

PART 2: THE MANAGEMENT PLAN

5.0 Purpose

The Cirencester South Conservation Area Appraisal [Part 1] has:

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

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

5.1 Management Proposals

New Development

CA4: MP1: New Development:

Within the Cirencester South Conservation Area there are opportunities for specific enhancement in the redevelopment of Negative Buildings and/or spaces in need of enhancement. It is essential that all such redevelopment adheres to the principles of good urban design as set out in PPS1, and in accordance with Policies 15, 18 [b-d], 42 & CIR1-8 of the adopted Cotswold District Local Plan, addressing the following matters in a way which positively enhances, including:

- Respecting historic plots and building lines;
- Retaining /reinstating /creating appropriate boundary treatments;
- Employing appropriate natural materials reflecting those in the vicinity;
- Respecting the scale, roofscape, modulation, proportion of solid to void, massing and corner treatments;
- Creating active frontage to all publicly-visible elevations.

Justification:

The Appraisal has identified a series of important spaces that are integral to the character of the Cirencester South Conservation Area that must be preserved and where possible, enhanced. The Appraisal has also identified unsuccessful spaces, where a lack of adequate enclosure undermines the special qualities of the Conservation Area.

The Council will seek to ensure that existing successful public spaces are maintained, and that unsuccessful spaces within the Cirencester South Conservation Area are enhanced by development that animates them through the creation of active frontages, and by responding to, and where appropriate, reflecting the special qualities identified in the Appraisal.

Important Open Spaces

CA4: MP2: Important Open Spaces:

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

Justification

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

Historic Townscape:

CA4: MP3: Historic Townscape

The Council will work with all stakeholders to ensure that key views, vistas, focal points and landmarks as identified within the Cirencester South Conservation Area Appraisal are maintained, and where appropriate enhanced, in accordance with Policies 11, 15 & 18 [d] of the adopted Cotswold Local Development Plan.

Justification:

The Appraisal has identified that key views, vistas, focal points and landmarks are an important feature of the Cirencester South Conservation Area; it is therefore important that such contribution is maintained and where appropriate, enhanced.

Public Realm:

CA4: MP4: Public Realm

The Council will work in partnership with the County Highways Authority in seeking to provide potential improvements to the public realm, including well-designed and coordinated floorscape, lighting and street furniture, in order to enhance the special character and appearance of the Cirencester South Conservation Area, in accordance with Policy CIR1 and Policy 15 of the adopted Cotswold District Local Plan.

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

Justification:

The Appraisal has identified that the quality of the public realm, and in particular, floorscape in some parts of the Cirencester South Conservation Area, is of poor quality which has a negative impact on special character and appearance of the area and undermines this otherwise high quality built environment.

Traffic Management:

CA4: MP5: Traffic Management

The Council will investigate potential traffic management improvements, in partnership with the County Highways Authority, having regard to the Cirencester Town Centre Supplementary Planning Document [SPD] and the Cirencester Traffic and Movement Study [2007], and Policy CIR1 of the adopted Cotswold District Local Plan.

Justification:

The Appraisal has identified potential pedestrian safety issues in various parts of the Cirencester South Conservation Area, and in particular, the dominance of cars within the public spaces and streets, most notably to Victoria Road and the area north of the entrance to St Michael's Park.

Interpretation

CA4: MP6: Interpretation

The Council will promote an appreciation of the area's complex archaeology, history and architecture through the provision of appropriate interpretation and will seek to develop a Strategy for Interpretation for the education and enjoyment of residents and visitors to Cirencester.

Justification:

Cirencester's rich history, archaeology and architecture are complex and fascinating and underpin its urban morphology; such complexity provides significant opportunities for enjoyment and education through effective interpretation. The area north of St Michael's Park has been identified as one location where such historic interest merits significant enhancement.

Commercial Signage:

CA4: MP7: Commercial Signage

The Council will seek to control signage and advertisements by the designation of parts of the proposed conservation areas as Areas of Special Advertisement Control. Furthermore, the use of illumination will be discouraged through the advertisement control process, in accordance with Policies 15, 42 and 48 of the adopted Cotswold District Local Plan.

Justification:

Unsympathetic signage has been identified as causing harm to the special qualities of some parts of the conservation area. Many of these signs do not currently require advertisement consent being exempted by virtue of “deemed consent”. Furthermore, the use of external and internal illumination is harmful to the street scene and will be controlled accordingly.

Protective Coatings:

CA4: MP8: Protective Coatings

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

Justification:

A few buildings in the Cirencester South Conservation Area would once have benefited from a lime rendering and/or limewash which afforded added protection against weathering and gave individual buildings a more uniform appearance. The above proposal seeks to encourage the use of lime-based coatings.

Vulnerable Buildings:

CA4: MP9: Vulnerable Buildings

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

Justification:

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

Heritage Protection:

CA4: MP10: Heritage Protection

The Council will encourage English Heritage to consider the significance of buildings and structures identified within the Appraisal as being Positive Unlisted Buildings and whether any or all of them might justify inclusion in the statutory Register of Buildings of Architectural or Historic Interest.

Justification:

The Appraisal has identified that the Cirencester South Conservation Area contains many buildings and structures of architectural and historic interest which contribute in a positive way to the special interest of the area and which might, on further inspection, justify Listed Building Status.

Loss of Architectural Detail and Boundary Treatments:

CA4: MP11: Loss of Architectural Detail and Boundary Treatments

The Council will monitor changes to unlisted buildings and boundary treatments in the Cirencester South Conservation Area to determine whether the introduction of Article 4 Directions is warranted, and as appropriate, will seek authorisation to impose directions to relevant properties.

Justification:

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

Historic Shopfronts:

CA4: MP12: Historic Shopfronts

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

Justification:

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

Trees:

CA4: MP13: Trees

The Council will encourage all stakeholders, to secure the appropriate management and replanting of trees in accordance with good arboricultural practice and where such works will reinforce the special significance of the Cirencester South Conservation Area, and in accordance with Policies 10 and 11 of the adopted Cotswold Local Development Plan.

Justification:

The Appraisal has identified that trees make a positive and very important contribution to the special character and appearance of the Cirencester South Conservation Area but also that the demographic make-up of some of the trees is such that active management and replanting is important to ensure that this contribution is maintained, and where possible, enhanced. However, it is also important to consider the impact of tree planting on Cirencester's archaeological resource.

Visual Enhancement:

CA4: MP14: Visual Enhancement

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

Justification:

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

5.2 Monitoring and Review

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

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

END.