the Study found that the low vacancy rates of suitable premises and high retailer interest in the town indicated a promising future as a key retail destination. The study suggested that the challenge for the town centre would be to build on its strengths while avoiding the traps of “clone town Britain”.

8.3 These conclusions concur with the findings of a Vision for Cirencester workshop (March 2007), which involved a wide-ranging stakeholder group. The output from the workshop indicated that Cirencester provides a pleasurable retail experience and that the town’s compact nature and historic heritage were viewed as significant strengths.

8.4 However, the workshop also recorded a desire to improve the current traffic circulation and parking provision. Buses were considered to be a source of intrusion and pollution in the Market Place and the view was expressed that parking in the centre of town should be relocated elsewhere.

8.5 Stakeholders at the workshop sought to see key flagship projects progressed. Enhancements to the public realm were also identified, including areas of pedestrianisation and shared surfaces, particularly in Market Place and Cricklade Street.

8.6 The following sub-sections analyse the key streets, which form the nucleus of the commercial centre and provide much of the character and attraction of the town.

Market Place

8.7 Market Place lies at the very heart of the town. It is a focus for cultural activity, public facilities and urban vitality.

8.8 The building frontages show a wide variety of style, age and quality. The strong and continuous building lines, the similar heights and scales, and the predominance of retail uses on the ground floors presents a colourful and animated street scene. Shop frontages punctuate the street scene and these give the area a cohesive character.

8.9 There is contrast between the two ends of Market Place. Arriving from Dyer Street a marked transition in character is apparent. The street gradually widens with no significant threshold or gate. Visually, the building lines lead the eye towards the far side of the space, to the focal point of the Parish Church.

8.10 The Market Place, however, is dominated by traffic and parked cars, which is reinforced by the clutter of traffic-related street furniture and road markings. As a consequence, the visual clutter, poor quality surfacing, and the absence of public art combine to degrade the street scene.

Public Realm - Design and Materials 8



Photos 8.1 - 8.3: Highways domination in Market Place

8.11 In a sobering reflection of modern times, vehicles occupy much of the physical area of Market Place. There is a prevailing sense of moving traffic, parked and parking cars, of busy taxi ranks and bus stops and of loading and unloading vehicles. This dominates the use and views of Market Place. Despite the number of shops and amenities there is no pedestrian priority area. This makes pedestrian movement constrained and potentially unsafe with a strong perception that the walker is subservient to motorised travel. Pedestrians should not have to be wary of traffic or constantly have to wait for moving vehicles in the very heart of the town centre.

8.12 Market Place also provides the main hub of public transport. There are a number of bus stops, and some buses terminate here, which again reinforces an inescapable vehicular theme.



Photo 8.4: Buses in Market Place

8.13 St. John the Baptist Church, which is widely recognised as one of the biggest and finest parish churches in the country, visually dominates the Market Place. The porch follows the building line of the north front, but with its elaborate detail and height, it serves to provide the main accent of the townscape. The scale, quality of architectural detail and composition of the building mark it as the keynote of both the Market Place and wider historic town. The small square behind the church provides a secondary public space at West Market place.



8 Public Realm - Design and Materials

Photos 8.5 - 8.8: The visual importance of the Parish Church and its environs

8.14 Events held frequently on the Market Place, especially the twice-weekly open market, are a crucial element of urban life in Cirencester.



Photo 8.9: Cirencester market

Cricklade Street

8.15 Cricklade Street forms one of the principal shopping streets of the town and is akin to a 'High Street'. The character of the street is less architecturally impressive and more mixed in use and appearance than elsewhere in the commercial centre.

8.16 As the principal retail street, it occupies a very good location with convenient access from two large parking areas. There are a number of streets and passages, which merge into Cricklade Street giving it significant vitality and interest.

8.17 The building line is irregular with setbacks and gaps giving variety and creating bays and entrances. There is potential in these extra spaces to set the tone and provide opportunities for enhancing the public realm.



Photo 8.10: Entrance to Cricklade Street from Market Place

Public Realm - Design and Materials 8

8.18 The street consists of three well distinguished parts. The first section between Market Place and the entrance of Bishop's Walk, has a very strong gateway from the Market Place, defined by with two high quality corner buildings (HSBC and Bell House).



Photo 8.11: Middle section of Cricklade Street

8.19 The middle section is between the Bishop's Walk and Ashcroft Road and has no shared surface, but the building stock and the street usage nevertheless provides a clear indication that this is a busy retail centre with many pedestrians going about their business. As a result of the low density of traffic and the low kerbs, pedestrians often use this part of Cricklade Street as if it were a formalised shared surface.



Photos 8.12 and 8.13: Poor quality paving and streetscape in Cricklade Street

8.20 In the third segment, after the junction of Ashcroft Road, traffic is not restricted and it therefore contrasts with the use, character and ambience of the rest of Cricklade Street. Indeed, parking is permitted along one side of the narrow carriageway. The area has a more peripheral character; reinforced by the traffic entering from Ashcroft Road

Castle Street

8.21 Historic maps confirm that the building line of Castle Street dates from medieval times and has endured a degree of change. Despite this, the street maintains a historic character and provides a very high quality streetscape.

8.22 Between Silver Street and Market Place, buildings occupying the north side provide a 'formal' image in contrast to the south side, which has smaller more picturesque façades. This 'formal' image is reinforced by the regimented gables.

8 Public Realm - Design and Materials



Photo 8.14: Castle Street looking towards Market Place

8.23 One of the many fine surviving historic buildings is The Black Horse public house. With its neighbouring buildings it creates an outstandingly cohesive street frontage. As a result of careful maintenance and improvements, the materials, colours and signs are in harmony with the historic character of this part of the town.



Photos 8.15 and 8.16: Black Horse and general view of Castle Street

8.24 The end of the Silver Street has one of the most unified streetscapes in the town; the view towards Castle Street displaying unbroken historic frontages.



Photo 8.17: View towards Castle Street along Silver Street

8.25 A similar evolution in architectural style in Castle Street is reflected in the more modern buildings. As a consequence, the quality and style is more mixed, but there are good examples of sensitive contextual architecture where the cohesive character of the street scene has been maintained.

Public Realm - Design and Materials 8

8.26 The large retail development and parking area at the Brewery Arts area is almost invisible from Castle Street despite its close proximity. While there are connections between these two areas, they represent very different urban environments. The limited visual links between the two does not detract from the quality of the valuable architecture and history of Castle Street, and it affords Brewery Arts Centre its own identity.

8.27 The footway at Castle Street does not generally provide for secure, safe and comfortable pedestrian movement due to the restricted footway width, movement of traffic and presence of parked vehicles.

Black Jack Street

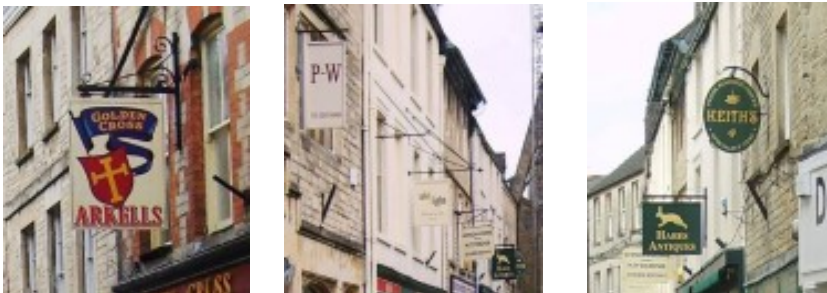
8.28 Black Jack Street connects two of the principal landmarks of the town centre – the Mansion and the Parish Church.

8.29 Each side of Black Jack Street has its own character. The north side has an uninterrupted street frontage of two and three storey development with an abundance of shops and amenities on the ground floor. The result is a very distinctive and colourful street frontage.

8.30 In contrast, the south side is much less 'public'. There are currently no shops, or other facilities and as a result of this, pedestrian movement tends towards the more inviting and interesting north side. This is also the sunny side of the street and this results in a considerable difference in footfall exacerbated by the discontinuous pavement on the south side.

8.31 The Street is narrow (less than 1:1 ratio of building height to highway width) throughout its entirety. This narrow carriageway coupled with the on-street parking results in a poor perception of pedestrian safety.

8.32 This has a strongly adverse impact on the ground floor uses. On-street parking blocks both the view of, and the access to, the shops and obstructs pedestrian and vehicle movements. The poor quality of surfacing and the street furniture do not encourage pedestrian activity; yet, despite this, Black Jack Street remains a draw for pedestrians.



Photos 8.18 - 8.20: Visual interest in Black Jack Street

8.33 The colourful shops, the wide variety of goods and facilities available, the eye-catching shop windows and the signs above the entrances all engender an inviting and intimate character to the street.

8 Public Realm - Design and Materials

8.34 As a consequence of the congested nature of the street, the mews and the courtyards have become essential public areas with a pleasing contrast in character. Clusters of shops and cafes open from the backs of the buildings into small privately-owned courts and mews and this results in a more complex and unique public realm network.



Photos 8.21 - 8.23: Two mews courts and a general view of Black Jack Street

Dyer Street

8.35 The character and environment of Dyer Street contrasts with the adjoining Market Place. The building stock confirms that the street changed radically during the 1960's. These changes have had both positive and negative results. As a result of these redevelopments, and perhaps earlier interventions, the street has lost its unified historic character. There is a mixed architectural style and the broken building line has resulted in some areas of the street having a hectic and incoherent streetscape.



Photo 8.24: Predominantly older buildings at eastern end of Dyer Street

8.36 The planned post war developments in Dyer Street, while arguably unsympathetic, have achieved more pedestrian space, easy access to parking areas, covered arcades, and large unbroken floor space internally. These developments are of questionable architectural value and are contrary to contemporary urban design principles centred on the human scale and the fine grain of traditional townscape.

Public Realm - Design and Materials 8



Photo 8.25: Concrete predominates at western end of Dyer Street

8.37 Dyer Street does not provide traditional historic landmarks, though Catalpa Square is a strong landmark feature and is a popular public place.



Photo 8.26: Trees add variety at Catalpa Square

8.38 The building line to the north east has survived, providing a transition to Market Place. The Bingham Library (occupied by the Town Council) dominates this part of the street, providing a distinctive accent from North Way. As a consequence of the narrow pavement, the building lacks a grand forecourt, which would accentuate its importance within the town.

8.39 The adjacent Woolmarket provides a sympathetic solution to the creation of new retail development and public spaces. It is more intimate and domestic in scale, reflecting its place in the urban hierarchy. The Woolmarket is a very good example of a courtyard or mews style development, where independent shops, cafes and a high quality of public space have been introduced behind historic street frontage development.



