



# **Study of Land surrounding Key Settlements in Cotswold District**

Final Report

for

Cotswold District Council

June 2000



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- Visual Analysis
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# Section A

# 1.0 INTRODUCTION

## The Commission

1.1 Cotswold District Council are undertaking a review of their first District-wide Local Plan completed in August 1999. As part of this review, White Consultants were appointed in April 2000 to carry out an assessment of the landscapes around nineteen key settlements selected by the client to determine where development would be suitable or unsuitable in terms of impact on the landscape. The study is to be one tool out of many in the selection process for development sites.

1.2 As a reflection of the landscape quality of the area, around 75% of the district is covered by the Cotswolds Area of Outstanding Natural Beauty designation. This was assessed in 1990 by a Countryside Commission Study [*The Cotswold Landscape' CCP 294*]. The rest of the area has not been comprehensively studied. To address this, White Consultants were also appointed to carry out a landscape assessment of the three major undesignated areas:

- Cirencester/Upper Thames Valley
- Moreton-in-Marsh Surrounds
- Vale of Evesham

This assessment forms a separate report. With the AONB study it forms the primary landscape context document for the landscape assessments of the settlements.

## The Study Brief

1.3 The brief dated February 2000 identified the purposes of the study as follows:

- To form a sound landscape basis for deciding which areas would be suitable or unsuitable for development in the review of the Local Plan
- To act as a tool for selecting suitable 'exceptions' sites, in landscape terms, for affordable housing
- To identify potential areas of search for development sites in future reviews of the Local Plan
- To act as an informed basis for resisting planning applications for development on landscape impact grounds

1.4 The amount of land that needs to be allocated as part of the review is as follows:

- Housing: 54 ha [1350 dwellings at a nominal 25 dwellings/ha]
- Employment: 13 ha

1.5 For the purposes of this study, Cotswold District Council [CDC] have selected nineteen settlements primarily on the basis of the capacity of existing facilities to support further development and access to public transport. They include towns

and larger villages as follows:

- Andoversford
- Avening
- Blockley
- Bourton-on-the-Water
- Chipping Campden
- Cirencester
- Down Ampney
- Fairford
- Kemble
- Lechlade-on-Thames
- Mickleton
- Moreton-in-Marsh
- Northleach
- Siddington
- South Cerney
- Stow-on-the-Wold
- Tetbury
- Upper Rissington
- Willersey

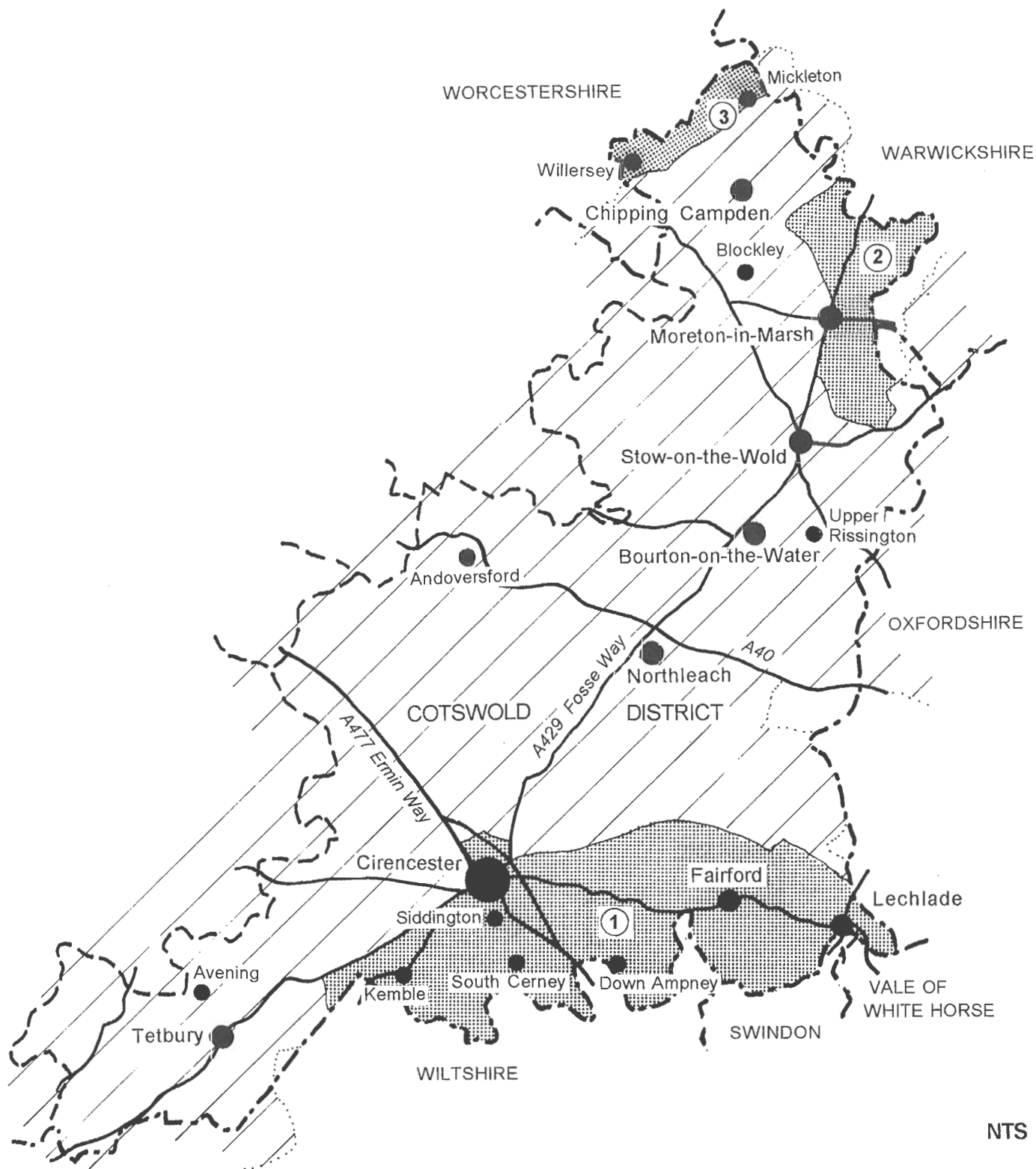
These are located in Figure 1.

## The Methodology

1.6 The number of settlements appraised and the 12 week overall project programme necessitated a realistic and focussed approach. Two assessors were used to achieve the timescale whilst maintaining consistency. The project was carried out using consultation, desk study and field assessment techniques and can be divided into the following main tasks:

- Review of planning context and framework and relevant documentation
- Workshops involving key stakeholders from CDC and Gloucestershire County Council to identify main constraints to development and areas under development pressure
- Identification of constraints from Environment Agency, MAFF and other Gloucestershire County Council officers
- Preparation of criteria for identification of appropriate sites
- Landscape character assessment of areas around each settlement within context of AONB and White Consultants landscape reports.
- Visual analysis of landscape to assess the visibility of potential development sites and to assess the capacity of the landscape to absorb development
- Identification of areas of constraint and sites for development as per the study brief

1.7 Close liaison with the client was maintained throughout the process. Though constraints were addressed through preliminary consultation it is clear that each proposed site requires more detailed assessment in subject areas such as archaeology.



 County/Unitary Authority boundary

 District boundary

 AONB

 Main roads

 Settlements considered by Study



Areas considered by Landscape Assessment Study

1 CIRENCESTER/UPPER THAMES VALLEY

2 MORETON-IN-MARSH SURROUNDS

3 VALE OF EVESHAM

Figure 1

## LOCATION OF SETTLEMENTS

## **Structure of the Report**

1.8 The report is divided into three sections. In Section A, Chapter 1.0 addresses the purpose of the study, the brief and the methodology. Chapter 2.0 forms an introduction and overview to the landscapes within the Cotswolds District Council area and defines the key criteria for the identification of potential sites for development in and adjacent to the settlements.

1.9 In Section B, each settlement is addressed in turn in Chapters 3.0 to 21.0. These assessments cover:

- a description of the settlement
- an assessment of landscape character
- an evaluation of the relationship of the settlement with the surrounding landscape
- an evaluation of the landscape and its capacity to absorb development
- a list of relevant constraints
- identification of areas where development is not suitable
- suggested environmental proposals to improve the appearance of settlements
- identification of potential sites for development

1.10 Finally, in Section C, Chapter 22.0 summarises the potential housing and employment sites in a matrix which defines the site area and whether it is suitable in the short or longer term or is an 'exception' site. It also defines whether there are particular constraints or a need for mitigation or design guidance.



## 2.0 THE LANDSCAPE AND CRITERIA FOR SITE IDENTIFICATION

### Landscape Overview

#### Landscape Planning Framework

2.1 The Countryside Agency's Countryside Character Initiative provides the national framework to the landscape assessment. It divides the District into the Cotswolds [Character Area 107], the Upper Thames Clay Vales [Character Area 108] and the Severn and Avon Vales [Character Area 106]. The majority of the settlements under consideration fall into the Cotswolds area with Down Ampney, Fairford, Lechlade, Siddington, and South Cerney falling into the Upper Thames area and Willersey into the Severn Vale.

2.2 The Cotswolds Area of Outstanding Natural Beauty [AONB], shown in Figure 1, covers a slightly different area to the Cotswolds Character Area described above. In the north, both Mickleton and Willersey in the Vale of Evesham are excluded and to the south, Cirencester and Kemble join Down Ampney, Fairford, Lechlade, Siddington, and South Cerney in being excluded from the AONB area. The area was assessed and the boundaries were reviewed and altered in the Countryside Commission Study *'The Cotswold Landscape'* [CCP 294] in 1990.

2.3 The *Cotswolds Hills Environmentally Sensitive Area and Cotswold AONB Landscape Assessments* were carried out in 1994 by ADAS. These were based on the Countryside Commission CCP423 landscape assessment guidance with the primary function of informing the management of the ESA and adjoining area.

2.4 The White Consultants landscape assessment of Cirencester/Upper Thames Valley, Moreton-in-Marsh Surrounds and the Vale of Evesham have been carried out concurrently with this study.

#### The Cotswolds Landscape

2.5 The Cotswolds are an upland landscape formed by an outcrop of oolitic limestone stretching from around Bath in the south west to Banbury to the north east. They are characterised by a dramatic scarp slope rising above the lowlands of the Severn and Avon Vales to the west and a dip slope falling to the south east which forms a plateau landscape incised by rivers many of which ultimately feed the Thames.

2.6 The key elements of the landscape are:

- Rolling, open wold plateaux with extensive arable farmland often enclosed by 18<sup>th</sup> century dry stone walls and large blocks of woodland

[usually beech]

- Deep valleys with steep sides, with hedges and valley bottom meadows, which broaden to the south east
- Villages, usually located in the valleys, built primarily of the local stone and many buildings in the Cotswold style
- Evidence of long settlement by man from prehistoric times to Roman roads and the military airfields of the 20<sup>th</sup> Century

2.7 The visual character zones in which the settlements are located [as defined by *'The Cotswold Landscape'* AONB statement] include the High Wold, Wold, Valleys and Ridges and Incised Landscapes. However, in very few other areas of Britain has the underlying rock such a unifying effect on the landscape and buildings as in the Cotswolds. Though there is variety in this landscape the common elements give the area a distinctive quality, character and unity.

2.8 The boundaries of the AONB do not necessarily reflect the absolute edge of the influence of the oolitic limestone or in the patterns of topography or land cover. Often they are on convenient boundary lines such as roads within an overall area of transition from one landscape type to another. Characteristics of the Cotswolds therefore are apparent in the areas discussed below.

2.9 The following areas are discussed in detail in the Landscape Assessment Report. The key points are summarised below:

#### Cirencester/Upper Thames Valley

2.10 This area borders the AONB to the south. Its character types include the Cotswold Lower Dipslope and Dipslope Valleys which abut the AONB, Transition Landscapes and the Thames Valley itself. Overall, this is a lower lying landscape but the south facing dipslope areas still seem relatively elevated compared to the Thames Valley. The predominant geology is of clays, sands and gravels, cornbrash and alluvium. The key characteristics are:

##### 2.11 Cotswold Lower Dipslope and Dipslope Valleys

- Rolling landform with shallow valleys and arable farming in primarily hedge enclosed fields on the dipslopes.
- Settlements primarily of stone on the lower dipslopes near permanent streams
- Smaller scale pastures and small deciduous woods in the dipslope valleys of the Churn and Coln

##### 2.12 Thames Valley

- Near-flat river terraces
- Meandering watercourses with riparian vegetation in extensive floodplains
- The Cotswold Water Park consists of an extensive network of sand and gravel

extraction and reclaimed gravel pits within a framework of screening overgrown former field boundaries.

- Arable agriculture predominantly with some pasture close to water bodies.
- Settlements featuring Cotswold stone but with a higher proportion of brick and timber than in the AONB.

### Moreton-in-Marsh Surrounds

2.13 This area lies to the north west of the Cotswold District and stretches from Moreton-in-Marsh both north and south. It can be described as Cotswold Fringe Clay Vales with a geology of boulder clay overlying lower liassic clays which themselves overlie the limestone bedrock. The key characteristics are:

- Rolling clay hills all distinctly lower than the surrounding wolds
- Gentle valleys, some opening to form wider vales, with small meandering streams
- Mixed farming with an emphasis on arable, often with good hedges and woodland on sloping ground
- Settlement cores built with Cotswold stone and local bricks
- Sweeping views across the area from the surrounding higher ground

### Vale of Evesham

2.14 This small stretch of the Vale of Evesham lies at the foot of the dramatic Cotswold scarp slope to the north of the AONB. The low lying vale primarily has a soft geology of lower liassic clays contrasting with the limestone and harder clays of the scarp. The key characteristics are:

- Gently undulating vale landscape dominated by the backdrop of the adjacent scarp slope with longer views to the north and west.
- Fruit and vegetable production in decline with run down orchards and small fields being replaced by arable agriculture.
- Scattered hedgerow trees and pollarded willows
- String of villages at the foot of slope with many Cotswold characteristics and materials

### Settlements

2.15 The quality of the settlements and farm buildings in the Cotswolds are primarily a product of late medieval craftsman builders working for rich burghers and landowners. Their work is characterised by the use of stone from local quarries so that often whole original settlement cores are built from the same material. This stone, an oolitic limestone, has certain qualities which allow it to be easily worked when quarried and then hardens when exposed to weathering. This allows subtle ornament, even coursing and longevity. The unevenness and thickness of the roofing stone necessitates steep roof pitches. These qualities influenced the medieval Cotswold vernacular which has been copied by subsequent generations of builders to the present day.

2.16 The distance of the Cotswolds from London and being relatively untouched by industrialisation during the 19<sup>th</sup> and early 20<sup>th</sup> centuries have meant that many settlements are comparatively unchanged and maintain their original qualities. There are now 144 conservation areas within the district which is a reflection of the area's superb built heritage.

2.17 The pattern of the settlements vary depending on their origins. Stow-on-the-Wold originated from a bronze age hillfort whose fortifications are still followed by the existing north eastern town edge. Cirencester was originally the second largest settlement in Roman Britain and the lozenge shape of its walls are still recognisable in the layout of the town. Several settlements were planned linear medieval towns centred on the village market place, each house having long burgage plots to the rear. Examples include Chipping Campden, Fairford and Northleach. Often the church, manor house and other important focal buildings are at one end of the modern settlement or, in the case of Siddington, slightly separated from the rest of the village. One of the glories of the Cotswolds are the great wool churches, built on the profits of the trade in the late medieval era when the wolds were predominantly used for sheep walks.

2.18 Other settlements have grown up more recently without a positive focus, such as Andoversford, which has a former livestock market in its centre, a disused railway and a significant commercial area.

### Relationship between Settlements and the Landscape

2.19 With the exception of Stow-on-the-Wold and Upper Rissington, the settlements under consideration are located predominantly on valley sides or bottoms. Indeed, some of the best views of the Cotswold scene are from the higher ground down onto the stone villages in the valleys. The settlements are often dominated by a wool church and manor house which are set amongst trees and viewed across fields which penetrate into the village. A variety of building forms including cottages and farm buildings give variety, structure and an openness to the village edge. This pattern breaks down where there are large blocks of peripheral 20<sup>th</sup> century housing estates which give, at best, a homogenous and bland edge to the settlement and at worst are unsightly. Often the materials used on standard house types are reconstituted stone, rather than local stone or render, which give an impression of cheap pastiche rather than reflecting the essential qualities of the area. There is room therefore for improvement on the edges of several settlements.

2.20 Employment areas similarly are often a detractor. Large scale steel clad structures,



sometimes in inappropriate colours such as bright blue, are often found on the approaches to larger settlements and some have minimal landscape screening.

## Criteria for Site Identification

2.21 Identifying areas where development may be suitable or unsuitable in terms of impact on the landscape has required the development of a clear set of criteria. The presence or absence of an AONB or Special Landscape Area [SLA] designation has not been used as an absolute reason for limiting development. The easy option would be to recommend development outside these areas. However, the landscapes outside these zones are of landscape value as the parallel landscape assessment report indicates. Of equal relevance are whether or not the relationship between the settlement and the surrounding landscape is positive and demonstrates some of the essential qualities of the Cotswolds landscape, and if the landscape has the capacity to absorb development

2.22 The key criteria are set out below. If they are not satisfied then development is not appropriate or desirable in landscape terms. They include not only locational requirements but design criteria also. This is unavoidable as no settlements in the Cotswolds [nor anywhere else] will benefit from poorly considered new development, however well hidden. In reality, there are very few sites which are hidden. This study not only looks at the 'least worse' options but at sites which have the potential for improving the appearance or function of a settlement.

2.23 The issue of topic, area and site specific design guidance goes beyond the scope of this report but these should be addressed in due course.

The key criteria are:

### 2.24 General Aesthetic Attributes

- Built form responds to landform, drainage and climate
- Built form does not break skyline and avoids widely visible locations
- Important public views and vistas towards existing landmark buildings and features are retained and respected or opened up where possible
- The setting of the important historic elements of a settlement [eg conservation areas] is retained and respected
- The original pattern and grain of settlement is used as a reference for further development
- A clear hierarchy and variety of built form is achieved
- Green corridors into larger settlements are retained and enhanced by new development

- Important trees and areas of vegetation are retained and further substantial planting added by new development
- The existing settlement edge could be improved by new development in some areas where there is existing unsightly development which cannot be screened
- New development in some areas may need to be of a substantial scale to achieve appropriately high design standards and contribute positively to the structure and function of a settlement through comprehensive urban design masterplanning and long term project management

### 2.25 General Functional Attributes

- New development is well connected into [and out of] the existing settlement to maximise vehicle and pedestrian accessibility and choice
- New development is located within walking distance of public transport corridors and existing facilities
- New development enhances access between the settlement centre and the countryside.
- New development avoids floodplains and groundwater protection areas
- New development avoids environmentally sensitive areas eg nature conservation, archaeology etc.
- Development avoids the highest grade agricultural land where possible.
- New development uses brownfield sites where feasible
- Development addresses issues of environmental health including noise, pollution and contamination through appropriate measures

### 2.26 Distinctive Cotswold Settlement Characteristics

- The strong sense of a long period of settlement and human activity is retained by respect for existing features and 'marks' in the landscape.
- The relatively small scale historical incremental development of settlements is reflected in the scale and grain of new development
- The historic form of settlements is respected whether linear, clustered around a green, square or other historic core, randomly settled or relocated over time.
- Distinctive elements around settlements such as historic routes [eg Roman roads], 18<sup>th</sup> century enclosure, water meadows, historic parks and estates and prehistoric monuments are respected and retained.
- The distinctive relationship between pre-20C settlement, watercourse, floodplain and valley side is respected.
- Important views through to churches and significant buildings eg manor houses are maintained and the settings for these parts of settlement protected and enhanced.



## 2.27 Design in New Development

In most sites good design that responds to the Cotswolds local characteristics will be essential. In particular, in sensitive sites, specific design guidance in the form of a development or design brief will be necessary. Generally, the guidance available in the '*Cotswold Design Code*' supplementary planning guidance should be followed. In all cases the following general attributes are considered desirable:

- The local built vernacular is reflected [but not necessarily copied] in new development
- Locally quarried oolitic limestone is used as building material in important and sensitive locations
- Colours complementary to local stone and materials are used
- New built form enhances [and improves] the existing settlement and setting and provides visual delight
- Development accommodates fine grain mixed use and flexibility of use of built form over time when appropriate

With respect to employment areas the following criteria are added:

- Buildings are located to fit into and be in scale with landform
- Development is generally well screened from public view with significant landform and planting unless the built form is particularly appropriate, contributes to the public realm and is sensitively designed to a high specification
- Outdoor storage areas and parking are located away from public view, screened by buildings where possible and by significant landform and vegetation.

# Section B

### 3.0 ANDOVERSFORD

#### The Settlement

3.1 Andoversford is a large village located adjacent to the A40, 5 miles from Cheltenham, on a cross roads with the A436. It is a working village which grew from a small nucleus on Gloucester Road during the 19<sup>th</sup> Century with the coming of the railways. It was at a junction of lines to Banbury, Swindon and Cheltenham. These were closed in the 1960's but the railway embankments remain, one protecting the settlement from the busy A40 road which now bypasses the village.

3.2 The pattern of the village is primarily linear on Station Road and Gloucester Road [see Figure A1]. However, there has been some block housing development around Hunter Way to the north and post war housing at Templefields which is separated from the village to the west. The overall character of the village is not typical of the Cotswolds with many houses being brick and slate. In addition there is a large industrial estate which dominates the southern approaches to the town. This, with the prominent agricultural engineers premises and former livestock market on Station Road, emphasise the working nature of the village. The village does not have an identifiable centre- the pub, post office and village shop all located at some distance from each other. There is also no conservation area.

#### Landscape Character

3.3 Andoversford lies in the Cotswolds National Landscape character area 107. It is located in the Cotswolds AONB 'High Wold' character zone. The ADAS Cotswolds AONB landscape assessment classifies the area as 'Rolling Valleys'.

3.4 The village is located on the River Coln which flows south east through the Cotswold oolitic limestone dipslope to ultimately join the Thames. There is also a short tributary valley running north west which provides a pass over the watershed between the dipslope and scarp slope of the Cotswolds 1km away. From this the River Chelt which flows to the west down to the Severn. The village is therefore relatively high at around 170m AOD but is surrounded by the higher ground of gently sloping valley sides [see Figure A2]. Most prominent is the hill to the north on the opposite



View towards Templefields from west



River floodplain parallel to Station Road

side of the valley which rises to 260m AOD and from which clear views of the settlement are possible from minor roads [see Figure A1 and photos].

3.5 The greater part of the village sits on the valley bottom tightly bound by the old railway embankment to the north and east but parts creep up the valley side terminating in Templefields which reaches 185m AOD and which is therefore more exposed to views from the north and east.

3.6 The character of the landscape is pasture on the lower slopes and hedgerows with trees and arable agriculture on the better drained higher land. The landscape tends to be more open with fencing around larger fields to the east. The agricultural grade is Grade 3. Estate parkland lies at Sandywell Park to the north west. Deserted medieval villages lie within 1 km both to the north and south. Fingers of trees line the watercourses and more substantial belts are associated with the dismantled railways.

3.7 Closer in to the village the floodplain pastures of the watercourse provides public access and acts as a limit to development parallel to Station Road [see Figure A3 and photo]. The lower valley continues southwards past Owdeswell Manor with its formal tree lined avenue and horse pastures. The wooded railway embankment and A40 provide a major barrier to the village to the east and completely sever the relationship of the village to the rural landscape beyond.

3.8 The village is generally well screened from most road approaches. From the south, an industrial unit can be seen as the focus of a vista for around 600m on the A40. This is an unfortunate introduction to the settlement. From the main road other units can be seen and, to the north, views of new housing on former railway land are now possible. No views are possible from the A436 to the east but from the west the road passes by housing, school and the former core of the settlement. Hedgerows and trees limit wide views from this road.

## Relationship of Settlement with the Surrounding Landscape

3.9 The settlement has the following key relationships with the surrounding landscape:

### Positive:

- The bulk of the settlement sits down in the valley and is not widely visible.
- The railway embankment screens most of the village from the landscape to the east.
- The floodplain of the watercourses penetrates the settlement and provide a green setting and access.

### Negative:

- The industrial estate to the south of the village is unsightly and easily viewed from the A40. It also borders the river closely.
- The Templefields Estate is visible up the valley side from the west and from the hill to the north east.
- The new housing extending the settlement north is visible from the A40.

## Landscape Evaluation and Landscape Capacity

3.10 The landscape is pleasant with the surrounding countryside exhibiting characteristics typical of the AONB 'High Wold' character area. The valleys form a gently rolling countryside with hedgerows rather than stone walls. They are affected in quality by the A40 and the industrial area of Andoversford.

3.11 Long views are generally limited with the exception of the view of the settlement from the hill to the north [west of Syreford] [see Figure A4]. Development would have the most impact from here where it is located on the upper slopes adjacent to Templefields.

### Constraints to be taken into account

3.12 The constraints are shown on Figure A3 and are summarised below:

- AONB covering all of village and surrounding landscape
- SAM to the east of A40
- The floodplain of the watercourses



View towards village from north east showing Templefields on the higher slopes [telephoto lens]

## Areas where Development is not suitable

3.13 Areas where development is not suitable in accordance with the criteria set out in Section 2.0 are as follows:

- Within the railway embankment or east of the A40.
- North or south of the settlement
- Higher up the valley sides by Templefields is sensitive.

## Suggested Environmental Improvements

3.14 The following environmental improvements are suggested [see Figure A5]:

- Screening the industrial estate from the A40, particularly the unit furthest south.
- Additional planting/landform related to the railway embankment by the A40.

## Potential Areas for Development

3.15 The potential areas for development are located in Figure A5. They are:

### SA1: Land north of the Primary School

3.16 The site is 1.87Ha and could be suitable for housing in the shorter term. The suitability stems from the fact it is low on the valley sides and is close to the centre of the village. It lies adjacent to the screening railway embankment and would be acceptable when viewed from the north east.

### SA2: Land adjacent to Gloucester Road

3.17 The site is 0.27 Ha and could be suitable for development in the shorter term. It lies adjacent to the access to Owdeswell Manor behind some



View towards village from north east showing Templefields on the higher slopes, industry to left and new housing to right



cypress trees fronting Gloucester Road. A small scale development would be suitable here to reinforce the linearity of the village. The opportunity should be taken to enhance the approaches to the village with the design of this site.

#### **Further Areas for Development**

There is some merit in extending development in the longer term to link Templefields to the rest of the village. However, as previously stated, the valley side west of Site SA1 is sensitive to views and development north of the playing fields would seem intrusive and awkward in landscape terms. A long term solution may be to consider moving the current playing field north/west instead and developing the area adjacent to Gloucester Road. This would result in a tighter village envelope and make a more logical link between the two areas of existing development. Any development would have to address Gloucester Road properly and a design brief and masterplan for the whole area would be essential.



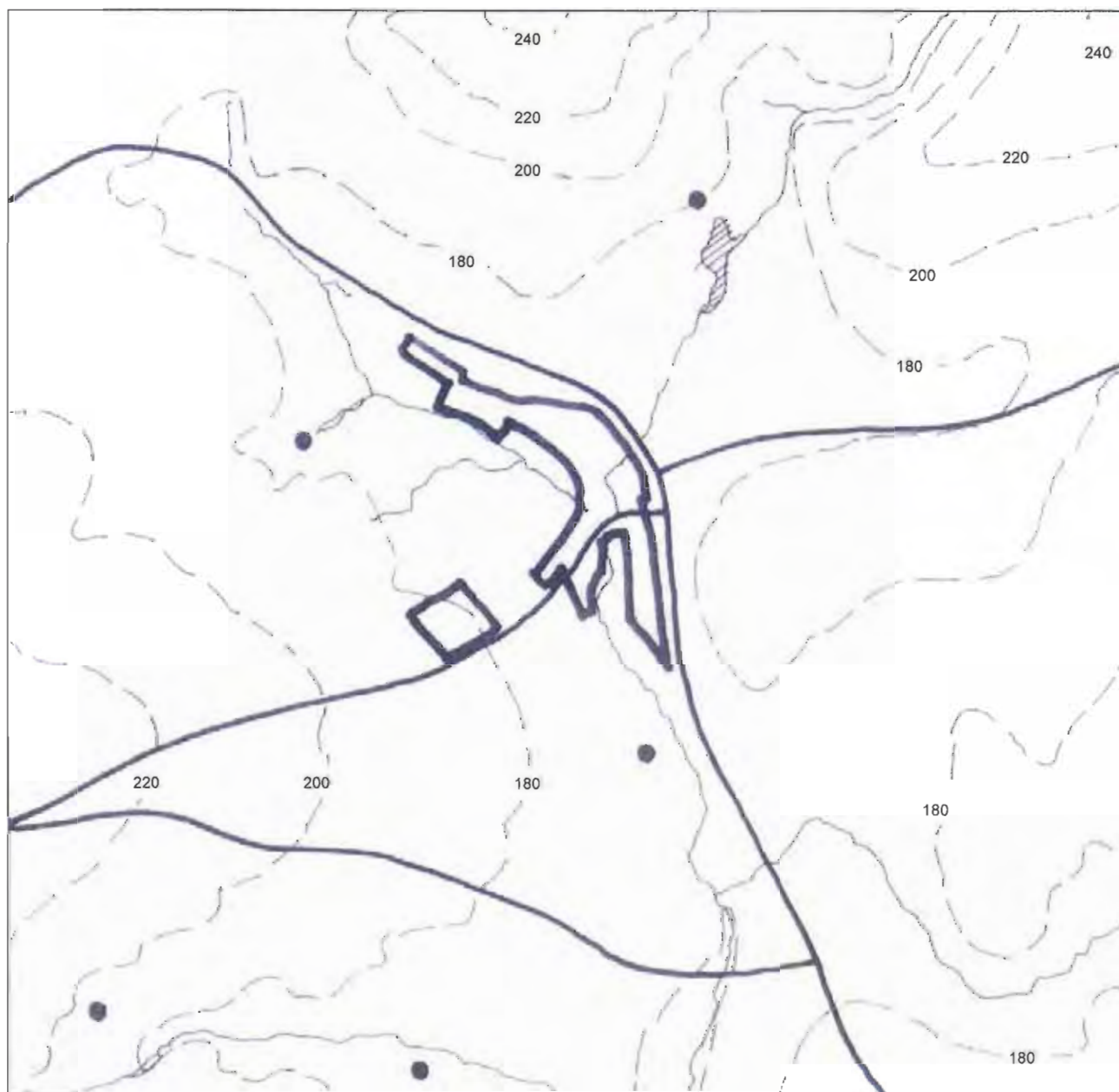
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Figure A1

## ANDOVERSFORD Context



*Notes:*  
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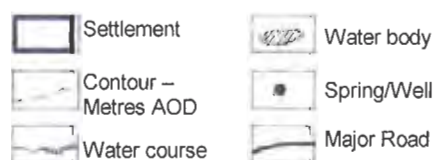
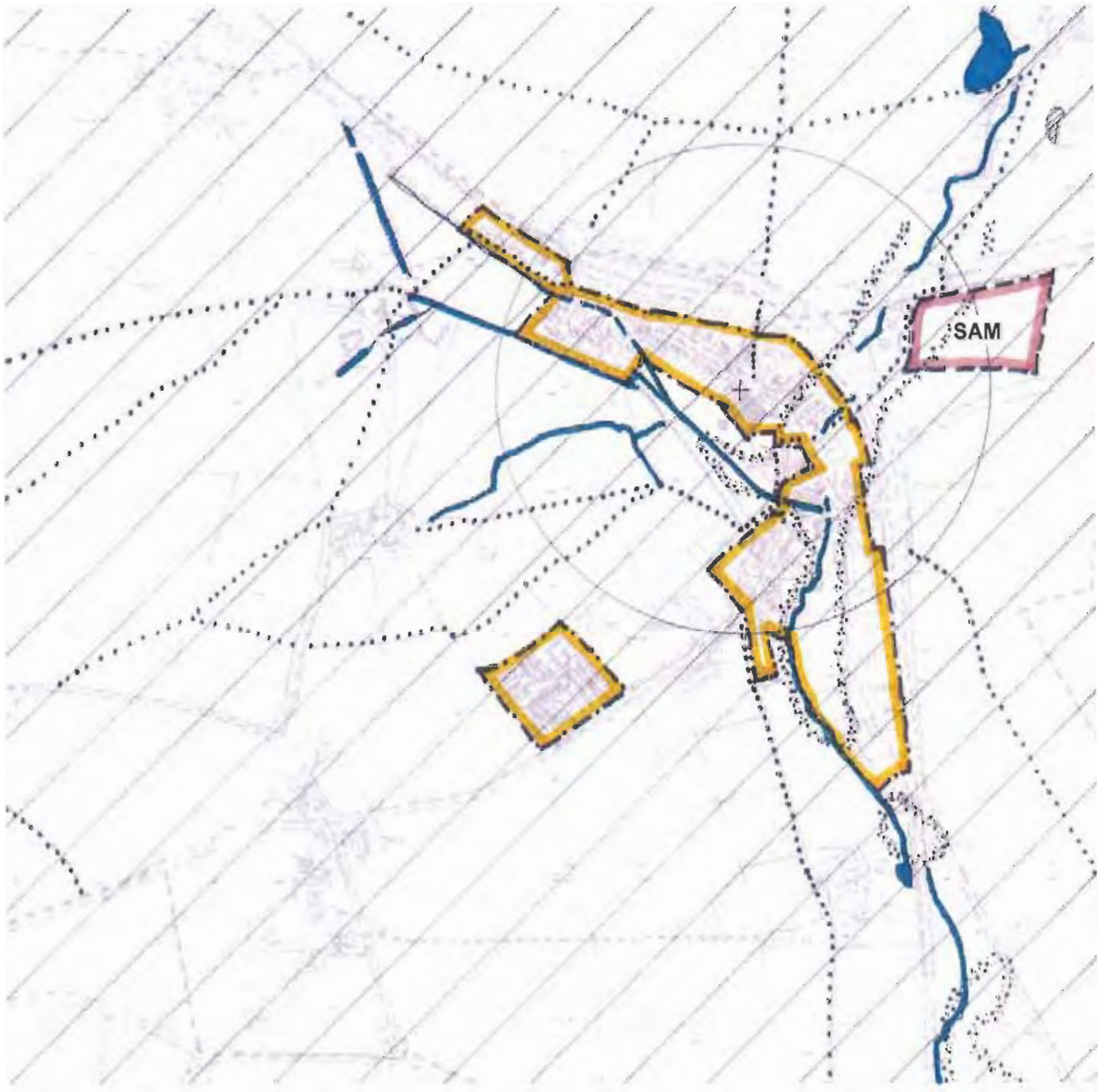


Figure A2

## ANDOVERSFORD Topography and Drainage





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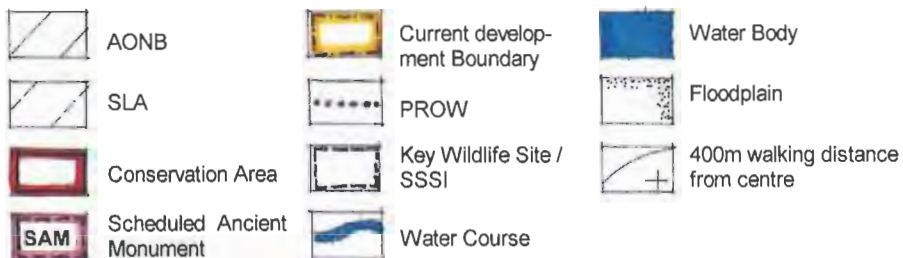


Figure A3

## ANDOVERSFORD Constraints





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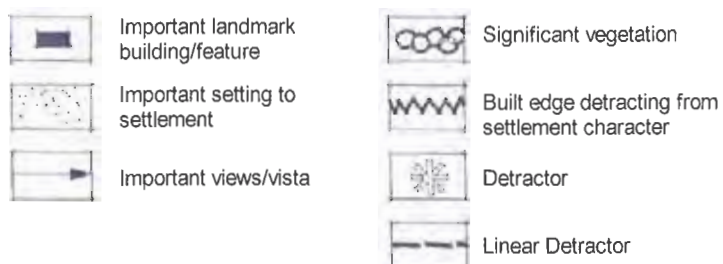
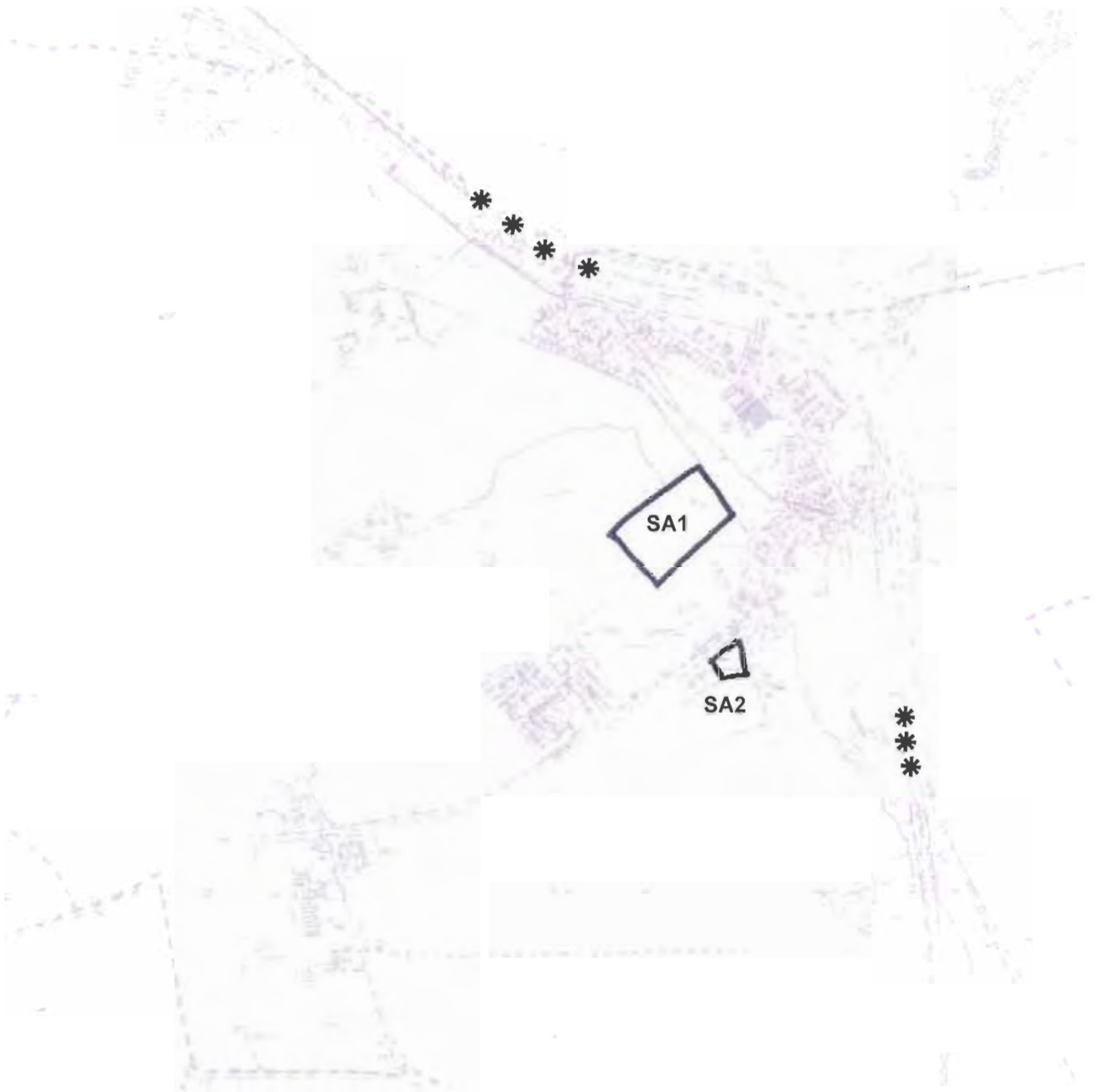


Figure A4

## ANDOVERSFORD Visual Analysis



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SA1	1.87ha	Shorter Term
SA2	0.27ha	Shorter Term

\* Suggested Environmental  
Improvements or Mitigation of  
Sites

Figure A5

## ANDOVERSFORD Potential Sites for Development



## 4.0 AVENING

### The Settlement

4.1 Avening is a large village situated in a steep sided valley on the B4014, 5km north of Tetbury and around 3km east of Nailsworth [see Figure AV1]. The village is of medieval origins but has more in common with the Stroud valley settlements than those to the east. The use of water power is evident in the Mill on the valley floor, now used for commercial purposes.

4.2 Essentially the settlement can be divided into three parts – two parts of a conservation area separated by more recent development [see Figure AV4]. To the west lies a loose knit agglomeration of buildings focussed on the High Street including the Holy Cross Church, Avening House and the Old Quarries complex, housing the Home Farm Trust. To the east, the hub of the village is located at the hairpin on the A4014 and has a relatively tight built form. Brook House faces east across a low lying meadow which continues on to the discreet Avening Court upstream. In the middle of the settlement, north of the High Street, and forming the north eastern edge, is more recent development consisting of housing estates, both public and private. This housing forms an unattractive core and edge to the village. The relatively regimented implementation of this housing in blocks at one time creates an unwelcome contrast to the essential character of the conservation areas. Some 20<sup>th</sup> century housing on the valley sides south of the High Street have been built incrementally and with larger gardens and generally complement the older parts of the village. A conservation area statement for the village has not been completed.

### Landscape Character

4.3 Avening lies in the Cotswolds National Landscape character area 107. It is just located in the Cotswolds AONB 'Incised Landscape' character zone although its characteristics seem to more closely follow the valleys and ridges zone to the East.

4.4 The topography consists of the confluence of two narrow deeply incised valleys between the broad flat intervening ridges of the Cotswolds dip slope around 160m AOD [see Figure AV2]. The



*View of village from south plateau dipslope showing housing estate creeping up valley slope*



*Approach into village from west showing floodplain*

valleys have an enclosed, intimate character with woodland on steep slopes and narrow watercourses. The valley bottoms at around 100m AOD are flat, though narrow, with meadows and some structures such as the Mill and Brook House. This contrasts with the oolitic limestone dipslope landscape of open mixed arable and pastoral farming, well trimmed hedges, some stone walls, blocks and strips of woodland and a golf course where long views are possible.

4.5 The valley slopes are convex and are steep in places. The northern approach to the village passes above the 20<sup>th</sup> century housing which encroaches en bloc up the valley side. These houses, at around 140mAOD, are visible from the plateau on the other side of the valley and are relatively unsightly. Whereas relatively large fields are located on the upper convex slopes on both sides of the valley, smaller scale fields, particularly on the south side, abut and penetrate the settlement itself. Also large plots/gardens are related to houses on the southern side. This results in a permeable, gentle edge between the countryside and settlement which is attractive.

4.6 The plateau agricultural land tends to be classified as Grade 3 and the valley bottom and side land Grade 4.

4.7 The lower valley east of Brook House towards Avening Court is a particularly tranquil and attractive landscape. It forms an important and distinctive setting to this side of the village. This is recognised by its inclusion in the conservation area. Similarly, to the west, the approach to the village along the valley bottom with its combination of tree cover and low lying meadow, albeit used for horse grazing, forms an attractive setting and introduction to the village. Again, this is recognised by its inclusion in the conservation area.

4.8 An essential characteristic of the village character is this open land on the valley bottom abutting the brook. The open valley floor to the west of Brook House is therefore of landscape value.

4.9 The playing field and derelict orchard east and



south of Old Quarries form a highly visible important green space which reinforce the loose knit character of the fringes of the older parts of the village.

4.10 The valley to the south west towards Avening Park is narrower and steep sided and consists of pasture, woodland and scattered cottages in the Cotswold vernacular. As a dead end tributary valley, it has a tranquil and enclosed small scale character.

### Relationship of Settlement with the Surrounding Landscape

4.11 The settlement has the following key relationships with the surrounding landscape:

#### *Positive:*

- The loose knit pattern of the older parts of the village are a distinctive characteristic which allows green space to penetrate into the village from all sides and creates a permeable edge to the settlement.
- The valley bottom forms an attractive green core to the older parts of the settlement.

#### *Negative:*

- The Sandford Leaze estate cuts across the valley breaking up the green river corridor
- The housing estate centred on Lawrence Road forms an intrusive block of regimented housing on the upper valley sides.

### Landscape Evaluation and Landscape Capacity

4.12 The landscape is typical of the AONB and is of high quality surrounding Avening both in the valley and dip slope areas

4.13 Existing development has the most impact where it is located on slopes such as upper valley sides where there is little surrounding vegetation. Though the valley itself has substantial tree cover its charming small scale loose knit conservation area character is not appropriate for infill development. Overall, there is little opportunity in this village for additional development.

#### **Constraints to be taken into account**

4.14 The constraints are shown on Figure AV4 and are summarised below:

- AONB covering all of village and surrounding landscape
- Conservation Areas
- The floodplain of the watercourses

#### **Areas where Development is not suitable**

4.15 Areas where development is not suitable in accordance with the criteria set out in Section 2.0 are as follows:

- Above any of the existing development on the



*View from High Street towards proposed sites*

valley sides.

