

## **PART 2: THE MANAGEMENT PLAN**

### **5.0 Purpose**

The Cirencester Town Centre Conservation Area Appraisal 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 following Management Proposals:

### **5.1 Management Proposals**

#### **New Development**

##### **CA3: MP1: New Development:**

Within the historic town centre 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 of existing / historic dwellings;
- Creating active frontage to all publicly-visible elevations.

##### **Justification:**

The Appraisal has identified a series of important spaces and circulation routes that are integral to the character of the Conservation Area that must be preserved and, where possible, enhanced. The Appraisal has also identified spaces where there is a lack of adequate enclosure, active frontage to create successful places and safe pedestrian routes, and that these spaces undermine the special qualities of the town core.

The Council will seek to ensure that existing successful public spaces and pedestrian circulation routes are maintained. It also seeks to ensure that unsuccessful spaces within the town 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 Character Area Summary at 3.9 above.

## Important Open Spaces

### **CA3: 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 town, in accordance with Policies 15 and 18 [d] of the adopted Cotswold District Local Plan.

### **Justification**

Important Open Spaces whether urban or green, as identified within this Appraisal, make a very significant contribution to the special character of the Conservation Area; it follows that such spaces should be safeguarded from built development.

## Historic Townscape:

### **CA3: MP3: Historic Townscape**

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

### **Justification:**

The Appraisal has identified that townscape features such as key views, vistas, focal points and landmarks are an important element of the Conservation Area; it is therefore important that their contribution is maintained and where appropriate, enhanced.

## Public Realm:

### **CA3: 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, signage, lighting and street furniture, in order to enhance the special character and appearance of the Cirencester Town Centre 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 most parts of the Town Centre Conservation Area, is of poor quality which has a negative impact on the special character and appearance of the area and undermines this otherwise high quality built environment.

**Traffic Management:**

**CA3: 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 Town Centre Conservation Area, and in particular, the dominance of cars within the public spaces, most notably Market Place and Black Jack Street.

**Interpretation**

**CA3: MP6: Interpretation**

The Council will promote an appreciation of the town'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, in accordance with Policy 12 of the adopted Cotswold District Local Plan.

**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.

**Commercial Signage:**

**CA3: MP7: Commercial Signage**

The Council will seek to control signage and advertisements by the designation of the town centre as an Area 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 significant harm to the special qualities 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.

**Protective Coatings:**

**CA3: 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 Policies 13, 15 and 42 of the adopted Cotswold District Local Plan.

Similarly the Council will discourage applicants from using oil-based or plasticised paints for building elevations and exposed timber lintels within the proposed Conservation Area.

**Justification:**

Many of the buildings in the Cirencester Town Centre 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 whilst discouraging the use of oil-based or plasticised paints which are historically inaccurate, visually unappealing and damaging to historic fabric.

**Vulnerable Buildings:**

**CA3: 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 District 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 but which are vulnerable through a lack of appropriate use and/or maintenance.

## Heritage Protection:

### CA3: 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, in accordance with Policy 13 of the adopted Cotswold District Local Plan.

### Justification:

The Appraisal has identified that the Cirencester Town Centre Conservation Area contains some 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:

### CA3: MP11: Loss of Architectural Detail

The Council will monitor changes to unlisted buildings in the proposed Cirencester Town Centre 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, in accordance with Policies 13, 15 and 42 of the adopted Cotswold District Local Plan.

### Justification:

The Appraisal has identified that there is some unfortunate loss of architectural detail to unlisted buildings within the Conservation Area; the Council therefore proposes 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].

## Trees:

### CA3: MP12: Trees

The Council will give encouragement to 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 proposed Cirencester Town Centre Conservation Area, and in accordance with Policies 10 and 11 of the adopted Cotswold Local Plan.

**Justification:**

The Appraisal has identified that trees make a positive and important contribution to the special character and appearance of the Cirencester Town Centre 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:**

**CA3: MP13: 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.

**Historic Shopfronts:**

**CA3: MP14: Historic Shopfronts**

The Council will promote the retention of historic shopfronts within the proposed Cirencester Town Centre 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.

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

## **5.2 Monitoring and Review**

As recommended by English Heritage, the Cirencester Town Centre 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 Town Centre Conservation Area including a full photographic survey to establish the extent of change over the period;
- An assessment of the relative effectiveness of management proposals;
- The identification of any new issues arising which need to be addressed;
- Consultation and publicity on any changes proposed;
- The revision of the Cirencester Town Centre Conservation Area Appraisal and Management Plan if required;
- Further adoption by Cotswold District Council if required.

**END.**