Photo 8.27: Public art at The Woolmarket

8 Public Realm - Design and Materials

Signage

8.40 All signage in Cirencester's public realm* should be clear, unambiguous and avoid being unnecessarily intrusive. It can be seen, from the photographs below, that much of the signage throughout the town falls short of these principles. This is partly because many additions and changes to signage have occurred incrementally over time. In the absence of a strategy that provides guidelines, signs will inevitably lack coherence, appear haphazard, and needlessly intrude on the historic environment.

8.41 [*Public realm does not include shop and other similar signs].



Photos 8.28 - 8.33: Incoherent signage around the town centre

8.42 It is acknowledged that certain highways signs are mandatory and must be provided on safety grounds. There are, however, examples of signs that appear to be optional, redundant, incoherent or needlessly repetitive. All of this contributes to visual clutter throughout the town, which has a harmful impact on its character and appearance. Some signs are illuminated and it is questionable whether all of them need to be. Certainly, there is no reason why any should remain lit throughout daylight hours, although some of them are.

8.43 It is therefore proposed that a full audit of public realm signage within the ring road is undertaken with the aim of identifying signs that could be rationalised, removed, repositioned, or otherwise changed to help improve the appearance of the urban environment. Clearly, highways safety cannot be compromised; therefore, the audit and any subsequent signage strategy will need to be undertaken in partnership with, and agreed by, Gloucestershire County Council Highways division and Gloucestershire Police.

8.44 The proposal, elsewhere in this SPD, to introduce a blanket 20 mph speed limit throughout the centre would, in itself, result in many fewer signs. There are currently 17 points of change between 20 mph and 30 mph, each of which requires signage in both directions on either side of the carriageway. The majority of these could be removed if the blanket speed limit were to be introduced.

Public Realm - Design and Materials 8

Design Code for Town Centre

8.45 A fundamental belief of Arts & Crafts architects, who were influential in the Cotswolds, was that design should employ traditional materials using honesty of construction and hand-crafted detailing to withstand the test of time and the vagaries of fashion. The unbroken craft traditions of the Cotswolds should be used as a foundation for future development in the town. New development should be forward looking and seek to develop a new design vocabulary that maintains the local distinctiveness for which the Cotswolds is renowned.

8.46 This approach is reinforced in the Manual for Streets (Department for Transport 2007), which cites the need for places to look good and work well in the long term. It states that not only are design costs a small percentage of the overall costs, but it is the quality of the design that makes the difference in creating places that will stand the test of time.

8.47 The first phase of CTEP developed a design code for street paving and pedestrianisation that has been applied successfully to Park Lane and Silver Street. Building on that code, the following principles should be considered in the design of future improvements within the commercial core:

- The streetscape should send a clear message to motorists that the environment is a pedestrian dominated area.
- Streets and spaces will be designed to maximise the pedestrian domain. They should create an environment that is pleasant to use for various activities, including walking, socialising, shopping or just sitting, and continues to be safe and accessible at night.
- Materials will respect the fabric of the historic streets and Market Place to reinforce local identity and will be selected from a limited palette of natural materials to ensure design continuity.
- Materials should be easy to maintain, safe for purpose, durable, and sustainable (including the manufacturing process and energy use)
- The siting of street furniture (essential items only), including signs, bins, bollards, utilities boxes, lighting, etc, will be designed with the aim of reducing visual clutter.
- Designs will take account of the multiple objectives of all relevant bodies, including Highways authorities, service providers, utilities, etc. When other authorities are involved with the provision of street furniture, for example bus shelters, it is highly desirable that consultation will take place and that the lead designer should co-ordinate the work.
- Simple planting will be included, where appropriate, to soften the urban street scene, to create visual interest, and to provide shade and shelter as well as containment and separation, but should conform to the traditional townscape.
- The maintenance of all hard and soft landscape areas should be straightforward and management regimes specified where necessary
- Designs should accommodate the needs of people with disabilities that may affect mobility, sensory or cognitive impairment
- The design of spaces should be flexible enough to accommodate various uses both now and in the future.
- The design of the pavement shall emphasise and identify “special places and buildings” within the public realm such as the entrance to feature buildings, sitting areas and terraces of restaurants / cafes.
- Public art and gateway features should be incorporated to reinforce a sense of place where relevant

8 Public Realm - Design and Materials

8.48 Guidelines describing how these principles can be incorporated into the detailed design of the streetscape are included at Appendix A

Proposal 7: Public Realm - Design Materials

- a. The redesign of the public realm in Cirencester's commercial centre will adopt a style that is complementary to the CTEP project (see paragraphs 1.9 to 1.11) and employs high quality natural materials. In this context, the design principles and guidelines set out under paragraph 8.48 and in Appendix A would be applied.
- b. Streetscape designs will enhance the public realm and create a safer and more legible, relaxed environment for pedestrians.
- c. Seating areas will be introduced at appropriate locations to create a "café culture" within the town.
- d. An area will be created in the vicinity of the Parish Church porch to accommodate the market and a focal area for public events (see Proposal 2b).
- e. A feasibility study will be undertaken regarding the redesign of the public realm in Market Place, which provides a more detailed design and cost estimates for further promotion as a first priority.
- f. A comprehensive audit will be undertaken of all signs in the public realm, in co-operation with Gloucestershire Highways and Gloucestershire Police.
- g. A strategy will be developed for rationalising existing signage, including proposals for removing redundant and duplicate signs; moving signs to less intrusive locations where it would not compromise safety; and combining signs where possible.
- h. Guidelines will be devised for the provision of future signage in the public realm

Archaeological Considerations 9

Background

9.1 As a result of the long history of human settlement in Cirencester, archaeological evidence of the Roman, medieval and later phases of occupation survive beneath the modern town. Much of this archaeological evidence is of national importance. In many areas, significant remains are present just below the modern ground surface and are, therefore, vulnerable to damage from development and other ground works. Once destroyed, this resource of information about Cirencester's history can never be replaced.

9.2 Because of the potentially destructive impact of development and the irreplaceable nature of the archaeological evidence, archaeology is a consideration in the planning process. National planning guidance sets the overall framework (Planning Policy Guidance 16, Archaeology and Planning), amplified by Policy 12 in the Cotswold District Local Plan.

9.3 In recognition of the national importance of the archaeology of the town, large areas of Cirencester are designated as scheduled monuments under the Ancient Monuments and Archaeological Areas Act 1979. The objective of this designation is to assist in the management of the archaeological resource and to ensure that it is not needlessly destroyed or damaged.

9.4 There are five scheduled monuments in Cirencester, one of which (GC361 Corinium Roman town) covers a large amount of the town centre. However, the scheduled areas were largely determined by the extent of the open and undeveloped land that was present when the scheduling was carried out. Within the centre of Cirencester, therefore, the absence of a street or property from the Scheduled Monument does not mean an absence of nationally important archaeology.

9.5 A high proportion of the developments in Cirencester are likely to have an archaeological impact, and the extent of this impact will be one of the issues to be considered when Cotswold District Council makes a decision on whether to permit the development. Because of the extent and importance of archaeological deposits in the town, more detailed guidance is provided in Appendix B on how Local Plan Policy 12 will be applied in Cirencester.

9.6 Two sites - the Waterloo Car Park and the Sheep Street Island Car Park - are proposed for decking in the Local Plan.

Waterloo Car Park (CIR.7)

9.7 This site lies within the Scheduled Monument; therefore, any works will require Scheduled Monument Consent (SMC) from the Secretary of State. Limited field evaluation in 1999 revealed that Roman remains lay only c.600 mm below current ground surface. Indeed concern has been expressed that the limited nature of the investigation does not guarantee that remains are not shallower elsewhere on the site and further evaluation might be required before any proposals were approved.

9.8 No proposals which disturbed Roman remains would be likely to be acceptable: so strip or piled foundations would probably not be approved. English Heritage (EH) would need to be consulted as early as possible on any design.

9 Archaeological Considerations

Sheep Street Island Site (CIR.3)

9.9 This site is archaeologically important, although it lies outside the Roman town and does not lie within the Scheduled Monument. In accordance with the relevant national planning guidance (PPG16), any planning application would have to be accompanied by both a desk-based assessment of the site, and the results of a field evaluation (which would investigate the archaeological potential of those areas which were to be disturbed). It would be unlikely that any remains would form an absolute constraint on development, but there may be Roman cemetery remains on the site which would be expensive to excavate. Such remains might also be subject to the Burial Act 1857 and Disused Burial Grounds Act 1981. It might not be legally possible to build on top of any human remains without excavating them. Any design would have to take account of the position of any other important archaeological remains and attempt to preserve them in situ in accordance with PPG 16. The site also contains listed buildings, whose settings might be compromised by proposals.

Possible Implications

9.10 If further development of these sites is to be pursued then appropriate consents may need to be obtained from the Secretary of State. It is therefore prudent that, prior to this, an in-depth desk-top study is undertaken to provide further information before any invasive action is considered. Following this, it may be appropriate to undertake an invasive site investigation to clarify, quantify and record any remains which may exist.

9.11 However, this would not necessarily preclude the development of either site. If appropriate in relation to the material uncovered, it is possible, having obtained the necessary consents, that the site may be uncovered to reveal its archaeological history and then covered in a manner which protects and safeguards it for the future. The development may then proceed with the structural design of the car parks undertaken to avoid damaging any remains. Such remains would consequently be safeguarded for the future and may be revealed again upon expiration of the life of the car park.

City Bank 10

10.1 Land between London Road and City Bank Road, and between Queen Elizabeth Road and Kingshill School is allocated in the Local Plan (Policy CIR.15) as an area for improvement and management. The primary uses proposed are informal open space with footpath and cycleway links between Beeches, Kingshill and the town centre.

10.2 The Local Plan highlights, in some detail, the existing situation and relevant planning issues. These do not need to be repeated here; suffice to state that the areas concerned are a valuable, under-used, resource for the town, with potentially beneficial implications for the town centre. In particular, there are opportunities to improve sustainable transport links between the eastern side of Cirencester and the town centre, and address the severance caused by the ring road. There are, potentially, opportunities to help reduce car journeys into town.

10.3 It should be noted that work has already commenced on plans to create an improved footpath and cycle link between Victoria Road and Beeches Road.

10.4 The Local Plan also states that, in order to achieve comprehensive improvement of the area, it would be necessary to prepare a management plan. This SPD is an appropriate mechanism for bringing forward a management plan and to enable all the relevant interested parties to engage in the process.