- On the valley floor because of the need to retain a green corridor which is a key characteristic of the village
- In the open areas between buildings within the conservation areas to maintain the loose knit character of the village [except site SAV3].

### Suggested Environmental Improvements

4.16 The following environmental improvements are suggested:

- Tree planting to soften the edge of the Lawrence Road housing estate.

### Potential Areas for Development

4.17 The potential areas for development are located in Figure AV5. They are:

#### **SAV1: Land west of housing in The Sun Ground**

4.18 The site is 0.16Ha and could be suitable for housing as an exception site. Though it is a sensitive site at an elevated position, its potential suitability stems from the fact that it would be a natural extension to the existing housing and that there is a substantial belt of woodland to the north which acts as a backcloth and ensures that buildings would not be on the skyline. Any housing should be designed so as to not be standard terraces but have variation in form to break up the homogenous style of development adjacent.

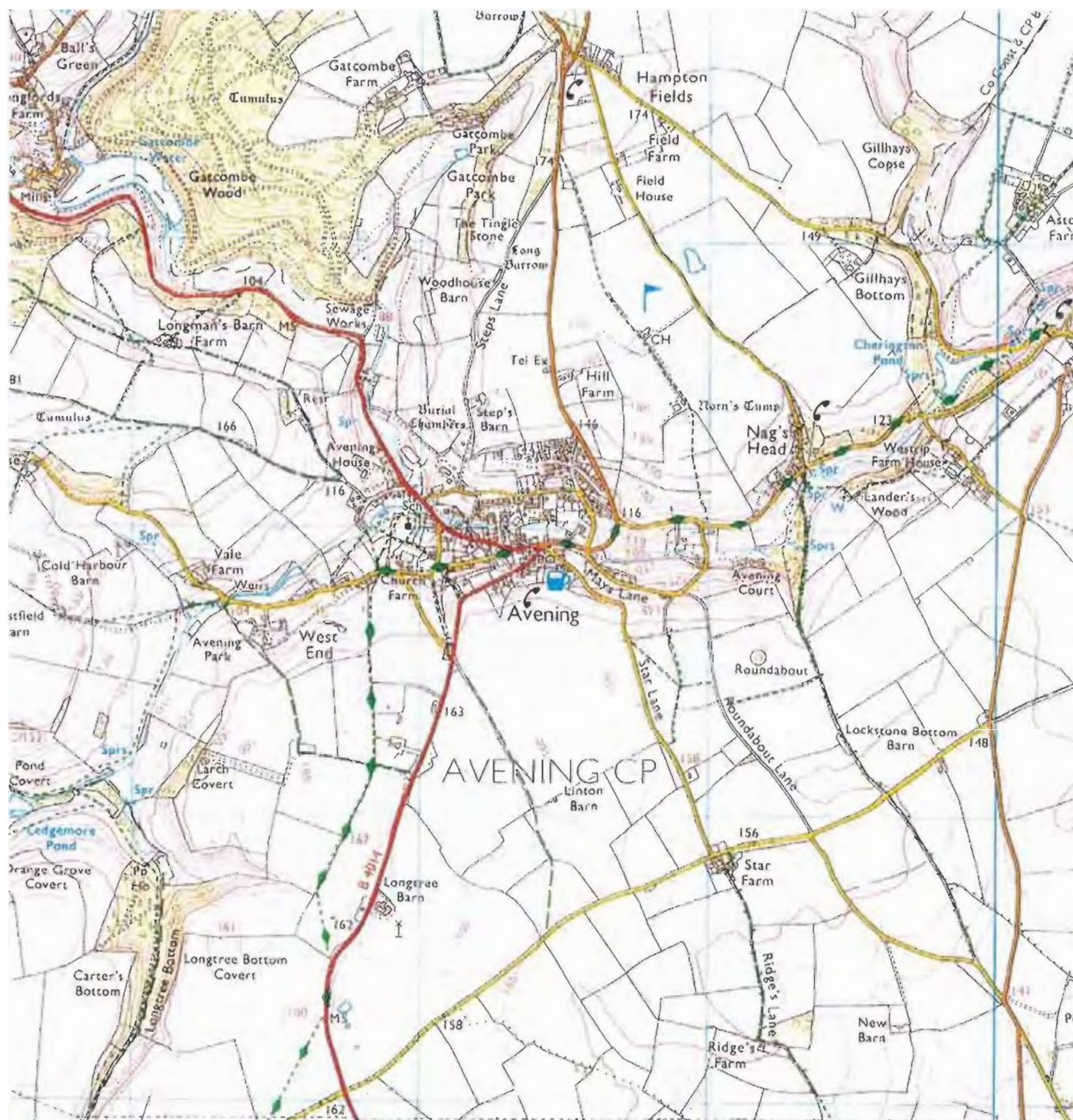
#### **SAV2: Open Space on the Sun Ground**

4.19 The site is 0.28Ha and could be suitable for housing as an exception site. It is a sloping area fronting the road and adjoining the backs of properties below. It does not seem to fulfil a serious recreational function compared to the adjacent playing fields. With green space so close by it seems surplus to requirements and could be used for housing which would also have the benefit of providing a secure boundary to the adjacent property backs. The design of any housing should not be standard terraces but have variation in form to break up the homogenous style of development adjacent. A footpath to the playing field from the Sun Ground should be considered.

**SAV3: Land west of nursery in The Sun Ground**

4.20 The site is 0.29Ha and could be suitable for housing as long term site. It forms part of the Conservation Area and is owned by Gloucestershire County Council as a potential school site. Though it is a sensitive site at an elevated position, its potential suitability stems from the fact that it would be a natural extension to the existing housing and that there is a substantial belt of woodland to the north which acts as a backcloth and ensures that buildings would not be on the skyline. There is also a substantial hedge to the south separating it from the playing field. The design of any housing should not be standard terraces but have a variation and looseness in form to break up the homogenous style of development adjacent and reflect the older parts of the village. A short design brief for this site would be desirable.





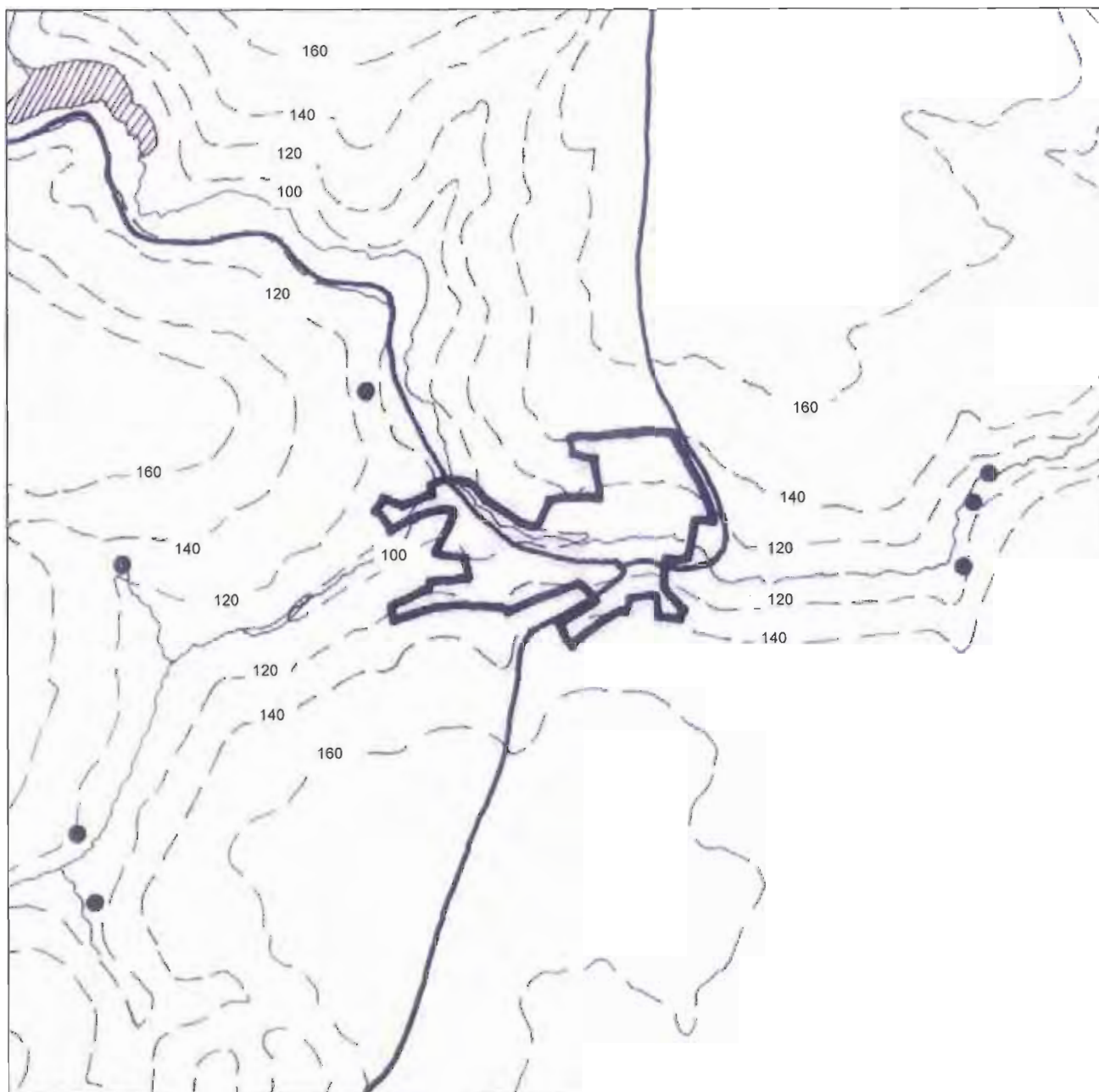
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Figure AV1

## AVENING Context



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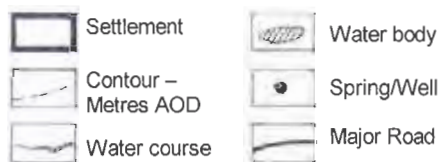
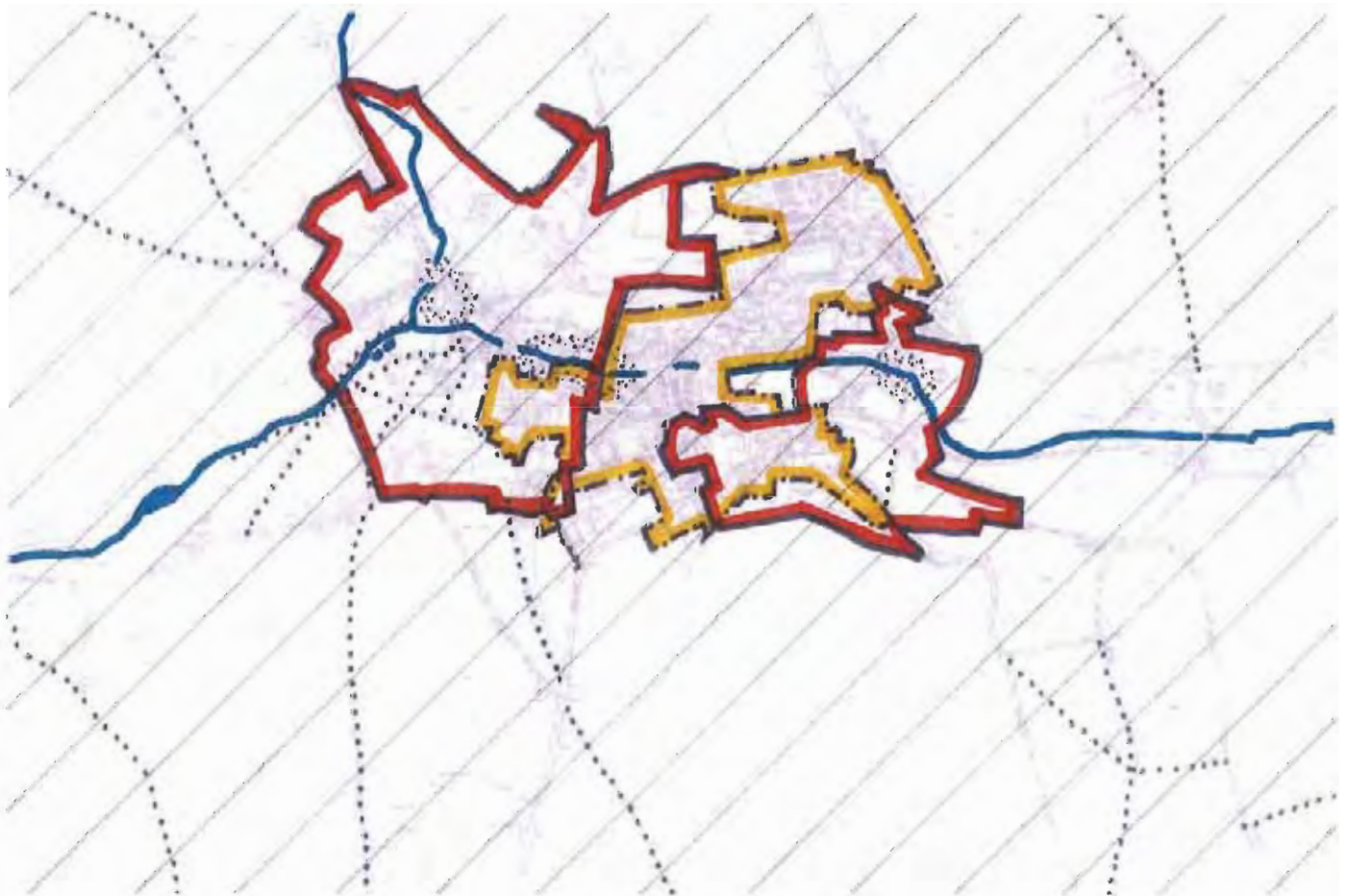


Figure AV2

## AVENING Topography and Drainage





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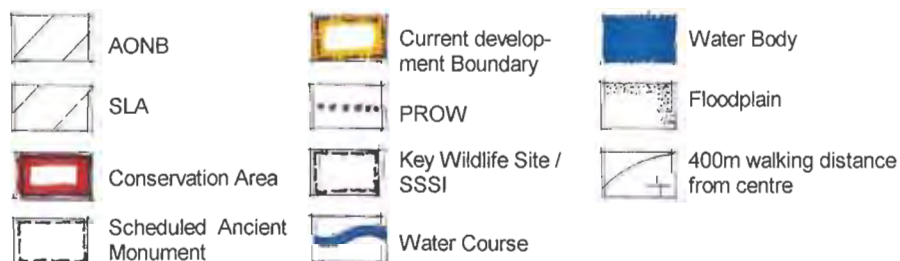
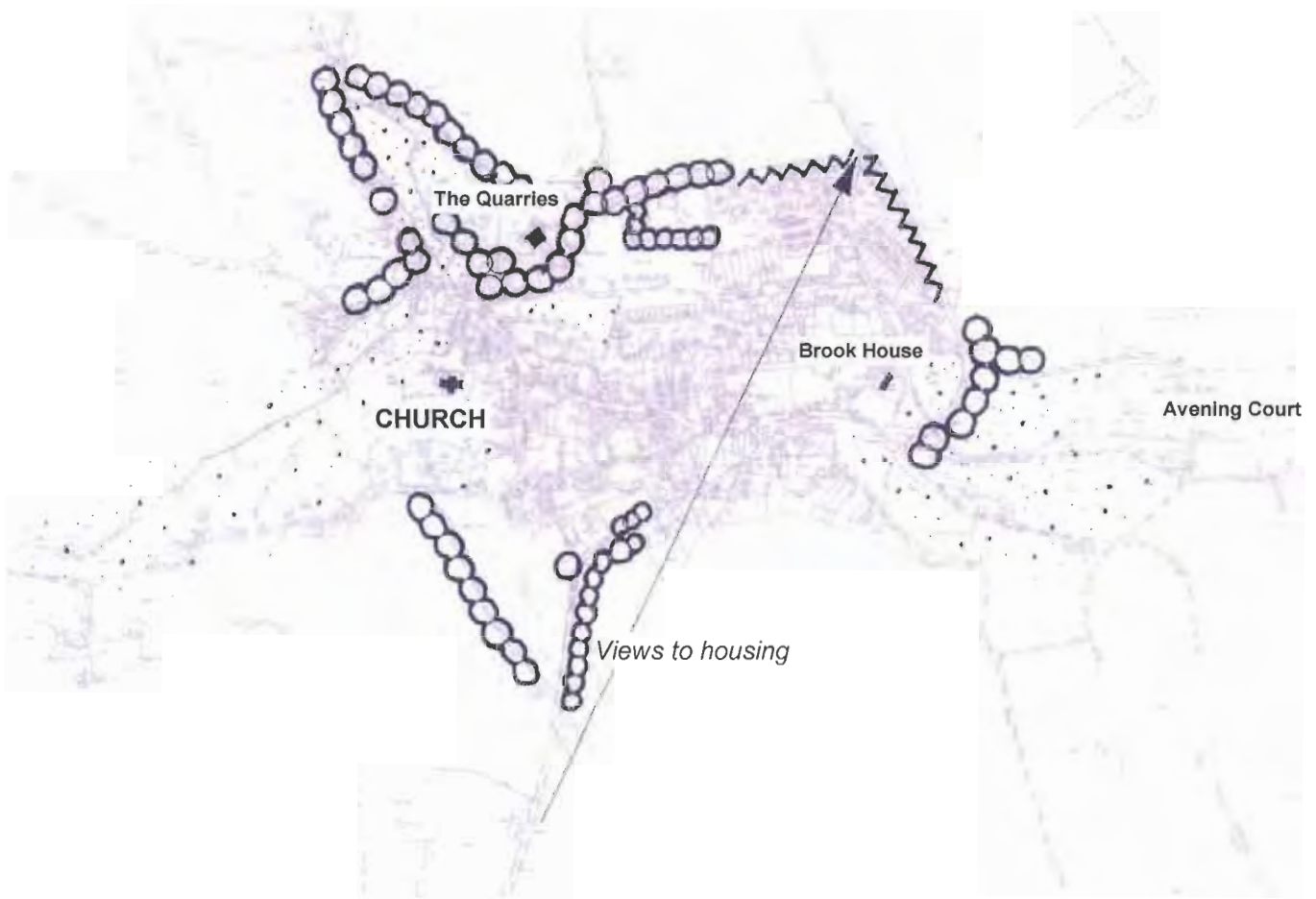


Figure AV3

## AVENING Constraints



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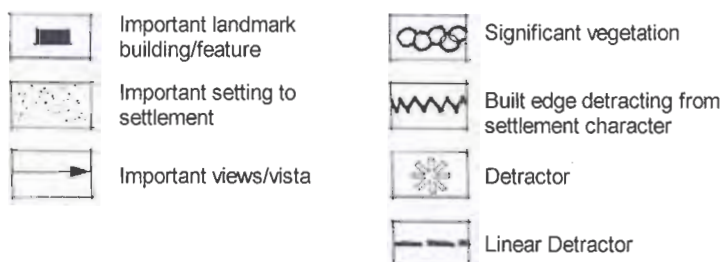


Figure AV4

## AVENING Visual Analysis



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SAV1 0.16ha      Exception Site  
SAV2 0.28ha      Exception Site  
SAV3 0.29ha      Longer Term

\* Suggested Environmental  
Improvements or Mitigation of Sites

Figure AV5

## AVENING Potential Sites for Development



## 5.0 BLOCKLEY

### The Settlement

5.1 Blockley is a large village lying at the mouth of a narrow valley two and half miles south of Chipping Campden. It lies on the B4479 a mile north of the main A44 [see Figure B1].

5.2 The village was built primarily in the 18<sup>th</sup> and 19<sup>th</sup> centuries when it was a centre for silk mills which were reliant on the pure waters from the Blockley Brook which rises to the south in the Dovedale Plantation. The original core of the village is around and west of the church of St Peter and St Paul. Historical expansion occurred in three areas:

- South down the tightly packed High Street which terminates towards Dovedale End in the rapidly narrowing valley below Dovedale Plantation
- North to the 'village green' of Churchill Gardens, St George's Terrace and along Park Road with its distinctive single terrace
- Around Blockley Brook including the mills and houses on Lower Road, School Lane and Station Road

The resultant built heritage is superb, as recognised by a large conservation area designation, and Cotswold stone used in most buildings [see Figure B3].

5.3 20<sup>th</sup> century expansion includes a public housing estate on Springfield north of Station Road and minor ribbon development up the western valley side on Greenway Road. Unfortunately, this development does not enhance the character of the village as a whole. The former Sleepy Hollow animal park at Sheafhouse Farm provides a rather shabby introduction to the Draycott Road end of the village.

5.4 The village pattern is distinctive and constrained by topography. The High Street is a cul de sac and its related buildings occupy one side of the Blockley Brook valley. The other side remains as pasture, woodland and extensions to gardens. As the valley broadens to the north, the village also expands but the majority of development remains to the west of the brook.

5.5 In terms of circulation, Churchill Gardens is probably the most busy area and forms an



*View of village set into valley side from B4479*

important focal open space functioning as a village green.

5.6 The Park Road terraces are a surprising linear extension to the village halfway up the valley side but they have a pleasing integrity which discourages further addition or alteration to their setting.

5.7 The Council have prepared a conservation area statement which describes the village in detail.

### Landscape Character

5.8 Blockley lies in the Cotswolds National Landscape character area 107. It is located in the Cotswolds AONB 'High Wold' character zone. The ADAS Cotswolds AONB landscape assessment classifies villages environs as 'Rolling Valleys'.

5.9 The topography appears typical of the character of the area with small narrow deeply incised valleys [around 150m AOD] between the broad plateau tops of the Cotswolds limestone dip slope which reach around 250m AOD [see Figure B2]. The valley has an enclosed, intimate character with woodland on steep slopes and a narrow watercourse to the south but broadens out to the north towards the boulder clay vale around Paxford. The upper valley sides are convex and consist of open mixed arable and pastoral farming, well trimmed hedges and blocks and strips of woodland. Skyline beech trees lie on the crest of Batsford Hill. Pasture with hedges about the village. The land is all Grade 3 agricultural land.

5.10 Long views are possible across the valley and to the north but it is only as one nears the village and the slope steepens that the village itself is visible from the valley sides. Possibly the best view of the village is from the B4479 where it meets Donkey Lane to the south [see photo]. Here, the church and manor house are seen with surrounding honey coloured stone housing and trees nestling into the valley side – an exemplary Cotswold view.

5.11 The steep eastern valley side is visible in glimpses from the High Street and forms a valuable setting to the settlement and is rightly included in the conservation area. However, the gently sloping valley sides further east and north also provide an



*Park Road terraces on the valley side*

important setting to the conservation area for views both in and out. Equally the fields on both sides of Park Road form an important setting for the stone terraces.

### Relationship of Settlement with the Surrounding Landscape

5.12 The settlement has the following key relationships with the surrounding landscape:

#### *Positive:*

- Both the steep lower and gentle upper valley sides around the conservation area form a superb setting for the picturesque village.
- Very little development is located on the eastern side of Blockley Brook which has a special relationship with the mill and related buildings [now converted] along it.
- The central space of Churchill Gardens is a distinctive and valuable space within an otherwise constrained village.

#### *Negative:*

- The Springfield estate is of a homogenous, monotonous suburban edge which does not complement the village or landscape.
- The minor ribbon development up the western valley side on Greenway Road does not enhance the character of the village as a whole.
- Sleepy Hollow provides a slightly scruffy introduction to the settlement from the north east.

### Landscape Evaluation and Landscape Capacity

5.13 The landscape is typical of the AONB character area and is of high quality surrounding the village.

5.14 Cross valley views are possible on the upper valley sides which makes development here unsuitable. Areas adjacent to the conservation area are also too sensitive. Areas within the built framework of the village itself and at lower levels to the north adjacent to the less sensitive parts of the village have a higher capacity for development [see Figure B4].

#### Constraints to be taken into account

5.15 The constraints are shown on Figure B3 and are summarised below:

- AONB covering all of village and surrounding landscape
- Conservation Area
- The floodplain of the brook

#### Areas where Development is not suitable

5.16 Areas where development is not suitable in accordance with the criteria set out in Section 2.0 are as follows:

- Valley slopes adjacent to the conservation area



*Conservation area setting to the east towards Batsford Hill*

- both above and below which act as an essential setting to the village.
- Churchill Gardens which is an essential element in the village pattern and character

### Suggested Environmental Improvements

5.17 The following environmental improvements are suggested and are located in Figure B5:

- Screening tree planting adjacent to Springfield housing estate [which may be in conflict with the use of the area as allotments].
- Avenue tree planting along Station Road.

### Potential Areas for Development

5.18 The potential areas for development are located in Figure B5. They are:

#### **SB1: Land West of Springfield**

5.19 The site is 1Ha and could be suitable for housing as an exception site. This is a sensitive site as it could potentially affect the setting of the Park Road terraces. Certainly, further development up the valley side would not be acceptable and very careful design would be needed to complement the setting. The suitability stems from the fact that it rounds off the Springfield development and provides the opportunity to prevent further access up the hill. A design brief is very desirable.

#### **SB2: Land off Chapel Lane**

5.20 The site is 0.9Ha and could be suitable for housing in the shorter term. This is a sensitive site within the conservation area with tree and scrub cover. Sensitive design would be essential to reflect the pattern and grain of the surrounding village. Through routes should be created, not a cul de sac which would not contribute to the village character or function. A full tree survey would be required and a decision taken as to whether a loose low density development or a more urban terraced solution would be more suitable. A balance between the two may be appropriate. A design brief is very desirable.

#### **SB3: Land behind Sheafhouse Cottages**

5.21 The site is 1.5Ha and could be suitable for housing in the shorter term. This site lies on the edge of the village and though at a lower level

would require very careful handling to improve the entrance to the village. A small lime avenue may be appropriate on the road side. It also needs to address the brook allowing a green corridor on this side. A design brief is desirable to expand on these recommendations.





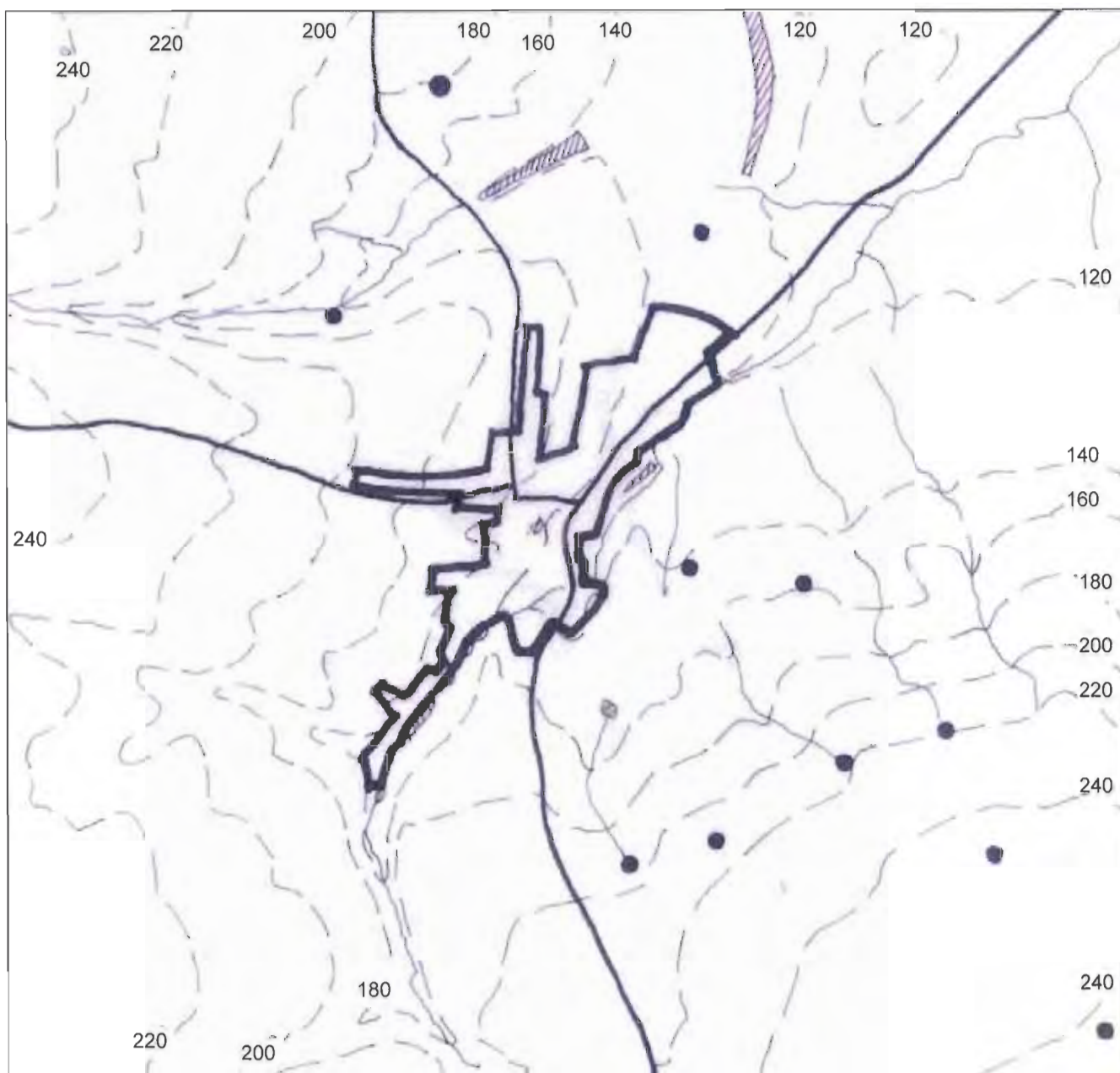
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Figure B1

## BLOCKLEY Context



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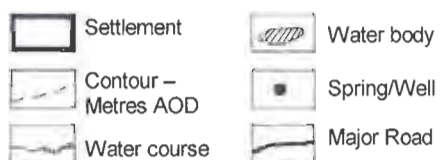
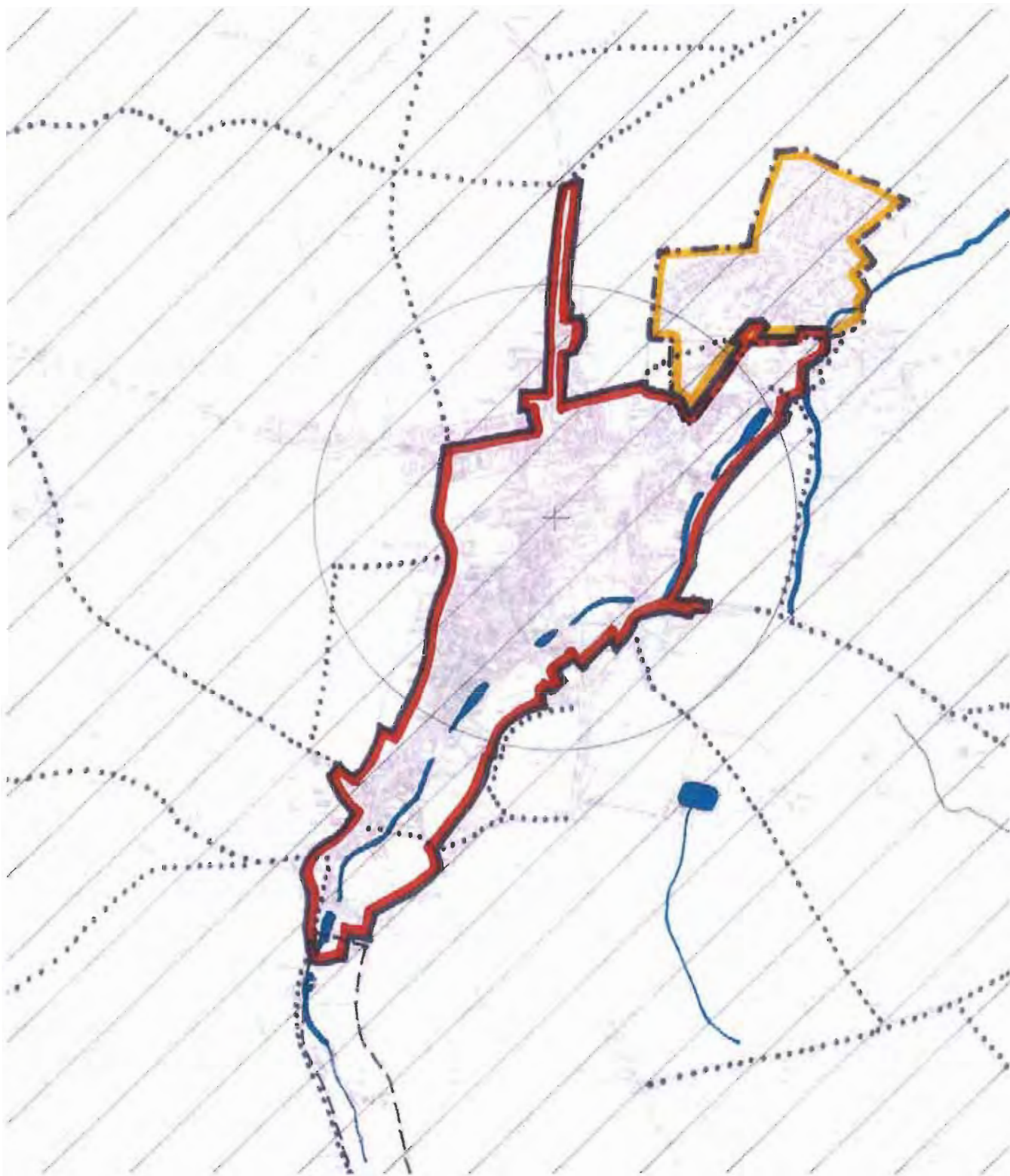


Figure B2

## BLOCKLEY Topography and Drainage





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







	AONB		Current develop- ment Boundary		Water Body
	SLA		PROW		Floodplain
	Conservation Area		Key Wildlife Site / SSSI		400m walking distance from centre
	Scheduled Ancient Monument		Water Course		

Figure B3

## BLOCKLEY Constraints



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





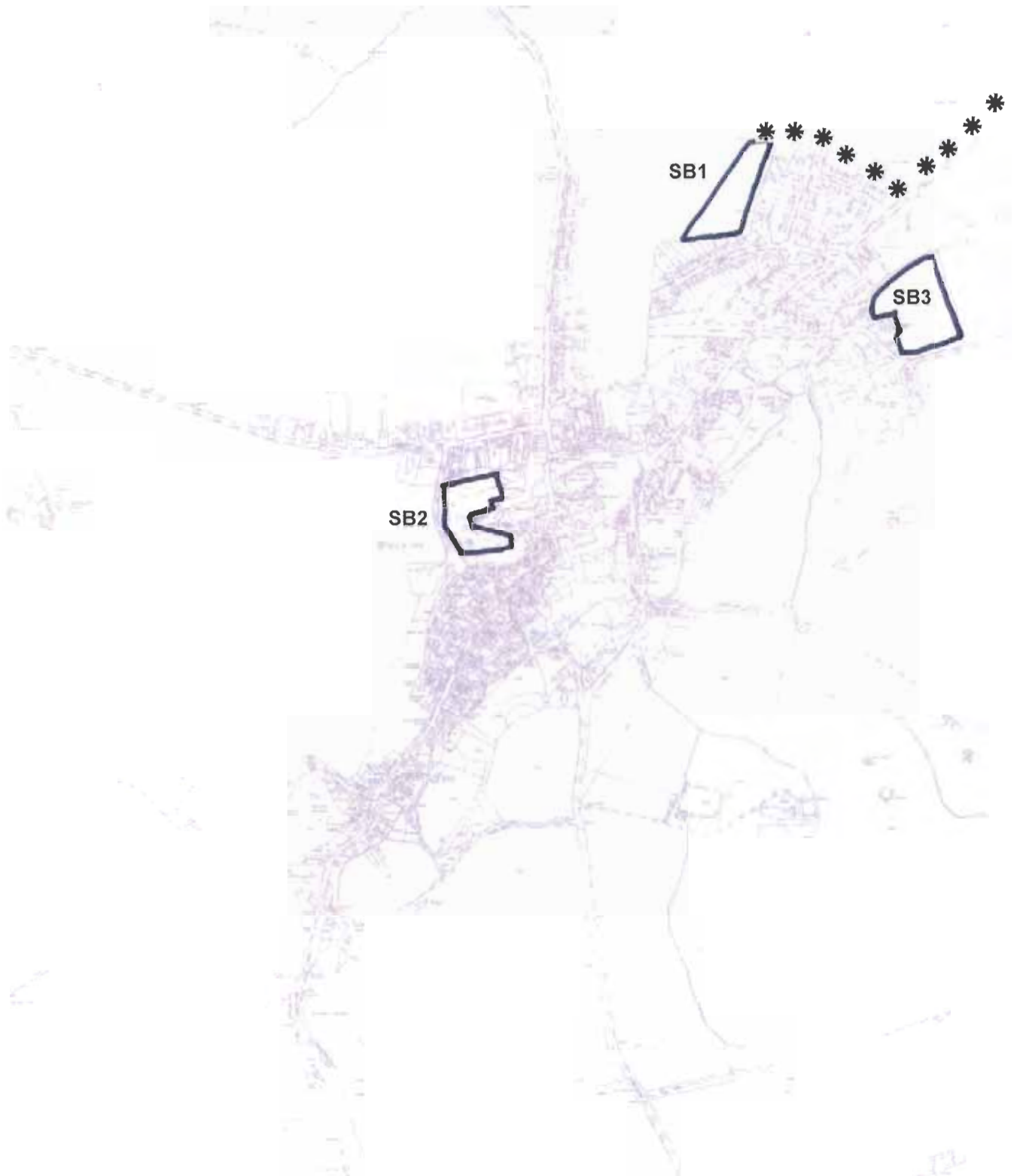
	Important landmark building/feature		Significant vegetation
	Important setting to settlement		Built edge detracting from settlement character
	Important views/vista		Detractor
			Linear Detractor

Figure B4

## BLOCKLEY Visual Analysis



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SB1	1ha	Exception Site
SB2	0.9ha	Shorter Term
SB3	1.5ha	Shorter Term

\* Suggested Environmental  
Improvements or Mitigation of Sites

Figure B5

## BLOCKLEY Potential Sites for Development



## 6.0 BOURTON-ON-THE-WATER

### The Settlement

6.1 Bourton-on-the-Water is located alongside the A429 Fosse Way 17 miles to the north of Cirencester. The village lies in a wide flat vale formed by the Rivers Eye, Dikler and Windrush shown by Figure BW1. It is flanked to south and west by hills, shown by Figure BW2, from which it can be viewed nestling in the vale.

6.2 Bourton-on-the-Water was a notable fort in the Iron Age. It later became an important Roman settlement and a bridging point of the Fosse Way over the Windrush. In 1862 the railway arrived. Today the village is one of the most important tourist destinations in the Cotswolds.

6.3 The main feature of the village is the High Street. This is defined by flanking historic buildings and the Windrush which flows picturesquely through it, crossed by numerous bridges. The historic form of the village relates closely to topography. Most buildings are located in the valleys in a linear pattern.

6.4 Viewed from the surrounding higher ground the village is visually 'broken up' by vegetation associated with watercourses and water bodies. However the village has expanded from the historic core east onto the floodplain towards Rissington and also to the north where there are a number of large housing estates and an industrial estate. These developments have introduced a more 'block-like' urban form that runs counter to the established linearity of the settlement.



*Bourton-on-the-Water viewed from higher land to the west. The old village is linear but modern development forms more prominent blocks.*

### Landscape Character

6.5 The village lies within National Landscape Character area 107, Cotswolds and within the AONB 'Dipslope' Visual Character Zone. The ADAS landscape assessment identifies the area

around the settlement as being divided between 'dip slope valleys' and 'broad rolling valley' areas.

6.6 The geology of the area is Lias limestone with clays. To the south west of the village are steep slopes with small rectangular fields running down to the valley floor. Hedges have numerous trees and a slightly 'unkempt' visual quality. Farms are often located at the edge of the village providing an important link with the agricultural hinterland. These slopes and the adjacent valley floor are visually prominent when entering the village from the Fosse Way. There are excellent views of Bourton-on-Water from these slopes in particular from Clapton-on-the-Hill.

6.7 To the south and the east of the village is the broad flat floodplain of the Windrush and Dikler Rivers. This is characterised by the meadows and water bodies associated with sand and gravel extraction. The vegetation is noticeably more riparian in character than found on the slopes surrounding the village. North east of the village are larger arable fields associated with some high grade agricultural land. Hedges within this area are generally lower and more managed with fewer trees.

6.8 One of the most important landscape features is 'Salmonsbury Camp' which is located just to the west of the village centre. The camp is a Scheduled Ancient Monument. It has a parkland character due to the large 'stand-alone' mature trees and field perimeter planting.



*Salmonsbury Camp is an important landscape element within the village.*

6.9 To the north west of the village is a ridge which lies between the Windrush and Upper Slaughter. This ridge is the backdrop to the village when viewed from Clapton-on-the-Hill. It consists of pasture with relatively large fields with walls and some hedges.



## Relationship of Settlement with the Surrounding Landscape

6.10 The settlement has the following key relationships with the surrounding landscape:

### Positive

- The linearity of the village and its close relationship with the valley topography.
- The close proximity of village and countryside.
- The riparian vegetation and other trees within the village which combine with the villages linearity to visually break it up when viewed from higher ground.
- Views to the surrounding landscape from the village.
- The visual focus of the church.

### Negative

- Large scale development that does not relate to topography and is not visually broken up by tree planting.
- Poor visual relationship between the village and the Fosse Way.



*The undeveloped landscape to the west of the road on entering the village from the Fosse Way is essential to the village's setting.*

## Landscape Evaluation and Landscape Capacity

6.11 The landscape surrounding the settlement is within the Cotswolds AONB and has consequently been judged to be of national importance.

6.12 The capacity of the landscape to absorb development is severely constrained by the slopes that surround the village, the floodplain and Salmonsbury Camp. Most of the small scale landscape around the western and southern edges of the settlement would be adversely affected by development, and any such development would be highly prominent. The larger scale agricultural landscape to the north east of the village has greater capacity to accept development in terms of its intrinsic landscape character. However development has already expanded in this direction and further development may add to the creation of

a large visual block of development which will be prominent. Much of the land in this area is also Grade 2 agricultural land.

## Constraints to be taken into account

6.13 The constraints are shown on Figure BW3 and are summarised below:

- AONB designation of the village and surrounding landscape
- Conservation Area
- Scheduled Ancient Monument (Salmonsbury)
- SSSI designation of some waterbodies
- Floodplain

6.14 An area of Grade 2 Agricultural Land also lies to the north east of the village.

## Areas where development is not suitable

6.15 Areas where development is not suitable on landscape and visual grounds are;

- Salmonsbury Camp due to its SAM status and intrinsic landscape quality.
- The slopes to the north west and south west of the village including the playing fields/meadows south of Station Road and east of the Fosse. These areas are essential to the setting of the village.
- The floodplain due to the intrinsic landscape character and quality of the meadows and the practical constraints imposed by flooding.

## Suggested Environmental Improvements

6.16 The following environmental improvements are suggested:

- A429 Fosse Way Industrial estate requires further substantial planting to mitigate impact from road and reduce visibility from higher vantage points.

## Potential areas for development

### SBW1 Moors Farm

6.17 This area of 7.44ha amounts to two arable fields in the north east of the village. The area is visually discreet locally but would be visible from higher ground surrounding the village. Development may be appropriate in the long term. However it should be noted that the area is classified as Grade II agricultural land.

6.18 Should the site be developed a design brief will be essential. This should seek to ensure that the site has some substantial planting belts to visually fragment the area when viewed from higher land.

### SBW2 Area to east of Coach and Horses

6.19 This 4.4ha area lies between a new area of housing/industrial estate and the Fosse Way. Currently it is a meadow-like green space which can be glimpsed from the Fosse Way through a landscape buffer. Development may be appropriate

in the shorter term. A development brief for this site is essential. This should ensure that there is a wide landscape buffer between any housing development and the Fosse Way.

**SBW3 Land to the south of Station Road**

6.20 This 0.53ha area consists of small fenced paddocks. The area between the proposed site should be left undeveloped to allow important views to the sloping backdrop of the village from the Fosse Way. A development brief for the site is essential. This should seek to ensure that views from the junction into the village to the ridge south west of the village are retained. The design brief should also seek to promote a development of a high quality design that addresses Station Road.

**SBW4 Lyncroft Farm east of Broadlands**

6.21 This area of 0.53ha consists of apparently disused land surrounding Lyncroft farm. Development is appropriate in the short term. A development brief should ensure that any development creates a visually permeable edge to the village.