10.5 A draft management plan for the area is included at Appendix C.

Planning Obligations 11

Other Obligations

11.8 In addition to these generic planning obligations, and in view of the particular access requirements and differing impacts on transport infrastructure, site-specific obligations should also be applied.

CIR.2 – Livestock Market and Leisure Centre, Tetbury Road

11.9 The site has been largely redeveloped. A new leisure centre has been constructed on the former cattle market and new office accommodation has been built on the site of the original leisure centre.

11.10 The only remaining potential area for redevelopment is the garage and car showroom area. The current use does not generate a significant demand for parking; however, its redevelopment will increase demand and place further pressure on a parking balance that has already been identified as needing to increase in order to meet future needs.

11.11 It is proposed that further redevelopment here includes the provision of a pedestrian route through the site towards the adjacent office and leisure developments. The existing pedestrian routes to/from the town centre are indirect and do not represent an efficient desire line. Opportunities should be sought to improve these linkages, ideally in association with any redevelopment of CIR.3.



CIR.3 – Sheep Street ‘island’ site, Tetbury Road/ Hammond Way

11.12 Like CIR.2, this site has good access to the ring road. It currently comprises a variety of uses, including public and private parking, offices and a car dealership. The Local Plan recognises various site constraints, but also identifies potential for additional car parking as well as various mixed uses. The site constraints – particularly a number of listed structures - could hamper opportunities for maximising parking. However, there are essentially two main potential redevelopment opportunities for the site: (1) car park; and (2) other uses.

11 Planning Obligations

Car park

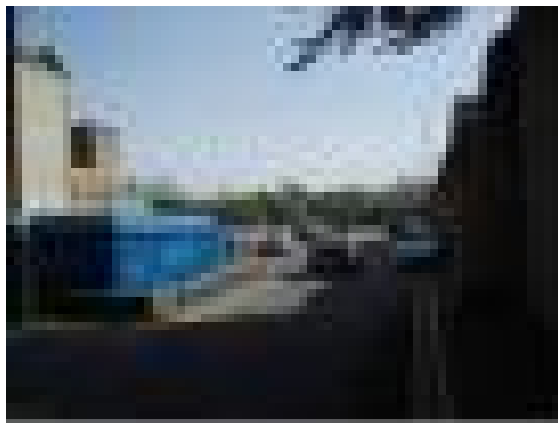
11.13 In the event that the site is redeveloped for car parking, then it should provide a level of parking provision that actively contributes towards the future needs of Cirencester and addressing the projected shortfall.

Other uses

11.14 In the scenario that an adequate level of parking cannot be provided at this site, then a contribution should be made to the following:

- a. the town's parking strategy, which will need to address future anticipated parking deficiencies, including those resulting from the loss of any parking to alternative uses at the Sheep Street 'island';
- b. public transport services and infrastructure improvements within the town to help address existing inadequacies and thereby encourage greater use of public transport;
- c. environmental improvement in the town centre to improve the quality and safety of walking and cycling, and the public realm generally, thereby encouraging more sustainable transport patterns.

11.15 Priority should be given to improving the pedestrian route through the site to CIR.2. The existing pedestrian routes between the latter and the town centre are indirect and do not provide an efficient or direct desire line. The opportunity exists with the redevelopment of this site to create a high quality, safer, link, which will encourage more walking and cycling in the town.



Planning Obligations 11



CIR.4 – Former Memorial Hospital, Sheep Street

11.16 This former site of the Memorial Hospital comprises a mix of temporary uses, including a public car park. The site is identified for potential residential and office uses, with the proviso that the current, temporary, car parking there can be provided elsewhere. In common with the Sheep Street 'island' site, the loss of parking to alternative uses would exacerbate the pressure on the overall parking balance and this would clearly need to be addressed through a planning obligation.

11.17 Provision should also be made for a vehicular and pedestrian route through the site. The existing pedestrian route is of poor quality and is indirect.



11 Planning Obligations

CIR.5 – Land adjacent to Brewery Car Park

11.18 This area currently comprises various uses, including open space, walkways, private parking, a bowling green and several retail uses. It lies adjacent to the Brewery car park, which is not specifically allocated in the Local Plan. The Local Plan describes the area as ‘tired’ and in need of a substantial uplift, and suggests that it could be redeveloped to provide improvement to Brewery Court, including additional retail provision and better pedestrian routes. It is also indicated that the upper floors of new development could be put to office and/or residential uses. Other uses in this area have also been mooted, including a cinema, which would be compatible with the aspirations emerging through the Cirencester Vision.

11.19 Any reduction in car parking will increase pressure on the parking balance, which is already identified as needing to increase to meet future needs. A contribution towards the parking strategy will be required to help facilitate additional parking elsewhere in the town centre.

11.20 Any development should incorporate improvements to pedestrian routes through the site.

11.21 The Local Plan also indicates that the bowling green area could, subject to its relocation, be redeveloped to make up for a loss in parking elsewhere on the site. In accordance with the SPD’s objectives, and in order to ensure that car parking is located where it is easily and directly accessed from the ring road, redevelopment should ideally be linked to the provision of a new vehicular access through CIR.4.

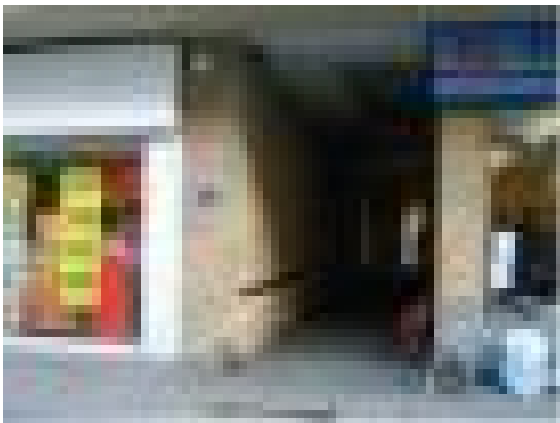


CIR.6 – Land fronting Dyer Street and The Waterloo

11.22 This site is currently used for retailing in the premises fronting Dyer Street, with offices and other uses above and service areas with private parking to the rear. It also incorporates an existing enclosed pedestrian route between Dyer Street and The Waterloo, which, although well used, exhibits very poor design quality and is considered to be ‘threatening’ to many users. Any redevelopment should incorporate provision for much better pedestrian linkages between The Waterloo and the town centre’s shopping areas.

Planning Obligations 11

11.23 The Local Plan links this area to the redevelopment of The Waterloo car park, and suggests the site is suitable for retail use with residential, office and other appropriate uses above. It is proposed that the existing obligations relating to this site are extended to include a contribution towards the town's parking strategy to offset the loss of any existing on-site parking.



CIR.7 – The Waterloo Car Park

11.24 The Waterloo offers a rare opportunity within Cirencester where, subject to detailed investigation and design, decked parking could be accommodated on a sizeable site that has ready access to the ring road. The existing car park provides 233 parking spaces of the total 1,423 off-street spaces within the town. The Parking Strategy Phase II report (August 2006) identifies that parking provision will need to be increased by up to 20% (i.e. 285 additional spaces) in the next 15 years to meet demand. This excludes any additional demand generated by further developments within the town centre.

11.25 In the event that the site can be redeveloped to provide decked parking, planning obligations should be extended to include the relocation of access into the car park so that it minimises pedestrian/vehicle conflict. Directional signing between the car park and the ring road would also require improvement.

11.26 In order to complement proposals for CIR.6, opportunities should also be taken to help provide high quality pedestrian routes between The Waterloo and Dyer Street.

11 Planning Obligations

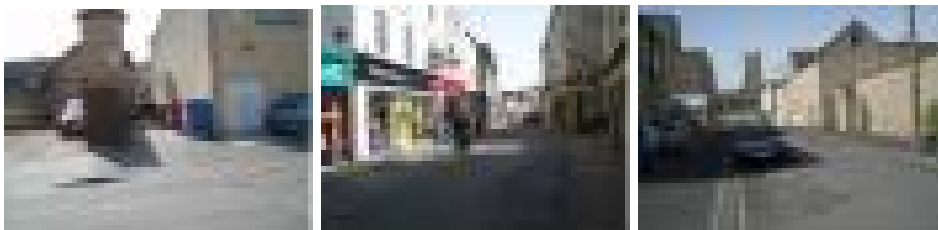


CIR.8 – Cricklade Street/ West Way

11.27 This site is situated in the principal retail area of the town centre, fronting onto Cricklade Street. The area has retail frontages with residential or office uses on the upper floors, but a more fragmented frontage to West Way. The Local plan identifies considerable scope for improvement to the appearance of the area.

11.28 Any intensification of use here would generate additional travel movements, which are likely to be multi-modal, including trips by car. This will increase pressure on the current parking balance.

11.29 Existing pedestrian routes in this area allow permeability between Cricklade Street and The Forum and beyond; however, they are of poor environmental quality. The redevelopment of this area will provide the opportunity to address this problem.



Planning Obligations 11

Other Relevant Matters

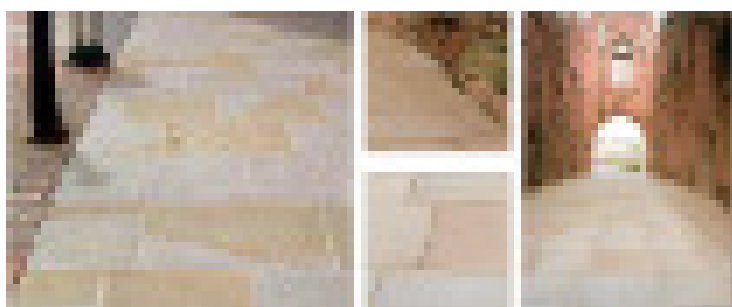
11.30 The underlying themes of this SPD are to address current inadequacies in the traffic management regime while raising environmental standards within the town centre. The overall aim is to make Cirencester a vital, viable and competitive market town for the 21st century.

11.31 To complement this, opportunities will be taken, wherever possible, to secure improvements to the public realm within the context of Local Plan Policy CIR.1. The list included at Appendix E sets out potential improvements that could be sought in relation to future development within the town centre. The list, which is not exhaustive, should be read in conjunction with other sections of this SPD.

Appendix A - Design and Materials

Paving Materials

1. The design and detailing of street surfaces should be coordinated to emphasise changes in character and used where appropriate to reinforce the 20 mph speed limit within the town centre.
2. Areas of surviving historic surfacing should be retained as part of any scheme.
3. Street design shall comply with the Highways Authority standards
4. Paving design should respect the scale and proportion of streets with their narrow pavements in the historic core of Cirencester.
5. Paving materials should be of a high quality, durable and suitable for the anticipated loading.
6. Paving materials should match or complement the historic palette.
7. Kerb lines should be retained and defined by both material and a low change in level (25 mm drop) to improve accessibility for disabled people and shopmobility vehicles.
8. Pedestrian crossing points shall be defined by tactile paving where necessary at crossing points and contrasting paving materials/ colour at uncontrolled crossings.
9. Inspection chamber covers shall be carefully integrated within the paving.
10. Parking areas shall be surfaced with paving slabs or Staffordshire Blue paviers and the carriageway within the Market Place shall be surfaced with hot rolled asphalt dressed with selected chippings or gravel in a clear binder



Sawn Yorkshire slabs

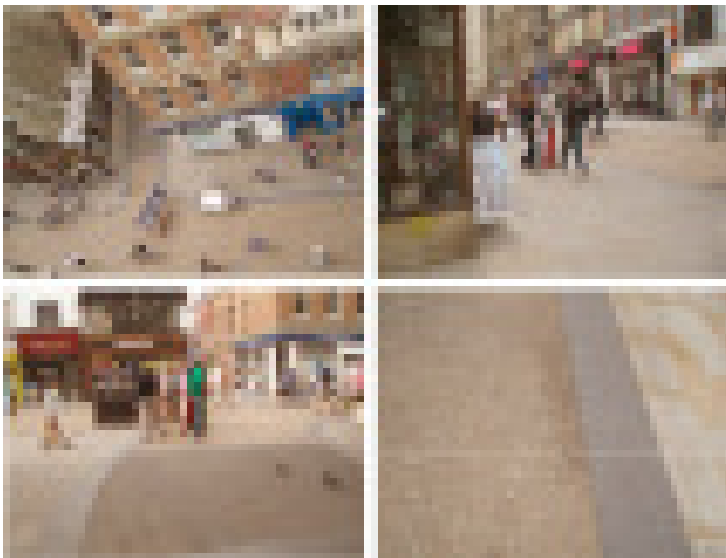


Natural stone paving and blocks

Appendix A - Design and Materials



Marshalls conservation setts and drainage channel



Carriageway layouts using surfacing with a clear binder



Natural stone tactile paving; reclaimed Yorkshire setts

Street Furniture

1. High quality street furniture should reflect and enhance the character of the historic core and should be appropriately placed to reduce clutter while enhancing pedestrian spaces.
2. Surviving historic street furniture should be retained and refurbished as necessary

Appendix A - Design and Materials

3. The design of the street furniture should be coordinated using a limited pattern of traditional materials such as stone, wood and metal. The design should have a timeless quality that is capable of accommodating future additions or changes. It should not be ultra modern or fussy in style.
4. It should be sustainable, durable, easy to maintain and resistant to vandalism
5. Where appropriate the design and layout of seats and benches should define and enclose spaces as well as provide seating.



Cast iron bollards and timber bollard



Cast iron litter bins



Cast iron balustrades

Appendix A - Design and Materials



Stainless steel/ timber bench; timber seating

Signage – Traffic and Pedestrians

1. An integrated hierarchy of pedestrian and traffic signage should be developed to minimise the overall size and number of signs.
2. Where practical, national standard traffic signs should be visually coordinated with other items of street furniture.
3. An integrated hierarchy of pedestrian and traffic signage should be developed to minimise the overall size and number of signs. It should build on the existing theme developed in CTEP and be applied to the 20 mph zone within the historic core. Wherever possible, signs should be grouped together within a distinctive, but legible structure that reduces visual clutter.
4. Pedestrian signs should be similar to the existing traditional cast iron finger post signs (see below) and made resistant to vandals. Finger posts will need to be carefully sited to avoid creating unnecessary clutter and/or hazards for the visually impaired.
5. Where possible, signs should be fixed to walls or incorporated with other streetscape elements, such as bollards, to reduce clutter.
6. Tourist/ pedestrian Information signs should be individual and interesting, and constructed from metal or natural local stone.
7. Traditional wall-mounted signs or signs set in paving should be included at features of interest and at main pedestrian orientation points.
8. Freestanding information signs should be sited carefully to avoid visual clutter.
9. Details could be applied in Cirencester and could result in an 'easy win'. The history of the town can be illustrated while subtle directional signage enhances the legibility of the town centre. Town trails could be incorporated as subtle elements within paving or applied to buildings. The existing Cirencester Civic Society pavior is excellent, but is provided too infrequently to create a memorable theme.

Appendix A - Design and Materials



Finger post



Civic society paviour

Lighting

1. Primarily, lighting will be designed to provide the required levels for safety, security, traffic management and pedestrian flow.
2. An integrated hierarchy of lighting will be developed, including lighting columns, feature lighting columns, and wall mounted lights to reinforce the character of the town centre. The aim should be to create visual cohesion and reinforce the sense of place.
3. Feature lighting should be used to enhance existing architectural landmarks and to define entrances into the historic core.
4. Pedestrian links should be clearly and attractively lit for safety, security and to encourage nighttime activity within the town centre.
5. The scale of lighting should be appropriate to the scale of the narrow streets and Market Place.
6. Accent lighting of key buildings can add drama and draw out the special historic character of the town.

Appendix A - Design and Materials



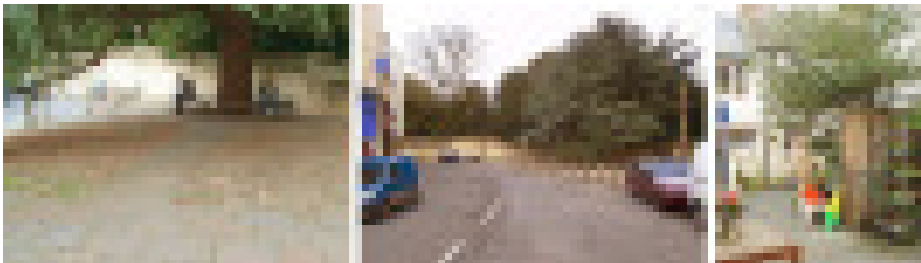
Columnar and wall-mounted lighting

Soft Landscaping

1. Mature specimen cedar trees are a characteristic feature of Cirencester Park and Abbey Grounds, providing key focal points that should be maintained.
2. Where appropriate, tree planting should be incorporated in areas adjoining the narrow streets in the historic core, such as courtyards, mews, and public open space.
3. Pleached trees could be used to enclose seating areas in Market Place.
4. Tree grilles and guards should be simple, robust and painted black.



Tree guards and grilles



Soft landscaping

Gateway Features & Public Art

1. Small scale works of art, eg a mosaic, detailed paving area, or ornamental stonework (as CTEP Phase 1 gateway feature at Westgate) should be included where it is compatible with historic character and will enhance the public realm and highlight cultural or historical themes.

Appendix A - Design and Materials

2. Art should respond appropriately to the historic/ local context.
3. Gateway features at the entrance to the town centre (20 mph zone) should link through a common theme or material.



Public Art



Gateway

Appendix A - Design and Materials

STREETSCAPE MATERIALS/ DESIGN CONSIDERATIONS		Signage	Lighting	Soft Landscaping
Function/Paving Materials	Street Furniture	Traffic and Pedestrians		
Location	Seats:	Minimise overall size and number of signs	Feature columns throughout	Trees:
Principal Streets a) Market Place	Diamond sawn York stone slabs	Simple block shape, timber or stone	Enhanced lighting – St John The Baptist church	Cedrus libani (Cedar of Lebanon)
Kerbs:	Pennant or granite kerbs	Traditional cast iron, black, spherical stone	Signage should be metal or timber	Ornamental, evergreen
Edgings:	Reclaimed Yorkshire or granite setts or similar	Traditional design, metal, black	Pedestrian signs should be individual to reinforce the sense of place and be traditional cast iron, either post or wall mounted	Planters: Cotswold stone wall
Drainage channels:	Yorkstone dished channel, cast iron drainage grating	Traditional cast iron, black	Heritage plaques to denote features and buildings of interest	Tree grilles: Metal, black
Carriageway:	Hot rolled asphalt, high density aggregate/ clear binder	Sheffield-type stands, high quality, black	Cycle Stands:	Tree guards Metal, black

Appendix A - Design and Materials

Function/Paving Materials		STREETSCAPE MATERIALS/ DESIGN CONSIDERATIONS		Signage	Lighting	Soft Landscaping
Location		Street Furniture	Traffic and Pedestrians			
	Parking bays:	Yorkstone, Pennant setts Staffordshire Blue paviers				
	Tactile paving:	Natural stone blister paving at 100 mm centres retro-fitted into Yorkstone				
	Uncontrolled crossings:	Reclaimed Yorkstone or granite setts or similar				
b)	Footways:	Yorkstone or Pennant flags	Seats: Simple block shape, timber or stone	Minimise overall size and number of lighting signs	Enhanced pedestrian pedestrian lighting	Trees: Ornamental deciduous species, narrow heads, columnar or conical in form
Cricklade Street						
Black Jack Street						
Castle Street						
	Kerbs:	Pennant or granite	Bollards: Traditional cast iron, black	Signage should be metal or timber	Wall mounted lanterns within narrow streets	Tree grilles: Metal, black
	Drainage channels:	Yorkstone setts, cast iron drainage grating	Litter bins: Traditional design, metal, black	Pedestrian signs should be individual to reinforce the sense of place and be traditional cast iron, either post or wall mounted		Tree guards

Appendix A - Design and Materials

STREETSCAPE MATERIALS/ DESIGN CONSIDERATIONS		Signage	Lighting	Soft Landscaping
Function/Paving Materials	Location	Street Furniture	Traffic and Pedestrians	
Carriageway:	Hot rolled asphalt, high density aggregate/ clear binder	Guard rails: Sheffield-type stands, high quality, black	Heritage plaques to denote features and buildings of interest	
Parking bays:	Yorkstone or Pennant setts or similar			
Tactile paving:	Yorkstone blister paving			
Uncontrolled crossings:	Staffordshire Blue paviers, Yorkstone or Pennant setts			
Footways:	Yorkstone aggregate paving	Seats: Simple block shape, timber or stone	Enhanced pedestrian pedestrian and number of lighting signs	Ornamental deciduous species, narrow heads, columnar or conical in form
Kerbs:	Marshalls 'Conservation Kerb' or similar	Bollards: Traditional cast iron, black	Signage should be metal or timber	Tree grilles: Metal, black
Other streets			Wall mounted lanterns within narrow streets	

Appendix A - Design and Materials

Function/Paving Materials Location		STREETSCAPE MATERIALS/ DESIGN CONSIDERATIONS					
		Street Furniture	Signage	Lighting	Soft Landscaping	Traffic and Pedestrians	
Drainage channels:	Concrete setts e.g Marshalls 'Tegula' or similar	Litter bins:	Traditional design, metal, black	Pedestrian signs should be individual to reinforce the sense of place and be traditional cast iron, either post or wall mounted	Tree guards	Metal, black	
Carriageway:	Hot rolled asphalt, high density aggregate/ clear binder	Guard rails:	Sheffield-type stands, high quality, black	Heritage plaques to denote features and buildings of interest			
Parking bays:	Concrete setts e.g Marshalls 'Tegula' or similar						
Tactile paving:	Concrete blister paving (similar colour to Yorkstone paving)						
Uncontrolled crossings:	Concrete setts e.g Marshalls 'Tegula' or similar						

Appendix B - Implementing Archaeology Policy

Information and advice

1 Cotswold District Council and Gloucestershire County Council work in partnership to provide information and advice for applicants on the archaeological implications of development. GCC holds information on the archaeology of the town in the County Sites and Monuments Record (SMR) and provides advice to CDC on the archaeological implications of development.