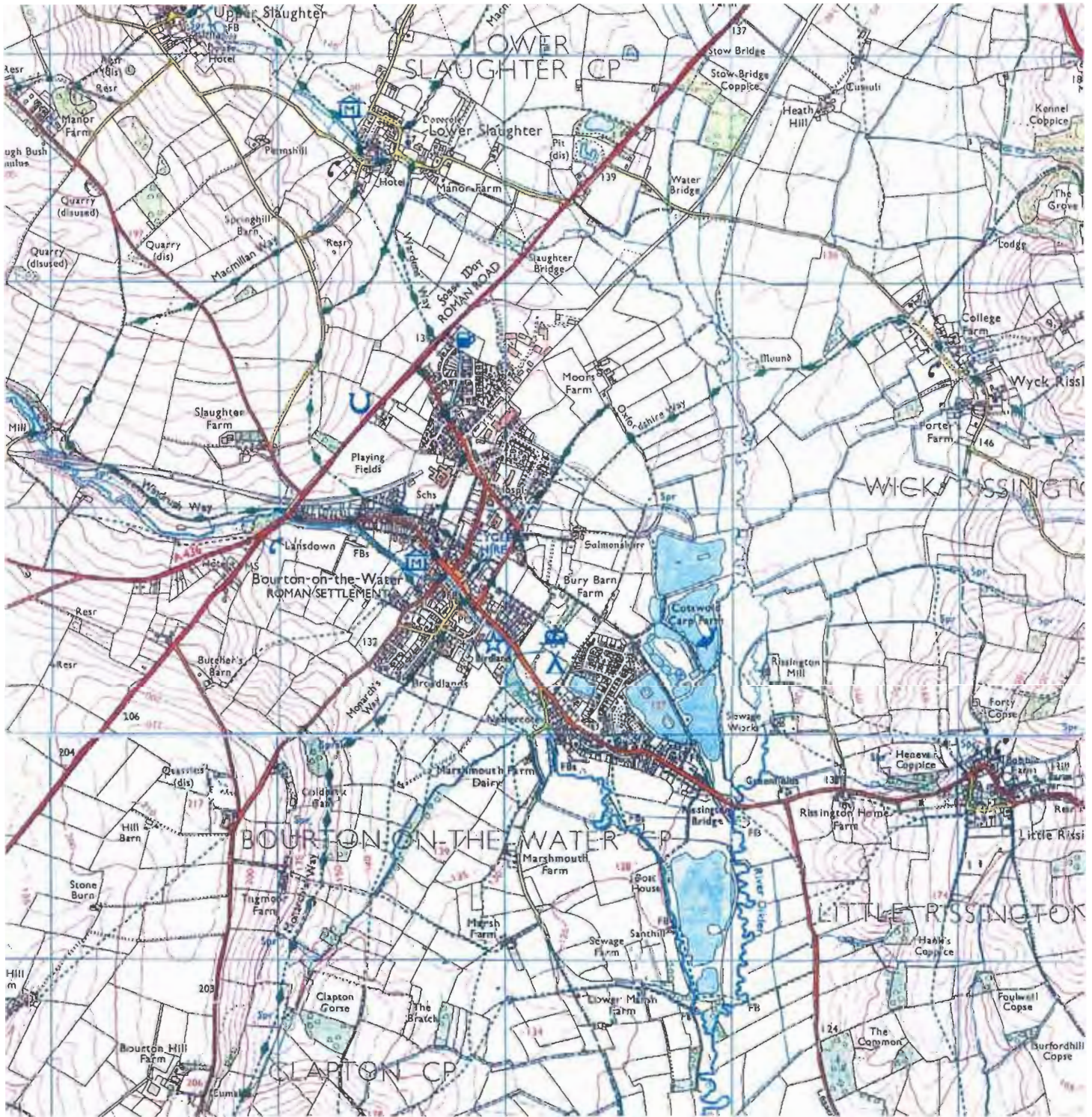
**SBW5 Land to the east of Broadlands**

6.22 This area of 1.88ha lies to the east of the existing Broadlands Estate. It consists of slightly rising land but does not extend onto the important valley sides. This area may be suitable as an 'exceptions' site and could be developed in the short-medium term.

**Employment land**

6.23 The existing industrial estate would appear to have expansion capacity. No further employment land has been identified.





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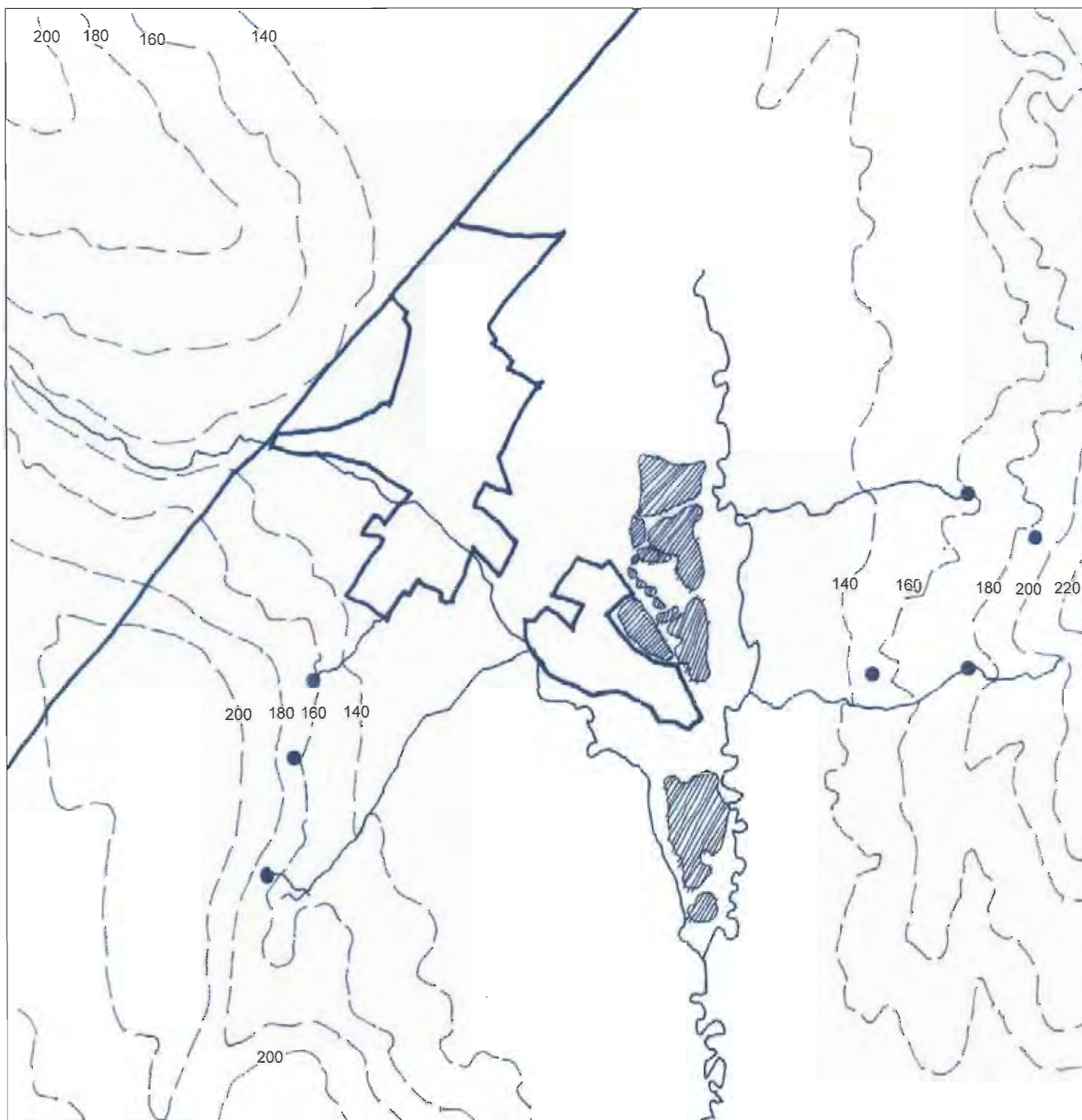
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Figure BW1

## BOURTON-ON-WATER Context





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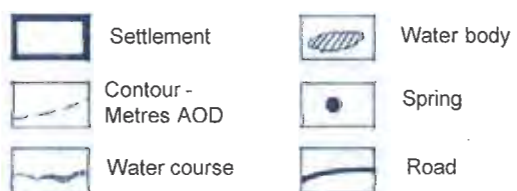
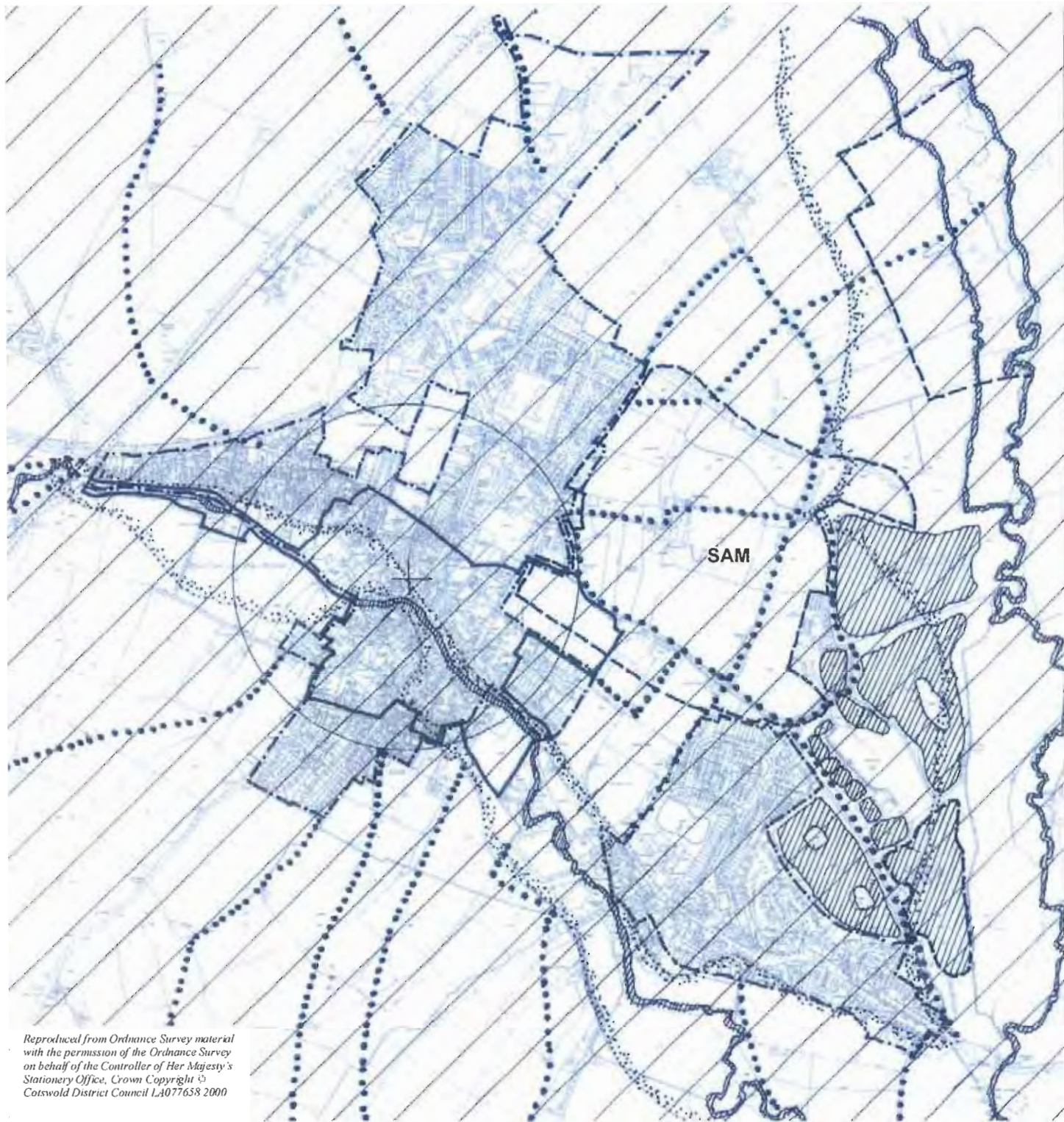


Figure BW2

## BOURTON-ON-THE-WATER Topography and drainage





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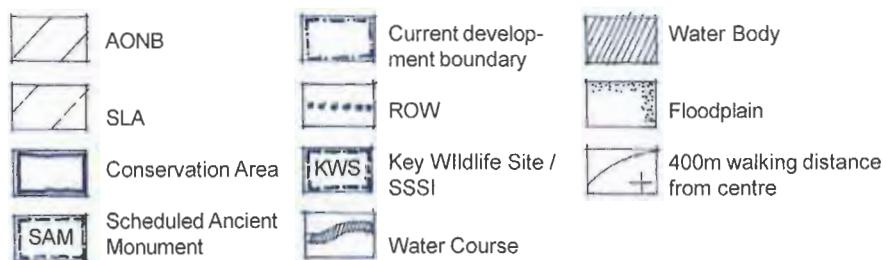


Figure BW3

## BOURTON-ON-WATER Constraints



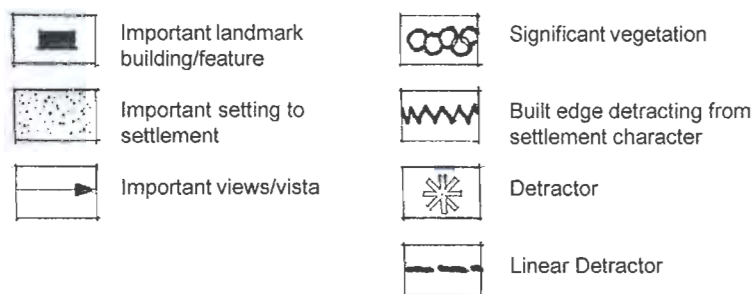
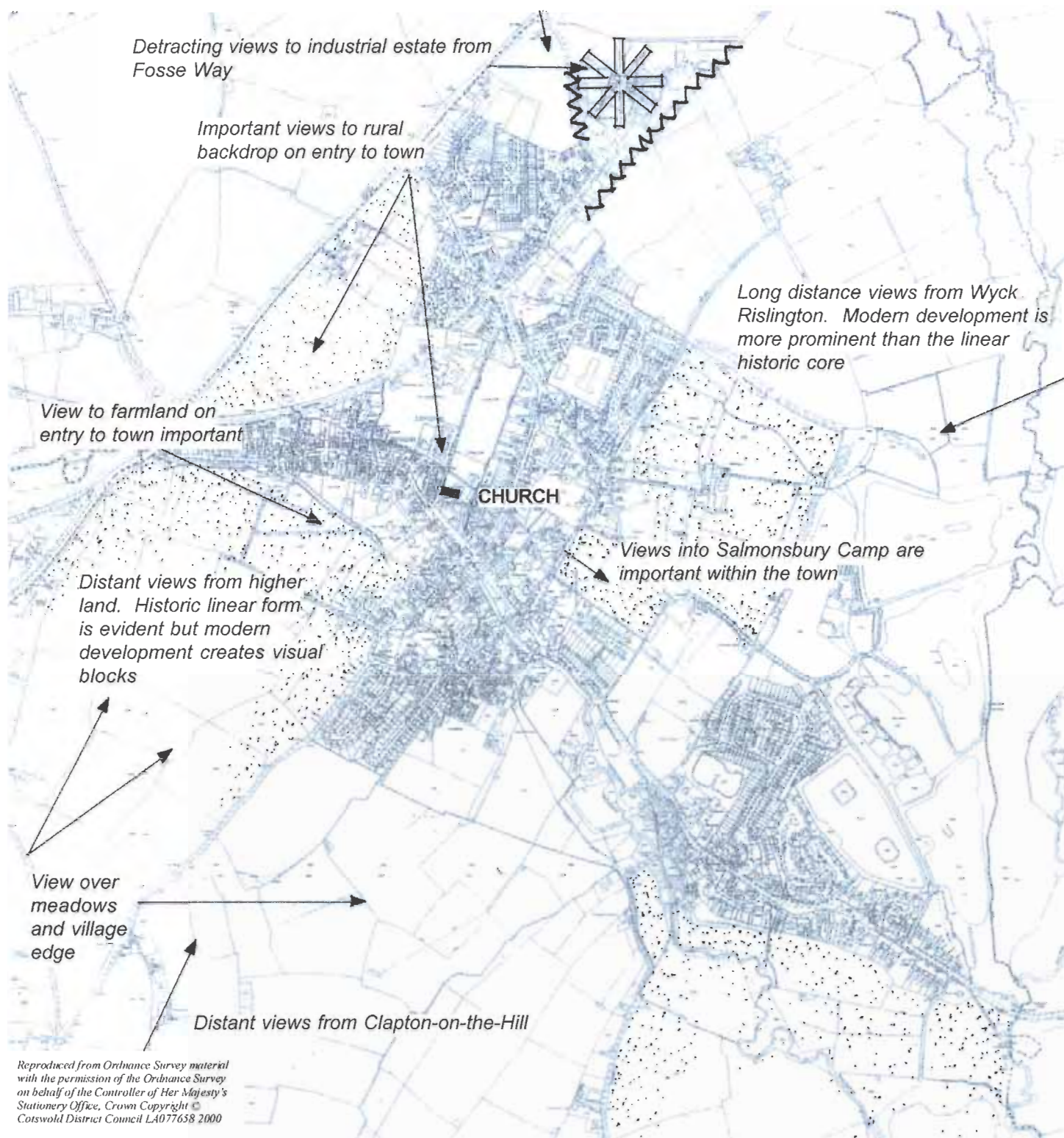
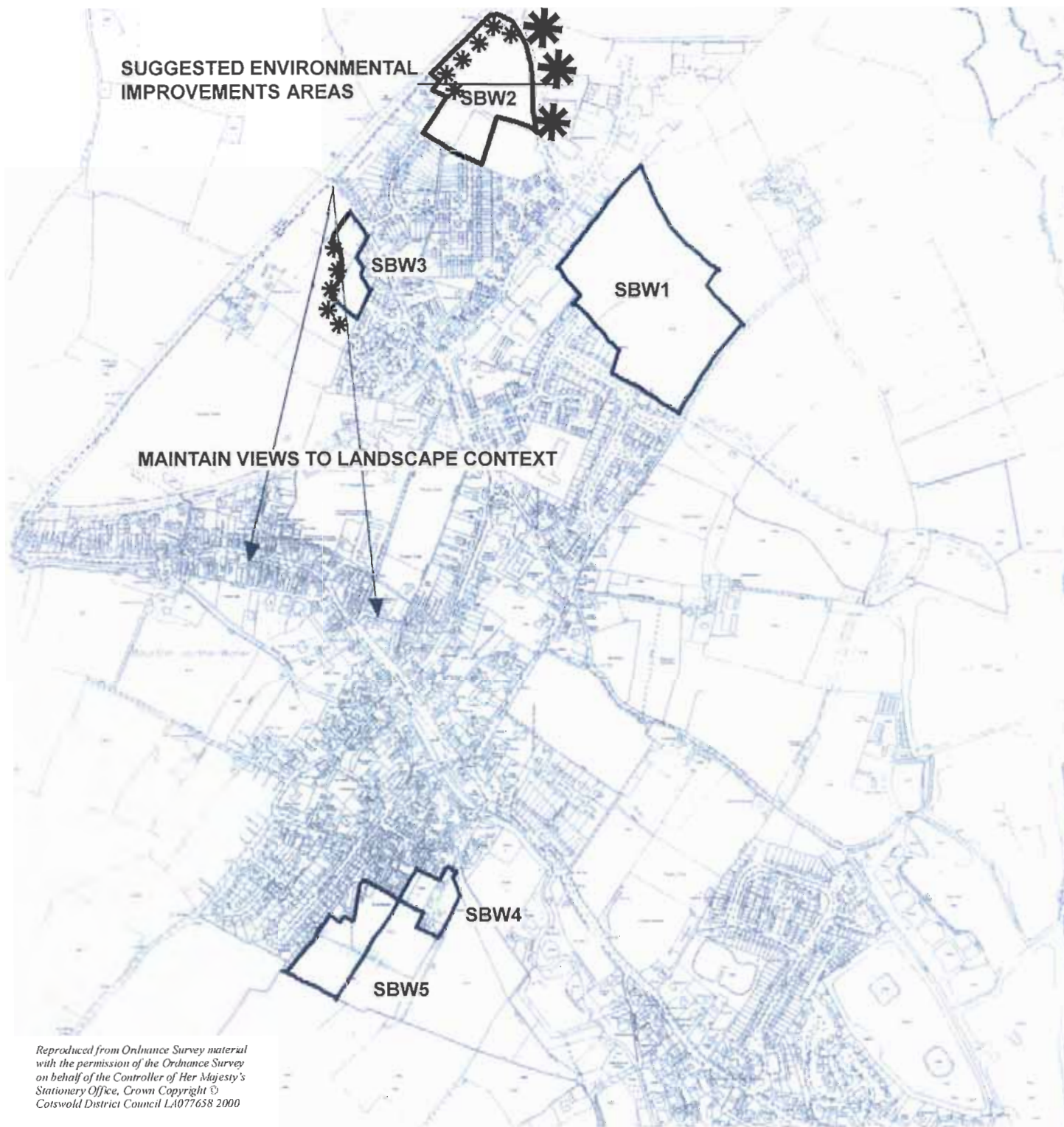


Figure BW4

## BOURTON-ON-THE-WATER Visual Analysis



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SBW1	7.44ha	Long term
SBW2	4.4ha	Short term
SBW3	0.53ha	Short term
SBW4	0.53ha	Short term
SBW5	1.88ha	Possible 'exceptions' site

✱ Suggested Environmental Improvements or Mitigation of Sites

Figure BW5

## BOURTON-ON-THE-WATER Potential Development Sites and Mitigation



## 7.0 CHIPPING CAMPDEN

### The Settlement

7.1 Chipping Campden is the main Market Town in the far north of Cotswold District. It is located where the B4081 joins the B4034 Evesham to Shipston-on-Stour road as shown by Figure CC1. Stratford-upon-Avon lies 10 miles to the north. The town has a population approaching 2000. It is one of the clearest surviving examples of the linear medieval town.

7.2 Chipping Campden lies in a broad hollow with higher ground on three sides as illustrated by Figure CC2. Only to the east does the land fall away along the valley of Cam Brook. The town is frequently referred to as the 'Jewel of the Cotswolds'. The small original village on the site increased in size and importance following the granting of a Market Charter by Henry II in 1180. Today it is characterised by the long wide high street with long 'burgage plots' to the rear and back lanes known as Back Ends and Calf Lane. The historic core has some excellent architecture that reflects its historic importance as a trading centre. The church is regarded as one of the finest in England.



*From a distance the town can be seen nestling in the landscape with the church as the focal point.*

7.3 The town has absorbed a significant amount of modern development. This is mainly located to the south of the town centre, although there is some linear development along the approach road from the north. Recent development has also occurred in the vicinity of Station Road using vernacular architectural forms. Over time the 'Back Ends' have also been developed so that in places they have lost some of their historic character.

### Landscape Character

7.4 The town lies in National Landscape Character Area 107, Cotswolds. The relevant AONB Visual Character Zone is the 'High Wold'.

7.5 The landscape immediately around Chipping Campden consists of a number of incised valleys and the floodplain of Cam Brook. To the north west

is 'The Hoo' which is the backdrop to the town when approaching along the B4081. The Hoo is an outlier of the High Wold to the north west of the town. It has steep slopes with small pastures and hedges with a slightly unkempt visual quality. The ground surface ridge and furrow undulations reflect past agricultural practices. There are also old orchards on some of the slopes.

7.6 To the north west of the town directly north of the school is a less distinctive low ridge. This consists of larger fields with both arable and pasture use. Closer to the town are allotments. The urban form of the town respects the form of this low ridge by wrapping around its southern edge. The ridge is an important part of the backdrop to the town when approaching from the south.

7.7 The Cam Brook valley on the south east edge of the town is characterised by flat floodplain with prominent blocks of poplars, other riparian trees, low hedges and fences. From the valley there are important views to the church and village edge. The Coney Gree to the north of the Cam Brook is a very unusual elevated area with distinctive topography related to ancient ruins. Like the valley, Coney Gree is visually strongly linked to the church.

7.8 To the south of the town the landscape consists of larger fields of arable land with a less intimate scale than the landscape that surrounds the northern edge of the town.

### Relationship of the Settlement with the Landscape

7.9 The settlement has the following key relationships with the surrounding landscape:

#### Positive

- The linear urban form relates very strongly to the valley sides and generally does not intrude onto the 'top' land. When viewed from a distance the town is seen nestling in the landscape.
- The church is the central focal feature.
- Because of the generally linear urban form there is a direct visual linkage between the town and the agricultural land surrounding it. This is most evident around the Hoo and the Cam Brook valley.
- The Coney Gree and part of the Cam Brook Valley together constitute the essential landscape setting for the church.

#### Negative

- In-fill development, although limited when compared with other Cotswold settlements, has reduced the linear nature of the town and the key relationship with topography is being obscured to some extent.



*From the Cam valley the edge of the town is impressive due to the church and the Coney Gree.*

### Landscape Evaluation and Landscape Capacity

7.10 The area is within the Cotswolds AONB which has been judged to be of National landscape importance. The relationship between town and landscape is one of the most important in the Cotswolds.

7.11 The capacity of the landscape surrounding the settlement to accept further development is limited because the valley sides are visually exposed. Large scale development would compromise the linear character of the town.

7.12 The floodplain has generally been kept clear of development in the past and large scale development along it would compromise the landscape setting of the town.

### Constraints to be taken into account

7.13 The constraints are shown on Figure CC3 and are summarised below:

- AONB designation covering all of the surrounding landscape and the town.
- The Coney Gree is a Scheduled Ancient Monument
- Conservation Area
- Numerous footpaths south of the Coney Gree

7.14 The valley floor to the east of the town is also constrained by a 100m buffer around the sewage works.

### Areas where development is not suitable

7.15 Areas where development is not suitable in accordance with the criteria set out in Section 2.0 are:

- The valley floor of the Cam and the Coney Gree to the south of the church. This area is fundamental to the character and setting of the town.
- The steep slopes on the north west edge of the town which importantly provide the town's landscape backdrop.

- The low ridge directly to the north of the school which is also important to the setting of the town and helps accentuate the linear form of the village.

### Suggested Environmental Improvements

7.16 The following areas may benefit from environmental improvements:

- The employment site at the old station would benefit from landscape infrastructure planting and screening on the approach from the town.

### Potential Areas for Development

#### SCC1 Former nursery site

7.17 This 1ha area is on the Cam Brook valley floor. However it is visually discreet behind some existing linear development. It is also partly on brownfield land. Development may be appropriate in the short term.

#### SCC2 Area off Calfs Lane

7.18 This 1.33ha area is surrounded by development on three sides, but the fourth side is fairly open to the Cam Valley. However it is very difficult to get views into the site from either the church or the Coney Gree due to planting, walls and buildings. Poplar planting provides a partial screen on the site's north eastern boundary. The site may be an appropriate 'exceptions site'. Development may be appropriate in the short term.

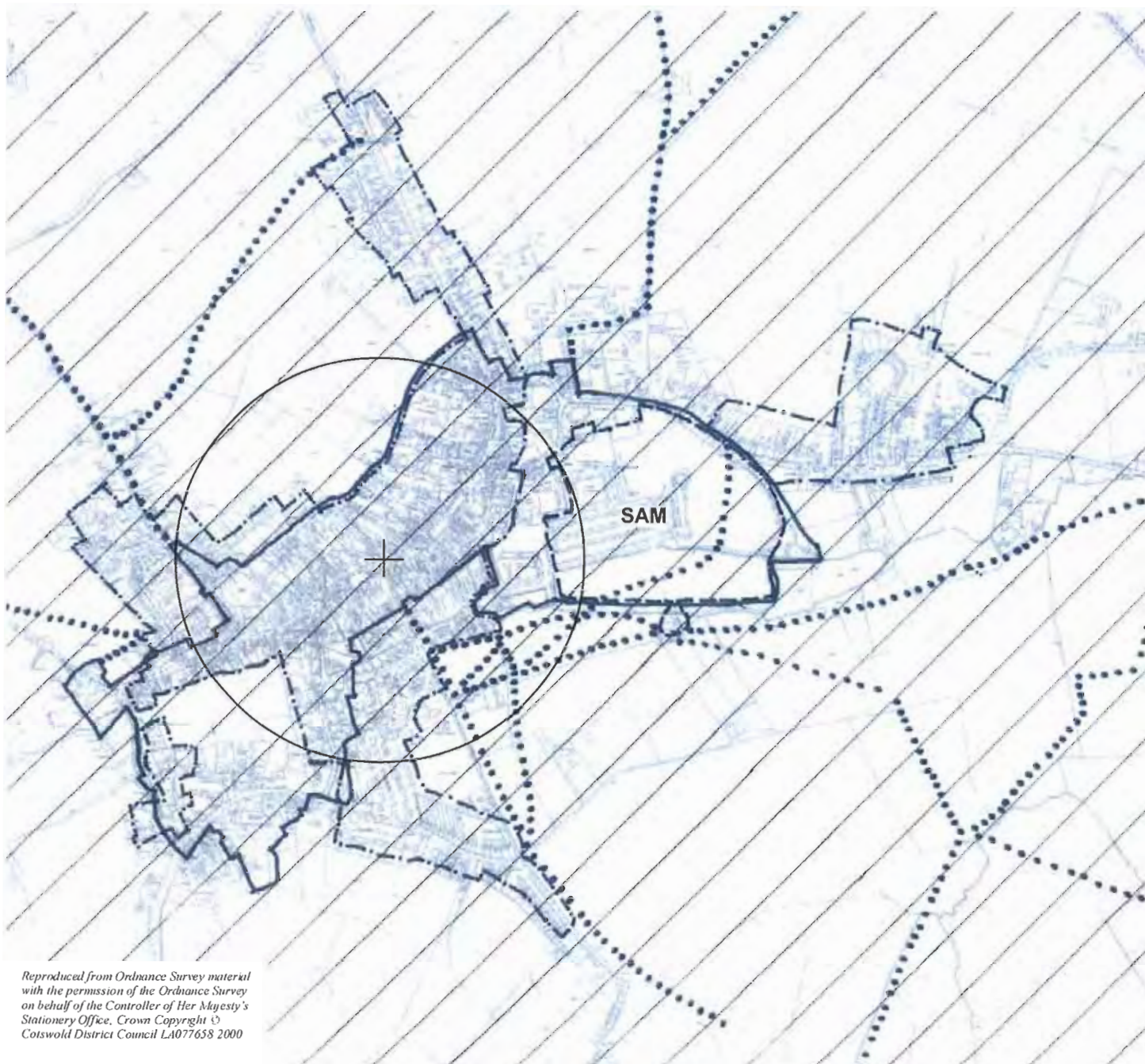
7.19 Due to the topography of the area which is orientated towards the town the site is not visible when approaching from the south.

7.20 A development brief is desirable in order to promote a high quality edge to any development. This edge may include stone walls, hedges and buildings orientated towards the Cam valley. The existing historic village edge should be used as a model of how landscape and settlement should relate.

#### ECC1 Employment Land

7.21 There would appear to be room for a 1ha expansion of the existing employment site to the west should the need arise. This need not be detrimental to landscape character and quality locally due to the site's location in a valley away from the town.





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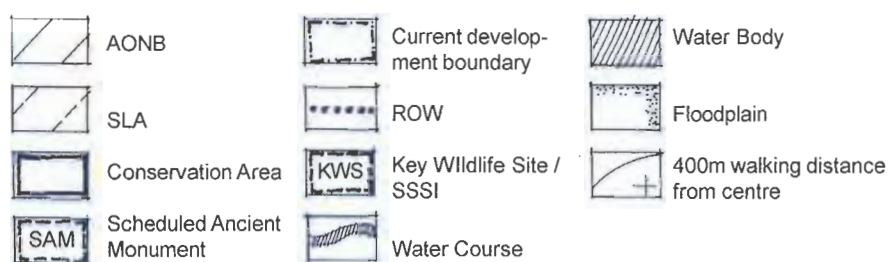
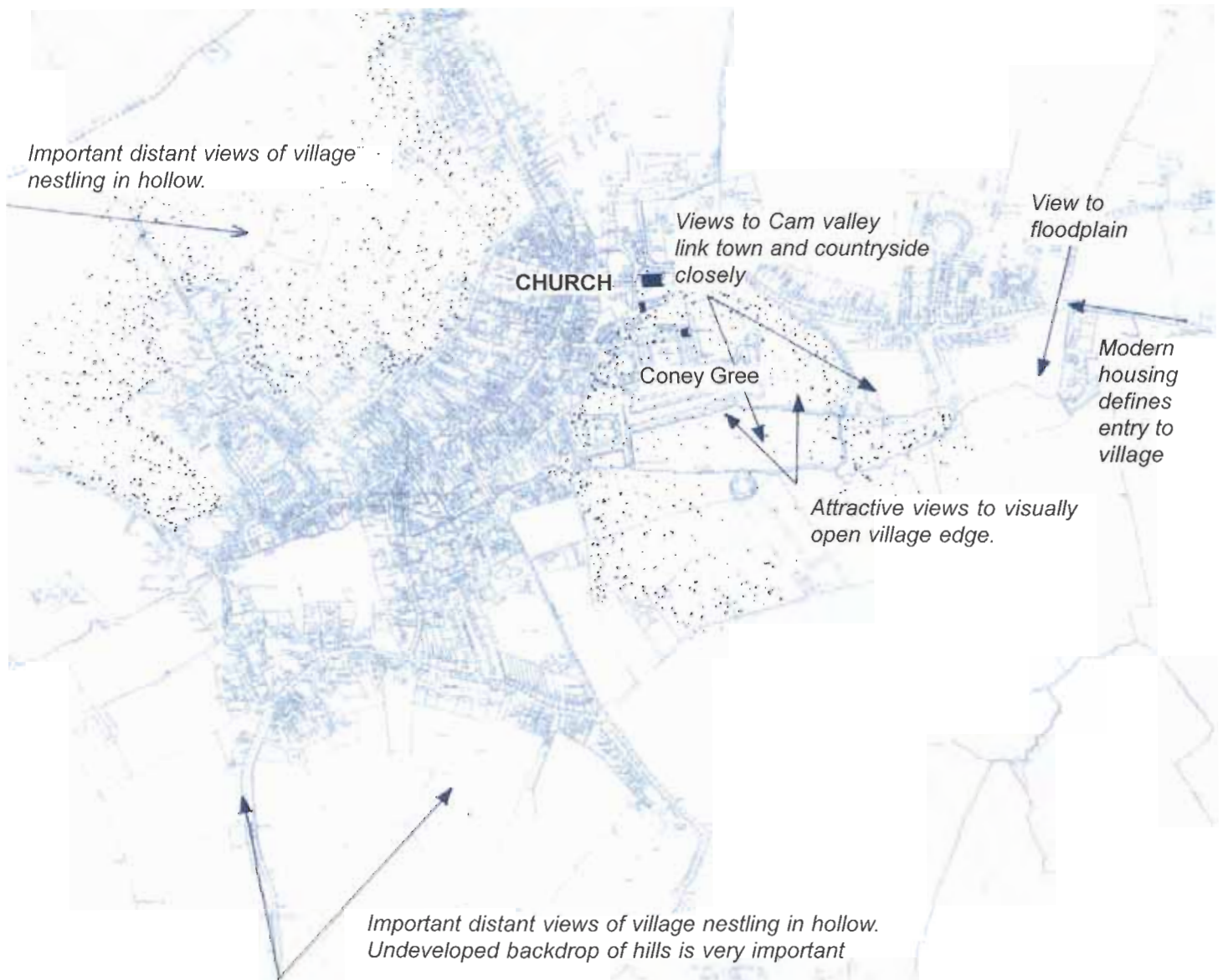


Figure CC3

## CHIPPING CAMPDEN Constraints





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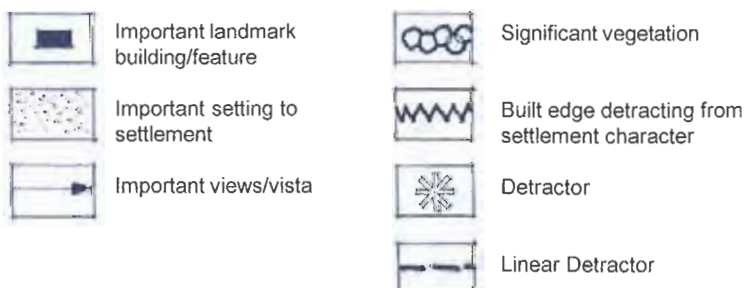
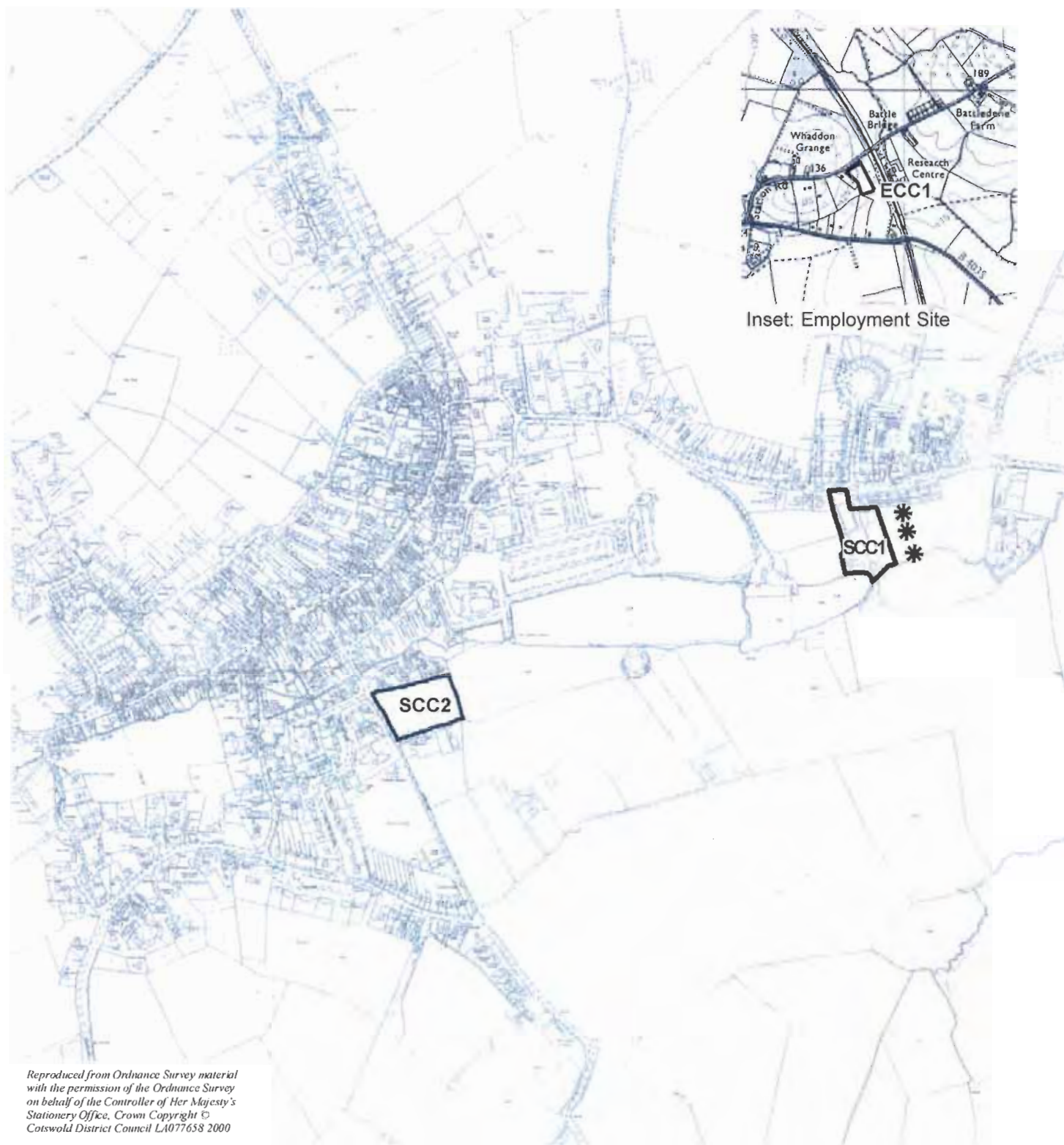


Figure CC4

## CHIPPING CAMPDEN Visual Analysis



SCC1	1ha	Short term
SCC2	1.3ha	Possible exceptions site

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ECC1 (Inset). 1ha expansion possible to west of existing site.

✱ Suggested Environmental Improvements or Mitigation of Sites

Figure CC5

## CHIPPING CAMPDEN Potential Development Sites and Mitigation



## 8.0 CIRENCESTER

### The Settlement

#### Location

8.1 Cirencester is the largest town in the District with a population of around 19,000. It is located roughly halfway between Swindon and the M4, 15 miles to the south east, and Gloucester, Cheltenham and M5 to the north west.

#### Communications

8.2 The town is at the crossing points of around 13 roads. The most important originated in Roman times when the town was the second largest settlement in Britain. They are characteristic features of the Cotswold landscape. They include:

- The Fosse Way which runs along the length of the Cotswolds linking other key settlements such as Moreton-in-Marsh, Stow-on-the-Wold, Bourton-on-the-Water and Northleach.
- Ermin Way which forms the line for the Gloucester to Swindon Road.
- Akeman Street which runs north east to Bicester

The Whiteway, an old saltway running to Droitwich, runs due north following the high, open ground of the Cotswolds.

8.3 These roads form a structure which has defined the development of Cirencester – the character of each segment often contrasting significantly with adjacent areas.

8.4 During the late 18<sup>th</sup> century, a canal spur from Siddington linked the town with the Thames and Severn Canal. In the 19<sup>th</sup> century, two railways were built linking the town, through two separate lines and stations, to Swindon, Gloucester and Cheltenham – one via Kemble. All these lines of communication are now defunct but evidence of their routes is still visible in embankments and belts of vegetation. The town is now reliant solely on roads and the dualled A417[T], bypassing the town to the north, provides the main access route.

#### History

8.5 Cirencester lies at the edge of the Cotswolds hill country in a hollow formed by the confluence of the River Churn and the Daglingworth Stream as they run south to join the Thames. The majority of the Cotswolds were cleared in the Bronze Age and the area became a productive, relatively well settled agricultural area. An iron age settlement was located a little to the east of the current town centre. Evidence of prehistoric settlement is at Tar Barrow, west of Fosse Way as it leaves the town northwards. Partly because of the prosperity of the area, the site was chosen by the Romans as a major military base. Cirencester's origin was as two military forts and town [Corinium] built in the 1<sup>st</sup> century. The lozenge shape of the walled town is



*St John the Baptist Church seen from Gloucester Road*

still evident, most apparent on the northern boundary of Abbey Grounds. The street grid is still followed by some modern roads. The amphitheatre was located outside the walls. The earthwork remains are still visible, separated from the town by the dualled ring road.

8.6 After a long decline the importance of the town was revived by the wool trade. By Domesday, the town was a gathering place for the woolsacks of Cotswold fleeces, as it continued to be for the next seven to eight centuries. The medieval town, with its narrow streets was concentrated in the northern corner of the old Roman town.

8.7 The growth of the town was constrained to the east and west by the Abbey Estate and by Cirencester Park respectively. The Abbey estate was originally run by monks. An abbey, matching those at Winchester and York, once stood on a site north of the current church. The estate was acquired by the Masters family on the dissolution of the monasteries. The Abbey Grounds, once the preserve of monks, is now a valuable and well used public park. The agricultural land to the north east of the park is still part of the Abbey Estate.

8.8 The Earl of Bathurst's manor of Cirencester Park lies a stone's throw from the town streets but is isolated by the magnificent semi-circular yew hedge and stone walls. The magnificent formal park was designed by the poet, Alexander Pope, in the 18<sup>th</sup> century. It occupies a wedge of land which runs four miles to Sapperton to the west along the spine of the Broad Ride. Much of this walled land is wooded, with formal views, vistas and the first follies to be built in Britain. The Bathurst Estate owns much of the surrounding land south and west of Cirencester.



8.9 The town expanded south with the Market Place being added in the 17<sup>th</sup> century. The great wool church of St John the Baptist dominates this focal space of the town. Its tower can be seen from several of the town's road approaches.

8.10 The superb heritage of the town is reflected in its extensive conservation area status. Almost all open spaces within the town, including Cirencester Park are scheduled ancient monuments.

8.11 The town expanded further south in the 19<sup>th</sup> century filling the envelope of the old Roman town on the low ground south of the River Churn and into Chesterton. 20<sup>th</sup> century development has expanded predominantly southwards forming the suburbs of Chesterton and Watermoor. Industrial development has focussed on the Love Lane area, not surprisingly in a wedge between the old railways and incorporating the defunct canal corridor. Two other wedges of development have occurred, both on the rising dip slope: Bowling Green, which lies to the west of Whiteway and The Beeches and Kingshill south of Fosse Way.

8.12 The ring road separates the newer development from the older town, roughly following the outer edge of the Roman town.

8.13 The villages of Preston, Baunton and Siddington all lie close to Stratton and Cirencester, separated from the town by a few fields. These all have their distinct and separate identities. Siddington is discussed in Chapter 17.0.