Pre-application consultations

2 Pre-application consultations are strongly encouraged. Potential applicants for planning permission for development within Cirencester should contact Gloucestershire County Council Archaeology Service (see contact details below) for preliminary advice on the implications of their development and the procedures they will need to follow. Applicants will also be advised at this stage on whether their site lies within the scheduled area and whether they therefore need to obtain scheduled monument consent (SMC) as well as planning permission (see below).

Permitted development

3 Some 'developments' will not require planning permission if they are deemed by Cotswold District Council to be Permitted Development. Examples of such works include minor changes or extensions to domestic buildings. In such cases the Archaeology Service also welcomes advance notification of the proposed works and an opportunity to discuss how their archaeological impact can be reduced. Most Permitted Development will, however, require SMC and applicants whose proposed works fall within one of the scheduled monuments should therefore follow the process outlined below

Applying for planning permission - providing sufficient information

4 If a proposed development lies within an area where archaeological deposits are likely to be present it will be necessary for the planning authority to have sufficient information about the impact of the proposed development on the archaeological remains when they determine the application.

5 Applicants will therefore commonly be advised that they should commission an archaeological assessment and/or a field evaluation in order to provide such information. This is likely to include both desk-based collection of information about the application site and on-site investigation to determine the nature of the archaeological remains present. Commissioning such investigation is the responsibility of the applicant, in accordance with a brief setting out the scope of the work (which will be provided by Gloucestershire County Council Archaeology Service on behalf of Cotswold District Council). The results of this work should be available to the planning authority before a decision on the planning application is made.

Scheduled monument consent

6 If the site of the proposed development lies within the boundaries of the scheduled monument (see above) SMC, in addition to planning permission, will be needed. Within these areas SMC is also needed for any other works, such as Permitted Development and including works of a minor nature such as tree planting, construction of fences and boundary walls etc. Applications for consent are made to the Department of Culture, Media and Sport (x ref to contact details below) who are advised by English

Appendix B - Implementing Archaeology Policy

Heritage (x ref to contact details below). Applicants can be advised at the pre-application stage as to whether their development or other works will require SMC. If SMC is required, a very similar process will be followed to that described below for development dealt with under the planning system alone.

7 On receipt of an SMC application DCMS will request advice from the English Heritage regional team before making a decision. Archaeological assessment/ evaluation is almost always required to support SMC applications, and English Heritage work closely with Gloucestershire County Council in determining the scope of these investigations. DCMS aim to provide an initial response within 14 working days, and to have a final decision issued within 4 months of receiving the application. Pre-application discussions with English Heritage are strongly recommended, but particularly complicated cases can take longer to resolve than the 4-month target especially if insufficient information is provided with the initial application.

Minimising the impact of development

8 Where significant archaeological remains are present on the application site it will often be possible to minimise the impact of development through attention to siting and to foundation design. For example, rafted foundations for extensions may enable construction to take place above sensitive archaeological remains.

Outcomes

9 From time to time the importance of the archaeological remains will be such that development will not be possible because of the unacceptable nature of the impact on them. A much more common outcome will be the granting of planning permission with archaeological conditions attached. The conditions will usually require further archaeological investigation before or during development; they may also cover matters such as foundation design. They will be intended to ensure that archaeological evidence affected by the development is recorded for analysis, publication and dissemination to the community. This evidence will add further to our knowledge of the history of Cirencester, often contributing to regional and national research agendas as well. The standard condition used by Cotswold District Council to cover archaeological investigation in connection with development is as follows:

No development shall take place within the application site until the applicant, or their agents or successors in title, has secured the implementation of a programme of archaeological work in accordance with a written scheme of investigation which has been submitted by the applicant and approved in writing by the Local Planning Authority.

Compliance with conditions

10 Applicants receiving a planning permission with the above condition attached are advised to contact Gloucestershire County Council Archaeology Service in the first instance to obtain advice on the scope of the archaeological work required.

Programmes of archaeological investigation

11 The Programmes of archaeological investigation required in connection with a development will be determined by the scale and nature of the development, and the extent and importance of the archaeological remains present on the site. The programme will be set by the preparation of a brief (prepared by Gloucestershire County Council Archaeology Service on behalf of Cotswold District Council)

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and the written scheme of investigation (prepared by the applicant and their archaeological consultant/contractor and approved by Cotswold District Council). The programme of investigation is likely to include:

- On site archaeological recording (eg archaeological excavation or watching brief)
- Monitoring the type and extent of the groundworks
- Analysis of the information collected and preparation of a report
- Deposition of the archives and finds in an appropriate museum (subject to the agreement of the landowner).

12 Opportunities for on and off site interpretation and display will also be sought wherever appropriate, in accordance with CDC's interpretation strategy for Cirencester, in order to make the results of significant archaeological finds available to the community.

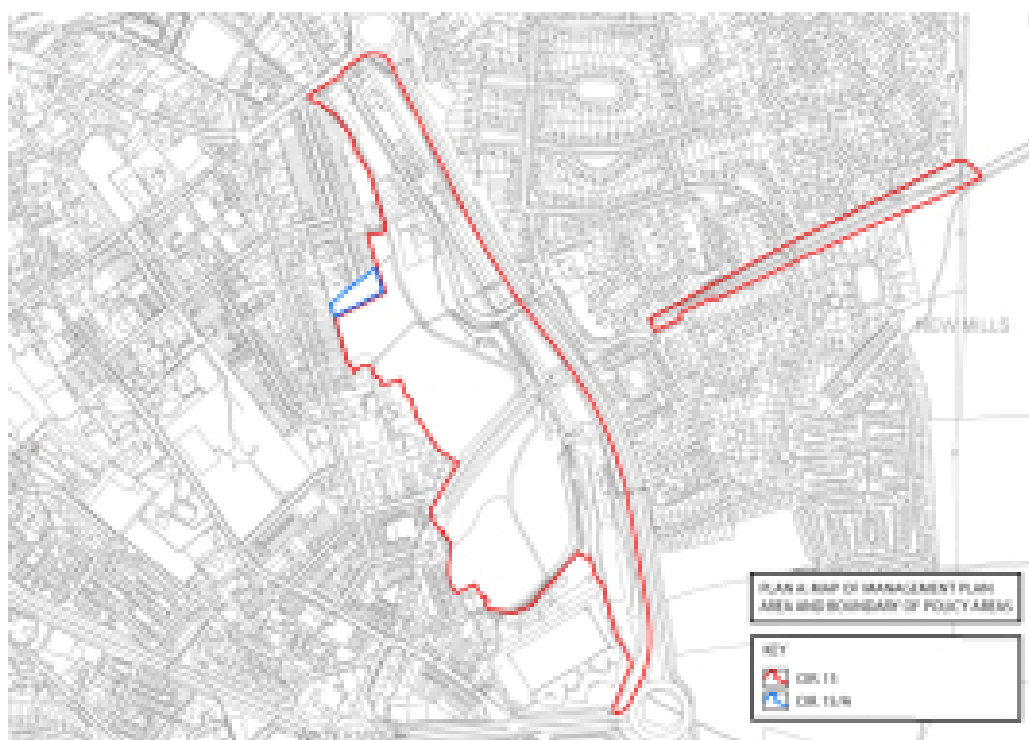
Appendix C - City Bank Management Plan

Purpose

1 The purpose of this management plan is to amplify the information given in the Cotswold District Local Plan 2001 – 2011 (adopted April 2006) in policy CIR 15 and its accompanying text.

POLICY CIR.15: LAND AT CITY BANK; BEECHES ROAD AND THE FORMER RAILWAY LINE, CIRENCESTER

1. Land between London Road and City Bank Road, and between Queen Elizabeth Road and Kingshill School, shown as Policy CIR.15, is allocated as an area of improvement and management for use as informal open space with footpath and cycleway links between Beeches, Kingshill and the town centre.
2. Residential development will be acceptable on that part of the site shown as Policy CIR. 15A, provided that, through a legal obligation, a minimum of 50% of the development value of CIR. 15A is passed from Gloucestershire County Council into a ring-fenced fund, the purpose of which will be dedicated to improvements and works associated directly with the regeneration objectives set out in this Policy.



Description of the Management Plan Area (“the area”)

- 2 There are two main zones to the area (see plan A), divided by the inner ring road.
 - i. Land between London Road and City Bank Road. This parcel of land lies to the west of the ring road between London Road and City Bank Road and follows the line of the River Churn. There is some built development within the area, for example

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the residential area around the Beeches; however the site is mainly undeveloped. There are a number of interesting and attractive features within the site, including a section of the Roman city wall, a disused railway embankment, the River Churn and a mill race. Other uses within the area include school playing fields, allotments, an animal rescue sanctuary, areas of informal recreation and semi-natural habitats, such as woodland and river banks. Some of the site does have a neglected appearance and landscape improvements would considerably enhance the area.

- ii. Land between Queen Elizabeth Road and Kingshill School.
This is a former railway line, mainly within a cutting, that runs eastward for about 500 m from Queen Elizabeth Road to the edge of the Kingshill School grounds. There are two parallel paths running along the site, a wide tarmac path along the line of the old railway and a more informal gravel path on the edge of the cutting. The rest of the site is either scrub or grassland. This area is owned and managed by Cirencester Town Council.