### Landscape Character

8.14 Cirencester is located on the edge of the Cotswolds National Character Area 107, bordering the area of the Upper Thames Clay Vales [108] to south east. The western outskirts around Cirencester Park are in the AONB, in the Valleys and Ridges visual character zone. The ADAS Cotswolds AONB landscape assessment classifies this area as a combination of Cultivated Lowland and Rolling Valleys. The White Consultants landscape assessment in support of this study divides the rest of the town's environs into several areas. To the north, the Churn Valley [LDV1], to the east and north east, the Cirencester Fringe Dip slope [CLD2], and to the south, the Cirencester Southern Fringe [D/TV2].

8.15 The town lies on the edge of the dip slope in the Churn valley in a transition between this and the Thames Valley area. Fingers of oolitic limestone thrust south either side of the Churn beneath Stratton and the Whiteway ridge and also east of the Beeches. The alluvium of the valley floor is flanked by Forest Marble/Kellaway Clays and sands which form the bulk of the underlying geology. An outcrop of Cornbrash [a crumbly limestone] lies under part of Cirencester Park and provides the basis for rising land to the south

towards South Cerney and west of Siddington.

8.16 Most of the older settlement lies at around 110m AOD just above the Churn valley bottom. The land rises most significantly to the north and west [140mAOD] and gently to the south [120mAOD] [see Figure C2]. The Churn is joined by the Daglingworth Stream in the northern environs of the old town.

8.17 The landscape surrounding the town is best described in the segments defined by the approach roads starting to the west and running clockwise round the town:

#### Royal Agricultural College and Cirencester Park

8.18 This area lies within the Cotswolds AONB, the Fosse Way forming the boundary directly to the south. The college grounds are well established and form a very pleasant spacious setting to the elegant 19<sup>th</sup> century Cotswold stone College Buildings. Mature trees, including an imposing lime avenue off the Fosse, enclose pasture and playing fields. This provides a very positive introduction to the town. Whereas open views into the grounds are possible from the Fosse, the Stroud Road has a more enclosed feel. The walls and beech woods of Cirencester Park provides enclosure broken only by the school grounds. The northern boundary of the formal park is enclosed by a mature woodland belt of mixed deciduous and evergreen trees which form a varied skyline on the gentle ridge above the Daglingworth Stream valley to the north east.

8.19 The area is of high landscape quality. The Park is a nationally valuable landscape. This, combined with the openness of the college grounds to views from the south make development highly undesirable in terms of landscape impact.



Royal Agricultural College Grounds from Fosse Way

#### Cirencester Park to Ermin Way

8.20 This area is within the Cotswolds AONB west of the Daglingworth Stream and SLA to the east. It lies partly within the floodplain of the stream and is crossed by tranquil watercourses canalised to feed mill buildings with accompanying footpaths. It is primarily pasture on the outskirts of town with allotments, overgrown areas and parkland knitted into the old town fabric. Field boundaries are hedges, some overgrown, with mature field trees which give the appearance of parkland. Filtered views are possible across the area from Ermin Way

towards the backcloth of the trees of Cirencester Park. A fine lime avenue lines part of the western side of the main road. This approach is elegant and directly feeds visually into the old town centre, Gloucester Road being a continuation of the Roman road. The petrol garage here has been recently refurbished to try to complement the quality of the area.

8.21 The overall quality of this area is high both sides of the Daglingworth Stream. The area acts as an important setting and approach to the town and its quality and lack of screening make development highly undesirable. The relationship between green spaces, water and built form closer into the town are also special.



*View towards Daglingworth Stream*

#### **Ermin Way [west] to Whiteway including the River Churn Valley**

8.22 The Churn valley has a flat floodplain crossed by a number of watercourses. These are the natural course of the river and channels constructed to feed the mills at Stratton, now converted to housing, and drain the low lying Grade 4 pasture. Field boundaries are discontinuous hawthorn hedges. This area is bounded by allotments with a strong hedge boundary and then the Bowling Green housing estate on rising ground towards the Whiteway ridge road. This forms a mixed skyline of roofs and trees when viewed from Ermin Way. On the gentle limestone ridge top, Grade 3 arable fields stretch northwards either side of the Whiteway. The tranquillity of this area is now slightly affected by the noise of the bypass in a cutting to the east. An area of uneven pasture lies north and east of the now developed Bowling Green Farm. This seems once to have been a shallow quarry and now a corner is used as a play area. Fine views over the valley towards Stratton are possible from the public footpath. With the exception of this area and the housing and allotments, the area is a SLA.

8.23 The valley forms an essential and distinct buffer between Stratton and Cirencester [and is only 300m wide at one point]. It is also primarily floodplain. As such no development is acceptable here. The gentle ridge running north from the housing estate is exposed to views from Stratton and Baunton and development on the upper slopes also would be unacceptable.



*View across Churn Valley to Stratton from higher ground [site SC4]*

#### **The Whiteway to Fosse Way [north]**

8.24 This distinctive green wedge forms part of the Abbey Estate and also includes the Rugby and Cricket Grounds. It is an extension visually of the Abbey Grounds which have their focus in the Church of St John the Baptist. Indeed views of the church are possible across the rugby ground and orchard from the Whiteway as it falls gently towards the town. The rugby ground itself is carved out of the hillside with extensive earthworks to make it level. It is fronted on the Whiteway by pleasant detached and semi-detached houses with established gardens. Then only eyesore in the area is the building associated with the rugby club at the bottom of the hill. The sports grounds are separated from the arable estate land by a belt of tall evergreen and deciduous trees. These are thin above the shrub layer.

8.25 The estate land is arable grade 3 land and has few hedges and allows open views north east from the ring road [Grove Lane] towards the enclosing woodland of Hare Bushes. This effectively separates the area from the bypass which cuts through it. Beyond the bypass the land continues to rise gently into the open undulating ridge landscape of the AONB.

8.26 Tar Barrow, a prehistoric mound is located in the field by Fosse Way. Timber enclosures have been constructed to protect small copses which have been planted recently. The character of this landscape is one of old parkland which will be enhanced as the copses mature. Though the fields are separated by trees and the ring road from the Abbey Grounds there is still a strong visual link.



*View towards Hare Copse across Abbey Estate land*

8.27 The area provides a distinctive green wedge of high quality which rightly forms part of the SLA. It



penetrates the built form of the suburbs and makes a link between the town and its Cotswold plateau hinterland. It allows views into the centre of town including the church. As such, no development should be allowed in the area.

#### **Fosse Way [north] to Ermin Way [east]**

8.28 South of Fosse Way housing occupies land as it rises up east from the valley towards the dip slope giving way to fields and a school before the bypass cuts through the landscape at around 125mAOD. Beyond lies the open undulating landscape of the southern fringes of the Cotswold area, just outside the AONB southern boundary defined by Akeman Street. The land falls sharply away from the housing at Kingshill southwards to the floodplain of the River Churn and Ermin Way. The village of Preston lies to the east on rising land and Ermin Way gradually climbs onto the level high ground of Cornbrash towards South Cerney Army Station. An isolated new industrial development lies on the road south of Siddington Farm. A power line crosses the area from north to south effectively defining the edge of housing development. Only the school lies to the east of this line.

8.29 The Fosse Way is the major road into Cirencester from the north providing a link from the A417[T]. The recently completed road junction and associated development and the power line have a visual and noise impact on this area which give it the character of urban fringe on both sides of the main road. This will improve as roadside planting becomes established. To the east of the bypass a garage and rationalisation of Cherrytree Lane around the bypass give a rather unsightly edge to the settlement although the landscape further east is unspoilt.

8.30 An evergreen tree belt along Kingshill Lane, a Roman road, effectively encloses the school and recreation development to the south from views from the countryside to the east. This is broken before reaching the lower edge of the housing below Preston. However, a plantation of poplars provide a positive setting to the village which is separated from Kingshill by 600m. The edge of the housing of the Kingshill estate is fairly prominent on the ridge top and forms the skyline when viewed from Ermin Way. It is typical of its era with repetitive standard house types unsoftened by vegetation which do not respond in pattern or shape to the Cotswold vernacular. As such it does not provide a positive edge to the town.

8.31 The fields on the valley side are arable with neat low hedges and fences while those on the valley floor are pasture. Both of these are prominent from and abut the road corridor. The land is Grade 3 agricultural classification. The area is affected visually by development around Tesco's and caravan park to the south west which reinforce its urban fringe character.

8.32 The southern part of the area is overlooked by Preston, part of which is a conservation area. The environs of its church has clear views across the outskirts of the town to the Church of St John the Baptist.



*View from Ermin Way towards Kingshill housing on skyline*

8.33 Cherrytree Lane and Kingshill Lane form the effective edge to the urban fringe landscape of this side of Cirencester. However, development within this area is sensitive. No development is acceptable north east of the bypass as it should be the absolute boundary for development in itself and development would urbanise the junction too much. Also development along Kingshill Lane would mean unacceptable encroachment on the village of Preston. The floodplain of the River Churn is also unacceptable for development. A green wedge needs to be retained alongside Ermin Way. Further south and towards South Cerney, further development would be completely unacceptable along Ermin Way as this impinges directly on open countryside and would reduce the green separation between Cirencester and the Army Station.

#### **Ermin Way to the Somerford Keynes Road**

8.34 West of Ermin Way the River Churn and its enclosed alluvial floodplain of permanent pasture, hedgerows and trees runs south past the village of Siddington. The low lying area is crossed by watercourses and drains and standing water lies in places. At its closest point the village lies only 250m away from the housing estates on the southern side of Cirencester.

8.35 The land then rises to the west about 10m on a gentle ridge of Cornbrash before falling again towards the Somerford Keynes Road. The top of the ridge is arable Grade 2 agricultural land while the rest is Grade 3. The industrial edge of Cirencester lies on this ridge. The waste transfer station is particularly visible and intrusive when viewed from Siddington. Newer units, with immature plant screening are visible from the Somerford Keynes Road to the south. An old Rectory and school lie in the narrow gap between the estate and village, set in trees. They only partly offset the visual impact of the power lines which again define the edge of development. The lines of the defunct railway embankments and canal provide additional vegetative cover restricting views in part.



8.36 West of Siddington, the landscape becomes gently undulating on the clays and sands with no distinct pattern of valleys and ridges. Farming is predominantly arable with some larger fields on the better quality land with low, well maintained hedges and occasional hedgerow trees. Fairly long views are possible from slightly higher points in the landscape. A gas pipeline seems to have resulted in some removal of vegetation and replanting with extensive belts of woodland which are immature at present. In time these are likely to contribute to the enclosure of the landscape. As Somerford Road enters the outskirts there is a constrained green wedge consisting of two fields and allotments. This area is pleasant and provides a gap between the expensive housing to the west and the industrial area. The electricity sub station Wilkinson Road is rather unsightly.

8.37 The gap between the southern edge of Cirencester and Siddington is small around and east of the Rectory. Development of Cirencester further south here would be unacceptable. Land east of the Somerford Road is exposed to views from the south, east of the dismantled railway which also makes this area unsuitable for development.



View towards Wilkinson Road from Somerford Road [Site EC2]

#### **Somerford Keynes Road to Fosse Way [south]**

8.38 West of Somerford Road the landscape continues as gently undulating on the clays and sands with no distinct pattern of valleys and ridges. Farming is predominantly arable with some larger fields on the better quality Grade 2 agricultural land with low, well maintained hedges and occasional hedgerow trees. Elsewhere the land is grade 3. Fairly long views are possible from slightly higher points in the landscape and the current edge of housing can be seen from these points and through gaps in hedgerows. The power lines, now in a double row are very apparent in the eastern part of the area as they veer southwards. The land is relatively open for around 1km south of the current edge of the town. Then a series of substantial woodland blocks including Chesterton Plantation and Swallow and Ewen Copses effectively block views from further south. However, open views are possible to the housing and Chesterton Farm from Fosse Way from north of the junction between the A433 and A429. A series of new woodland belts, 20m wide have been planted in the last couple of years which will, in time, make a significant impact on visibility across the area from views from the



View from Fosse Way towards housing in Chesterton

Fosse Way.

8.39 The housing itself is, in the main, typical standard house types and provides a uniform and monotonous edge to the town. It is only partially screened by adjacent overgrown hawthorn hedgerows.

8.40 The approach to the town along the Fosse Way from the south is important. The agricultural land on either side, in particular the College land, make this a pleasant road. It is historically significant and its Roman origins are essential to the character of Cirencester and the Cotswolds as a whole. The approach is marred slightly by the football ground.

8.41 The area overall is a pleasant unremarkable landscape which is affected in quality by both the housing and pylons.

8.42 The gentle topography and lack of mature trees and strong hedgerows allow fairly clear views across the area. At present its capacity to absorb development is low but this could change in time as the tree belts begin to mature.

#### **Relationship of Settlement with the Surrounding Landscape**

8.43 The settlement has the following key relationships with the surrounding landscape:

##### *Positive:*

- Cirencester Park is a particularly special formal landscape at a grand scale linking into the town centre. The park and its setting should be protected.
- Royal Agricultural College is a pleasant parkland landscape which has a balance between built form and green space which should be retained.
- The Abbey Estate land and area east of Bowling Green form a pleasant parkland landscape wedge linking visually into the Abbey Grounds in the heart of Cirencester. This area should be retained and conserved.
- The valley of the River Churn and its floodplain and the Daglingworth Stream form an essential green corridor through parts of the town and separate it from adjacent settlement.
- The tower of St John the Baptist Church is a distinctive landmark and can be seen from a

few approaches. These views should be retained.

- The Roman roads play a particularly important role in structuring the town's pattern. The land around them should be treated with particular care.

#### *Negative:*

- The power lines forming the east and south east limit of development are a large detractor.
- The bypass makes a large impact on the landscape and on the area around its junction with Fosse Way.
- The housing estates of Kingshill, Siddington Road and newer estates in Chesterton present a monotonous and unsympathetic edge to the town to the south and east.
- The industrial estate to the south of town provides a poor edge.
- The isolated industrial development on the Ermin Way towards South Cerney is an inappropriate development in this location. Further in on this road, the caravan park and Tesco development impinge on the landscape quality of the valley floor.

## **Landscape Evaluation and Landscape Capacity**

8.44 The quality of the landscape has been discussed above. Generally, the landscape north of Fosse Way is of higher value than to the south. This is reinforced by the designations of AONB and SLA. The Churn Valley is also of value. The quality of the landscape is most affected by the urban edge to the south and east.

8.45 Landscape capacity to hide development is generally low to the south and to the west either side of Cirencester Park because of the gentle topography and lack of screening trees. Development would be visible on the valley sides of the River Churn to the north and south. Generally screening belts of trees limit views into the town from the higher countryside to east although this is less marked around Preston.

## **Constraints to be taken into account**

8.46 The constraints are shown on Figure C3 and are summarised below:

- AONB
- SLA
- Conservation Area
- SAM's
- Grade 2 agricultural land to the south of the town
- The floodplain of the watercourses

## **Areas where Development is not suitable**

8.47 Areas where development is not suitable has been discussed in the descriptions of the landscape surrounding the town. In summary, they include, in accordance with the criteria set out in Section 2.0

the following:

- Cirencester Park and setting
- Royal Agricultural College
- Churn and Daglingworth valley floodplains
- Rugby Club
- Abbey Estate area north east of Abbey Grounds
- East of bypass
- Areas close to Siddington, Preston and Stratton which separate the villages from Cirencester

## **Suggested Environmental Improvements**

8.48 The following environmental improvements are suggested and located in Figure C5:

- Football Ground frontage improvement including substantial plant screening
- Screening around waste transfer station on Love Lane
- Avenue planting on both sides of the road along Ermin Way by Tesco's.
- Rugby Ground building frontage improvement

## **Potential Areas for Development**

8.49 The potential areas for development are located in Figure C5. They are:

### **Site SC1 Land south of junction of A417[T] and Fosse Way**

8.50 The site is 8.35Ha and could be suitable for housing in the shorter term. It is at a sensitive location at the northern access to the town. It is appropriate because there a number of existing detractors which reduce the landscape quality of the area. The frontage to the Roman Road needs to be very carefully considered. A substantial advance green buffer would be essential here which should also reinforce the buffer adjacent to the bypass to reduce noise and dust pollution. A buffer would also be required between this housing and the proposed employment site to the east. A design brief would be essential for this site.

### **Site SC2 Land south of Kingshill**

8.51 The site is 8.75Ha and could be suitable for housing in the shorter term. It is at a sensitive location at the eastern access to the town and highly visible from Ermin Way for some distance. It is appropriate for a carefully considered development because there are a number of existing detractors which reduce the landscape quality of the area including the housing of North Home Road to the north. A substantial green buffer would be essential to the east to screen views from Preston. The housing needs to address Ermin Way and deal with the slope in an interesting and creative way that reflects the settlement pattern in the Cotswolds and avoids regimentation and standard house types used in a conventional layout. Access would be from the roundabout. Preferably there also should be vehicular links into the adjacent housing to improve access to the area. The floodplain to the south must be retained, protected and managed as pasture in perpetuity. A design



brief would be essential for this site.

#### **Site SC3 Land off Somerford Road**

8.52 The site is 2Ha and could be suitable for housing in the shorter term. It is a pleasant green wedge at present separating housing from industry. To retain a sense of openness the housing should be set back from Somerford Road to allow a green corridor, possibly a lime avenue in a wide verge or similar device. A green buffer would be needed on Wilkinson Road to separate the housing from the industrial area. A design brief would be desirable for this site.

#### **Site SC4 Land by Bowling Green Farm**

8.53 The site is 4.15Ha and could be suitable for housing in the shorter term. It is an area of uneven pasture lying north and east of the now developed Bowling Green Farm. This seems once to have been a shallow quarry and now a corner is used as a play area. Fine views over the valley towards Stratton are possible from the public footpath and so the site is exposed to views from Stratton. An overgrown screening hedgerow lies at the base of the slope. It is suitable for development as housing behind it can already be seen from Stratton. It rounds off this part of Cirencester. The public footpath would need to be accommodated to allow access to the countryside. A green buffer would be needed to the north of the site to define the final limit of development. A design brief would be desirable for this site.

#### **Site SC5 Land south of Chesterton**

8.54 The site is 32Ha and could be suitable for housing in the longer term. It extends the area of Chesterton southwards into an area of Grade 2/3 gently undulating agricultural land. It is sensitive to long views from the west and east. This is a bold suggestion for a development site but it stems from the fact that there are virtually no further satisfactory smaller sites available around the town and piecemeal development has mostly resulted in mediocre built form which has had an impact on the surrounding landscape. Further allocations of land on a small scale are only likely to achieve the same result.

8.55 The main mechanism to reduce the impact on the wider landscape is to plant a major advance tree belt [30m wide minimum] around the full periphery of the development. This would contain a distributor road which would link the Fosse Way with the Somerford Keynes Road. Planting of a formal lime avenue on this road would also be desirable as a reference to a common Cotswold feature. Further vehicular links should be made to the adjoining estate roads if at all possible to fully connect the development with Chesterton.

8.56 A full design and development brief and masterplan are needed for the site. This should address the above issues and, in addition to

housing, define the potential for mixed use areas, particularly along the distributor road. This would not only enhance the value of the development to the community as a whole but also provide a structured development with a variety of built form. A sensitive and experienced developer would be needed to work in partnership with the local authority to deliver a development of the necessary quality over a period of time.

8.57 Should the need arise, the area between Somerford Road and Chesterton Farm [around 16Ha] could be developed in the shorter term as it is slightly less visually sensitive. Advance planting/bunding would still be essential and it would need to be considered as part of an overall masterplan.

#### **Site EC1 Land south of junction of A417[T] off London Road**

8.58 The site is 4.2Ha and could be suitable for employment in the shorter term. It is at an elevated position visible from the bypass and opposite the school. It is appropriate because there a number of existing detractors which reduce the landscape quality of the area. A substantial green buffer would be essential here which should also reinforce the buffer adjacent to the bypass to screen the site and reduce noise and dust pollution. A buffer would also be required between this and the proposed housing site to the east. A design brief would be essential for this site.

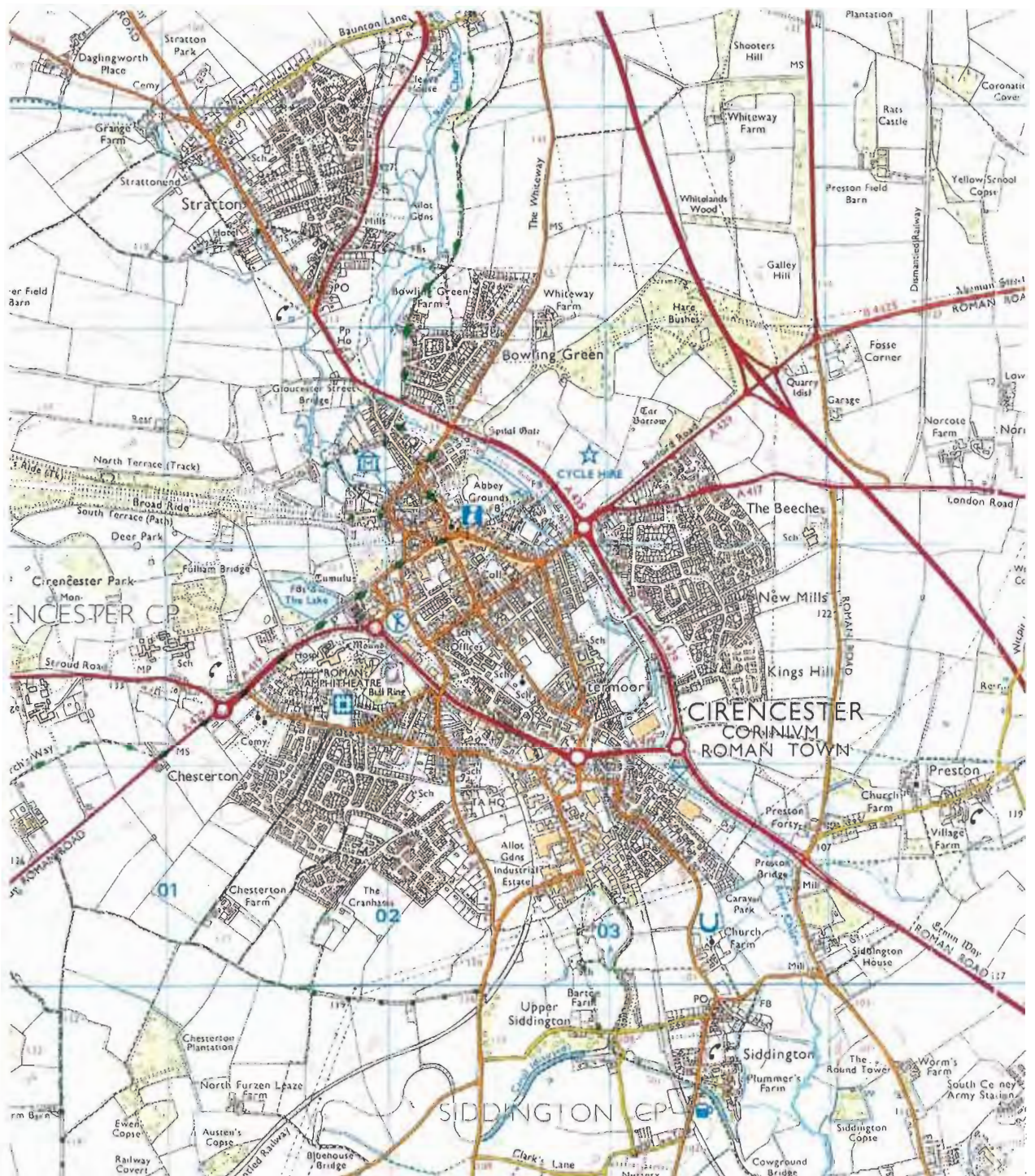
#### **Site EC2 Land off Wilkinson Road**

8.59 The site is 1Ha and could be suitable for employment in the shorter term. It lies adjacent to industrial premises and provides an opportunity to improve the gateway to the industrial estate. A B1 development may be appropriate to achieve the appropriate quality. A substantial green buffer would be essential to the south to screen parking or any storage from the road. Both should preferably be to the rear of the building which should front the road. A design brief would be highly desirable for this site.

#### **Site EC3 Land south of cemetery east of Fosse Way**

8.60 The site is 6Ha and could be suitable for B1 employment in the longer term. It should be considered only as part of the development SC4. The overall development has been kept separate from Fosse Way to maintain a substantial green corridor alongside the Roman road which is viewed as essential to maintain the character of this approach. It is felt that high quality B1 units may be more attractive than small scale uniform housing. They would need to be designed to respond to Cotswold vernacular and colours in a modern and innovative way. A design brief would be essential for this site.





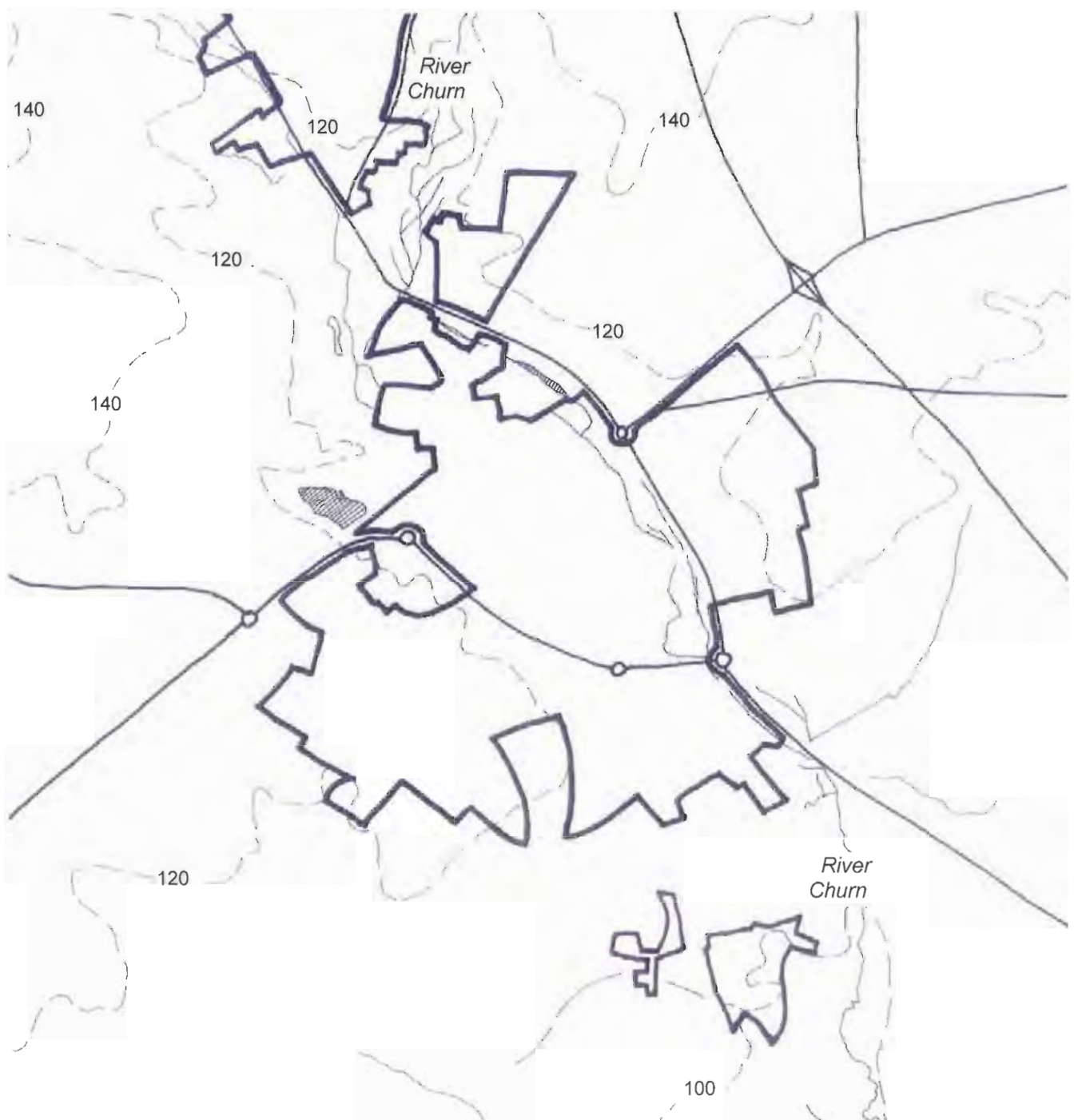
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Figure C1

## CIRENCESTER Context



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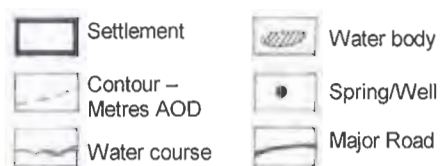


Figure C2

## CIRENCESTER Topography and Drainage



















## 9.0 DOWN AMPNEY

### The Settlement

9.1 Down Ampney lies in the broad vale of the Thames 1 mile east of the A419 Cirencester-Swindon Road. A manor and village has been located at Down Ampney for 900 years. It was relocated from its original position in 1349 following an outbreak of the 'plague'. Most of the village lies within the large agricultural estate of CWS.

9.2 The key characteristic of the village is its linearity and close connection with the agricultural landscape that surrounds it. It has visually permeable edges.



*Down Ampney is a linear village with a close relationship with its agricultural context.*

9.3 The village can be considered as consisting of three parts. In the north is the modern 'Broadleaze' Estate which is a visually prominent block of housing that is not well integrated with the rest of the village. The middle section consists predominantly of 19th Century estate cottages with some modern in-fill development. To the south of the village is the conservation area which contains the Church of All Saints and Down Ampney House.

### Landscape Character

9.4 The settlement is located within the 108, 'Upper Thames Clay Vales' Landscape Character Area. The White Consultants' landscape assessment of the area identifies it as 'TV3 Down Ampney and Mersey Hampton'

9.5 Most of the landscape surrounding the village is gently undulating with little height variation, shown by Figure DA2. Land use is predominantly intensive agricultural land with medium-sized or large regular fields with mixed hawthorn and blackthorn hedges. However to the south of the village is an area of parkland surrounding the Church of All Saints and Down Ampney House.

### Relationship of Settlement with the Surrounding Landscape

9.6 A 'Village Design Statement' has been prepared by the residents of Down Ampney with Cotswold District Council. This analyses the character of the village and provides guidance to all interested parties when considering planning applications and is supplementary planning guidance.

9.7 The settlement has the following key relationships with the surrounding landscape:

#### Positive

- The linearity of the development pattern and the immediate relationship between the village and the agricultural land surrounding it.

#### Negative

- 'Planned' development in blocks such as Broadleaze.
- In-fill development that detracts from the way that the agricultural land integrates with the village.

### Landscape Evaluation and capacity

9.8 The landscape surrounding the village is generally large scale agricultural land and has value in strongly defining the rural character of the area. However it does not have any national or local landscape designation. The parkland to the south is a feature within the area, and its scale and character has considerable landscape value locally.

9.9 The agricultural landscape has potential to accommodate development. However any such development would be damaging to the essential character of the village as described below in more detail.

### Constraints to be taken into account

9.10 The constraints are shown on Figure D3 and are summarised below:

- Conservation area

### Areas where development is not suitable

9.11 The linearity of Down Ampney and its relationship with the surrounding agricultural land is sensitive to any development. For this reason most areas are considered to be unsuitable for development if protecting the character of the village is a primary planning concern.

### Areas for environmental improvement

9.12 There is potential to improve the integration of the Broadleaze estate with the surrounding landscape through the provision of planting both to the east and the west of the development. This planting should not seek to totally screen the estate



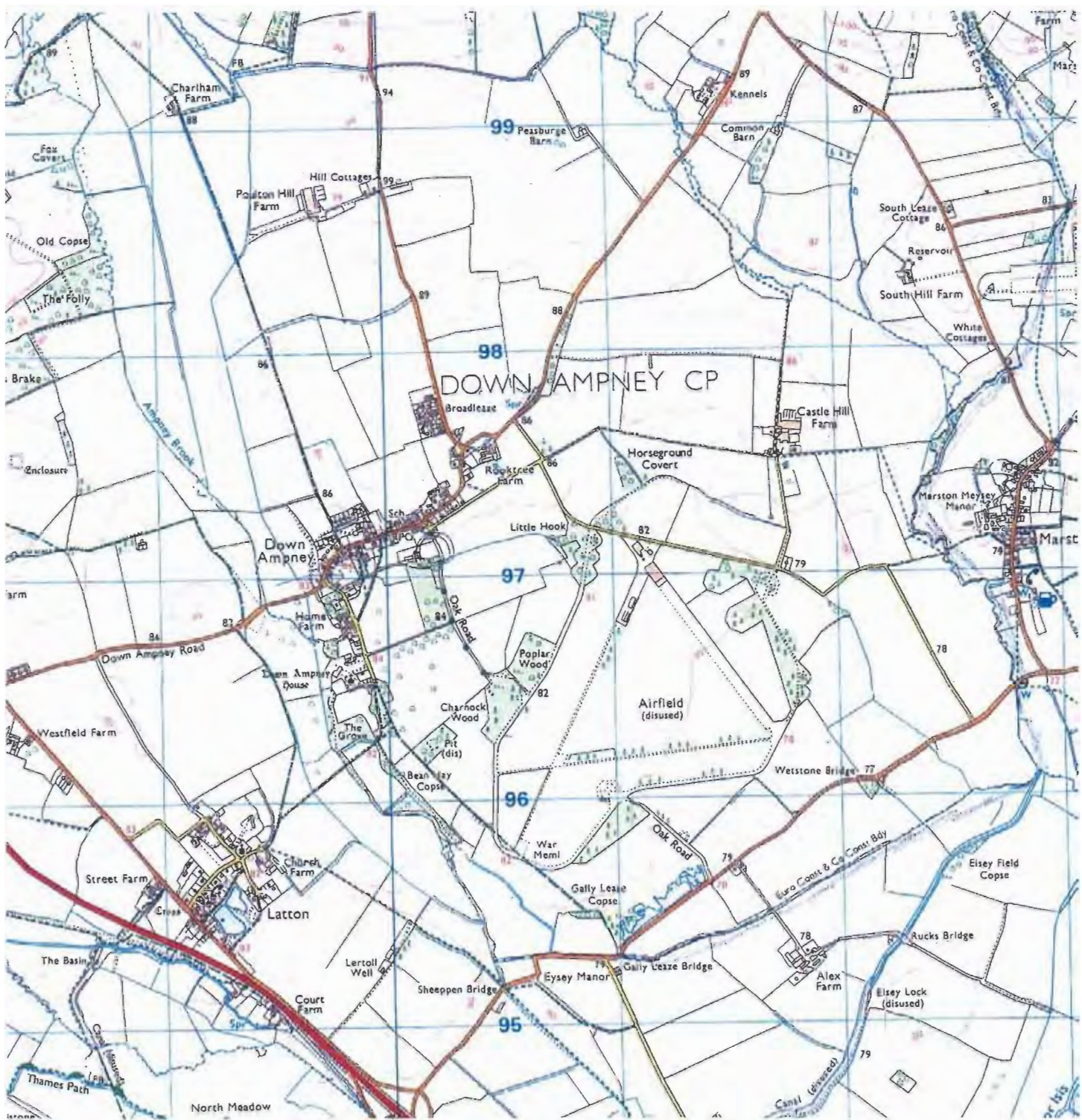
but should seek to visually 'break-up' it's 'harsh' edge.

## Potential Areas for development

### **SD1: Site to the west of Oak Road**

9.13 This 0.51ha site is between a current housing allocation and Oak Road. It is visually discreet and will not detract from the essential linearity of the village. Development is appropriate in the short term.

9.14 Further development within Down Ampney might be best accommodated through the flexible application of policy to allow some further linear development. In such cases the onus should be on the developer to demonstrate how any such proposal contributes the special character of the village.



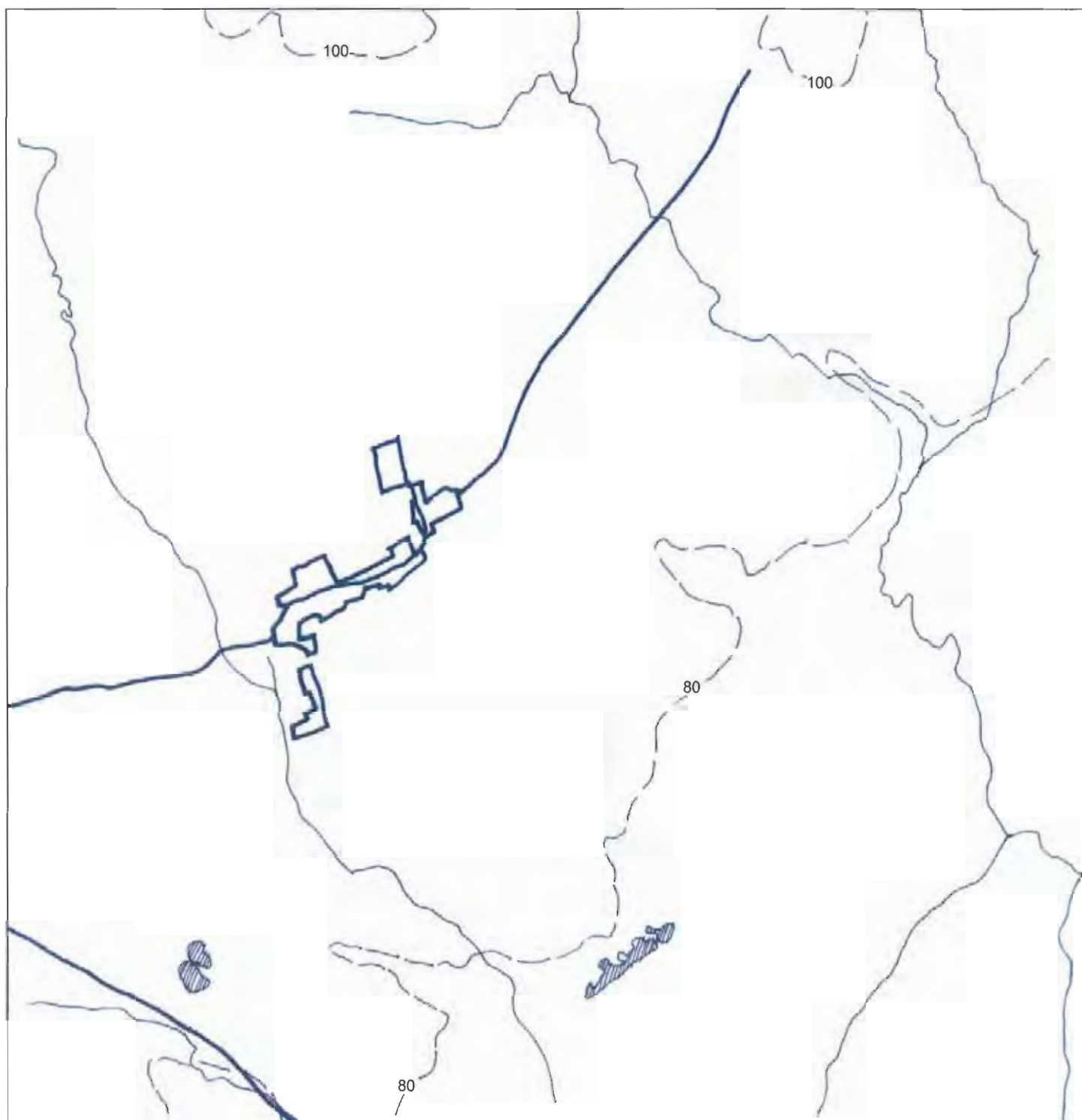
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Figure DA1

## DOWN AMPNEY Context



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Figure DA2

## DOWN AMPNEY Topography and drainage





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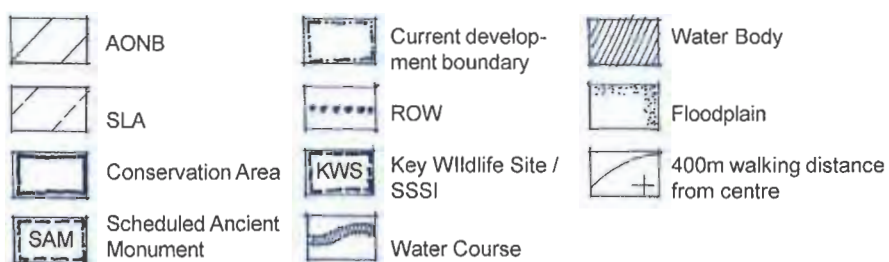
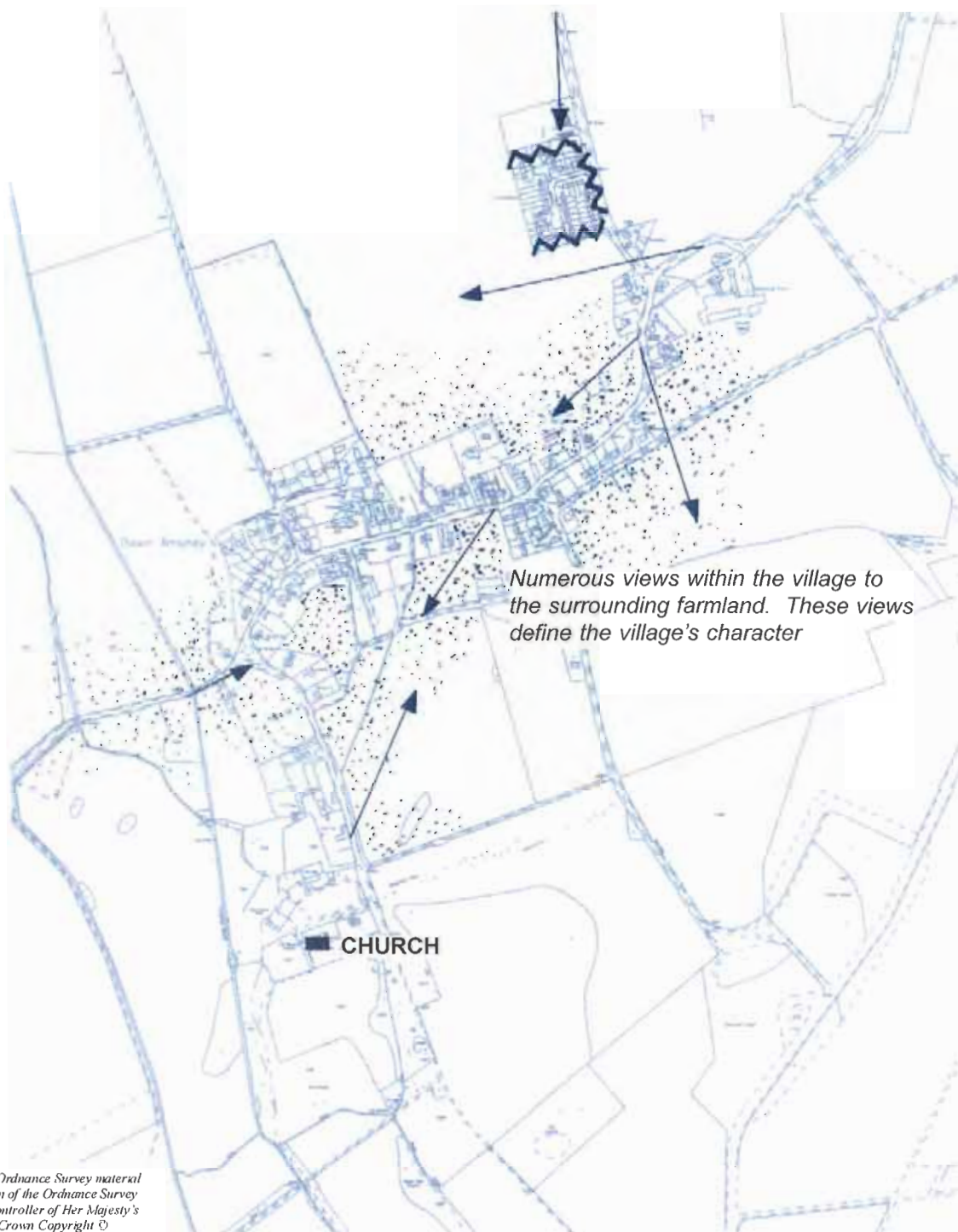


Figure DA 3

## DOWN AMPNEY Constraints



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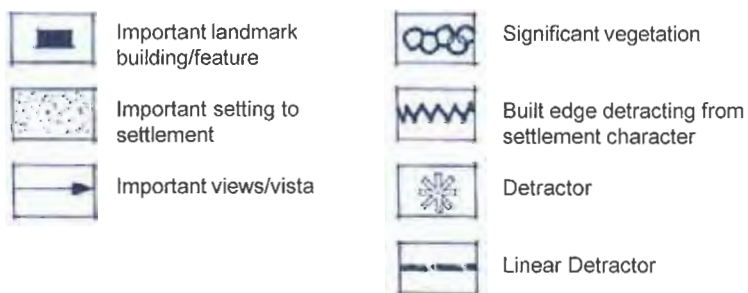


Figure DA4

## DOWN AMPNEY Visual Analysis

## 10.0 FAIRFORD

### The Settlement

10.1 Fairford is a historic market town 9 miles to the south east of Cirencester on the A417 to Lechlade. It's location is shown in Figure F1. The River Coln runs east-west through the town, entering it from the north. Fairford was an early crossing point of the Coln on routes from Cirencester to London. The bridge was built, and market rights were granted, in the Twelfth Century. Many of the finest buildings of the town date from the 15<sup>th</sup> Century.