- 3** Much of the area falls within the Watermoor Ward, which is the most deprived ward in the District.

Delivery mechanisms for the Management Plan

- i. (Developments (including in relation to policy CIR. 15A)
A number of developments are likely to come forward in the proximity of the area, that will lead to increased usage and impacts – either directly or indirectly, for example increased use of the area as a cycle / pedestrian route and for informal recreation. These developments include the major residential developments at Kingshill North and Kingshill South. Legal agreements between the developers and CDC could be used to secure appropriate funds or works to the area.
- ii. Local community groups and volunteers.
In the past there has been an enthusiastic group (City Bank Tales) which has carried out landscape improvement works at City Bank, for example litter clearance.
- iii. Public Ownership.
Cotswold District Council, Cirencester Town Council and Gloucestershire County Council own much of the land in the area and through increased investment in the area or through the re-direction of current allocations of funding for the site, much enhancement work could be carried out.
- iv. Local companies.
There are a number of major companies located near to the site, for example Tesco and Mitsubishi, whose own properties would benefit from landscape improvements within the area. There may be opportunities for them to become involved in the management of the area.
- v. Grant Funding.
There may be opportunities for grant funding from local or national sources to improve the area. This will often require match funding from other sources.

- 4** In order to ensure that the management plan is delivered in a consistent and coordinated manner, a Project Officer will be required to oversee the initial stages of the project. They will also be responsible for ensuring the long-term sustainability of the project.

Linkages to other local, regional and national policies

- 5** Enhancements at the area would increase public use and involvement in the area, which would feed into many wider public agenda – such as health, community empowerment and sustainable development.

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6 Improvements to the open space provision at City Bank would contribute towards Gloucestershire Local Area Agreement Outcome NBE3 (ii) *More resilient natural environment – The proximity of urban “wildlife friendly” green space and corridors to local neighbourhoods.*

Key Themes

7 In producing a management plan for the area, a number of key themes have been addressed, all of which are inter-linked.

- Land ownership
- Accessibility
- Landscape
- Biodiversity
- Cultural Heritage
- Hydrology and flooding
- Recreation and enjoyment
- Education and interpretation

Action Plan

8 An action plan has been drawn, covering the main actions required to deliver landscape, biodiversity, archaeology and community benefits within the area. Timescales and deadlines have not been attached to this action plan as the start date of the project is dependent on the securing of the necessary funds.

KEY THEME: LAND OWNERSHIP

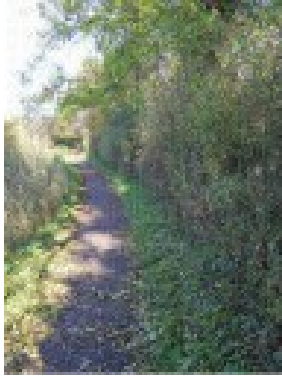
- i. The area has a complex pattern of ownership, including private, commercial companies, charitable trusts and three local authorities (in some instances with that ownership lying with different departments).
- ii. Multiple ownership means that creating a coherent, coordinated future for the area is potentially problematical.
- iii. Attempts have been made in the past to bring the main land-owners for the western part of the area together, however this was not entirely successful and the group has not met for at least two years.
- iv. Much of the site is in the ownership of local authorities who have a statutory duty to have due regard to biodiversity (Natural Environment and Rural Communities Act 2006).
- v. Ownership of part of the site by a charitable trust may increase access to certain grant funding.
- vi. Ownership of the area by a number of public bodies means that it is difficult for the public to understand who is responsible for which part of the area.

KEY THEME: ACCESSIBILITY

- i. The site forms a key location in the footpath network of Cirencester, linking together many areas of the town with the potential for providing car free attractive routes. For example as an east- west link between Kingshill and the town centre and a north-west link between the Beeches and Watermoor.

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- ii. There is potential for the site to form part of an overall footpath and cycleway network for the town, linking through to the Abbey Grounds and beyond; Tesco at Kingsmeadow, new and existing developments at Kingshill, the town centre etc



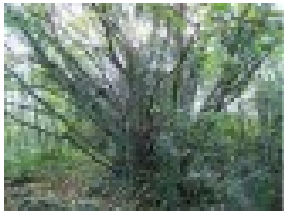
- iii. There is a hierarchy of access routes across the site, from public roads to grassed desire lines. A hierarchy of routes should be retained.
- iv. Many of the footpaths are in poor condition – including damaged surfacing, poor edging and erosion into adjacent watercourses.
- v. Certain sections of path have specific problems, for example, the path along the Roman wall is not in good condition and repair of the path could damage the archaeological remains; the path along the Churn to the south of the area is crumbling into the river and will eventually collapse.
- vi. Some of the paths are inaccessible to those of limited mobility, because of their condition or steep gradients. It may not be possible to make all routes accessible to all, but every effort should be made to do so, in order to comply with the Disability Discrimination Act 1995.
- vii. The lack of physical accessibility is exacerbated by the neglected appearance of some paths – there is often litter along the paths, some are narrow and hemmed in by broken fencing. These make the paths appear unwelcoming and potentially dangerous to some users.
- viii. Very few of the paths are suitable for bike use, with the exception of the tarmac path along the old railway line to Kingshill School.
- ix. There are potential conflicts where paths are dual use – bike and pedestrian. This can be minimised through careful design.
- x. There is little or no signage at the access points to the area or from other parts of the town to the area.
- xi. Proposals are already under discussion for improvements to certain routes, for example Gloucestershire County Council have secured a considerable sum from Sustrans to improve the route between Kingshill School and Cirencester County Junior School. The timetable for this work has not been set.

KEY THEME: LANDSCAPE AND TREES

- 9 The area contains a number of landscape types from disused railway embankment and cuttings to streams and residential areas.
- i. Some parts of the area are visible from other parts of Cirencester, for example the railway embankment and the more mature trees. These important landscape features provide a naturalistic setting to the surrounding parts of Cirencester. Opening up of further views should be considered.

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- ii. The greenspace parts of the management plan area provide a green lung in the urban fabric.
- iii. Other parts of the area remain “hidden”. It is the hidden nature of the site that adds to its attractiveness, it feels like a secret place, thus increasing its attractiveness for children and local people.

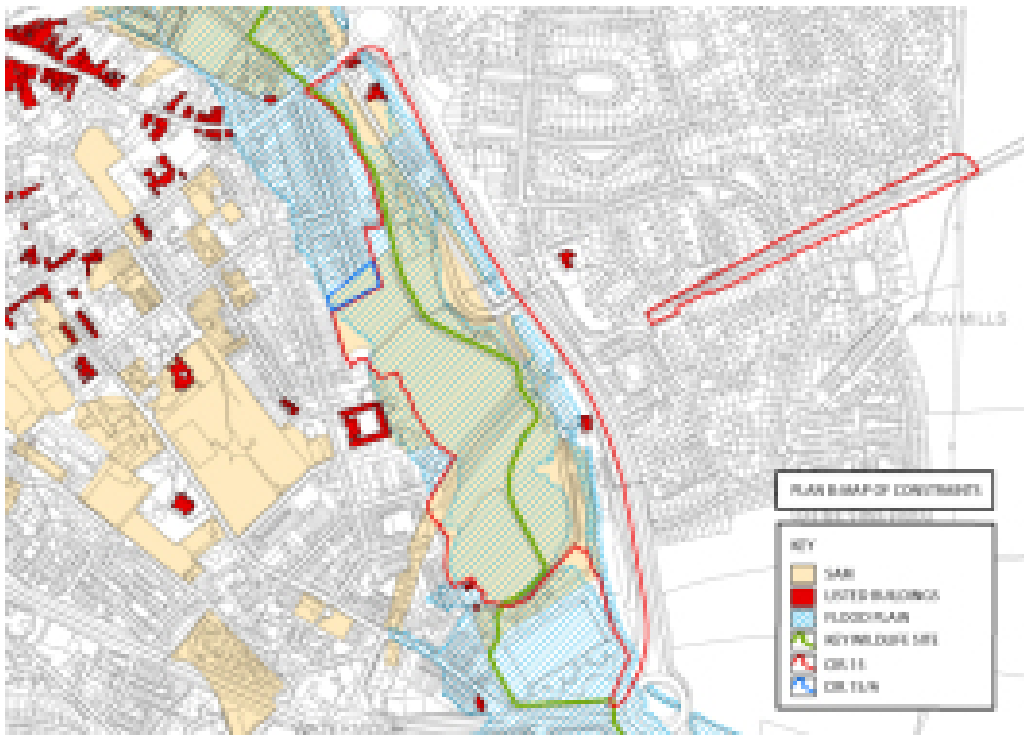


- iv. The tensions between making the site more accessible and its “hidden” nature need to be resolved through careful landscape management of the site.
- v. The area is easily accessible with a number of footpaths, although their condition is mixed and they are not clearly signed.
- vi. There are areas of the site that have a neglected and unkempt appearance, for example the litter along the footpath from Beeches Road to Victoria Road and the wildlife sanctuary.
- vii. There are some mature trees within the area, for example on the Old Abbey Nurseries site and these have been subject to some management works over the last few years. There are also areas of young planting that need to be thinned and maintained.
- viii. The landscape of the site is closely tied into its ecological value and management of the landscape should be led by opportunities to conserve and enhance the ecology and archaeology of the site, while improving accessibility.
- ix. Long-term management arrangements for the site as a whole need to be clearer; some areas are well managed, for example regularly mowed, whereas others, under different ownership, are not managed at all.

KEY THEME: BIODIVERSITY

- i. This a valuable area for wildlife with a variety of habitats from grassland and hedgerows to water-courses and woodland. Accessible natural greenspace is considered to be a key resource in urban areas.
- ii. The River Churn is designated as a Key Wildlife Site for its population of water voles, an increasingly rare species in the UK. There are also other important species using the watercourse corridor through the area, such as Dippers and Otters.

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- iii. An ecological management plan for much of the western part of the area was produced in 2004 by Cotswold District Council, but it was not implemented.
- iv. Local people are particularly keen to protect and enhance the wildlife value of the area.
- v. The possibility of designating part or all the area as a Local Nature Reserve has been discussed.
- vi. Different habitat types require different management. For example -

10 Grassland management. Traditional meadow management of parts of the area (eg. City bank itself; the Old Abbey Nurseries field) Where areas have to remain mown longer grass should be left at the boundaries with hedges, streams etc.

11 Woodland management. Creation of glades within young woodland, for example along the side of the ring road. Coppicing within more established woodland, for example the woodland along the eastern channel of the Churn.