10.2 The centre of Fairford is based around the triangular shaped market place and the High Street which runs to the north. The western side of the High Street is dominated visually by the trees within the grounds of Fairford House and St Mary's Church. At the northern end of the High Street is Fairford Park. This close proximity of High Street and parkland is one of the town's most distinctive qualities. Between the town and Milton End to the west is an important open space through which the Coln has been canalised as the 'Broadwater'. The finest views of the church are over this open space.

10.3 Fairford has expanded to accommodate a considerable amount of modern development. This is most evident in the north eastern quadrant of the town. However there is also a considerable amount of housing more discreetly located on the floodplain of the Coln. Horcott to the south is also an essentially modern development, with the notable exceptions of Horcott House and Horcott Farm which create a fine entrance to the village from the south.

### Landscape Character

10.4 Fairford is located within the National Landscape Character Area 108, Upper Thames Vales. The detailed assessment places it within 'LDV 3 – Coln Valley' and 'CLD 3 – Ampney to Southrop Dipslope'. Topography of the area is shown by Figure F2. The landscape around the town can be considered as consisting of a number of discreet areas.

10.5 The flood plain to the south consists of a variety of smaller meadows and larger arable fields away from the river to the east. The meadows are enclosed by hedges and fences with a considerable amount of hedgerow vegetation, probably due to a lack of management. The area is heavily used as a recreational resource. Sand and gravel extraction has occurred on the easternmost part of the floodplain and also to the south of the town.

10.6 Around the north eastern margin of the town are large scale arable fields and pasture on the gently undulating dip slope.



Fairford church viewed over Fairford Park

10.7 Fairford Park to the north of the town consists of parkland with 'stand-alone' mature trees. A substantial belt of planting separates the park from modern development in the north east of the town. This parkland essentially continues as far west as Milton End and includes the canalised stretch of the Coln.

### Relationship of the settlement with the landscape

10.8 The settlement has the following key relationships with the surrounding landscape:

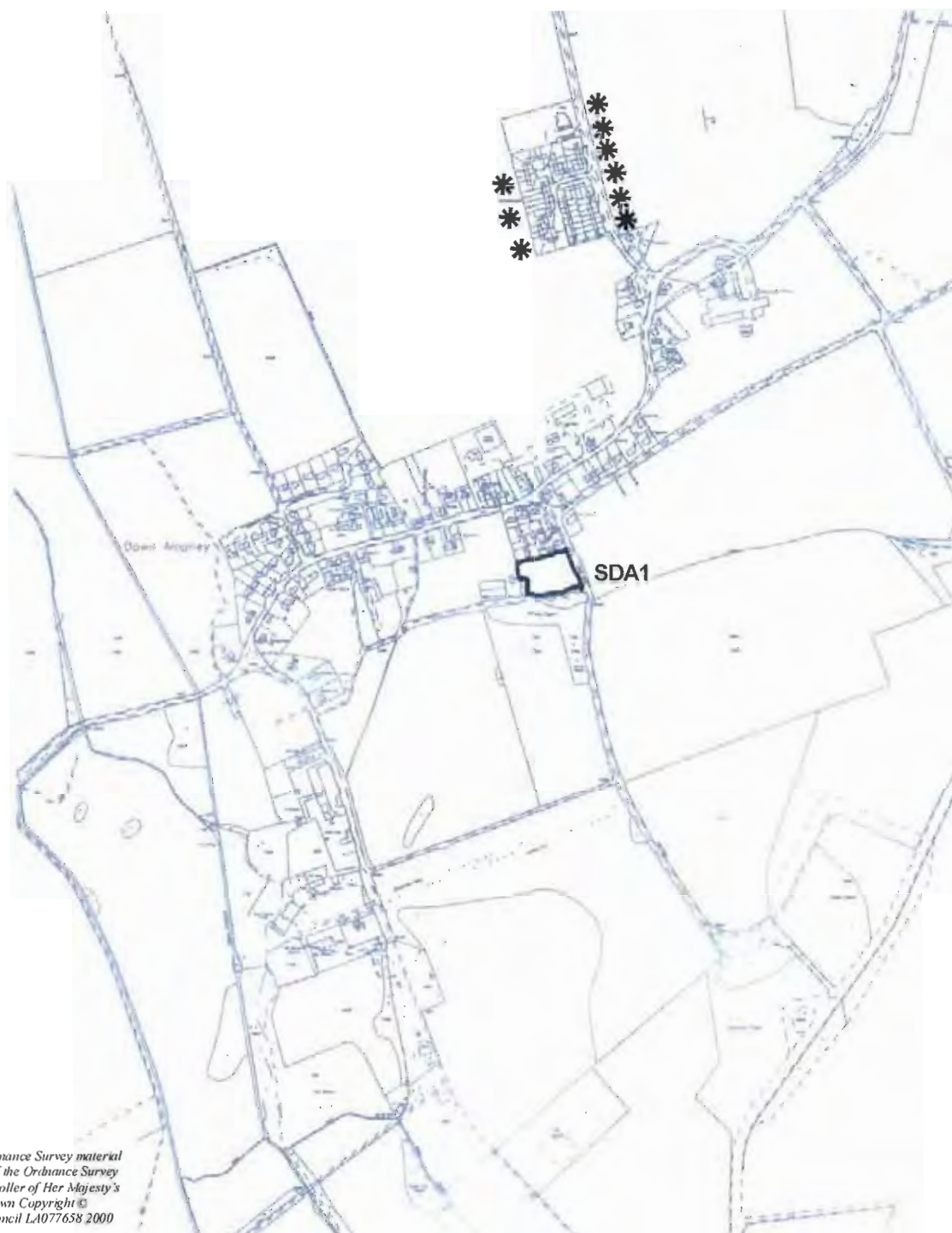
#### Positive

- The High Street is visually and physically linked to the parkland at the top of the High Street.
- Open space penetrates into the town between the church and Milton End creating an attractive setting to the church.
- The settlement edges are visually and physically permeable between the town and the floodplain providing good continuity between the town and its landscape context.
- The floodplain is an important element of the landscape setting to the town.

#### Negative

- The abrupt and visually harsh edge between the modern housing development and the landscape means that such areas are not integrated with the landscape setting.
- Modern housing has a detracting visual impact on the open area between the town and Milton End.
- The 'suburban' vehicular entry into the town when approaching from Lechlade detracts from the town's distinctive sense of place.





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SDA1 0.51ha Short term development

✱ Suggested Environmental Improvements  
or Mitigation of Sites

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Figure DA5

## DOWN AMPNEY Potential Development Sites and Mitigation



The open space between Milton End and the town allows important views to the church.

### Landscape Evaluation and Landscape Capacity

10.9 The landscape surrounding the town is a good example of the Upper Thames Clay Vales. Of particular importance is the floodplain and the parkland to the north. The agricultural land on either side of the town contributes to a generally rural context.

10.10 The capacity of the landscape to accept further development is constrained by:

- the scale and character of the floodplain landscape;
- the parkland to the north of the town centre;
- the special character of the area between Milton End and the church; and,
- the fact that further expansion to the east or west will constitute expansion into the countryside.

### Constraints to be taken into account

10.11 Constraints are shown by Figure F3 and are summarised below:

- The floodplain to the south.
- The conservation area.
- Special Landscape Area.
- Scheduled Ancient Monument near Milton End.

### Areas where development is not suitable

10.12 Areas where development is not suitable in accordance with the criteria set out in Section 2.0 are as follows:

- The floodplain due to the intrinsic scale, character and quality of the landscape, its contribution to the town's setting and because of its flooding characteristics.
- The northern margin of the town due to the scale, character and quality of the parkland landscape and its important contribution to the setting of the town, and in particular the church.

- Extensions of the town into the larger scale agricultural landscape that surrounds the town would be a prominent extension of the town.

### Suggested Environmental Improvements

10.13 There are no areas where environmental improvement is obviously required in Fairford. However the floodplain to the south of the town would benefit from improved management of hedges, ditches and pasture.

### Areas for development

#### SF1 Moor Farm site

10.14 This is a small 0.54ha 'brownfield' site just beyond the EA defined floodplain. Development may be suitable in the short term. A single house is currently being built on the site but there is potential for several more. Any design for houses on this site should ensure that the built edge presented to the floodplain is visually broken up with gaps between houses and planting.

10.15 Note that the area immediately to the west of SF1 described above has not been recommended because it is considered to be a potentially significant open space within the urban edge fulfilling the function of a 'green'. However if this open space is not required by the Council or its management cannot be secured then some development may be appropriate. This area amounts to 0.6ha



Site adjacent to 'Galeways'

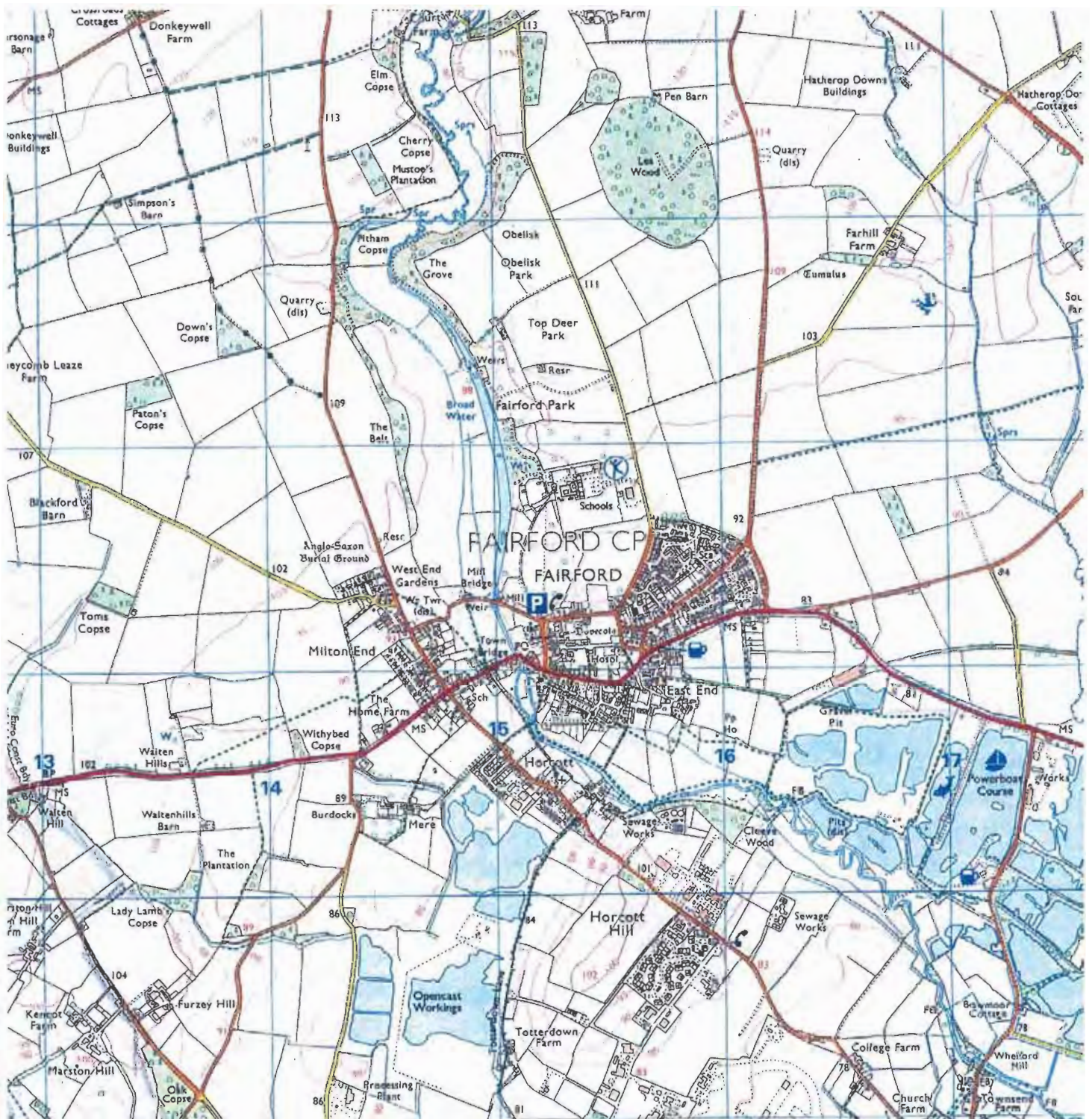
#### SF2 Land off Moor Lane

10.16 This 1.5ha area has been proposed for consideration as part of the local plan review process. It is a long paddock with an old shed on it off Moor Lane. Development is acceptable in the short term. The aim of development should be to continue the line of existing houses along Moor Lane minimising any intrusion on to the floodplain. This would leave the majority of the site undeveloped. The edge of the development facing the floodplain should be visually broken up.

**Further development at Fairford**

10.17 Fairford has very few sites for development which are acceptable in landscape terms. It is understood that the area to the east of Moor Farm south east of the town centre has been the subject of some development pressure. This area is important to the setting of the town as seen by pedestrians on the floodplain and has not been recommended as a potential housing allocation on landscape grounds. However should a need for larger scale allocations be required in the long term the area does have the benefit of being visually isolated from the wider landscape and sufficiently large to be planned and designed positively. It should therefore be noted as a future area for consideration. Similarly the area between the football club and the industrial estate to the east is visually discreet and sufficiently large to be planned positively should there be a future need for large scale expansion of the town.





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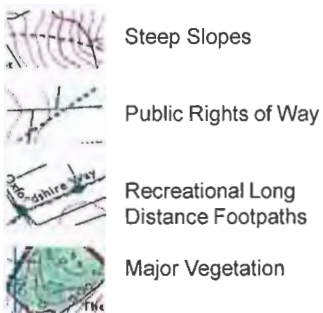


Figure F1

## FAIRFORD Context



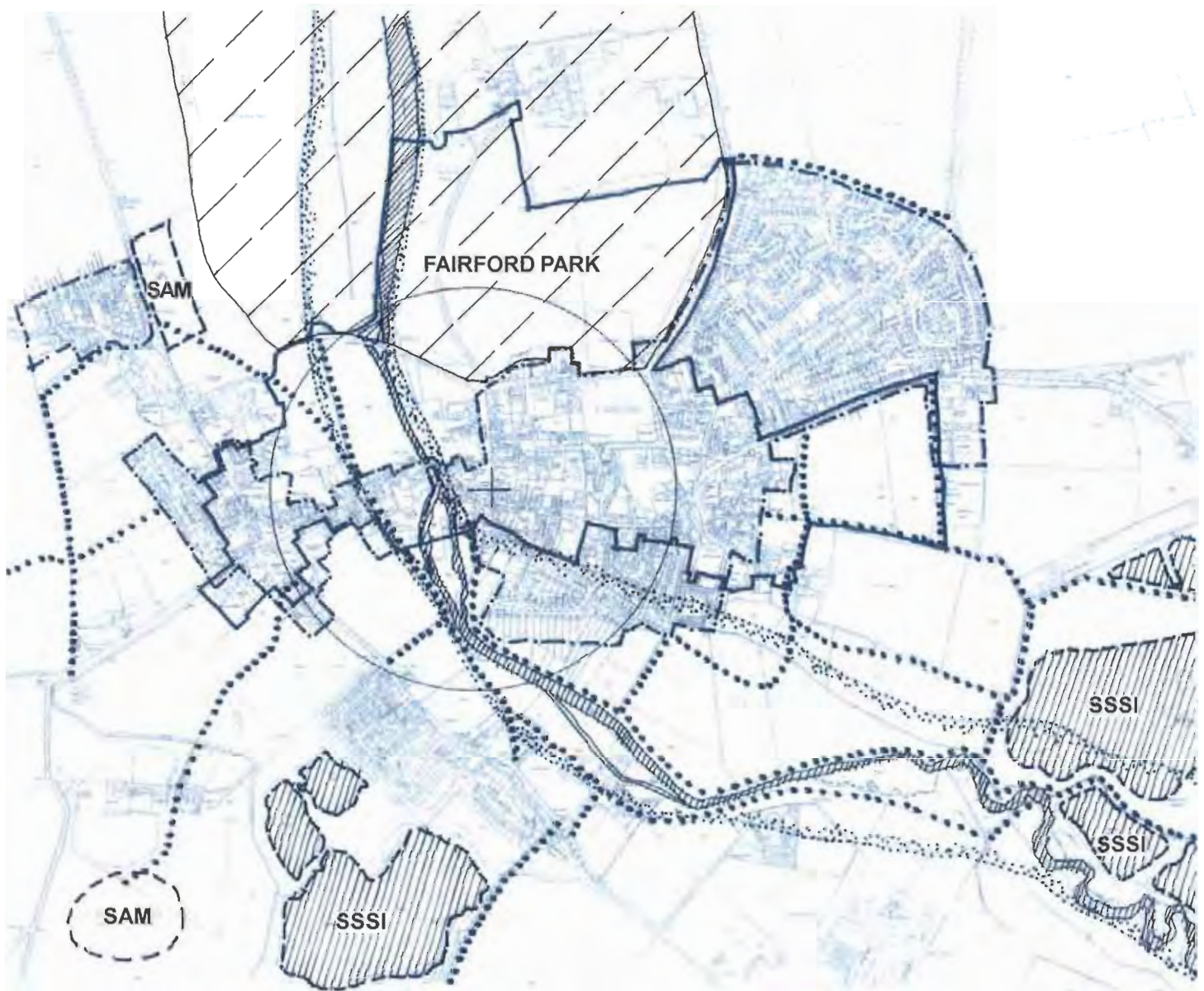


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Figure F2

## FAIRFORD Topography and drainage



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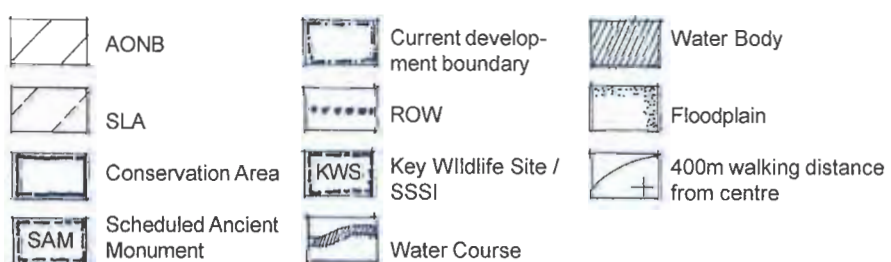


Figure F 3

## FAIRFORD Constraints



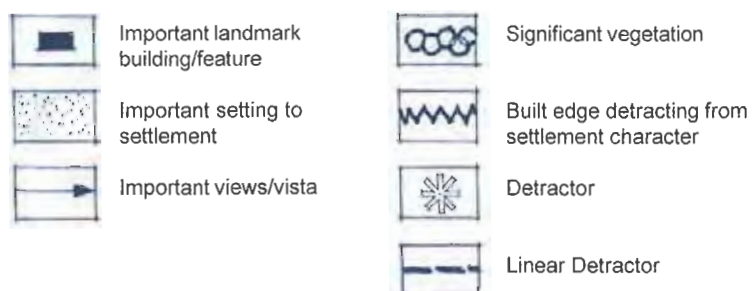
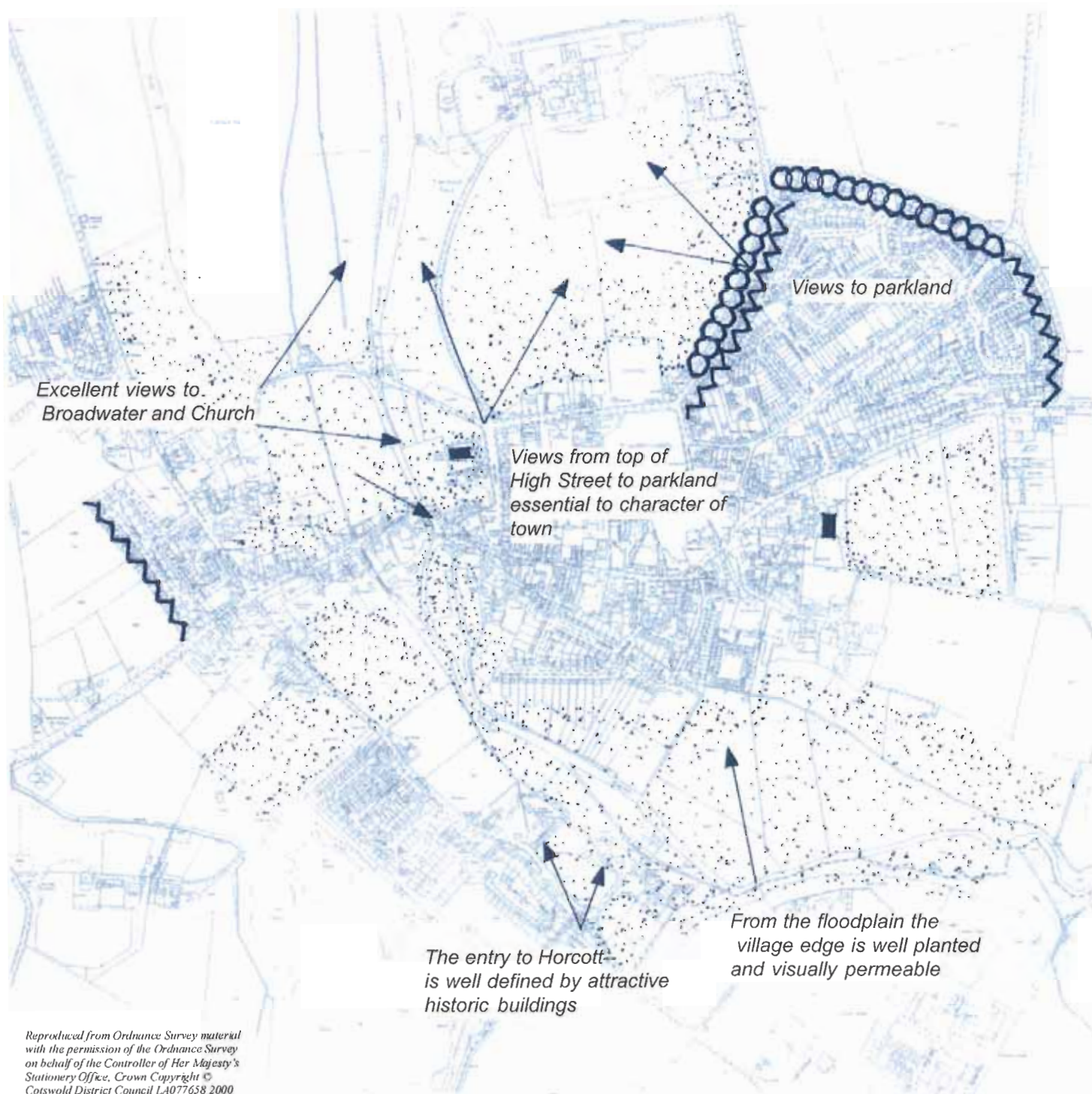


Figure F4

## FAIRFORD Visual Analysis



SF1 0.54ha Short term  
SF2 0.4 ha Short term


 Suggested Environmental Improvements  
or Mitigation of Sites

Figure F5

## FAIRFORD Potential Development Sites and Mitigation



## 11.0 KEMBLE

### The Settlement

11.1 Kemble is a village located on the A429 road linking Cirencester to Malmesbury and thence the M4, around 12 miles to the south. This moderately busy road cuts the village in half. More significantly, the village is one of the few settlements in the district to have a railway station. This is on the Gloucester to Swindon line with trains to London.

11.2 The village is thought to be of medieval origin although there are Anglo-Saxon burials within the built up area and prehistoric remnants have been found in the environs. Growth of the village has occurred due to its good communications of the railway line in the late 19<sup>th</sup> century and due to roads in the latter part of the 20<sup>th</sup> century.

11.3 The oldest part of the village is to be found to the west of the main road focussed on All Saints Church, whose spire is a local, highly visible landmark. Kemble House, adjacent, was built in the 17<sup>th</sup> century and is bordered by high stone walls. When the railway was constructed, Kemble House's lady occupant, Miss Anna Gordon, insisted that it must run in an unnecessary tunnel to avoid spoiling the westerly vista from the house. These buildings are close to the south east corner of the settlement. Loosely clustered to the north are detached houses in large gardens, mainly of the Victorian era, and some small terraces focussed on the greens on West Lane. There are many mature trees because of the spacious arrangement of houses which further enhances the village.

11.4 Across the main road, the village is dominated by a small local authority built housing estate and some recent private housing of standard house types in a cul de sac layout [West Hay Grove]. These give the impression to passing traffic that most of the village is of recent origin. However, to the west lies the late Victorian cluster of Kemble Station, the Tavern public house, railway cottages and water tower. This area, like the older part of the village to the east, is a conservation area.



*View towards Pheasant Hill with the Thames and railway embankment in foreground*



*Long view of village from across the Thames Valley to north*

11.5 Slightly separated from the village to the north lies Clayfurlong Farm, adjacent to the dismantled Cirencester spur railway and its embankment.

### Landscape Character

11.6 Kemble is located on the edge of the Cotswolds National Character Area 107, bordering the area of the Upper Thames Clay Vales [108] to the east. The White Consultant landscape assessment in support of this study divides the village into two areas – to the west, the Cotswold Lower Dipslope [Kemble Dipslope character area CLD1], and to the east the Dipslope/Thames Valley Transition Area, Ewen [character area D/TV/1]. Kemble is at a transition point in the landscape on a gentle ridge abutting the upper Thames Valley.

11.7 The Kemble dipslope is an area of elevated land with a geology of Kellaway Clays and Sands sloping south east. The gentle ridges are interspersed with shallow valleys. Agriculture is primarily arable and pastoral fields on more poorly drained lower land. The headwaters of the Thames and tributaries pass through pasture with little riparian vegetation. Field boundaries tend to be low maintained hedgerows and some walls with few trees apart from well defined rectilinear copses and woodland belts. Wide views are therefore possible across the area.

11.8 The Dipslope/Thames Valley transition area to the north and east of the village has similar geology to the dipslope but the topography becomes flatter and the vegetation cover becomes greater. Again there is a mix of arable agriculture with pasture on wetter ground. Hedgerows with trees are more numerous and there are tree belts and copses. The River Thames forms the main feature in the gently undulating landscape in a shallow broadening valley.

11.9 The Agricultural classification of the area is Grade 3.

11.10 Kemble lies on the edge of a gentle ridge reaching 120m AOD which is similar in elevation to the Fosse Way to the north [the boundary of the AONB]. The village slopes down towards the Thames which is around 100m AOD.



## Relationship of Settlement with the Surrounding Landscape

11.11 The settlement has the following key relationships with the surrounding landscape:

### *Positive:*

- The settlement sits comfortably above the upper Thames valley on the edge of its gentle ridge. The church spire, established buildings, relatively loose structure and mature trees are pleasing when viewed from across the valley to the north east.
- The church spire is also important when viewed from the A429 travelling south both at a distance and entering the village.
- Trees on the dismantled railway embankment to the north of the village provides a strong visual buffer and boundary to the village.
- This boundary is reinforced by the steep pastoral valley slopes of the tributary valley which wraps around the north of the settlement, overlooked by Pheasants Hill.
- The main line railway and station conservation area provides a strong boundary to the village to the west with associated vegetation cover.
- The parkland to the east of the church and Kemble House provides an attractive setting to the main eastern conservation area.

### *Negative:*

- The local authority estate houses and West Hay Grove housing fronting the A429 gives a suburban edge with few trees which does not complement the landscape or this part of the village.

## Landscape Evaluation and Landscape Capacity

11.12 Though the area is 1km outside the AONB the area to the north and west of the village does inevitably share some of its characteristics of the dipslope – generally smooth topography, steep valley slopes, watercourses, field patterns and crisp woodland belts and copses. In effect it is a transition and buffer zone for the AONB. To the east, the landscape becomes more gentle related to the upper Thames valley. Overall, the area has the distinction of being close to the source of the Thames, 2km to the north, with the infant river itself passing just to the north of the village. Both landscapes therefore have considerable value and should be treated with sensitivity.

11.13 There are open views possible towards the village from a distance from most directions due to its position overlooking valleys, the overall gentle topography and relatively open landscape. Close into the village itself, however, the presence of the well vegetated railway embankments and significant other tree groups mean that there is capacity for development within the envelope of the railways, embankments and village structure.

## Constraints to be taken into account

11.14 The constraints are shown on Figure K3 and are summarised below:

- Special Landscape Area covering all of village and surrounding landscape
- Conservation Areas
- The floodplain of the watercourses
- Key wildlife site in the railway cutting north of the A429

## Areas where Development is not suitable

11.15 Areas where development is not suitable in accordance with the criteria set out in Section 2.0 are as follows:

- Substantial development northwards into the Thames valley east of the A429 because this would harm the setting of the main eastern conservation area and adversely affect the character of this nationally significant area close to head of the Thames.
- North of the dismantled railway because this would adversely affect the character of this nationally significant area close to head of the Thames and be visible in the relatively open landscape
- West of the main line railway because of visibility in the relatively open landscape
- East of the conservation area because of the setting of the main eastern conservation area and its most significant buildings [the Church and Kemble House].

## Suggested Environmental Improvements

11.16 The following environmental improvements are suggested [see Figure K5]:

- Formal avenue tree planting [limes or chestnuts] along the main road through the village to give unity and structure and to partially screen and soften the ordinary houses adjacent.
- Planting and environmental improvements to the station car parks and approaches.

## Potential Areas for Development

11.17 The potential areas for development are located in Figure K5. They are:

### **SK1: Land east of Railway Terrace**

11.18 The site is 0.49Ha and could be suitable for housing in the shorter term. It is a natural extension to proposed development off Station Road and is well contained within the village. Ideally access should be provided linking Windmill Road and Station Road which could open up development to the north of the site.

### **SK2: Land south west of Clayfurlong Farm**

11.19 The site is 1.67Ha and could be suitable for housing in the shorter term. It is well screened by the dismantled railway, trees on the main road and both the farm and existing housing. Care would be

needed to retain the enclosing vegetation and thought should be given to the best point of access to ensure this.

**SK3: Land north of Kemble Primary School**

11.20 The site is 1.28Ha and could be suitable for housing in the shorter term. It sits below the school and has the potential to provide a more positive built edge to this part of the settlement particularly addressing the views from the main road, the north and east. A design brief for this site is very desirable.

**SK4: Land adjacent to Fairacre off School Road**

11.21 The site is 0.8Ha and could be suitable for housing in the longer term. It fills an area between well spaced existing housing with large gardens facing the Thames Valley. Careful development of this sensitive site at a low density would be appropriate and would finish off this edge of the village.

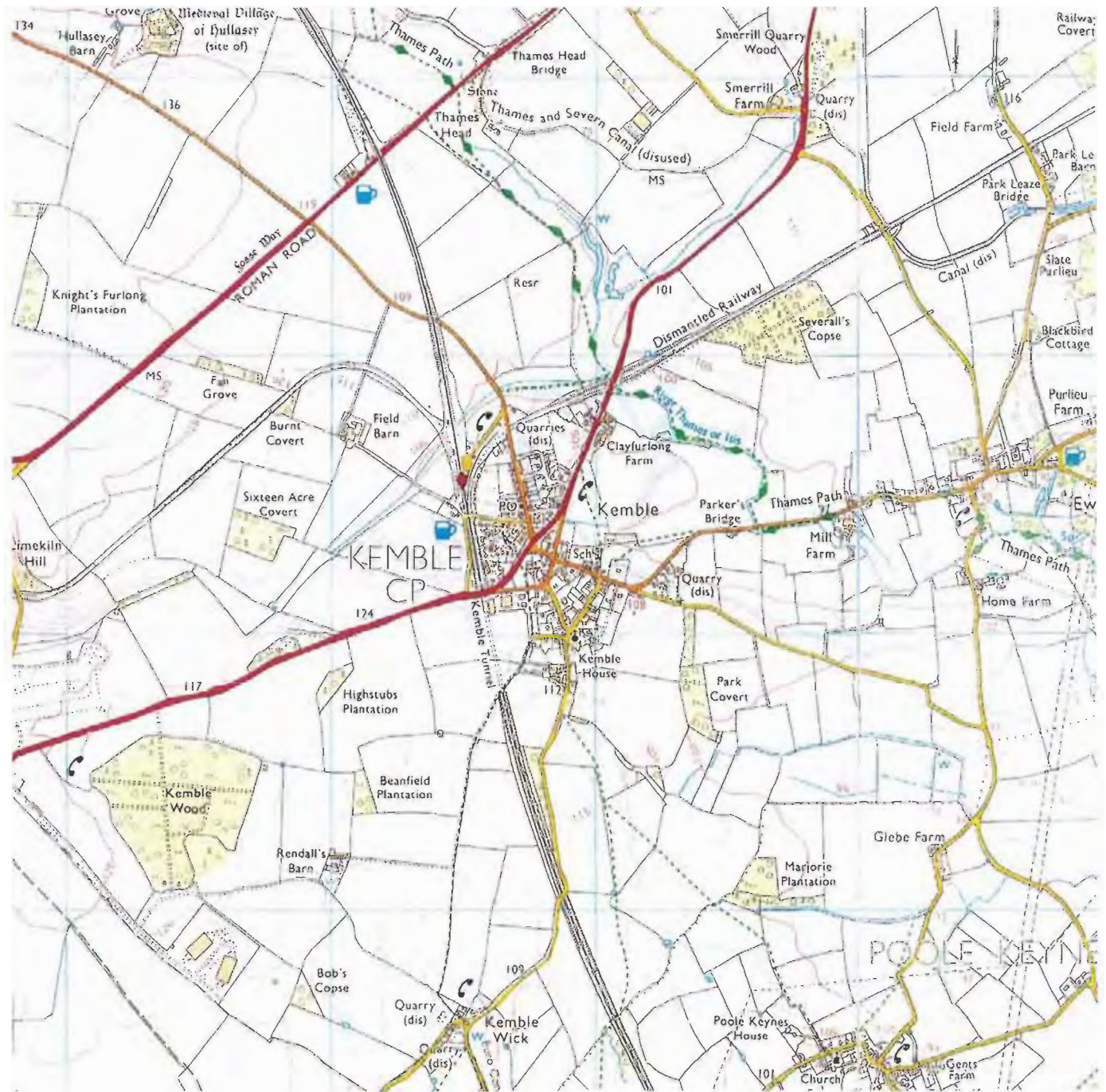
**SK5: Land west of Vicarage Lane**

11.22 The site is 2.47Ha and could be suitable for housing in the longer term. It is on a relatively exposed edge of the village addressing the ridge. Views can be snatched of it from the main road. However, it is less sensitive than other village edges and the railway [albeit in tunnel] provides an appropriate limit to the development of the village to the north which this site would continue. However, it is essential that substantial advance screen belts are put in place and become well established before development commences. The existing tree belts should be widened. However, the vista between Kemble House and the countryside to the west must be retained. A design brief for this site is essential.

**SK6: Land west of Vicarage Lane**

11.23 The site is 0.45Ha and could be suitable for housing in the shorter term. This is a brownfield site which contains defunct farm buildings with some vegetation. Views of the site are limited but it provides a gateway to the village from the south so sensitive treatment is required. A scheme should be devised to reuse existing buildings if possible and reinforce the agricultural form of the complex [by use of a courtyard pattern or similar] so it does not look like a standard housing estate.





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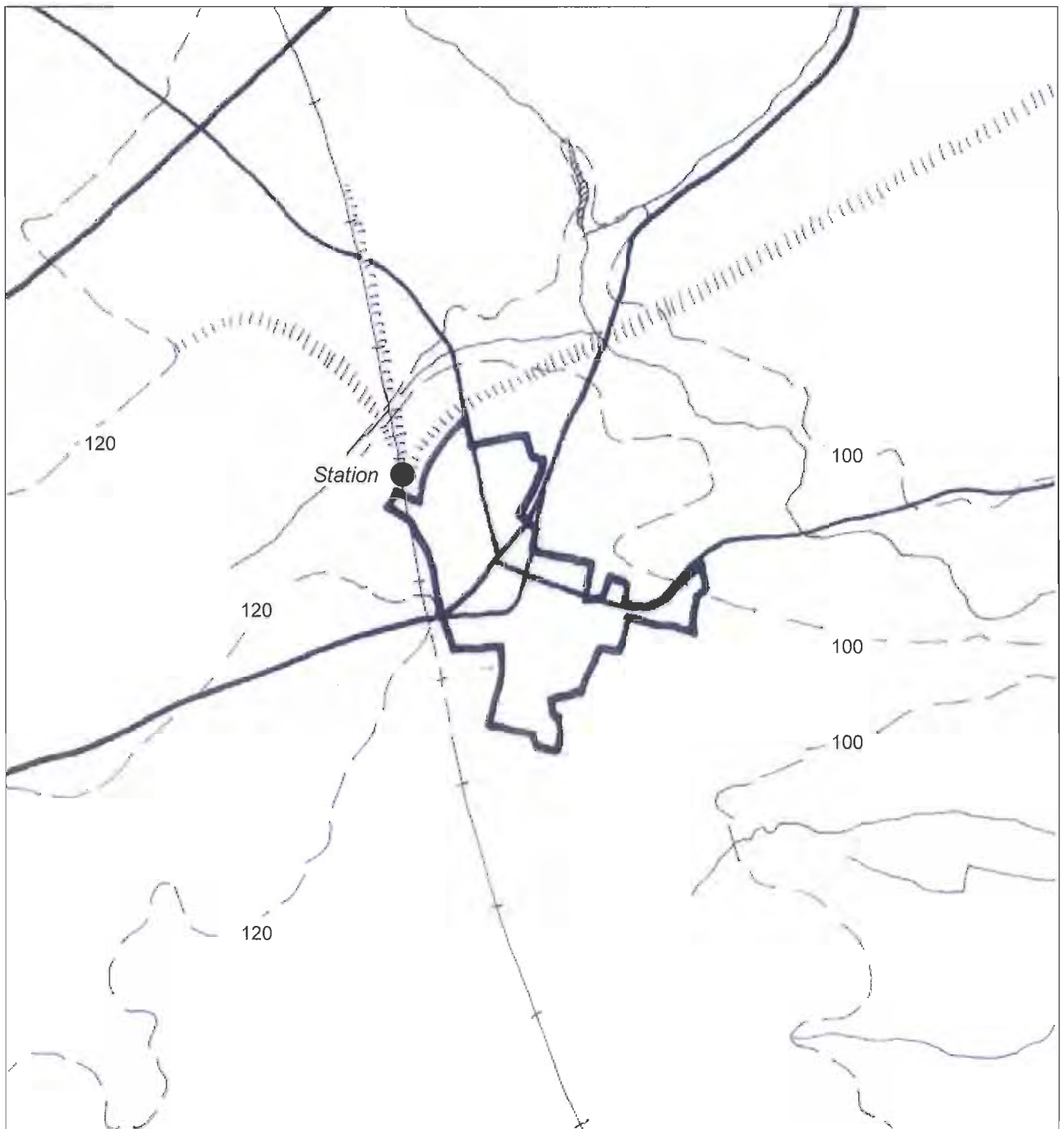
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Figure K1

## KEMBLE Context





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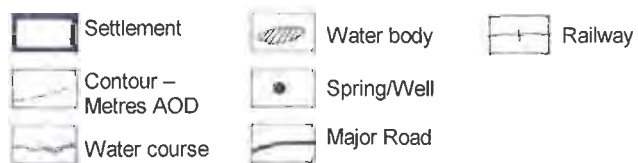
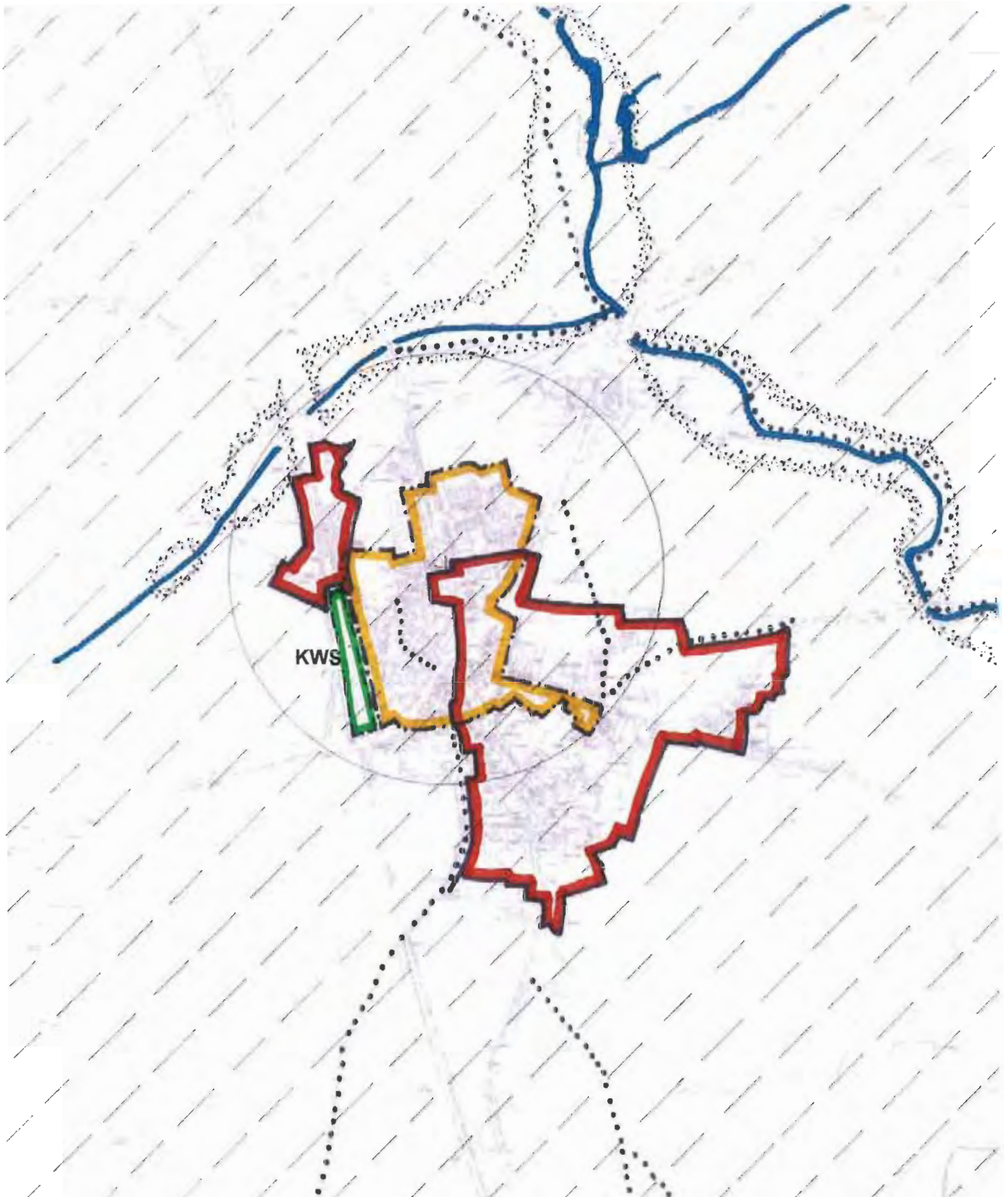


Figure K2

## KEMBLE Topography and Drainage



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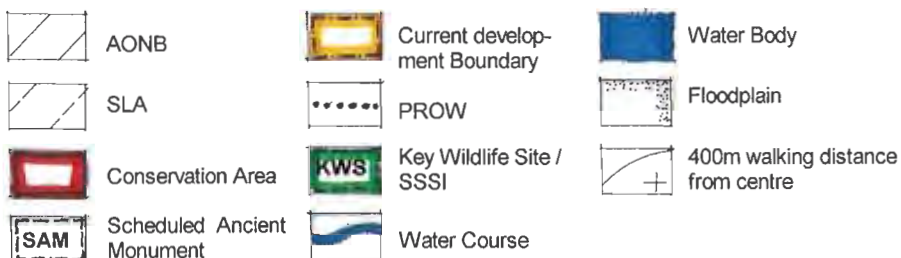
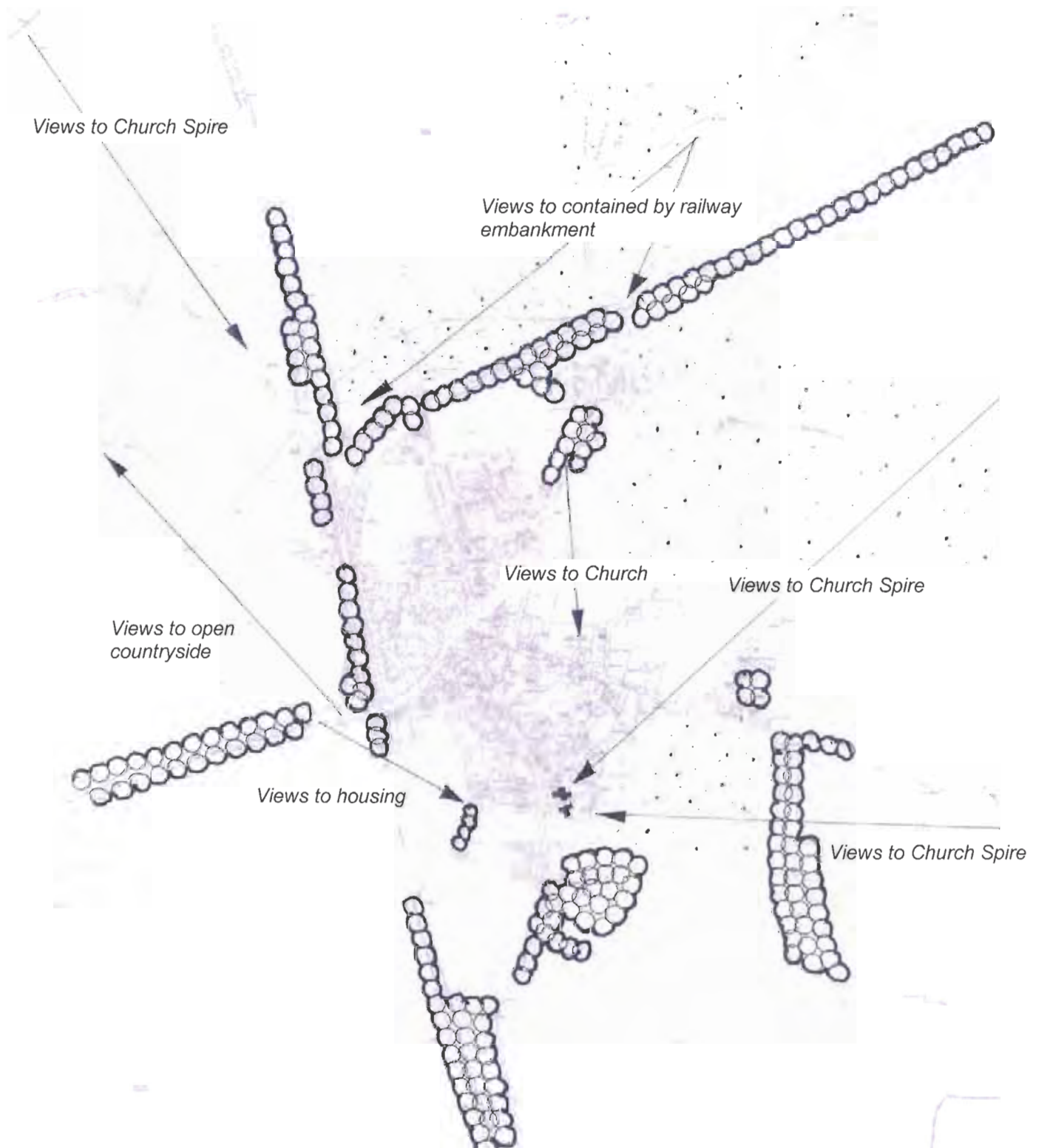


Figure K3

## KEMBLE Constraints



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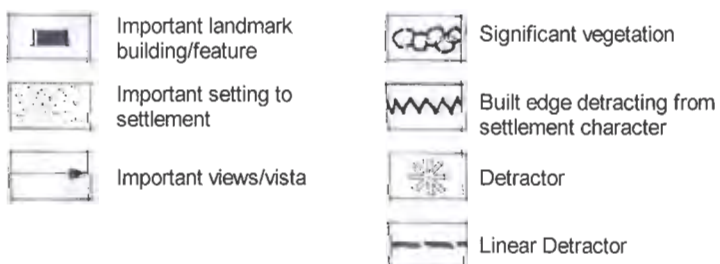
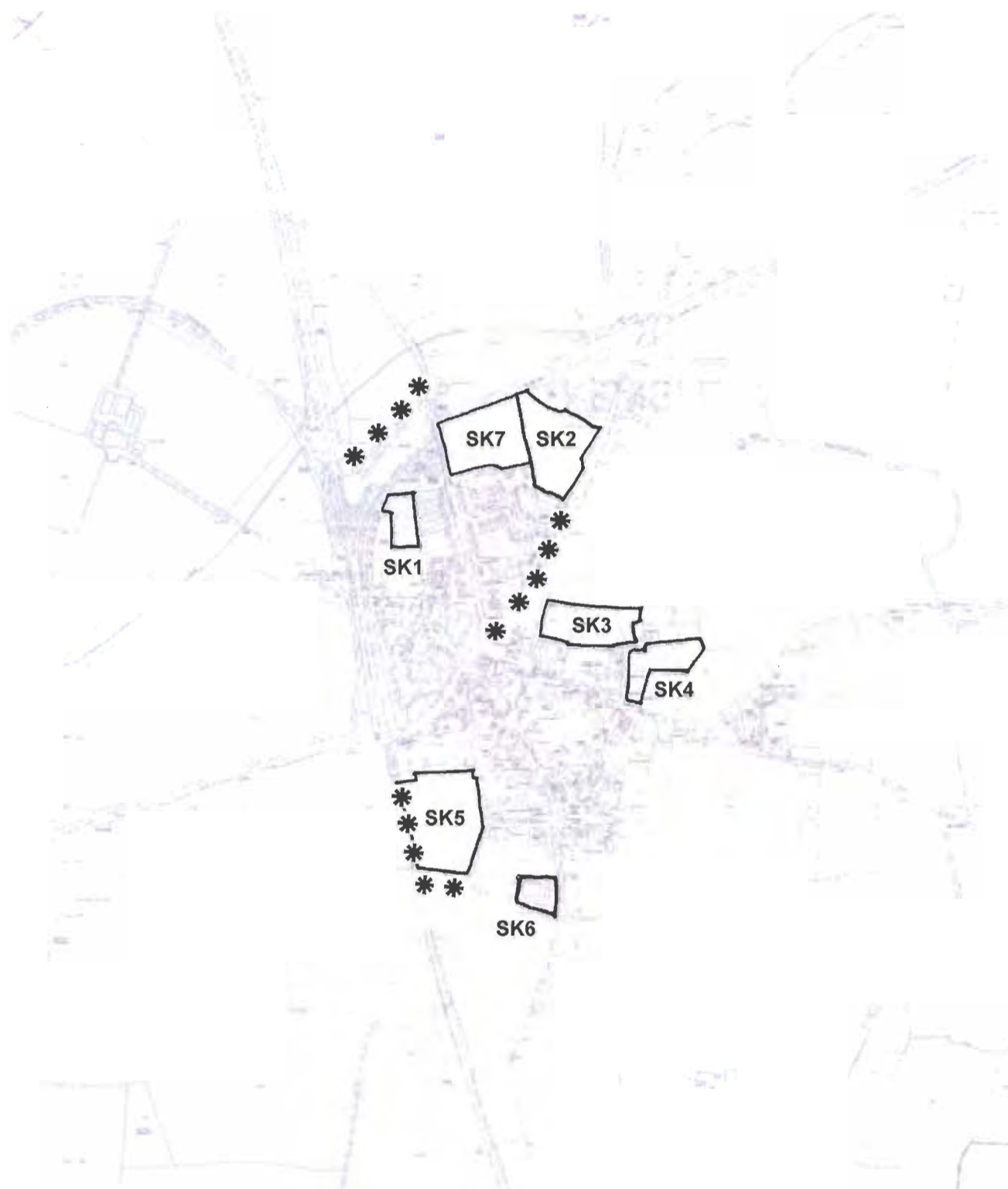


Figure K4

## KEMBLE Visual Analysis





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SK1	0.49ha	Shorter Term
SK2	1.67ha	Shorter Term
SK3	1.28ha	Shorter Term
SK4	0.8ha	Longer Term
SK5	2.47ha	Longer Term
SK6	0.45ha	Shorter Term
SK7	1.65ha	Shorter term

\* Suggested Environmental  
Improvements or Mitigation  
of Sites

Figure K5

## KEMBLE Potential Sites for Development

## 12.0 LECHLADE-ON-THAMES

### The Settlement

12.1 Lechlade-on-Thames has a population of approximately 2500. It is located in the south eastern corner of the district where the A361 and the A417 cross 12 miles east of Cirencester shown by Figure L1. To the south of the town are the Thames and the Coln rivers. The present town has grown since the early Thirteenth Century following the building of St Johns Bridge which carried the road to London over the Thames. In the Sixteenth Century the town was the upper limit of navigation of the Thames.

12.2 The historic core of the town is located around Market Place, High Street, Burford Street, Sherborne Street and St Johns Street. The main focus of the town is St Lawrence's Church which is also a major landmark on the floodplain of the Thames.

12.3 Most of the expansion of Lechlade-on-Thames has occurred to the north of the historic core and west of the A361; modern housing estates extend almost 2km as far as Horseshoe lake, a disused gravel working which provides a limit to further northwards expansion.

### Landscape Character

12.4 Lechlade-on-Thames lies within National Landscape Character Area 108, Upper Thames Clay Vales. The White Consultants Landscape Assessment carried out to support this study classified the landscape surrounding the town as 'TV5 – Kempsford and Lechlade-on-Thames'.

12.5 Geologically the area consists of sands and gravels on upper Jurassic clays. Most of the area is virtually flat as shown by Figure L2. To the south of the town lies the floodplain of the Thames with pasture land, low hedges and ditches with pollard willows along the river bank in places. There are important views along the floodplain to the church, and this is one of the defining images of the town. The prominent Shelley's Walk, lined with a dense hedge and trees extends from the meadows south east of the town towards the Trout Inn.

12.6 On the eastern and western edges of the town the landscape is dominated by arable agriculture with large fields. These fields extend right up to the edge of development. Approaching from Quenington there are clear views of the town across the fields. North east of the historic core of the town is the former Convent of St Clotilde which is set in parkland with large mature trees and mature boundary planting. Some limited housing development is currently taking place within the

parkland, but this is unlikely to significantly adversely effect its character.

12.7 Immediately to the north is a large water body known as Horseshoe Lake which is fringed with riparian vegetation. This creates a northern limit to the development.



*View towards the town along the floodplain from the west*

### Relationship of the Settlement with the Surrounding Landscape

12.8 The settlement has the following key relationships with the surrounding landscape:

#### *Positive*

- The relationship of the town and the church to the undeveloped floodplain creates the essential setting of Lechlade-on-Thames. The town has a visually permeable edge with a substantial amount of planting which ensures that it visually integrates with the floodplain landscape.
- The parkland landscape to the north of the road when approaching along the A417 visually contrasts with the floodplain. Approaching from the east this is an important 'cultural landscape' between the town and its agricultural setting.
- The approach to the town from the west through Donnington has attractive townscape qualities.



*St Lawrence's Church viewed from the east.*

**Negative**

- Modern development to the north of the town centre and west of the A361 has grown as a series of individual developments accessed off the main roads. These are generally not well integrated with the surrounding landscape and create a stark western edge to the town.
- The suburban character of the northern approach to the town centre detracts from the distinctive character of the town.

**Landscape Evaluation and Landscape Capacity**

12.9 The landscape around the town is a good example of the Upper Thames Clay Vale landscape character area. The meadows surrounding the town are important remnants of the historic landscape character given the amount of sand and gravel extraction that has occurred in the Thames Valley. They are also of key importance to the setting of the town and should be protected. The character of the parkland around the convent is locally unique and should also be protected due to its landscape character and quality. However, the arable land to the east and west of the town is widespread locally and has few visual characteristics that make it likely to be evaluated as a high quality landscape by the majority of people.

12.10 The capacity of the landscape to accept further development is limited to the south of the town, partially because of its intrinsic scale and character, but primarily because of the potential impact on the essential town-landscape relationship. The landscape surrounding the convent is also constrained in its capacity to accept further development. To the east and west the landscape is larger scale and less sensitive visually. Consequently it is more capable of accommodating development.

**Constraints to be taken into account**

12.11 The constraints are shown on Figure L3 and are summarised below:

- Conservation Area
- Historic Garden around St Lawrence's Church
- Extensive Scheduled Ancient Monuments to the west of the town
- The floodplain of the Thames and Coln
- Waterbodies north of the town.

**Areas where development is not suitable**

12.12 Areas where development is not suitable in accordance with the criteria set out Section 2.0 are as follows:

- The meadows to the south of the town because of their high visibility and importance to the town's landscape setting.
- The grounds of the former convent because of their local significance as parkland contributing to the town's essential character.

**Suggested Environmental Improvements**

12.13 Opportunities for environmental improvement are limited. However a key area where there is substantial potential for improvement is around the western edge of the town. There should be some discussion with landowners to identify potential for planting to help integrate the harsh edge of development into the landscape.

**Potential Areas for Development**

12.14 The potential areas for development are located in Figure L5. They are described below.

**SL1 Disused Stud Farm**

12.15 This small 0.28ha site is to the west of the town and is 'brownfield' land. It is appropriate for development in the short term. Although the site is in an open area and will be prominent, suitably designed development could be a significant improvement on the current quality of the site.

**SL2 Land east of disused petrol station (with further room for expansion to the east)**

12.16 This 3.9ha area is currently arable farmland. It makes up part of the landscape setting of Manor Farm. Development may be appropriate in the long term. The site is visually discreet but could potentially have an impact on the setting of Manor Farm. For this reason only a part of the field which is suitable for development has been proposed for allocation leaving a substantial buffer between the housing and the farm.

12.17 A significant benefit of the site is that it's development could allow the creation of improved access to the employment site to the north (EL1). A design brief for this site is essential. It should address overall layout and edge treatments and seek to protect the amenity of existing houses fronting the A417 who will lose views to farmland.

**SL3 Marina (limited potential)**

12.18 This area has been identified because it is close to the town centre and future redevelopment of the marina could include a housing component. Currently the area of land available for housing is severely constrained but it does appear that there may be potential for some rationalisation of the site. The site is visually discreet and any housing would not be visible from the meadows. Development may be appropriate in the long term in conjunction with plans to develop the marina.

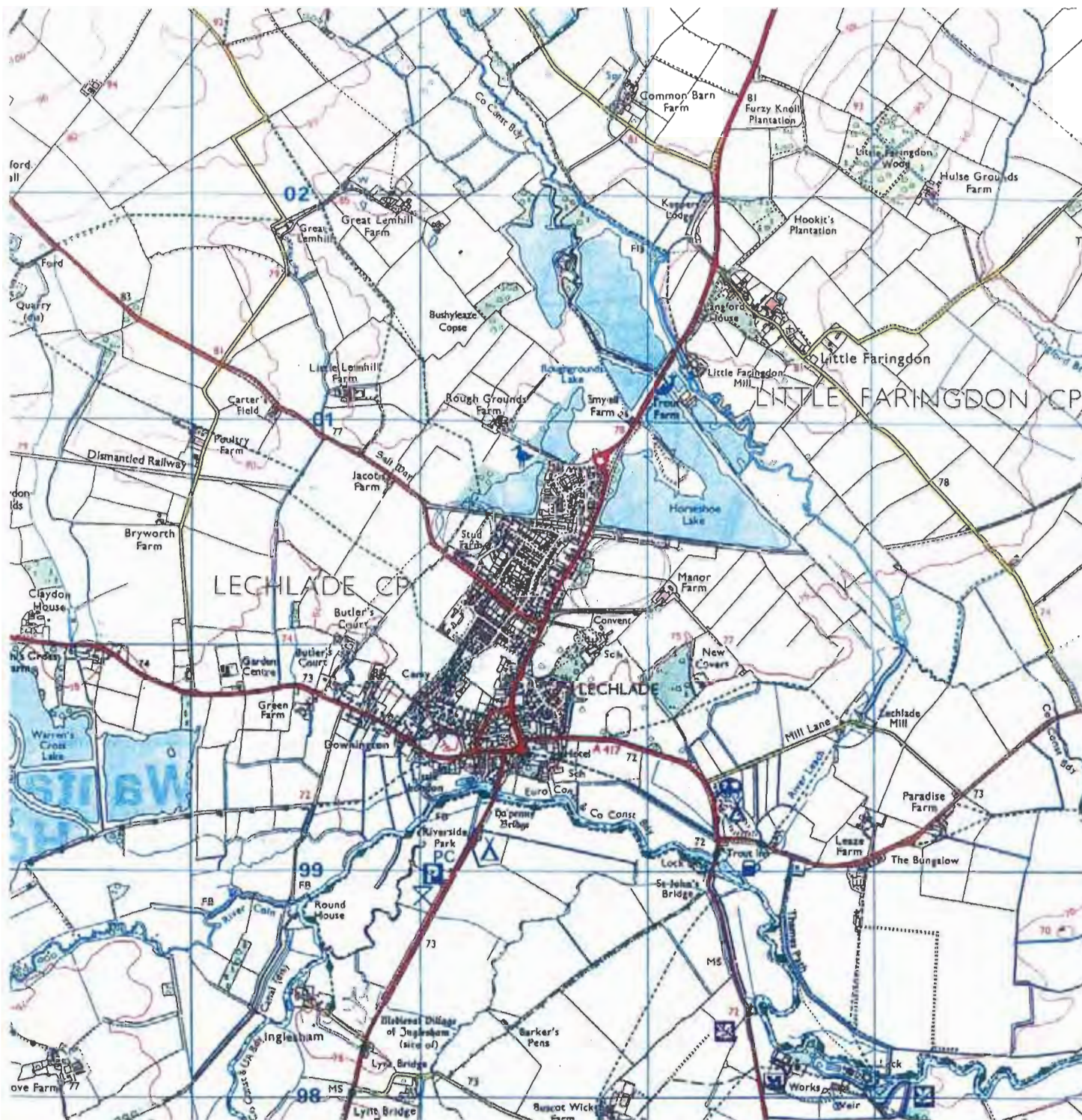
12.19 A design brief for this site is essential to ensure that any development reflects the character of the site use.

**EL1 Existing Employment Site**

12.20 This 2.01ha area is currently designated as an employment site but interest has been limited



due to poor access. It is proposed that consideration should be given to developing the site in conjunction with SL2 above to provide better access. Additional employment land could be provided at this time if required. Reallocation to housing use may also be appropriate, however should this occur it is difficult to see where additional 'employment' provision might be made within Lechlade-on-Thames.



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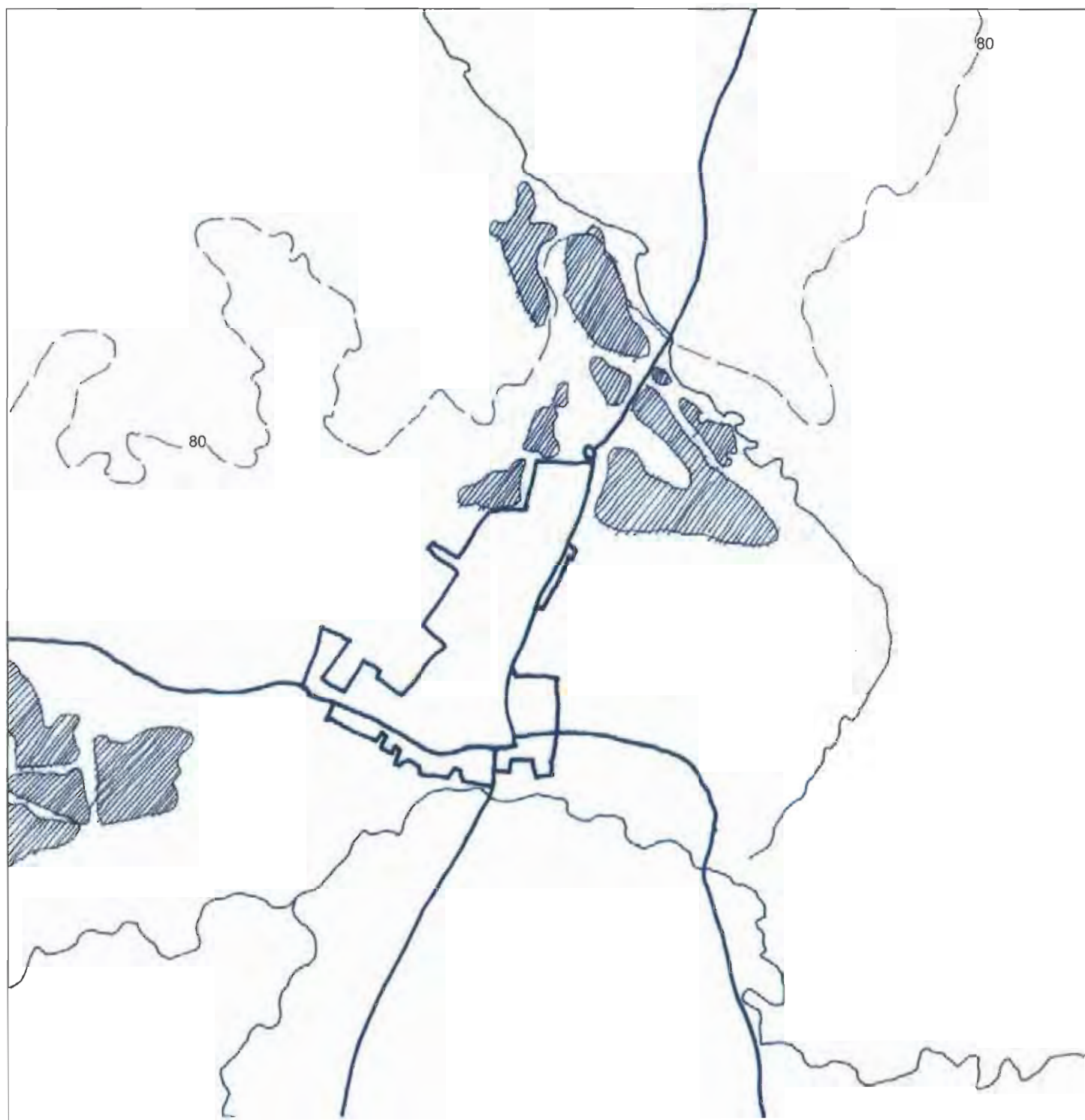
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Figure L1

## LECHLADE-ON-THAMES Context





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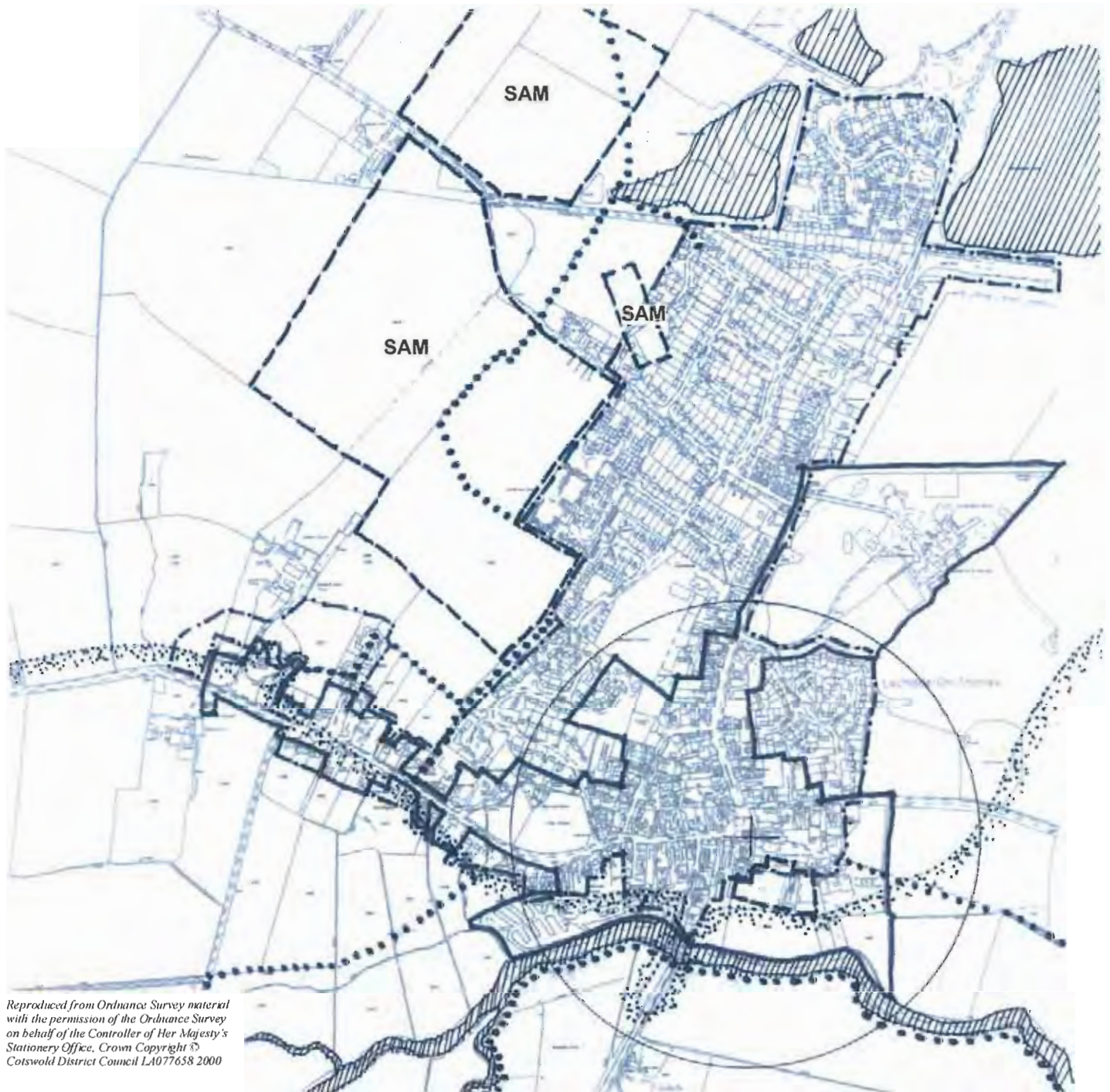
	Settlement		Water body
	Contour - Metres AOD		Spring
	Water course		Road
			Railway

Figure L2

## LECHLADE-ON-THAMES Topography and drainage





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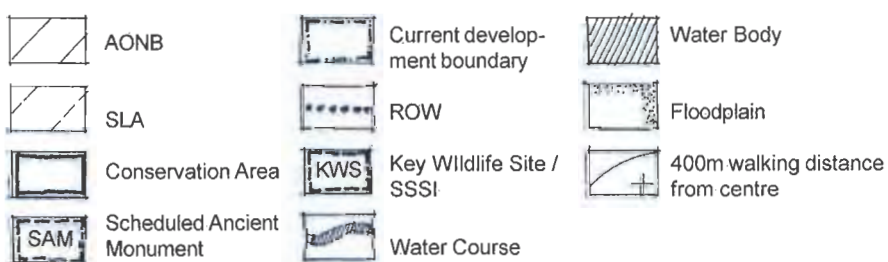
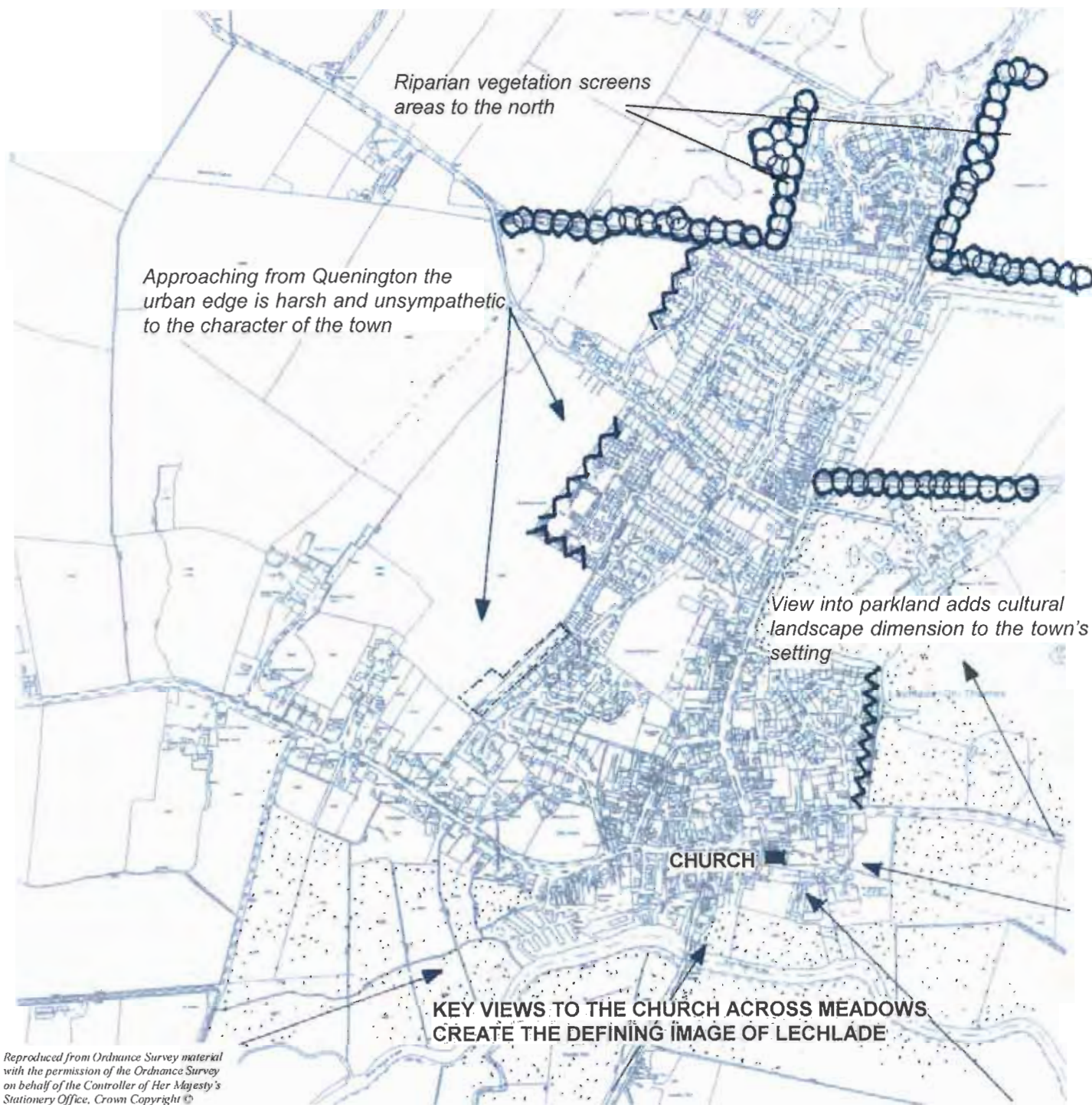


Figure L3

## LECHLADE-ON-THAMES Constraints





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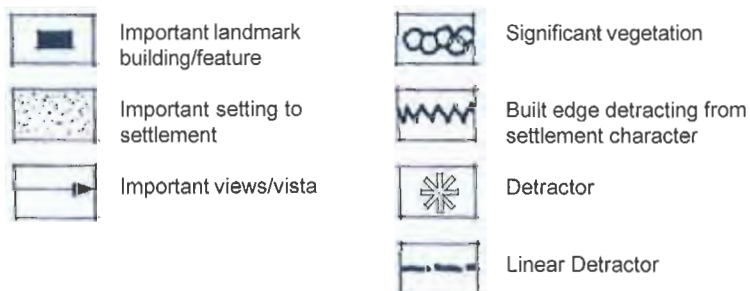
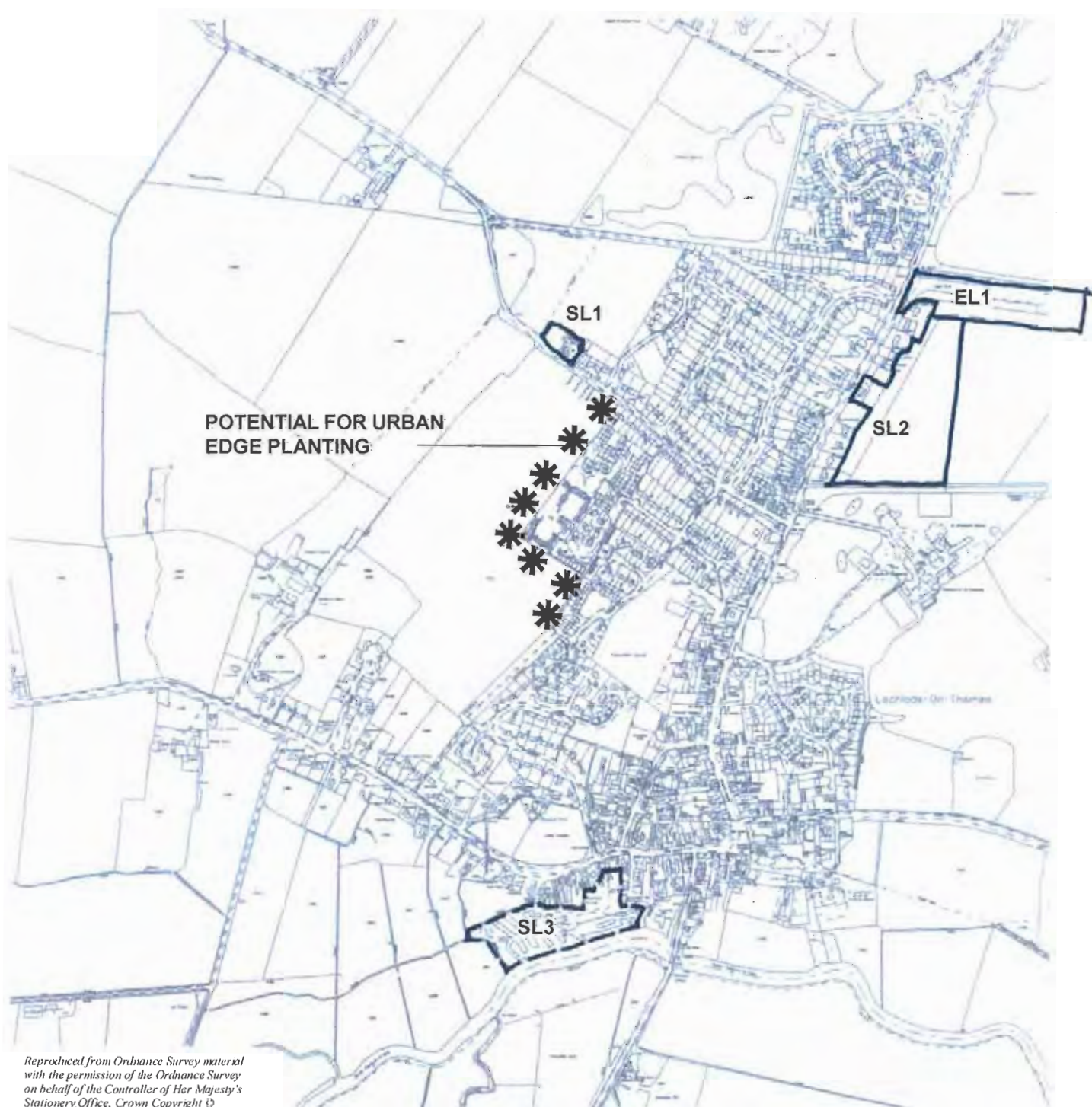


Figure L4

## LECHLADE-ON-THAMES Visual Analysis



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SL1	0.28ha	Short term
SL2	3.9ha	Long term
SL3	—	Long term (see text)

EL1	Additional land available with development of SL2 above.	
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	Suggested Environmental Improvements or Mitigation of Sites
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Figure L5

## LECHLADE-ON-THAMES Potential Development Sites and Mitigation



## 13.0 MICKLETON

### The Settlement

13.1 Mickleton is the northernmost settlement in Cotswold District located at the foot of the Cotswold escarpment within the Vale of Evesham. It is on the B4081 from Chipping Campden and between Broadway and Stratford-upon-Avon on the B4632 as shown by Figure MK1.

13.2 The historic core of the settlement is located around the north-east section of the High Street and around St Lawrence's Church, which is located just outside of the main built up area on the lower slope of the escarpment. Many of the buildings in the centre are distinctively Cotswold in style, but there also exists brick, timber and thatch.

13.3 The south west approaches to the village are dominated by modern housing estates, however important views to the church spire are retained. The north eastern part of the village is largely separated from the main part of the village and consists of modern estates either side of Granbrook Lane. To the west of these is a substantial area of the disused Meon Hill nurseries known locally as 'Canada'.

### Landscape Character

13.4 The village straddles national landscape character areas 106 and 107, these being the 'Severn and Avon Vales' and 'Cotswolds'. The AONB landscape assessment characterises the escarpment as 'Edge Landscape' whilst the landscape assessment carried out by ADAS for the Environmentally Sensitive Area (ESA) refers to the 'scarp' type.

13.5 The detailed landscape assessment by White Consultants classifies the landscape surrounding Mickleton as 'CVE 3 – Mickleton' and 'CVE 4 – Scarp Fringes'.

13.6 The underlying geology of the area is Lower Lias. The Cotswolds escarpment rises up from the south eastern edge of the village as shown by Figure MK2. This is predominantly pastoral in character with a combination of broad leaved woodland, areas of managed scrub and scattered tree cover. St. Lawrence's Church is a notable visual focus to the area.

13.7 Immediately to the south and the north-west of the village the land corresponds to the Severn and Avon Vales character area. Fields are larger and more regular with arable land and market gardening. There are less wooded hedges and numerous drainage ditches. From the vale Mickleton is framed by the impressive backdrop of the scarp slope.



*View of Mickleton from the escarpment. The lack of large scale modern development on the southern edge of the village is important, allowing clear views to the church.*

### Relationship of Settlement with the Surrounding Landscape

13.8 The settlement has the following key relationships with the surrounding landscape:

#### Positive

- The location of the village at the foot of the scarp slope is a key characteristic. The undeveloped character of the scarp is important in providing a landscape context to the village.
- The old part of the village, particularly the area around the church, has a permeable edge allowing easy access and views to the scarp slope.
- Views to the church from the approaches are important, particularly from the B4081 and the B4632 from Stratford.

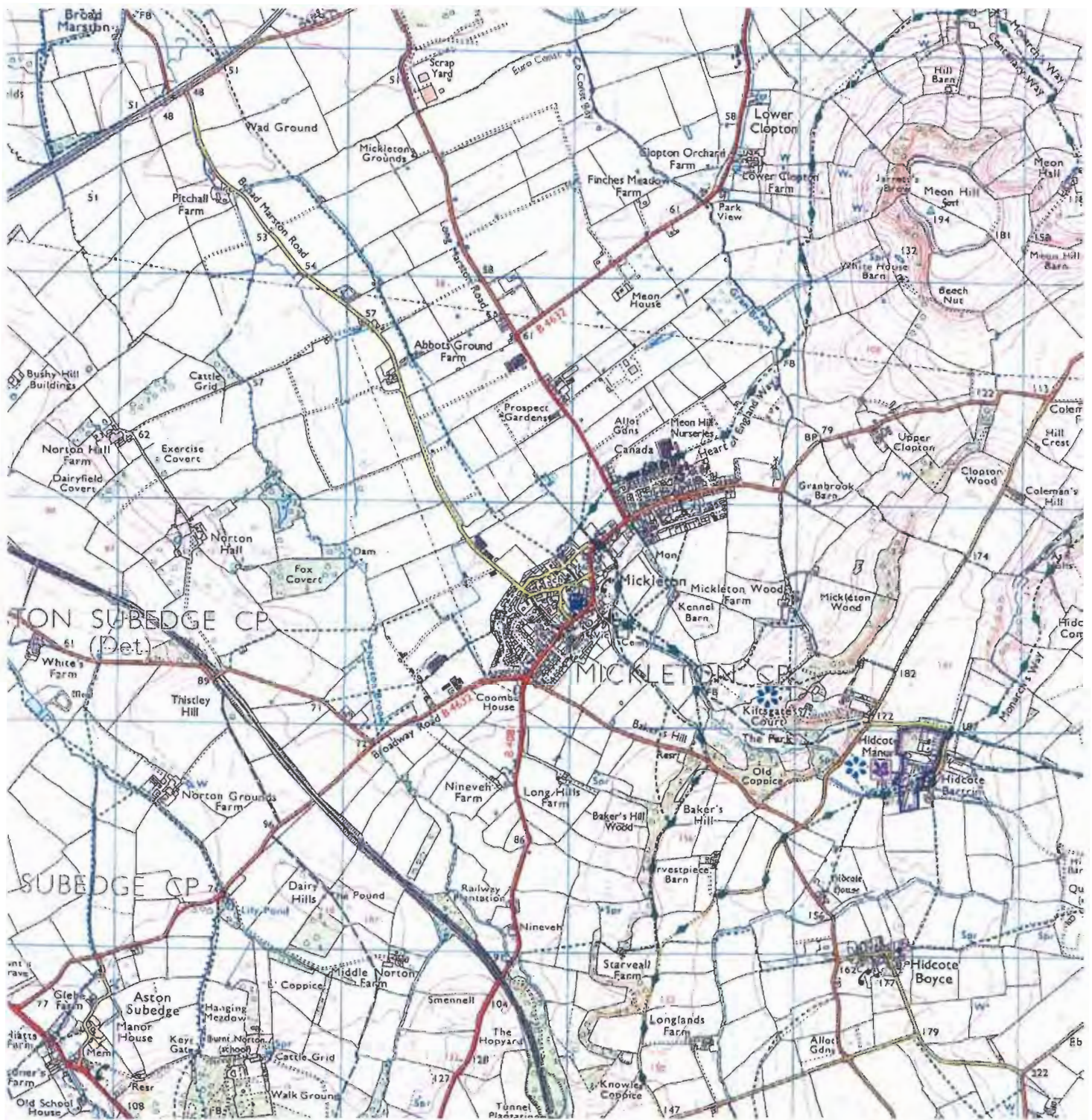


*The views to the church when approaching along the B4632 from Stratford are important. This field is important to the setting of the village.*

#### Negative

- Modern development creates a visually abrupt edge to the settlement in the south west of the village.
- The non linear 'block' of development to the north-east of the village centre does not reflect the established urban pattern of the village.





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Figure MK1

**MICKLETON  
Context**



## Landscape Evaluation and Landscape Capacity

13.9 The landscape along the southern edge of the village is typical of 'edge landscape' defined by the AONB landscape assessment. All the characteristic landscape elements that provide the basis for designation are to be found to the south of the village. The landscape around the southern margin of the village is less distinctive but nonetheless conforms to the typical characteristics of the type. Views to the escarpment raise the quality of the vale landscape in this area considerably.

13.10 The capacity of the landscape to accommodate development is constrained by the visually sensitive AONB landscape to the south of the village. To the north the larger scale landscape of the vale is more capable of accommodating development. However any such development would be visible from the scarp and would run counter to the established pattern of locating settlement on the lower scarp slopes.

### Constraints to be taken into account

13.11 Constraints are shown on Figure MK 3 and are summarised below.

- AONB to the south of the village
- Conservation area

### Areas where development is not suitable

13.12 Areas where development is not suitable in accordance with the principles set out in Section 2.0 are as follows:

- The south east of the village on land rising towards the scarp slope, particularly where development might obscure views to the church.
- The arable field to the south west of the road adjacent to the entry to the village along Long Marston Road is important to the setting of the village allowing good views to the visually permeable village edge, church and scarp backdrop.

### Suggested Environmental Improvements

13.13 The key area for environmental improvement is on the south edge of the village where there is a harsh development edge.

### Potential Development Areas

13.14 The potential areas for development are located in Figure MK5. They are:

#### SMK1 Canada

13.15 The 1.98ha old Meon Hill Nursery site is a 'detractor' on the edge of the village. It is virtually derelict and can be categorised as 'brownfield' land. Assuming that there is no viable continued use as a nursery, it would be an appropriate housing site in the short term. A design brief would be desirable to

promote the creation of an attractive edge to the village.