12 Watercourse management. Pollarding of willows along the watercourses. Removal of some of the trees and shrubs that are over-shading sections of the watercourses.

13 Hedge management. The hedges around the Old Abbey Nurseries field should be coppiced and “gapped-up”.

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KEY THEME: ARCHEOLOGY AND CULTURAL HERITAGE

- i. Much of the western part of the area is designated as a Scheduled Ancient Monument.
- ii. Designation as a SAM may reduce the potential of the site for further tree and hedgerow planting and other landscaping works because of the important buried archaeology.
- iii. There are other features of archaeological and historical interest, including listed buildings; important industrial archaeological features, such as the old Mill and the remains of the old railway line.
- iv. The review of Conservation Areas in Cirencester includes the recommendation that the Watermoor Conservation Area is extended to include much of the greenspace in the western part of the area in recognition of its historical value and its important role as a landscape setting for other parts of the Conservation Area.
- v. An archaeological strategy has been published for Cirencester and this includes a number of recommendations that are relevant to the area, for example the creation of a town trail that includes City Bank.

KEY THEME: HYDROLOGY AND FLOODING

- i. There are a number of water courses running through the western part of the area, which form one of the most attractive features of the site.
- ii. The watercourses are categorised by the Environment Agency as ordinary watercourses, i.e. they are the responsibility of the riparian owners
- iii. The Churn is susceptible to drying out completely in dry weather, a problem that may increase with global warming.
- iv. The Churn is subject to flooding. Almost all of the western part of the area lies within the floodplain. Plan C shows the extent of the floodplain around the Churn.
- v. The Environment Agency has produced a draft flood risk strategy for the Churn, which promotes a variety of work along the Churn to reduce flood risk to properties.
- vi. There are areas of erosion along the watercourses, particularly where the footpath is adjacent to the stream at the end of City Bank Road.
- vii. Water quality in the Churn and the other associated channels is regarded as good.

KEY THEME: RECREATION AND ENJOYMENT

- i. The area is well-used by local residents for informal recreation – exercising children and dogs; walking; watching wildlife etc.
- ii. There are also a number of allotments, which are nearly all under cultivation.
- iii. The area is also used as an access route by those that live further away.
- iv. The site is “hidden away” and many people are unaware of its existence; this is of course one of its charms, but it deserves to be better known so that local people can enjoy its wildlife, historic buildings and archaeology or simply relax.
- v. There is no formal play space within the site, although there used to be a play ground on the eastern section near Queen Elizabeth Road and on the western section near the eastern end of the railway embankment. However these are not suitable areas for formal play provision as they are not over-looked.
- vi. There has been a call for more seating provision in the area.

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- vii. There are a number of community initiatives in the area, for example the Churn Project, City Bank Tales etc.
- viii. Safety has been raised during earlier public consultations as being an issue of concern to those that use the area, although this is not borne out by the relatively low crime figures – it is more a fear of crime than actual crime. There was a demand from some individuals for additional lighting, however this should be restricted to a few major routes and only at certain times – for example the main school routes could be lit in the dark winter evenings when children are returning home from school, but not later in the evening.

KEY THEME: INTERPRETATION AND EDUCATION

- i. The area is within a major settlement giving great potential for interpretation and education, both for local people and for visitors from further afield.
- ii. There is currently no interpretation on site
- iii. The area actually includes the school grounds for Cirencester Infants and Junior Schools. Kingshill School lies at the eastern end of the eastern section of the area. The Opportunites Centre is also located within the area, as is Ingleside School.
- iv. There are a wide range of topics in the national curriculum at all levels, that could be studied using the area – biology, local history, archaeology etc.
- v. There is potential to actually improve the school grounds themselves so that they can play a more valuable role in the education of the pupils.
- vi. There is a wide variety of heritage assets on the site – old buildings; ecology; archaeology – all of which are worthy of interpretation to the community.
- vii. The Cirencester Archaeology Strategy recommends the creation of a series of Town trails, one of which would include the City Bank. Guidelines for interpretation and signage are being produced in association with the Cirencester Town Centre SPD to guide the production of the Town Trails.
- viii. The “In our Element” art project, based in the Cotswold Water Park is interested in extending their project along the Churn into Cirencester.

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ACTION	RESPONSIBLE ORGANISATIONS / INDIVIDUALS	TIMETABLE
1.	<p>Appoint a part-time Project Officer to:-</p> <ul style="list-style-type: none"> ● Facilitate partnership working between site owners, statutory agencies, local interest groups and the community ● Ensure short-term wins ● Produce detailed specifications for management and improvement tasks and projects ● Ensure the sustainability of the project by securing long-term funding for the area ● Raise awareness of the area ● Co-ordinate the different initiatives in the area 	<p>LAs Developers Local Community</p> <p>Year 1</p>
2.	<p>Establish a management group for the area, involving the main landowners as well as other agencies and representatives from the community to co-ordinate management and improvement tasks and projects within the area.</p>	<p>LAs Site owners Local community</p> <p>Year 1</p>
3.	<p>Investigate further the ownership of some of the other core parts of the area</p>	<p>LAs</p> <p>Year 1</p>
4.	<p>In as far as it is possible ownership or at least day to day management should be consolidated. For example, The Old Abbey Nurseries site which is currently in the ownership of CDC, could be passed with an annual sum to CTC for routine management. This would ensure that the majority of the greenspace parts of the area is in consistent public care.</p>	<p>CDC CTC</p> <p>Year 2</p>
5.	<p>Establish a "Users Group" for the area, involving a broad cross-section of the community that use or potentially might use the area.</p>	<p>LAs Site owners Local community City Bank Tales Churn Project</p> <p>Year 1</p>

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ACTION	RESPONSIBLE ORGANISATIONS / INDIVIDUALS	TIMETABLE
6.	<p>The Old Abbey nurseries site should be made accessible to the public as an informal nature reserve.</p> <p>(A hedge should be planted across the centre of the field, (subject to archaeological agreement; small areas around the periphery should be allowed to develop as woodland and the remainder of the field should be managed as wildflower meadow. This area should be dog free. A detailed management plan will be required)</p>	<p>CDC</p> <p>CTC</p> <p>Local community</p> <p>GWT</p> <p>Year 1</p>
7.	<p>The possibility of developing the Old Abbey Nurseries site and other parts of the area into a Local Nature Reserve should be further investigated.</p>	<p>CDC</p> <p>Local community</p> <p>Natural England</p> <p>GWT</p> <p>Year 2</p>
8.	<p>Habitat management is required to increase the wildlife value of the area. Detailed specifications should be drawn up for each habitat type and/or compartment, before those areas are subject to new management regimes.</p>	<p>LAs</p> <p>Site owners</p> <p>Local community</p> <p>Ongoing</p>
9.	<p>Divert the path that runs along the City bank and beside the Churn to a new route through the Cirencester Town Council owned recreation ground and the Cotswold District Council owned old Abbey nurseries site. The new path would be a dual use pedestrian and cycle route, designed to fully accessible standards.</p>	<p>LAs</p> <p>Site owners</p> <p>Local community</p> <p>Year 2</p>
10.	<p>Improve signage and interpretation, particularly through artworks, to make the area feel more welcoming and to ensure that more people are aware of its existence and the important features on the site.</p>	<p>LAs</p> <p>Site owners</p> <p>Local community</p> <p>Year 1</p>

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ACTION	RESPONSIBLE ORGANISATIONS / INDIVIDUALS	TIMETABLE
11.	<p>“Signpost” the main entrance points to make them appear more welcoming, e.g. LAs signage, planting, hard landscaping improvements, artworks etc.</p> <p>Site owners Local community</p>	Year 1
12.	<p>Encourage the provision of a town trail that includes part of the area – City Bank, LAs as recommended in the Cirencester Archaeological Strategy.</p> <p>Site owners Local community</p>	Year 2
13.	<p>Ensure all signage follows the interpretation and design guidelines, appended to the Cirencester Town Centre SPD.</p> <p>LAs Site owners</p>	Ongoing
14.	<p>Carry out an accessibility audit of the site and make accessibility improvements where possible, in order to comply with the Disability Discrimination Act.</p> <p>LAs Site owners Local community</p>	Year 1
15.	<p>A full health and safety audit of the area should be undertaken.</p> <p>Site owners police</p>	Year 1
16.	<p>Support the Sustrans / GCC proposals to up-grade the path from Queen Elizabeth Road to Victoria Road to encourage its use as a foot and cycle link from Kingshill to the town centre. (Consider the inclusion of some lighting)</p> <p>LAs Site owners Local community Sustrans</p>	Year 1
17.	<p>Develop a River Churn walk from the Churn to the north of the open air swimming pool to Tescos in the south.</p> <p>LAs</p>	Year 2

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ACTION	RESPONSIBLE ORGANISATIONS / INDIVIDUALS	TIMETABLE
	Local community	
18.	<p>Improve the surfacing and fencing of all major paths through the area.</p> <p>LAs</p> <p>Site owners</p> <p>Local community</p>	Year 1 / 2
19.	<p>Encourage use of the area as a “safe route to school” with local schools</p> <p>LAs</p> <p>Schools</p> <p>police</p>	Year 1
20.	<p>Encourage local people to become further involved in the management of the site. For example local school and day care centres could be asked to help in the installation of bird and bat boxes in trees and on structures, such as the remnants of the old railway bridge.</p> <p>LAs</p> <p>Site owners</p> <p>Local community</p>	Year 1
21.	<p>Encourage the schools at Victoria Road to improve the value of their school grounds for biodiversity, landscape and play.</p> <p>LAs</p> <p>Site owners</p> <p>schools</p> <p>Local community</p>	Year 2
22.	<p>Encourage use of the site by schools, playgroups and other educational visits by the provision of an educational guide to the site, with suggested projects etc.</p> <p>LAs</p> <p>Site owners</p> <p>Schools</p> <p>Youth groups</p>	Year 2