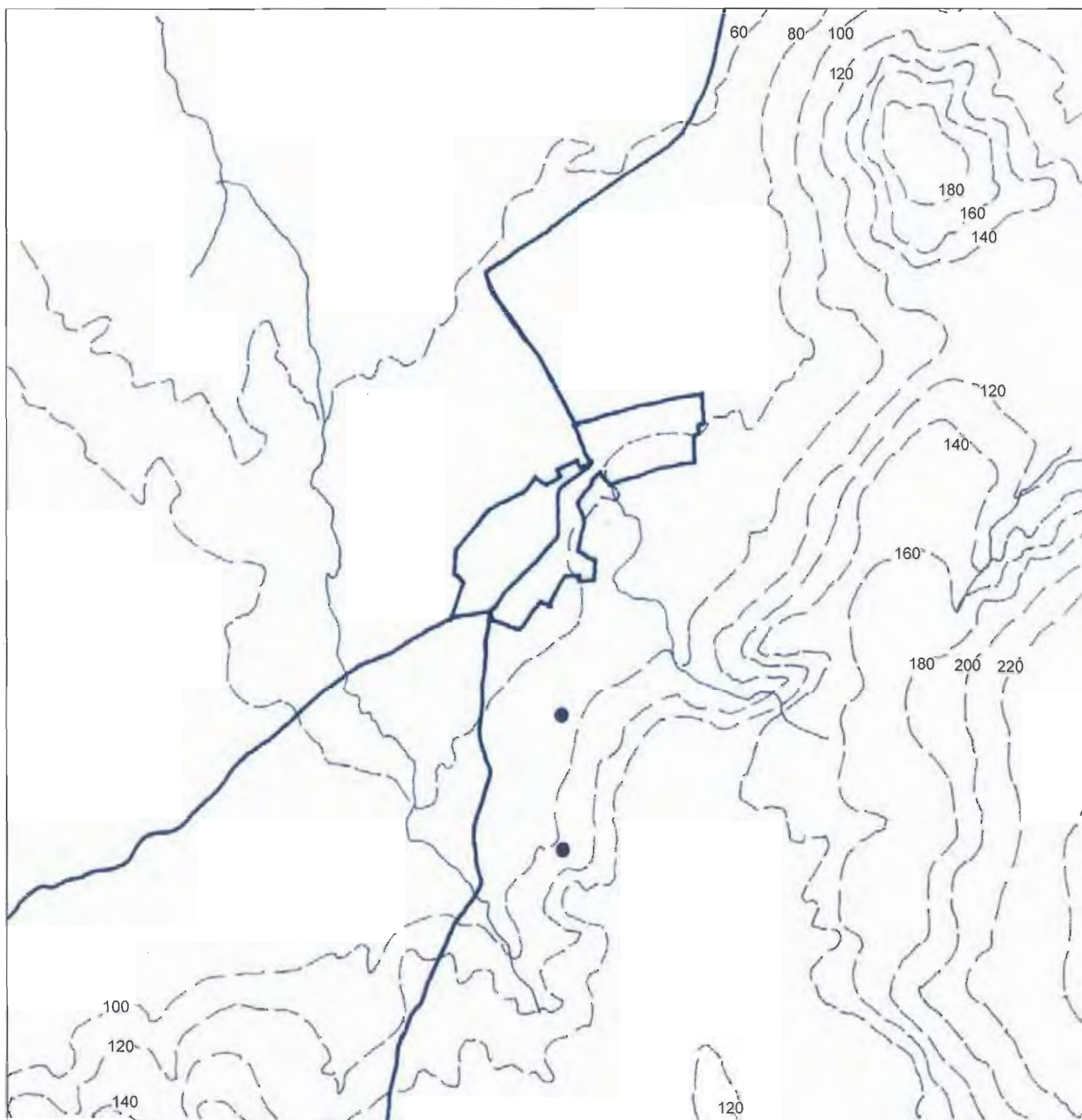
13.16 The area shown on the plan does not include the entire site of the nurseries. In the future it may be possible to consider a further stage of development to the north.

#### SMK2 Area north of Broadway Road.

13.17 This 1.44ha area is appropriate for development in the short term. It is visually discreet and would have a negligible impact of the perceived scale and character of the village. The site's development would represent an extension of existing estates in the south east of the village and offers an opportunity to improve the edge of the settlement. However the 'Canada' site should perhaps be promoted as a priority because of its status as 'brownfield' land.

#### Employment land

13.18 Employment land could be best provided by a 0.5ha expansion of the existing allocation to either the south-east or the south west.



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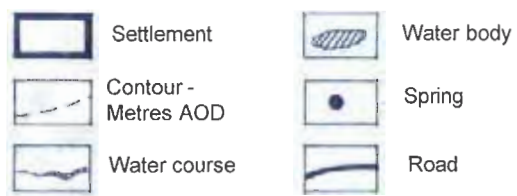


Figure MK 2

## MICKLETON Topography and Drainage





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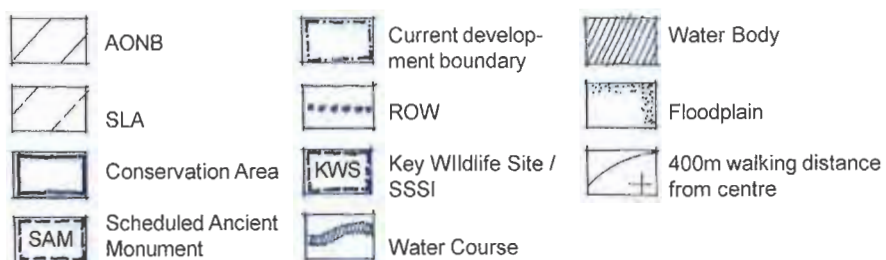


Figure MK3

## MICKLETON Constraints

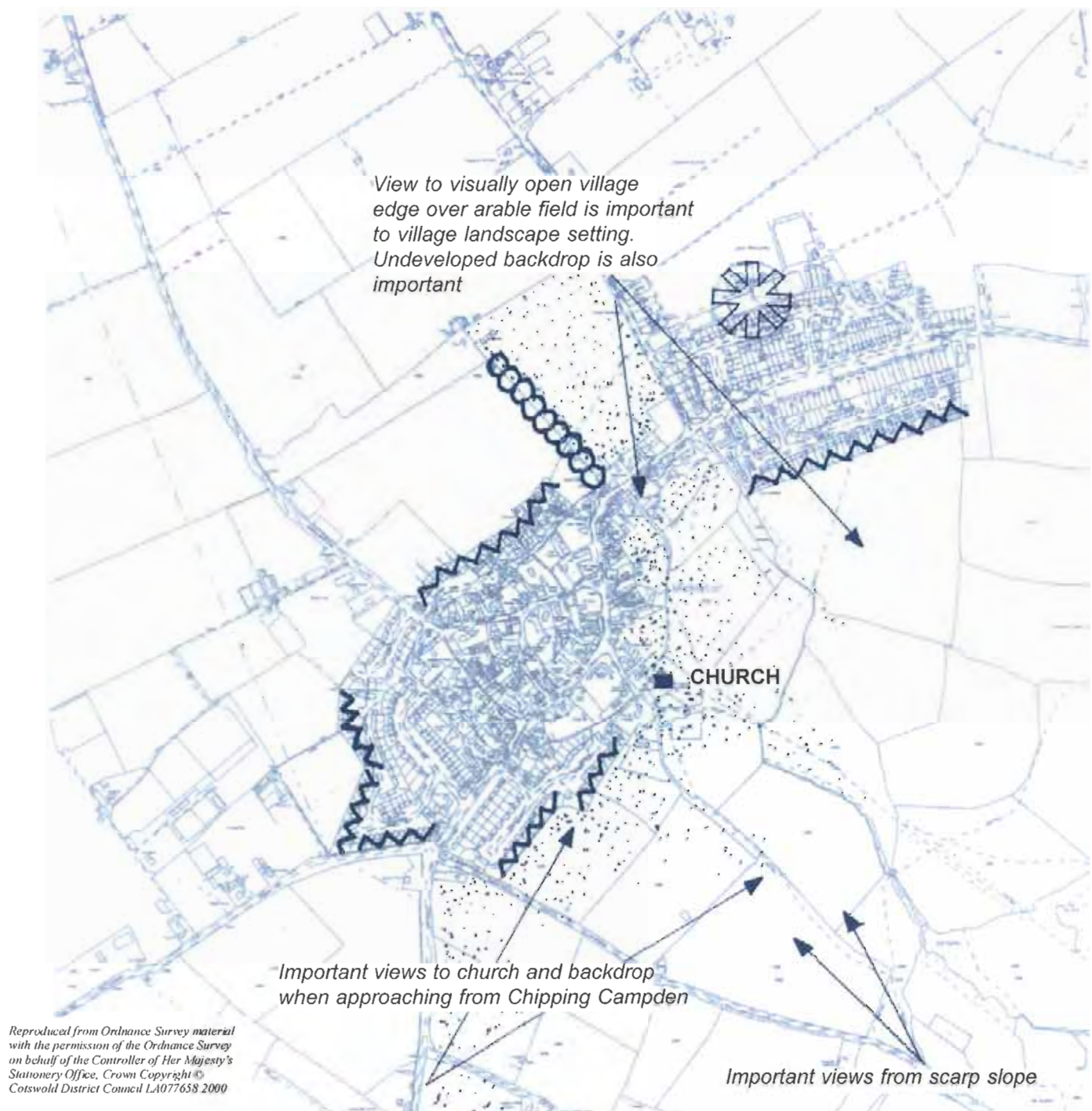
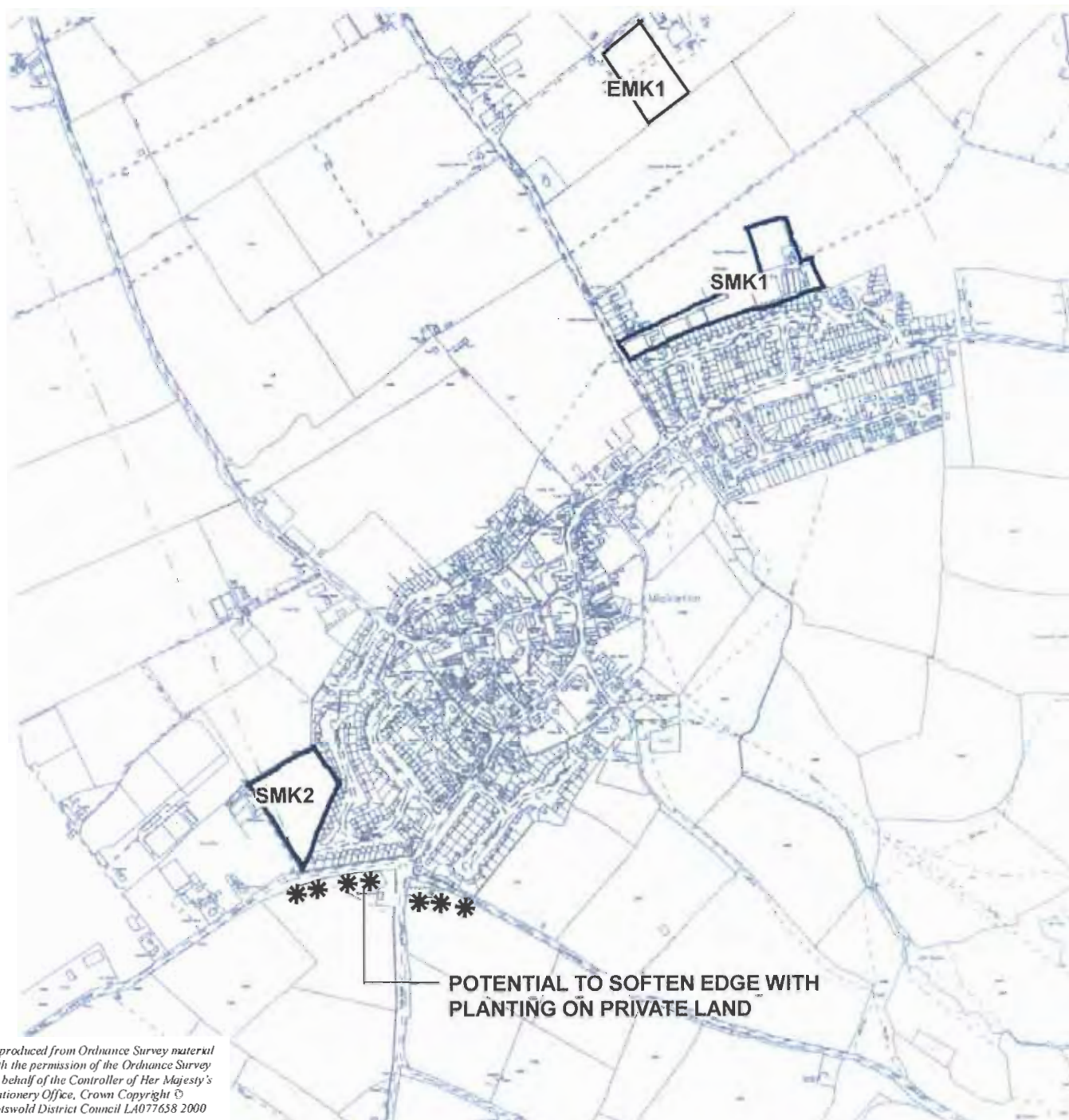


Figure MK4

## MICKLETON Visual Analysis





SMK1 1.98ha Short term  
 SMK2 1.44ha Short term

EMK1 1.0ha Expansion of existing site

✱ Suggested Environmental Improvements  
 or Mitigation of Sites

Notes:  
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 Scale - 1:10000

Figure MK5

## MICKLETON Potential Development Sites and Mitigation

## 14.0 MORETON-IN-MARSH

### Description of settlement

14.1 Moreton-in-Marsh is located in a broad vale at the junction of the A429 Fosse Way and the A44 Evesham-Chipping Norton Road shown by Figure M1. It is one of only two towns in the Cotswold District that has a Railway Station. It also has good bus links both locally and nationally.

14.2 The town was founded in the Thirteenth Century and its growth was based on trade as a result of its strategic location.

14.3 The main feature of the town is the broad High Street which has a strong sense of enclosure due to the continuous terraces of historic buildings on either side of the street. The oldest part of the town is located south of Oxford Street and east of the Fosse Way. This is known as the 'Old Town' and is centred around St David's Church which is the key landmark within the Town.

14.4 Moreton-in-Marsh is strongly divided by the Railway with only the A44 London Road connecting the two parts. The strip of land immediately to the east of the railway corresponds with the 'floodplain' of the Evenlode and is substantially free of development creating green corridors which enter the town from the south and the north. These corridors are important green spaces within the town.

14.5 Moreton has absorbed substantial amounts of modern development in the past. This is predominantly located to the south of the Old Town and to the east of the railway. Approaching the town from the south modern estate development forms an abrupt edge to the town. Similarly the approach from the east has been substantially suburbanised. However the edge of the western side of the town has very little modern development and has retained a visually permeable quality.

14.6 To the north east of the town is the substantial site of the Fire Services College on the site of an old airfield. The college is of national and international importance for the training of firemen.

### Landscape Character

14.7 Moreton-in-Marsh lies within the 'Cotswolds' National Landscape Character Area 107 as defined by the Countryside Agency. The AONB landscape assessment published by Countryside Commission (now Countryside Agency) in 1990 extends to the western edge of the town which is classified as being part of the 'Dip Slope' rising up to the High Wold both east and west of the Town.

14.8 The ADAS 1994 landscape assessment of the Cotswold Hills Environmentally Sensitive Area also

extends to the western side of the town. The area to the immediate west of the town is classified as 'Pastoral Lowland' with 'Rolling Valleys' further to the west where the land starts to rise.

14.9 A further landscape assessment of the area has been carried out in support of this study and to supplement the AONB assessment. This study places the area within its regional context and classifies the area within which Moreton-in-Marsh sits as 'The Vale of Moreton'. Topography is shown by Figure M2.



*The Vale of Moreton from Bourton-on-Hill*

14.10 Moreton-in-Marsh is set on poorly drained boulder clay and hence the town's name. Today, however, little of the original marsh remains apart from a small area to the east of the railway line in the south of the town which is reminiscent of the original state of the local landscape. The landscape around the town can be considered as four areas, described below.

14.11 The area to the west of the town is within the AONB and slopes gently up to the High Wold at Bourton-on-Hill to the west. The area is characterised by smaller fields than exist on the flatter land to the east of Moreton. Hedges are comparatively more wooded with numerous large hedgerow oaks giving areas around the settlement edge an almost parkland quality.

14.12 To the north of the town is a 'quadrant' of flat arable land and pasture lying between Batsford Road and Todenham Road, straddling the railway and the Fosse Way. This land is isolated from the town. There are generally larger fields with fewer trees and hedges.

14.13 By contrast the area to the north-east of the town is highly influenced by the urban area being surrounded by linear development along Todenham Road to west, the town and station to the south and the Fire Services College to the east. The area consists of large flat arable fields with low hedges and some large hedgerow trees. The Evenlode Brook runs through the area.



14.14 The eastern margin of the town consists of flat to very gently undulating land with hedges and occasional woodland belts and hedgerow trees. The area to the immediate east of the railway line comprises the floodplain of the Evenlode and is an open area with some managed land and a marshy area previously referred to. This area extends into the urban area and is an important green space within the town.

### Relationship of settlement with landscape

14.15 The settlement has the following key relationships with the surrounding landscape:

#### Positive

- The 'green wedges' entering the town are important providing strong visual and physical linkages between the urban area and the rural context.
- The open and visually permeable western edge of the town and its relationship to the rural landscape of the AONB are also important.
- Views to the church spire are significant, particularly when viewed along the green wedges previously referred to giving a strong sense of the *raison d'être* of the original siting of the town away from the lowest flood prone land.



Green wedge from Evenlode Road allowing views to the church over the floodplain.

#### Negative

- The abrupt edge of the town when approaching from the south generally does not accord with the traditional permeable relationship between settlement and landscape.
- The approach from the east is substantially suburbanised and slightly sprawling. This impression is emphasised by the Fire Services College and the industrial estate, both of which extend the towns urbanising influence substantially to the east of the town.
- The disruption of views to the church by abrupt and unsympathetic housing edges, for example from Evenlode Road.

### Landscape evaluation and capacity

14.16 The western edge of the town is within the AONB and has therefore been considered of National Landscape Importance. To the east the landscape has been designated as a Special Landscape Area in the Development Plan in recognition of the character and high quality of the landscape.

14.17 The capacity of the landscape to absorb development on the western side of the town is constrained by the intrinsic character and scale of the landscape and the importance of maintaining the visually permeable relationship between settlement and rural context.

14.18 The green wedges which enter the town from the north and south are important to its urban form and should not be developed. They therefore reduce the capacity of the landscape to accept development.

14.19 The larger scale arable and pasture land to the east and south of the town has the capacity to accept appropriate development.

### Constraints to be taken into account

14.20 The constraints are shown on Figure M3 and are summarised below.

- AONB west of the railway
- SLA to the east of the Railway and south of the town
- SSSI covering the Fire Services College
- The floodplain of the Evenlode
- possible long term sand and gravel deposits to the south of the town.

14.21 There is also some Grade 2 agricultural land to the south west of the town.

### Areas where development is not suitable

14.22 Areas where development is not suitable in accordance with the criteria set out in Section 2.0 are as follows:

- The western margin of the town (within the AONB) should not be developed due to the scale, character and quality of the landscape. It should also be protected to retain the settlement's original relationship to its agricultural setting.
- The two green wedges entering the town from the north and south should be avoided to retain the close relationship between the town and its agricultural setting, protect views to the church and maintain the floodplain free of development.
- The agricultural areas to the north of the town do not have special landscape characteristics. However, development would result in intrusion to an area which currently has few urbanising influences.

## Suggested Environmental Improvements

14.23 The following areas would benefit from environmental improvement:

- The environment of the Cotswold Business Park would benefit from further landscape infrastructure planting.
- The 'green wedge' of the Evenlode alongside the railway would benefit from improved management to develop its landscape and recreational potential. This might include increased riparian tree planting. In the long term opportunities should be sought to link the area to the 'wedge' to the north.
- The southern edge of the town would benefit from substantial planting to soften (but not necessarily screen) the harsh edge to development.

## Potential areas for development and mitigation

14.24 The potential areas for development are located in Figure M5. They are:

### SM1 Land to north east of town

14.25 This area is 4.67Ha in area and is suitable for development in the shorter term. This area is an arable field between the Evenlode Brook, the Fire Service College and the Town. It is accessed via Dulverton place off London Road. The northern and eastern sides of the site have planting associated with the college site. There are residential properties on the southern edge of the site and the western edge is formed by the Evenlode beyond which is Blenheim Farm which is currently allocated for housing and employment.

14.26 The site is visually discreet and is within walking distance of the town centre. A link over the railway would benefit the accessibility of the site. Development is appropriate in the short term.

14.27 Design guidance should be given on the relationship of the site to the Evenlode to ensure that the green edge is overlooked and the architectural and landscape treatment of the development edge is appropriate.

14.28 The proportion of the site taken up by development should take into account the proximity to the Evenlode green wedge which will provide a substantial area of recreational space. Developer contributions should be targeted to providing adequate facilities and long term management of the Evenlode Brook area.

### SM2: Fosseway Farm

14.29 This is a small 1.18ha linear site on the southern edge of the town which may be suitable for development in the short term. It has access from Redesdale Place. Although its development would comprise an extension of the urban area into

open countryside, it would actually round-off to match the southernmost housing on the opposite side of the Fosse Way. Development is appropriate in the short term.

14.30 Design guidance would be required to ensure appropriate development of the linear site, with a particular view to providing a more attractive southern edge to the town. Advance mitigation could include planting along the southern boundary of the site.

### SM3: Land off Evenlode Road

14.31 SM3 is a 6.75ha arable field to the south east of the town. The agricultural land classification of this area is Grade 2 and consequently the area should only be considered for development in the long term. From a visual landscape perspective the site is in an area of low sensitivity. However it is likely that there will be views to the eastern edge of the site when approaching along the A44. This visibility may extend the visual threshold of the Moreton considerably eastwards. Because of this mitigation planting should be developed along the boundary of the site if selected for development.

14.32 A design brief would be desirable, in particular to promote a positive edge to the development along the Evenlode Road. Should the site be developed consideration should be given to promoting a walking and cycle link to the Town Centre through the Evenlode green wedge.

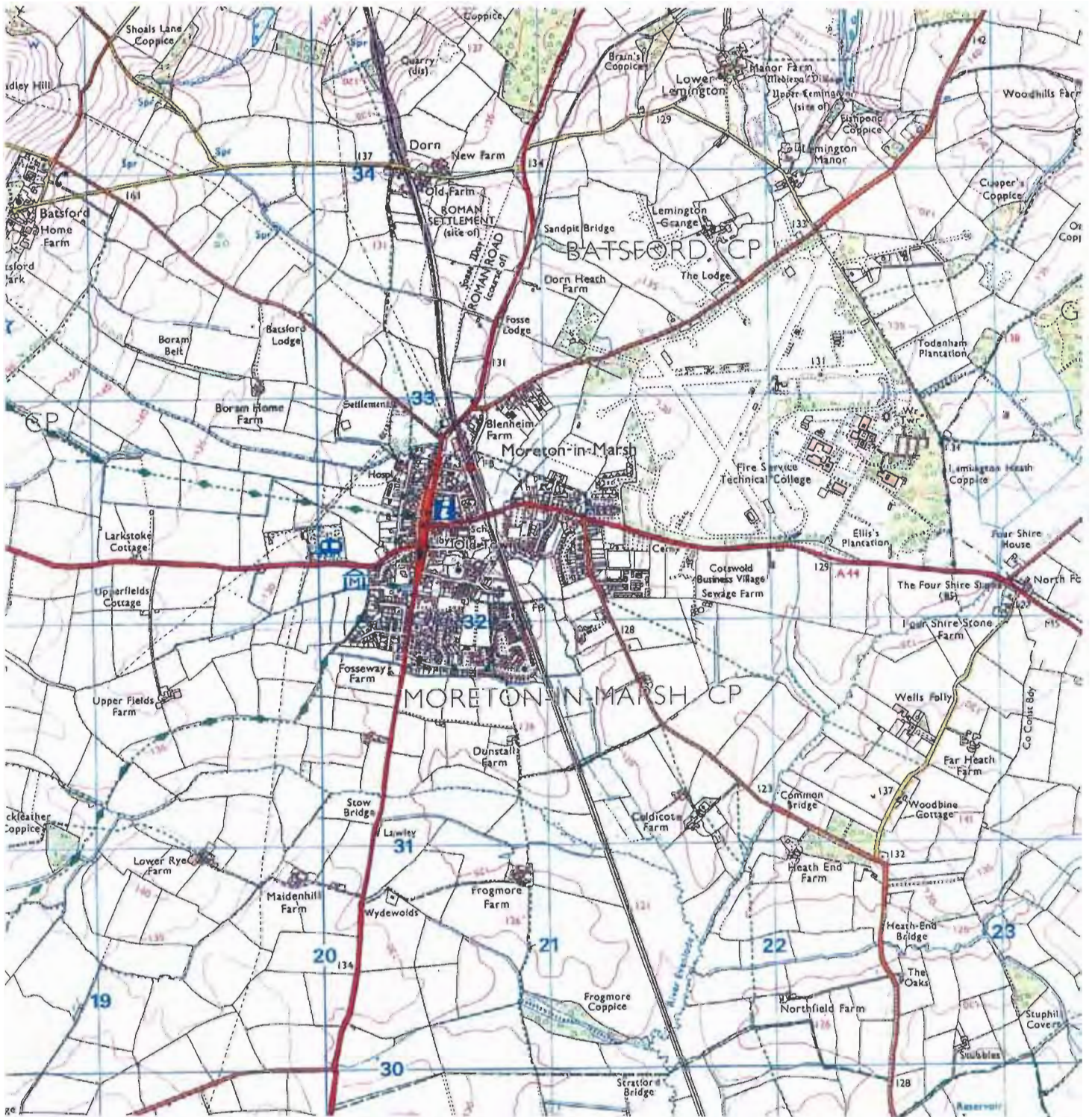
### Fire College Land

14.33 Land within the Fire College has not been identified for development due to its status as SSSI. There have been no discussions with English Nature to determine whether any development is feasible. If the nature of the SSSI means that development is acceptable then the site could be considered as suitable for mixed use allocation on landscape and visual grounds.

### EM1: Land east of existing business park.

14.34 Should the business park need to expand it will be appropriate to develop to the east of the existing site depending on needs. 1.5ha has been allowed for this purpose. Associated mitigation works should include the design treatment of the A44 roadside edge to the development and the creation of a dense landscape boundary to the eastern side of the site.





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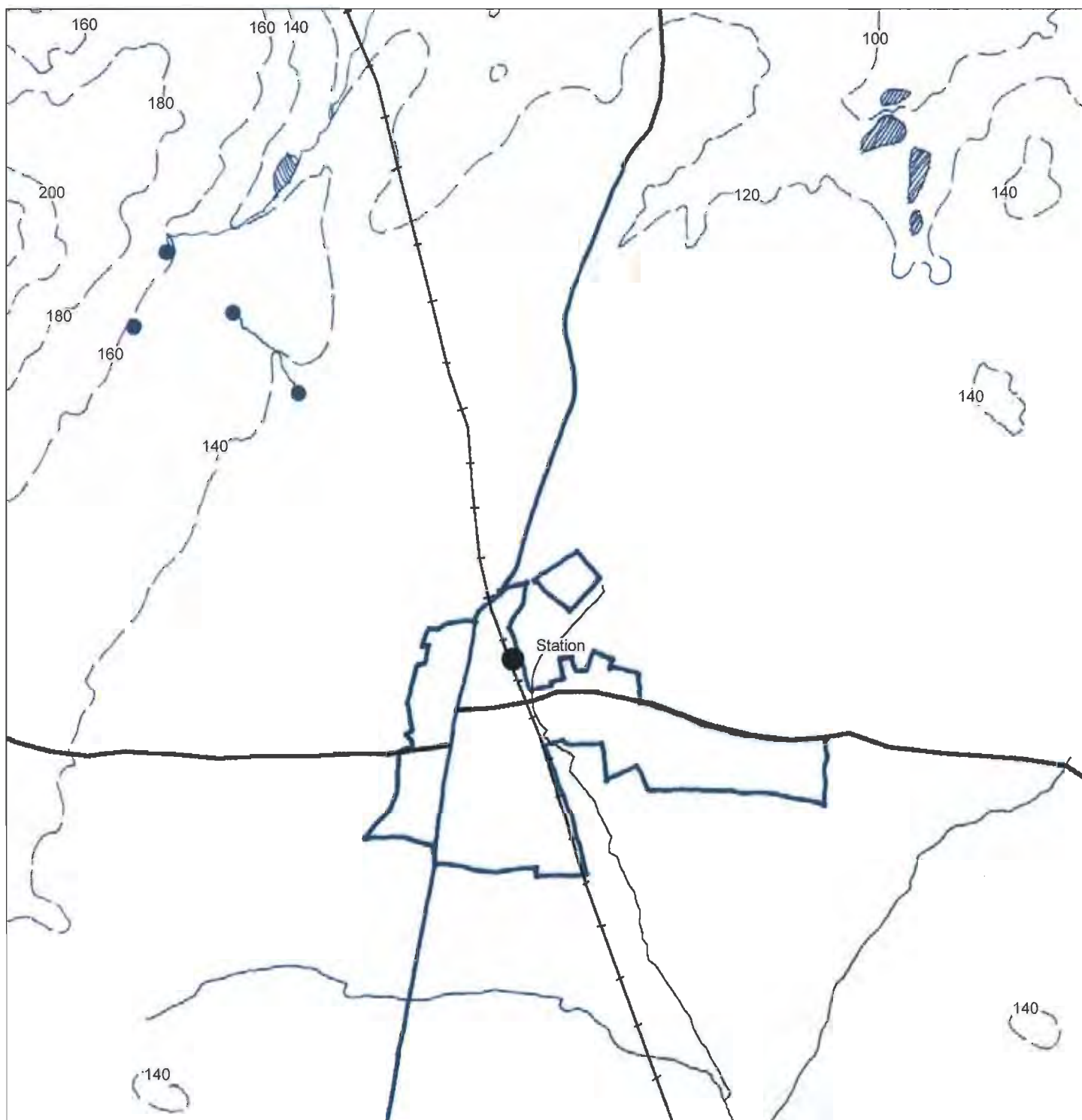
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-  Steep Slopes
-  Public Rights of Way
-  Recreational Long Distance Footpaths
-  Major Vegetation

Figure M1

## MORETON-IN-MARSH Context





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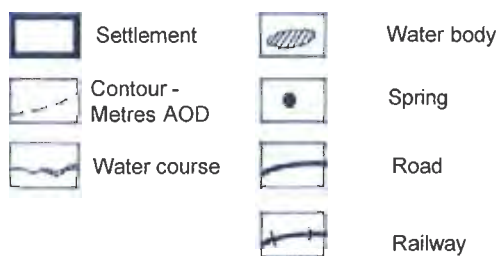
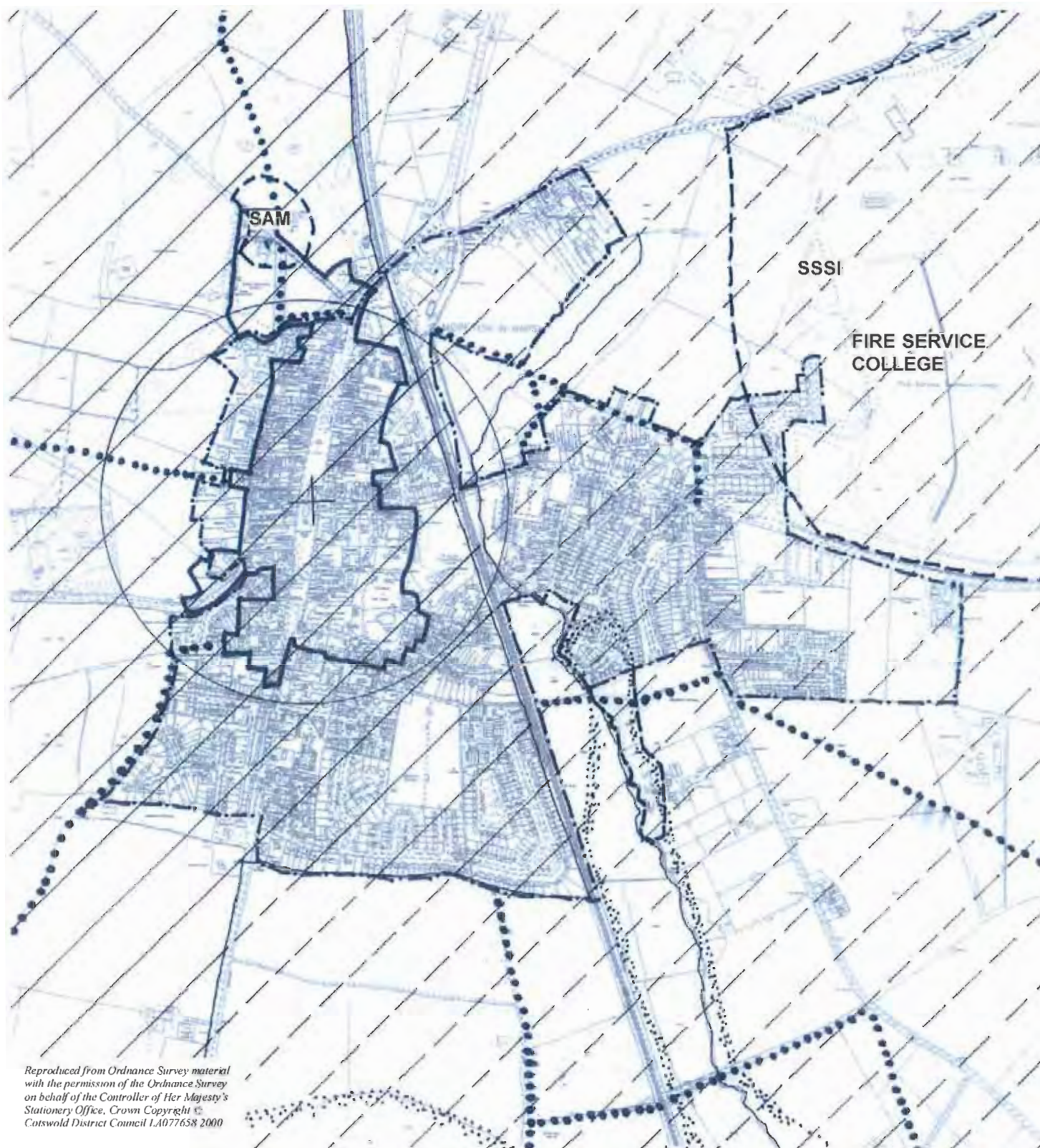


Figure M2

## MORETON-IN-MARSH Topography and drainage
















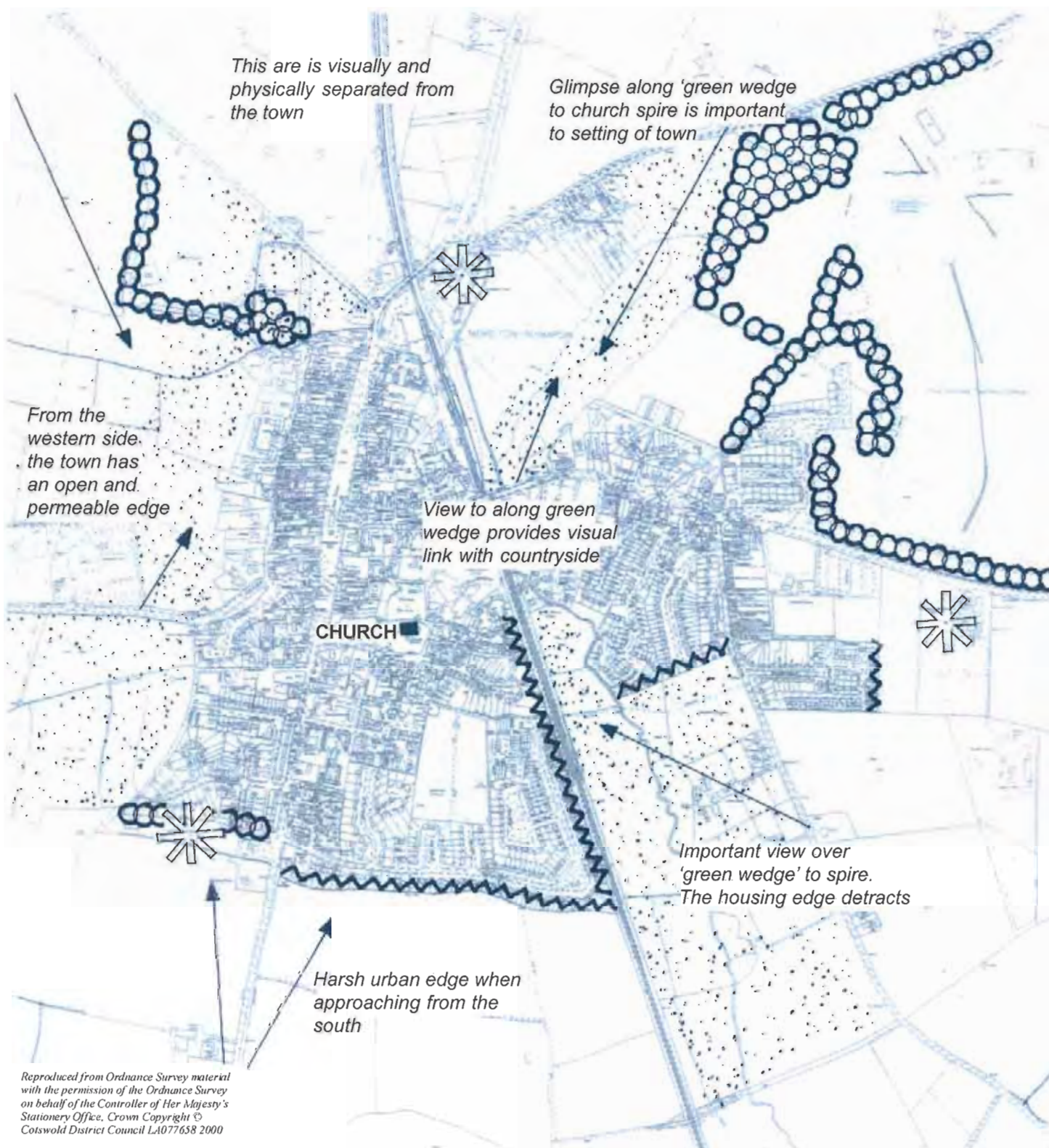
	AONB		Current development boundary		Water Body
	SLA		ROW		Floodplain
	Conservation Area		Key Wildlife Site / SSSI		400m walking distance from centre
	Scheduled Ancient Monument		Water Course		

Figure M3

## MORETON-IN-MARSH Constraints





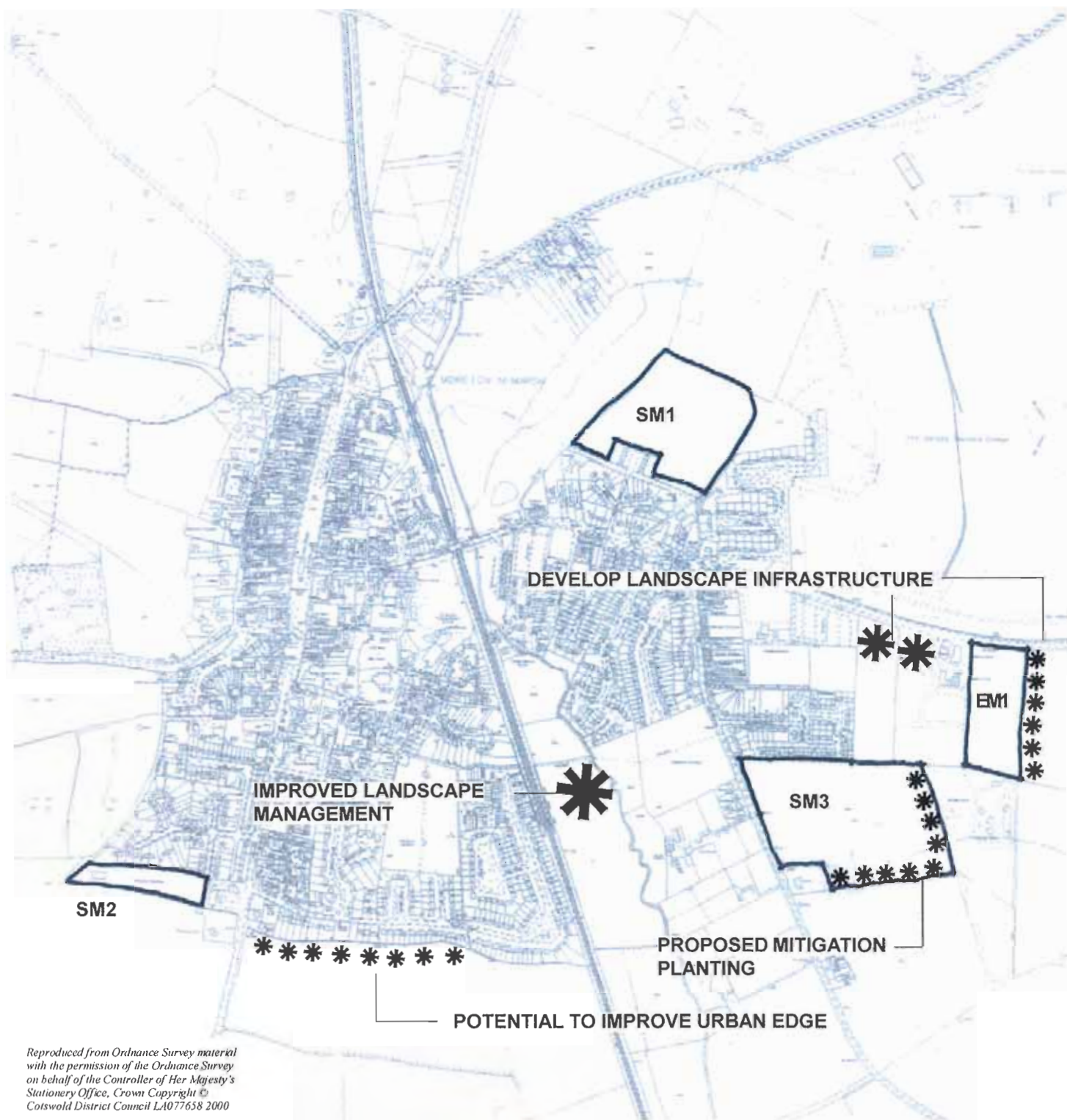
	Important landmark building/feature		Significant vegetation
	Important setting to settlement		Built edge detracting from settlement character
	Important views/vista		Detractor
			Linear Detractor

Notes:  
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Figure M4

## MORETON-IN-MARSH Visual Analysis





SM1	4.67ha	Short term
SM2	1.18ha	Short term
SM3	6.75ha	Long term

EM1	1.5ha	Expansion east
-----	-------	----------------

✱ Suggested Environmental Improvements or Mitigation of Sites

Notes:  
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Figure M5

## MORETON-IN-MARSH Potential Development Sites and Mitigation

## 15.0 NORTHLEACH

### The Settlement

15.1 Northleach is a small town located to the east of the junction of the old Gloucester to London Road and the A429 Fosse Way. The town lies around 100m from the Roman road astride the old road while the A40 now bypasses the town around 500m to the north

15.2 Though a settlement was on this site at the time of Domesday [possibly near the church] the core of the town owes its layout to its establishment as a medieval planned town by the Abbey of Gloucester in 1220. 80 burgrave plots were laid out along the road bordering the River Leach and focussing on the triangular market place. The town prospered on the wool trade and boasts a magnificent Wool Church, St Peter and St Paul's, built just west of the Market Square in the 15<sup>th</sup> century. This is a dominant feature of the town and benefits from a setting, to the west, of the manor house and small pastoral fields still operated by the adjacent Church Farm.

15.3 The buildings constructed over this period have left a superb heritage and are contained within an extensive conservation area focussed on the excellent High Street buildings. Though many of the burgrave plots are still in existence, most noticeably bordering the River Leach, some have been built upon and the pattern altered – this has occurred primarily to the north of the High Street.

15.4 There has been considerable 20<sup>th</sup> century development to the north of the town up the valley side and, more recently, westwards down the valley. This begins to be visually intrusive at the higher level although a tree belt above it helps to ameliorate its impact to an extent. An interesting feature of the town is that it has not expanded to meet the Fosse Way. This was originally because the parish boundary lay on the road so the town could not sit astride the highway. However, there are some buildings around the junction including the Old Police Station, now used as a rural museum. Also, there seems to be little development on the south side of the river. It is not clear, however, where the course of the river runs



*The Leach Valley and floodplain abutting the town*



*New housing close to Fosse Way with the church opposite*

between the Fosse Way and Millstream Cottages.

### Landscape Character

15.5 Northleach lies in the Cotswolds National Landscape Character Area 107. It is located in the Cotswolds AONB 'Valleys and Ridges' character zone. The ADAS Cotswolds AONB landscape assessment classifies Leach Valley as a 'Rolling Valley' lying between the 'Wold Tops.'

15.6 The town lies along and close to the source of the River Leach which runs south east through the Cotswold oolitic limestone dipslope to the join the Thames below Lechlade.

15.7 The topography appears to tie into the ADAS assessment closely being a rolling valley lying between the broad flat intervening ridges of the Cotswolds dip slope. The Leach valley [at around 160mAOD] has an enclosed character with woodland belts on the convex upper slopes, arable land and pasture on the steeper and wetter areas and a watercourse on a narrow but distinct floodplain. A small tributary valley to the west running up to Seven Springs widens the valley at the confluence. This valley landscape contrasts with the dip landscape which reaches 200m AOD where wide views are possible and which feels slightly remote and exposed. This consists of open mixed arable and pastoral farming, larger fields, well trimmed hedges, some stone walls, blocks and strips of woodland.

15.8 The agricultural land classification is Grade 3 with Grade 4 on the valley bottom.

### Relationship of Settlement with the Surrounding Landscape

15.9 The settlement has the following key relationships with the surrounding landscape:

#### *Positive:*

- The valley of the River Leach effectively encloses the town minimising views from the wider dip landscape.
- Pasture land still forms the setting for the church and manor house wrapping around the west of the town and also separating it from Fosse Way. The tower of the church is distinctive landmark which can be seen in its



green setting from Fosse Way. This view is important to the perception of the town.