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ACTION	RESPONSIBLE ORGANISATIONS / INDIVIDUALS	TIMETABLE
	Local community	Year 2
23.	<p>Consideration should be given to incorporating some formal play provision into any development built as a result of CIR. 15A, provided that it is designed to incorporate over-looking etc. This play provision might be jointly available to all children and to children attending Victoria Road school during school hours.</p> <p>LAs Site owners Local community schools</p>	Year 2
24.	<p>A thorough litter pick of the whole site is required. Once achieved a routine litter removal programme should be implemented and monitored. (This could be achieved by contracting out the litter pick of the entire site to CTC, as they currently manage a large proportion of the area)</p> <p>LAs Site owners Local community</p>	Year 1
25.	<p>Any flood alleviation work carried out within the area should aim to conserve and enhance the biodiversity, landscape and archaeological values of the area.</p> <p>LAs Site owners Environment Agency</p>	Ongoing
26.	<p>Up-to-date ecological surveys will be required before some works are carried out, for example any improvements to the old railway bridge or to mature trees could affect bats and nesting birds. If there is any possibility of ecological impacts the CDC Biodiversity Officer should be consulted.</p> <p>LAs Site owners Local community</p>	Ongoing
27.	<p>Up-to-date hydrological assessments will be required before some works are carried out, for example any improvements to the watercourses. If there is any possibility of impacts the Environment Agency should be consulted.</p> <p>LAs Site owners Environment Agency</p>	Ongoing

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ACTION	RESPONSIBLE ORGANISATIONS / INDIVIDUALS	TIMETABLE
28.	Up-to-date archaeological and built conservation assessments will be required before some works are carried out, for example any improvements to the roman wall or to the old railway bridge. If there is any possibility of impacts the County Archaeologist or the CDC Conservation and Design service should be consulted. LAs Site owners Local community	Ongoing
29.	“designing out crime” should play a role in any plans to manage and improve the area LAs Site owners Local community police	Ongoing
30.	Ensure that flood risk within the area and the drying out of the Churn are addressed through the relevant catchment plans, flood risk strategies etc. LAs Environment Agency	ongoing

Table 9 Action Plan

Appendix D - Cirencester Cycle Routes Audit

Cirencester Cycle Routes - Assessment

⊖ = Not included / not resistant
 ⊕ = Positive contribution

Map Ref No.	Description / Location	Current Problems	Improvement works	1. Improve safety / Reduce risk of injury	2. Improve comfort / Reduce physical effort	3. Improve visibility / Reduce risk of collision	4. Improve security / Reduce risk of theft	5. Improve aesthetics / Reduce risk of litter	6. Improve connectivity / Reduce risk of isolation	7. Improve accessibility / Reduce risk of exclusion	8. Improve sustainability / Reduce risk of climate change	9. Improve resilience / Reduce risk of disruption	10. Improve inclusivity / Reduce risk of inequality
1	Olden Farm	poor visibility on the steep bend over the bridge to join this cycle path into from the former Railway Line	add side cycle path from the Railway Line could be carried by slightly widening the pavement and adding a single retaining wall and tree at cross over just before the bridge and continue the cycle path to join the link to County Primary School	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖
2	Former Railway Line	the link isn't signed as a path suitable for cycle / pedestrian use	simple signage to indicate where to cycle	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖
3	Former Railway Line	there is no concrete surface from the entrance / exit to join the main route	relining of the link from exits / entrances	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖
4	Former Railway Line	potholes need basic maintenance and lighting	resurfacing and lighting the main route	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖
5	Link to County Primary School	confusing and stupid sign	removes and replaces with cycle access signage	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖
6	Link to County Primary School	poor lighting, poor visibility, steep banks with narrow path and very little signage and hazardous boundary treatments on an important pedestrian / cycle link to the County Primary School	width and upgrade surface to the path with new signage and better boundary treatments on an important pedestrian / cycle link to the County Primary School, and strengthen road protection of the bridge.	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖
7	Link to County Primary School	path needs to reflect local design code across the playing fields	upgrade surface and signage throughout which have been visible	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖
8	County Primary School Playing Fields	No direct link into the Town Centre via Puckley Road	upgrade surface and make link through the wall at the end of Puckley Road around the edge of the playing field	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖

cycle audit 1

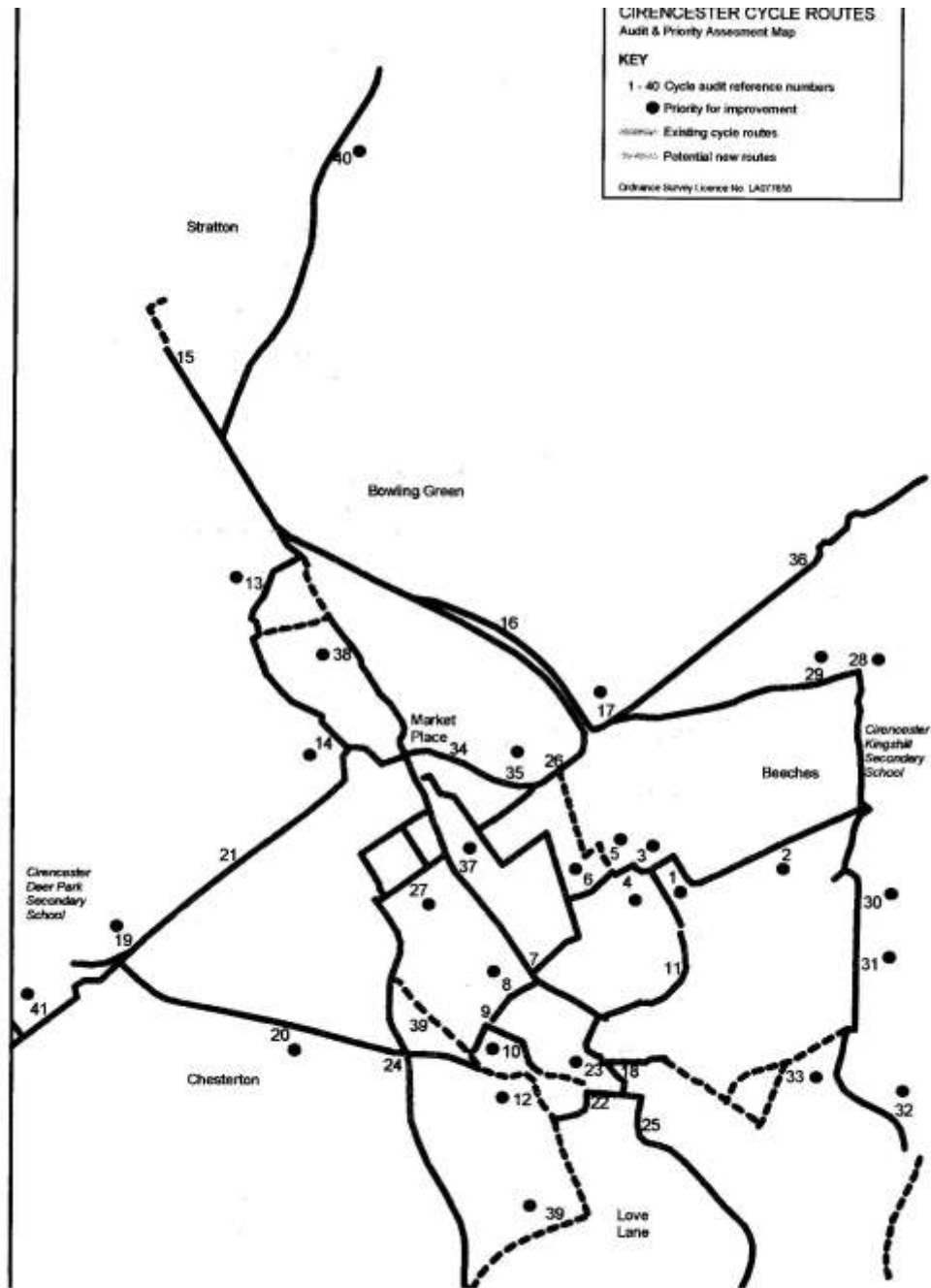
Appendix D - Cirencester Cycle Routes Audit

Cirencester Cycle Routes Assessment

Map Ref No.	Description / Location	Current Problems	Improvement works	Circuit of Cirencester										Score		
				1	2	3	4	5	6	7	8	9	10			
4	Widemoor Road	No signage to help people navigate themselves to Widemoor Primary, opposite the Tiers Carile	Simple signage to indicate where to cycle	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	1
6	Widemoor Primary School	No Crossing, very steep level outside Widemoor Primary	Make crossing visible	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	1
8	Widemoor - Chiselton	Lack of advertising of the presence of the railway is and where it leads to	Markers and signage needed	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	0
10	Robbsey Housing at Love Lane	Very poorly surfaced, and it with no links to other stops to Love Lane and new bus/railway housing. Non-railway obviously used to be garage	Surfacing of the site from ends to pavements, lighting and signage needed	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	0
11	City Bank	No signage to the levels hidden gully, which would make an excellent link to Love Lane Industrial Estate from the Broomfield parking pathway very worn and overgrown with many vegetation, making it hazardous to cyclists	Marker edging, widened and upgraded cycle surface, like the "yellow fishway lanes, simple signage, and non-intrusive lighting	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	0
12	Love Lane	Sharp kerbs and clutter by Marks House and outside the Divisional Surveyor's office	Clear surfacing if pavement is widened and kerbing of the Divisional Surveyor's office moved back behind kerbing. A crossing just before Marks House also possible. This could then continue up to the rear of the Love Lane Industrial Estate	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	⊖	1

cycle audit 2

Appendix D - Cirencester Cycle Routes Audit



Cirencester Cycle Routes Audit

Appendix E - Planning Obligations

1 PLANNING OBLIGATIONS – LIST OF POTENTIAL PROJECTS AND WORKS

2 The following is a checklist of possible public realm works that should be considered in respect of s.106 negotiations on planning applications within Cirencester Town Centre (defined on map 1.1). The list is not exhaustive and different works will be more applicable to certain planning applications than others.

3 The expected quality and design of works are set out in Section 8 and Appendix A of the SPD.

4 It should be noted that certain locations (particularly Market Place) will be subject to redesign of carriageways as part of the SPD's objectives for improving traffic management and achieving pedestrian priority.

5 Checklist:

- Sections of paving, including footways, carriageways, shared space, kerbs, edgings, drainage channels, parking bays, tactile paving, uncontrolled crossings, etc, in any of the following streets:
 - 6 - Market Place
 - 7 - Cricklade Street
 - 8 - Black Jack Street
 - 9 - West Market Place/ Gosditch Street
 - 10 - Castle Street
 - 11 - Brewery Court
 - 12 - Dyer Street/ Catalpa Square/ Woolmarket
- Street furniture, including seats, bollards, litter bins, guard rails, cycle stands
- Signage improvement and rationalisation
- Lighting improvements
- Soft landscaping, including trees, shrubs, planters, tree grills, tree guards, etc
- Traffic management works, including traffic calming measures, junction improvements, etc
- Improvements to pedestrian/ cycle linkages, including creation of new links where appropriate
- Public art
- Improvements to cycle routes (Appendix D)
- City Bank Management Plan

Appendix F - Traffic Management