- The openness of the south side of the valley and the floodplain provide a valuable setting to the old linear town on the lower slopes of the valley and a resource for countryside access.

#### Negative:

- The expansion of the town up the northern valley side, particularly Fortey Road but also around Tayler Road, provides a homogenous, monotonous suburban edge to the town hugging the 180mAOD contour which does not complement the landscape or town.
- The Tayler Road development, despite planting on its edge, runs too close to the Fosse Way and exhibits standard house types which do not complement the Cotswold vernacular.
- Housing above and around the fire station does not provide a positive setting to the church and is visible from the Fosse Way.
- The more recent extension of the town eastwards has been carried out with more reference to the Cotswold style but still presents a relatively homogenous block which is clearly a housing estate built all at one time. A better introduction is needed for those approaching the town from the east

### Landscape Evaluation and Landscape Capacity

15.10 The landscape is typical of the AONB character area and is of high quality surrounding Northleach.

15.11 Long views are limited by the enclosing valley form. Areas sensitive to further development are to the south and west of the town towards the Fosse and any further up the northern slopes where 180mAOD has been taken as the upper limit to expansion.



View from the east looking across sites SN2 and SN3

#### Constraints to be taken into account

15.12 The constraints are shown on Figure N3 and are summarised below:

- AONB covering all of town and surrounding landscape
- Conservation Area
- The floodplain of the Leach



The settlement and church viewed from Fosse Way to the south west showing Fortey Road on the upper slopes

### Areas where Development is not suitable

15.13 Areas where development is not suitable in accordance with the criteria set out in Section 2.0 are as follows:

- In the environs of the church and manor house as this is an essential setting to some of the most important buildings in the conservation area and in the town
- Between the town and Fosse Way to retain the town's historic separation and to keep the Fosse Way as rural as possible in this area.
- Above the existing housing on the north side of the town because of high visibility
- South of the River Leach to retain the rural character and setting to the burgage plots, which is a characteristic of the town, and to maintain countryside access.
- Further development west of the Fosse Way to prevent sprawl of the town into the countryside.

### Suggested Environmental Improvements

15.14 The following environmental improvements are suggested as in Figure N5:

- Fosse Way junction requires careful treatment to ensure it complements the town.
- Woodland planting adjacent to housing facing Fosse Way.
- Woodland planting at the top of Bettenson Rise to act as backcloth to housing and as a setting for church.
- Improved management of floodplain land by new leisure centre.

### Potential Areas for Development

15.15 The potential areas for development are located in Figure N5. They are:

#### SN1: Land east of Nostle Road

15.16 The site is 1.62Ha and could be suitable for housing in the shorter term. This site should finish off the expansion of the town on this side of the old road and should be designed as such. Measures include siting the housing further down the valley side than adjacent development and providing substantial planting and possibly open space in the remainder of the field in which it is located. There could be an opportunity for a lime avenue either

side of the road to complement the avenue on the western side of town. A design brief for this site is essential in conjunction with the other two sites.

**SN2: Land south of Nostle Road**

15.17 The site is 1.68Ha and could be suitable for housing in the shorter term. It should respect the floodplain and leave it free from development. Housing should face the floodplain rather than turn its back on it. This should remain as open space in perpetuity and management agreements should be put in place to ensure it remains rural in character. A design brief for this site is essential in conjunction with the other two sites.

**SN3: Land south of Nostle Road**

15.18 The site is 1.2Ha and could be suitable for housing in the longer term. This site should finish off the expansion of the town on this side of the old road and should be designed as such. Built form and substantial planting should be designed to address the road and town edge in a positive way – a variety of building types which respond to the Cotswold vernacular is essential. The development should also respect the floodplain and leave it free from development. Housing should face the floodplain and management for this area should be as for SN2. A design brief for this site is essential in conjunction with the other two sites.





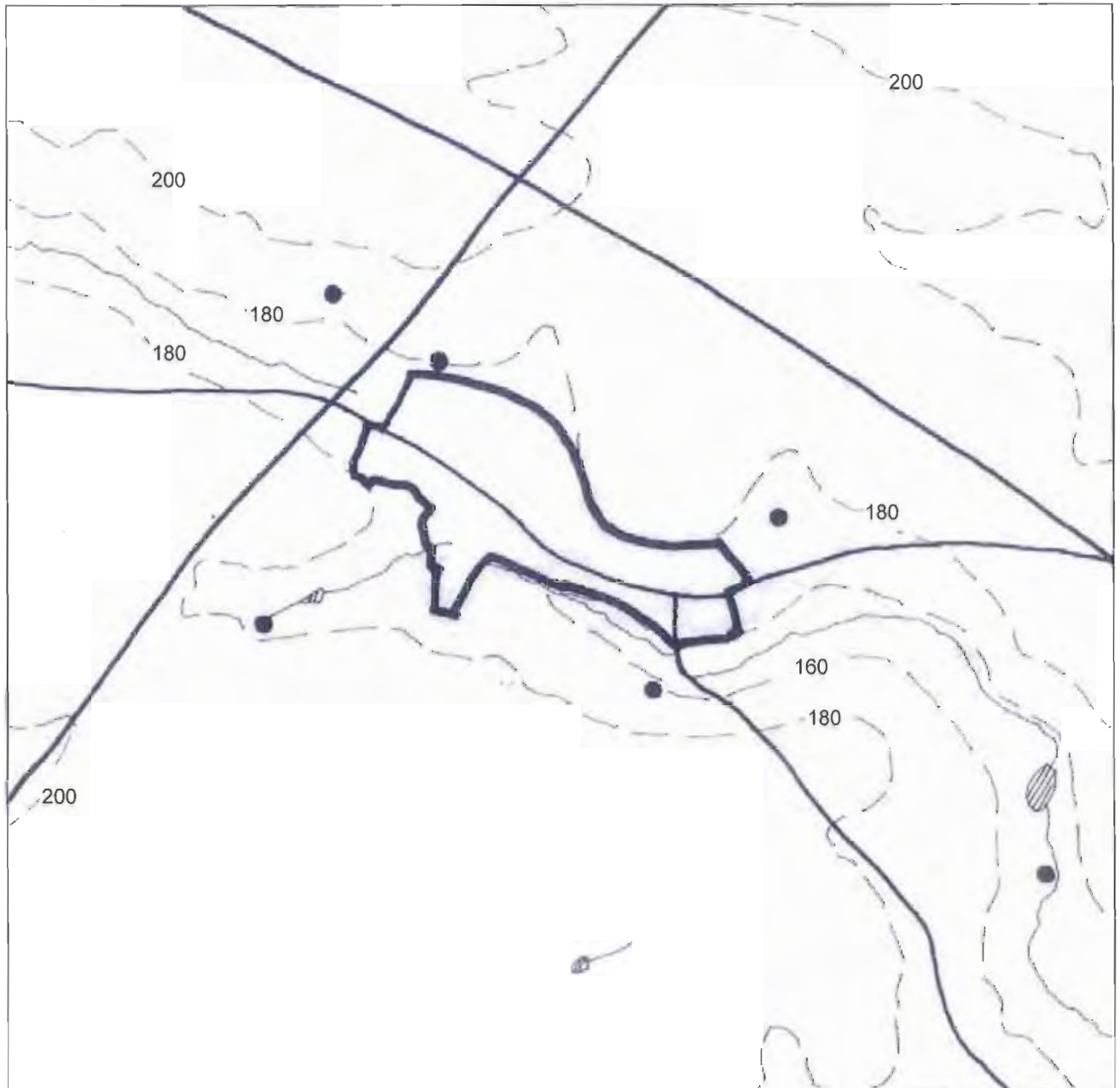
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Figure N1

## NORTHLEACH Context



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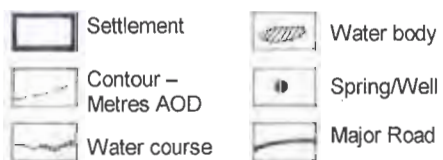
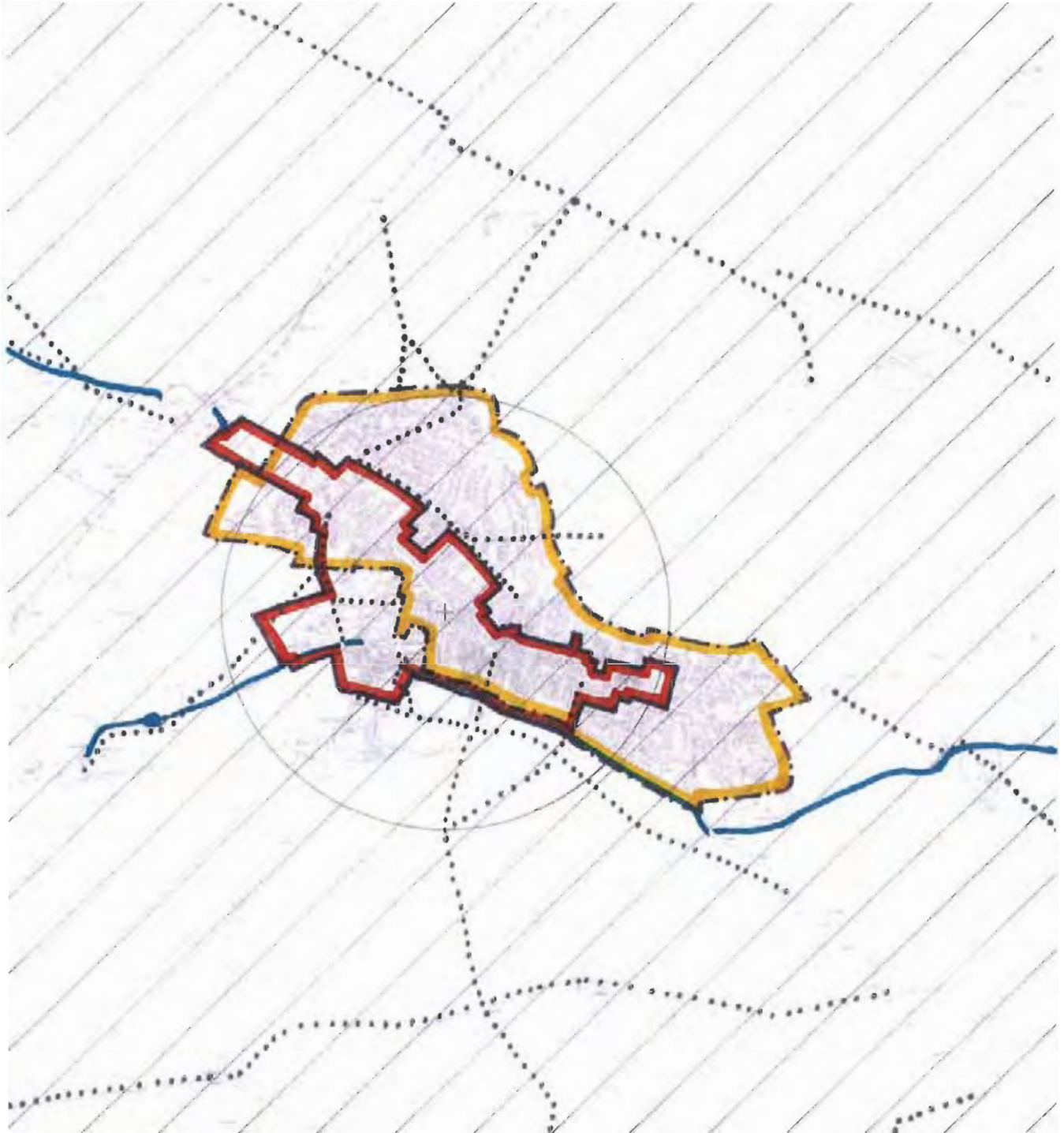


Figure N2

## NORTHLEACH Topography and Drainage





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







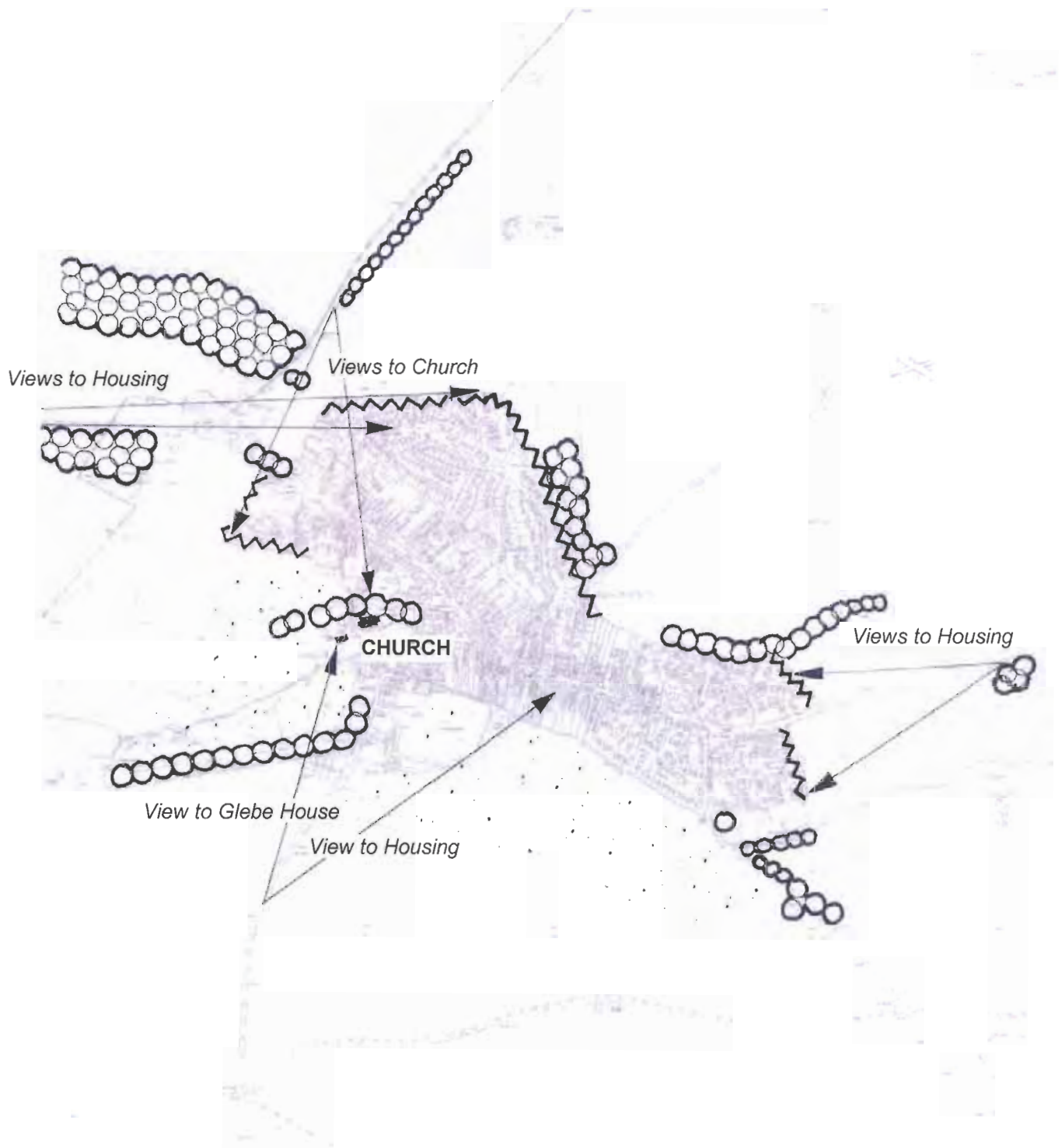
	AONB		Current develop- ment Boundary		Water Body
	SLA		PROW		Floodplain
	Conservation Area		Key Wildlife Site / SSSI		400m walking distance from centre
	Scheduled Ancient Monument		Water Course		

Figure N3

## NORTHLEACH Constraints



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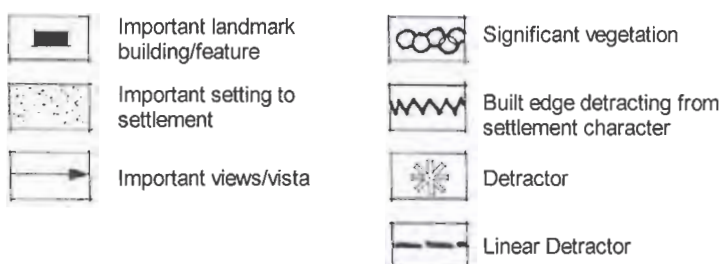
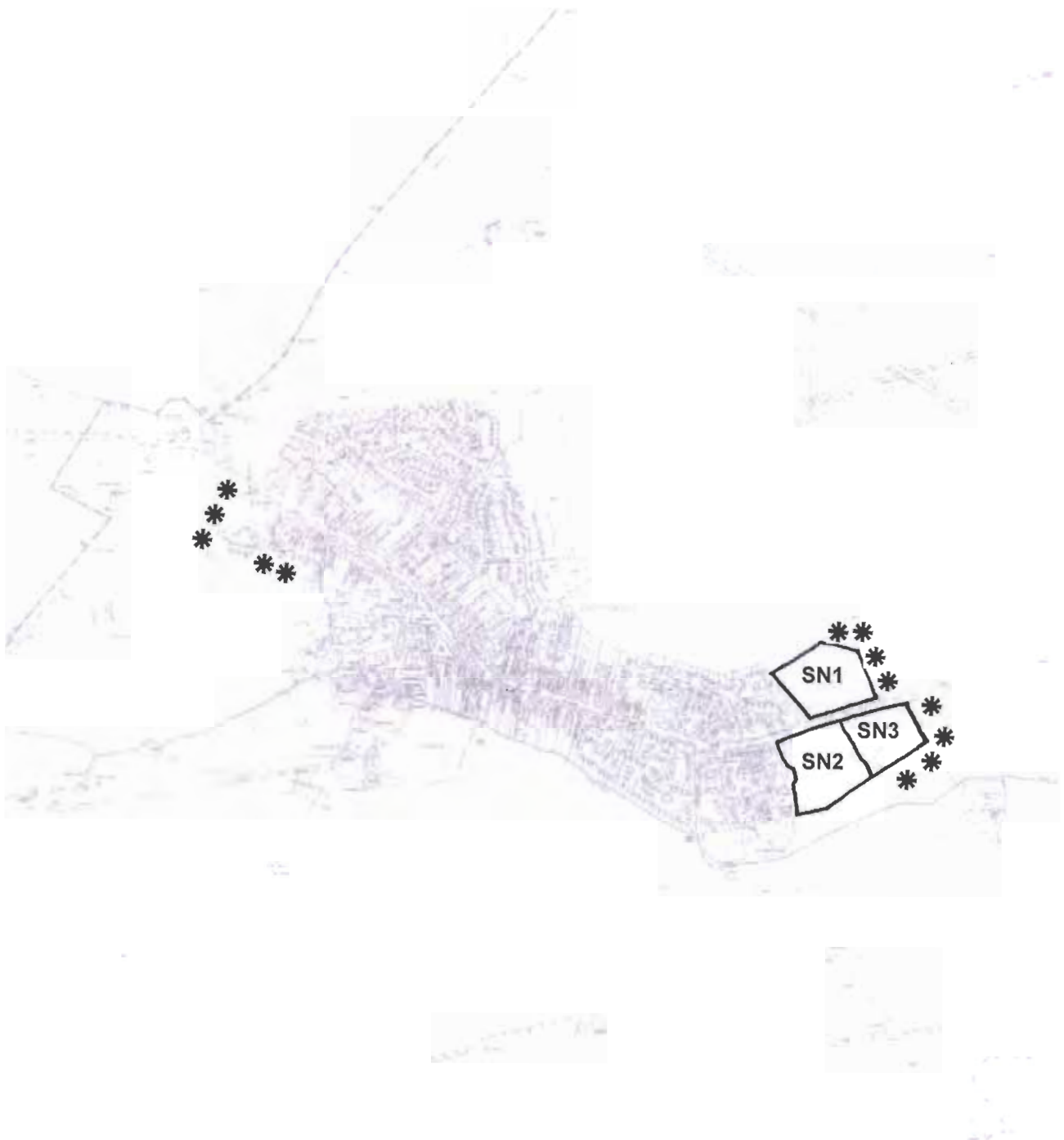


Figure N4

## NORTHLEACH Visual Analysis





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SN1	1.62ha	Shorter Term
SN2	1.68ha	Shorter Term
SN3	1.2ha	Longer Term

\* Suggested Environmental  
Improvements or Mitigation of Sites

Figure N5

## **NORTHLEACH Potential Sites for Development**

## 16.0 SIDDINGTON

### The Settlement

16.1 Siddington is a village lying south of Cirencester in the Churn valley on a minor road to Ashton Keynes. The main settlement edge lies 500m from Cirencester's southern fringes but the separate cluster around St Peter's Church and the northern extremity of the 'peninsula' of Pound Close are only 250m from the town. The now defunct Thames and Severn Canal passes through the southern part of the village with a spur up to Cirencester. There is a noticeable basin and mooring area, now dry. There is also a dismantled railway running north-south which remains as a vegetated embankment through parts of the village.

16.2 The village has developed in a highly disjointed fashion and functions as a place of two main parts. The northern part consists of the church, Siddington Manor, Church Farm and a riding school. These form a distinctive and pleasant group of buildings set in the valley bottom amongst horse pasture and mature trees. It is not clear if they are the remnant of a shrunken medieval settlement but the bulk of the village is now located over a 100m to the south.

16.3 The core of the 'newer' part of the village is on the Ashton Road with terraces and post office. The village has grown southwards and consists of ribbon development and small cul de sac housing estates. One development is the aptly named Frazier's Folly where 60/70's houses surround Siddington Hall which has been converted to flats. This is fortunately enclosed to the south east by Plummers Farm which forms the south eastern corner of the village next to a watercourse of the braided River Churn.

16.4 Park Way links Ashton Road to Upper Siddington up the gentle valley slope which consists of a pleasant loose association of older houses, cottages and Barton Farm. Off this road, the partly single sided local authority housing development of Pound Close runs north along the valley side. Its



alignment follows the now filled-in canal spur to Cirencester. The playing fields form a kind of village green by default separating Park Way and the canal.

16.5 Further housing, outside the main village curtilage lies on Nursery View fronting the defunct nursery to the south of the village.

*Housing on Park Row forms a poor view from main road*

16.6 Siddington is located on the edge of the Upper Thames Clay Vales National Character Area 108, bordering the Cotswolds area [107] to the north which encompasses Cirencester. The White Consultant landscape assessment in support of this study classifies the area around the village as the Dipslope/Thames Valley Transition Area, Cirencester Southern Fringe [Character area D/TV/2].

16.7 The village lies on the floodplain and slopes of the Churn Valley. Lower areas on the valley floor are at around 100mAOD with the highest point being 115mAOD at Barton Farm. The gently undulating higher ground of low ridges and shallow hollows continues to the west around the southern fringes of Cirencester. This ridges consist of Cornbrash, a crumbly limestone, while the lower areas are Forest marble/Kellaways clays and sands. To the east the valley floor is alluvium and the rising land beyond, Cornbrash.

16.8 The dipslope land use is primarily arable with medium to large fields. Hedgerows are well maintained and feature occasional hedgerow trees. There are occasional trees in belts and copses in places and along the defunct canal and railway. The defunct nursery is surrounded by mature trees. Substantial newly planted tree belts will, in time, add to the enclosure of the area.

16.9 The valley floor landscape is more enclosed and pastoral, mostly permanent, with smaller scale fields, fencing, some walls, overgrown hedges and hedgerow trees and riparian vegetation. Standing water lies in areas of poor drainage and horsegrazing related to the riding school is extensive – timber fencing is associated with this use.



*Siddington Manor and church in the River Churn floodplain*



16.10 Views of the village are not possible from the south and west and are limited by vegetation within the settlement from across the valley to the east. Approaching from the north the church spire and associated buildings provide a positive introduction to the village. This is offset by the view of Pound Close on the skyline and of housing on Park Way which together present an image of a homogenous, monotonous suburban edge. The detractor of the power lines which run in the gap between Cirencester and Siddington also impinge on the quality of the landscape of this buffer area.

### Relationship of Settlement with the Surrounding Landscape

16.11 The settlement has the following key relationships with the surrounding landscape:

#### *Positive:*

- The church and surrounding buildings sit well in the valley bottom
- The eastern edge of the village is enclosed by trees and relates well to, and is limited by, the floodplain and watercourses.
- The rural approach from the south is unspoilt with a pleasant loose association between the older buildings, farmland and substantial tree cover.
- The main approach from the west is also unspoilt with a pleasant loose association between the older buildings, farmland and trees.
- The trees on the railway embankment and defunct canal provide enclosure and a backdrop to the village.

#### *Negative:*

- The northern approach is spoilt by the view of Pound Close on the skyline and of housing on Park Way which together present an image of a homogenous, monotonous suburban edge.

### Landscape Evaluation and Landscape Capacity

16.12 The valley landscape is charming and small scale and is of value. The higher ground has less attractive features but provides a positive setting to the settlement. The area between Cirencester and Siddington suffers from detractors including the drab, partly industrial, edge of the larger settlement, the power lines and the poor village edge.

16.13 Longer views are possible from the south, east and west. The low ridge west and south of the main settlement does provide some enclosure. Wide views are not possible between Cirencester and the village.

### Constraints to be taken into account

16.14 The constraints are shown on Figure S3 and are summarised below:

- Green buffer between Cirencester and Siddington
- The floodplain of the River Churn

### Areas where Development is not suitable

16.15 Areas where development is not suitable in accordance with the criteria set out in Section 2.0 are as follows:

- In the floodplain of the River Churn because of good sustainable practice and landscape value
- In the gap between the two settlements including and east of the Old Rectory to maintain a green buffer
- Along and off Ashton Road to maintain a loose structure of village form on this rural approach
- On the higher ground to the west of the village

### Suggested Environmental Improvements

16.16 The following environmental improvements are suggested and shown on Figure S5:

- Improve the playing field to function as a village green
- Support the scheme to bring the canal back into working order and open it to leisure craft

### Potential Areas for Development

16.17 The potential areas for development are located in Figure S5. They are:

#### **SS1: Land east of Pound Close**

16.18 The site is 2.25Ha and could be suitable for housing in the shorter term. It lies on the valley slope beneath the existing housing and has the potential, if designed correctly, to improve views to the Close from the east. Houses should front the Close and a vehicular link should be made with the adjacent site SS2 through to the lower road to improve circulation and linkages within the village. The railway embankment should be retained as a green buffer and substantial screening would be required on its northern edge which should also accommodate the public footpath. A design brief would be essential for this site.

#### **SS2: Land north of Park Way**

16.19 The site is 3.2Ha and could be suitable for housing in the shorter term. It lies on the gentle valley slope up from the main road through the village. It is separated from the lower road by a landscape strip which accommodates the floodplain as well as providing separation from the Riding School. It could be planted with a lime or chestnut avenue or similar in grass meadow to provide a semi formal entrance to the main village which is a feature of the Cotswolds. A road would need to cross this area to give access to the development and on into Site SS1. Clearly, the development is sensitive as it almost links the two parts of the village together. It therefore needs to be designed with extreme care particularly to respect and enhance its north easterly neighbour and to address its east and northern boundaries. Substantial screening

would be required on its northern edge which should also accommodate the public footpath. The railway embankment should be retained as a green buffer. A design brief would be essential for this site.

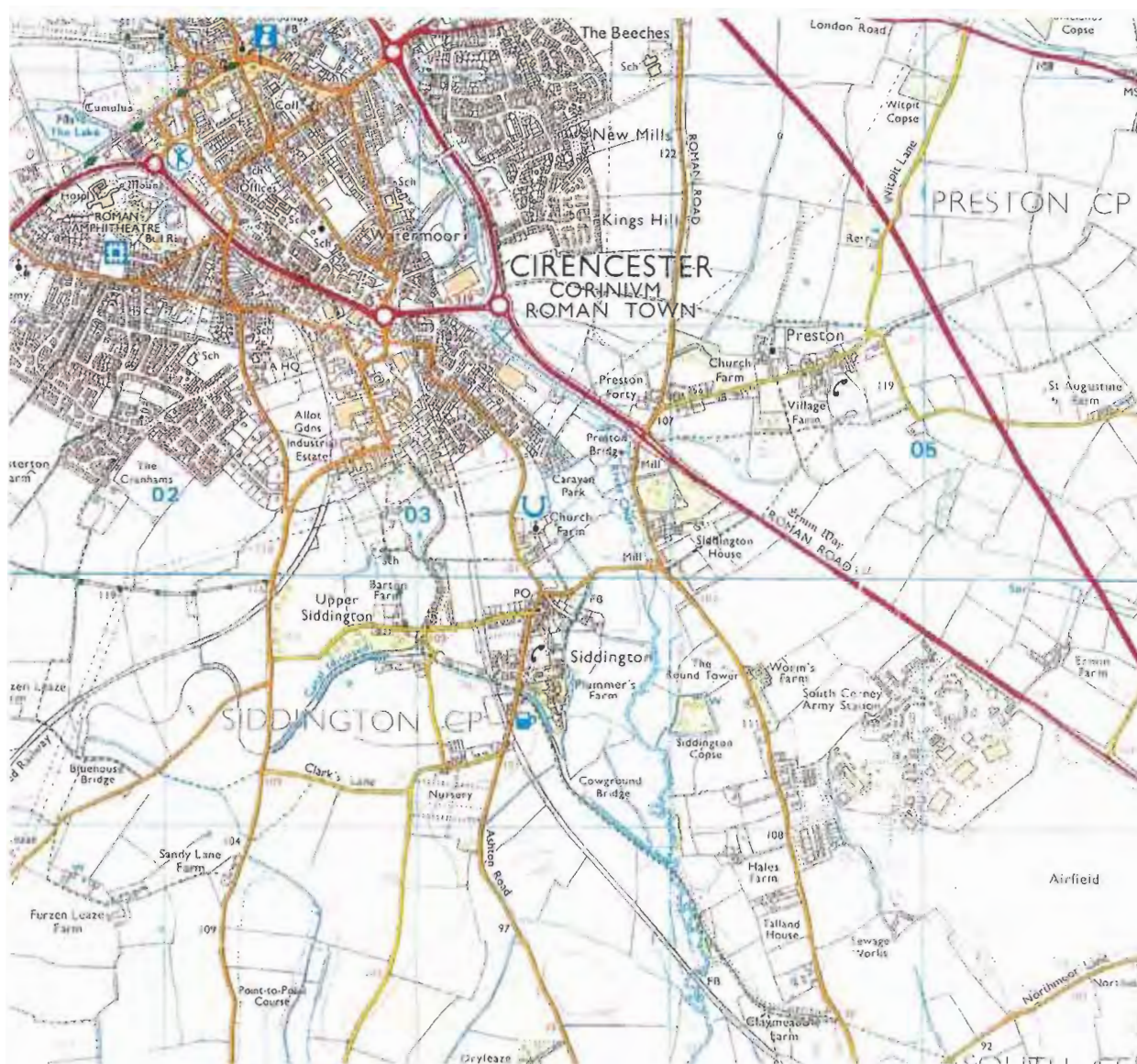
**SS3: Land south of Park Way**

16.20 The site is 0.9Ha and could be suitable for housing in the longer term. It lies on Park Way, partly behind Barton Cottages and also adjacent to the defunct canal. It is an enclosed site on all sides though the planting belt to the west needs to mature before this fully screens development. As this is in an older unspoilt part of the village high quality traditional materials including natural stone should be used in the vernacular style. The development should consider that the canal may be refurbished in the future.

**SS4: Land south of the Canal**

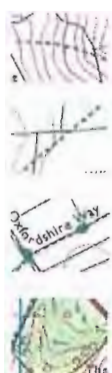
16.21 The site is 2.3Ha and could be suitable for housing and canal leisure related development in the longer term only if the Thames and Severn Canal is reopened. It should be designed to front the canal, and give the playing fields the feel of a village green. It is not widely visible but is on a rural edge to the village. A design brief would be essential to optimise the opportunity this site offers and to respect its location.





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Steep Slopes

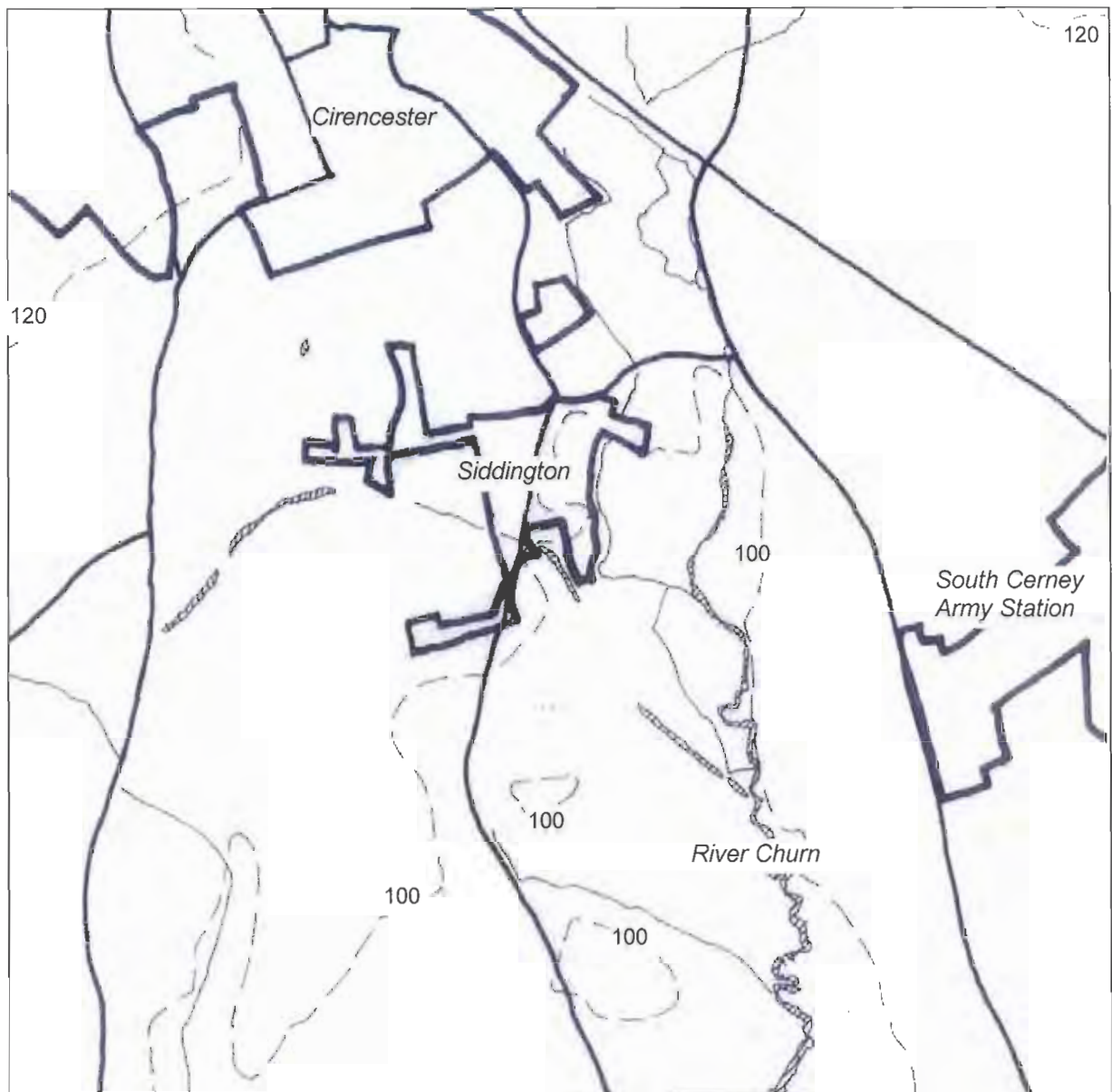
Public Rights of Way

Recreational Long Distance  
Footpaths/Bridleways

Major Vegetation

Figure S1

## SIDDINGTON Context



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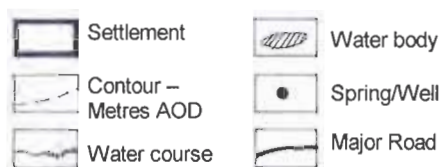
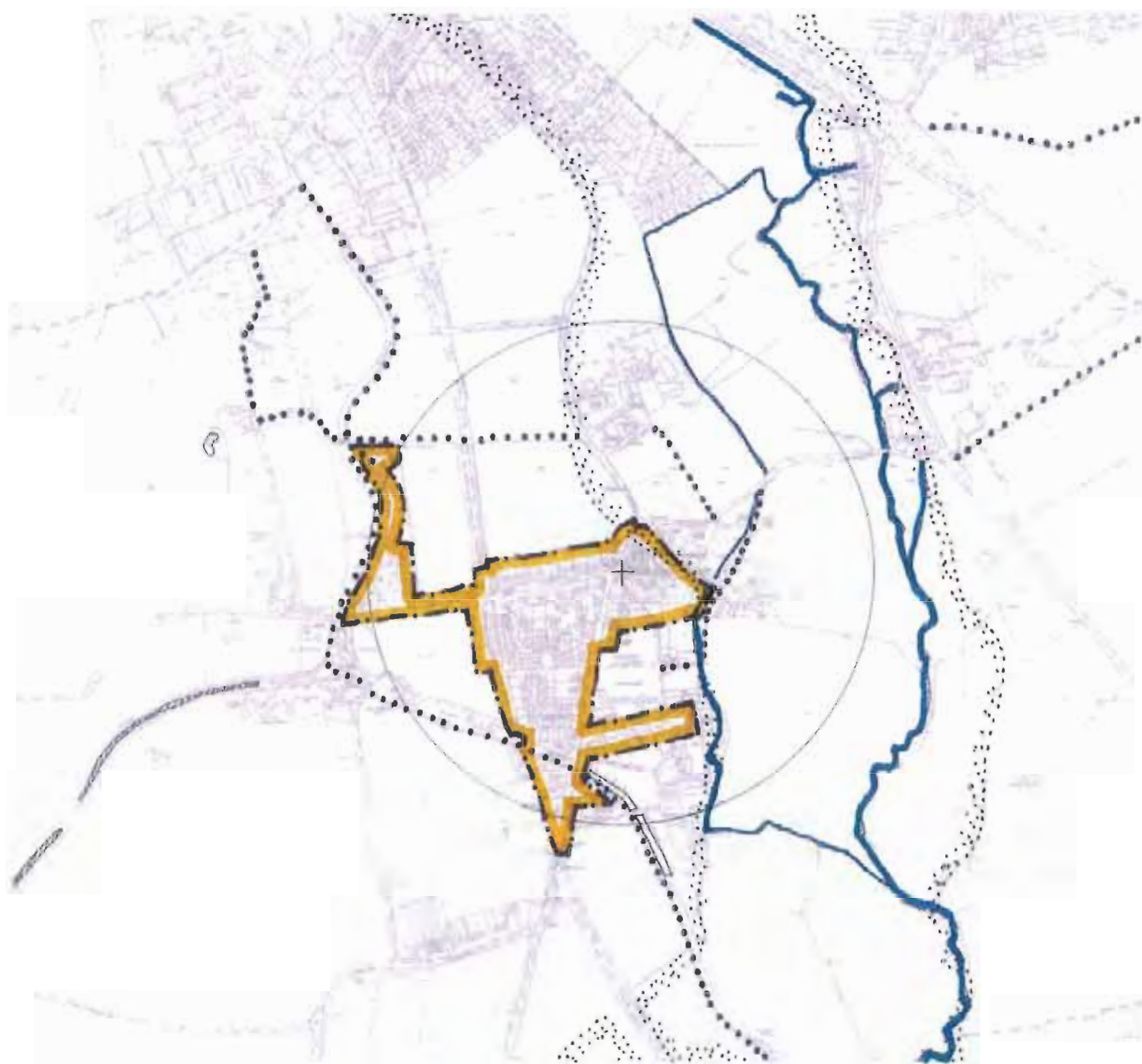


Figure S2

## SIDDINGTON Topography and Drainage





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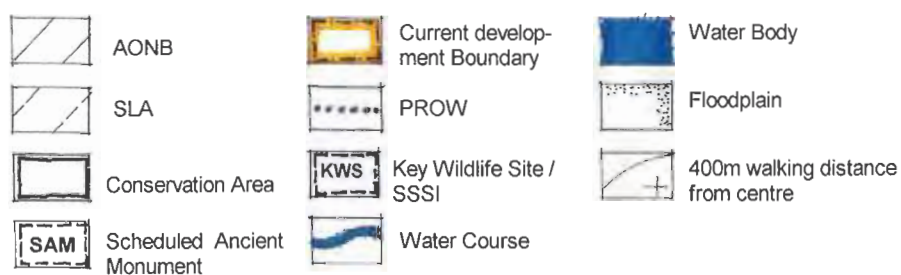
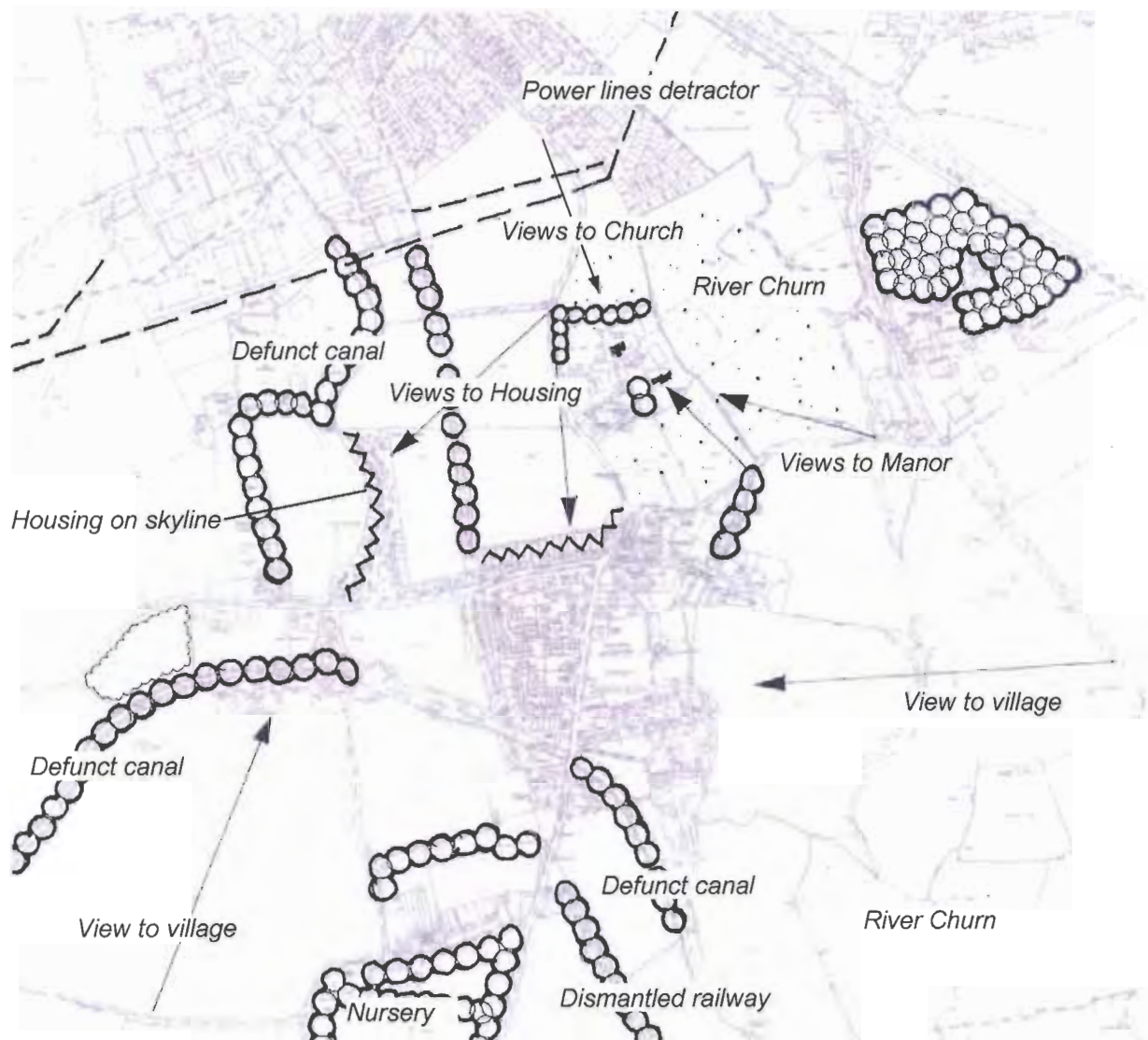


Figure S3

## SIDDINGTON Constraints



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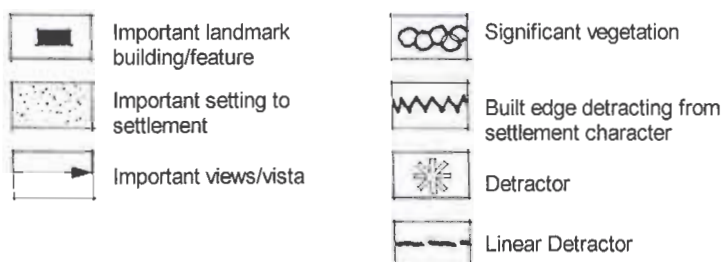
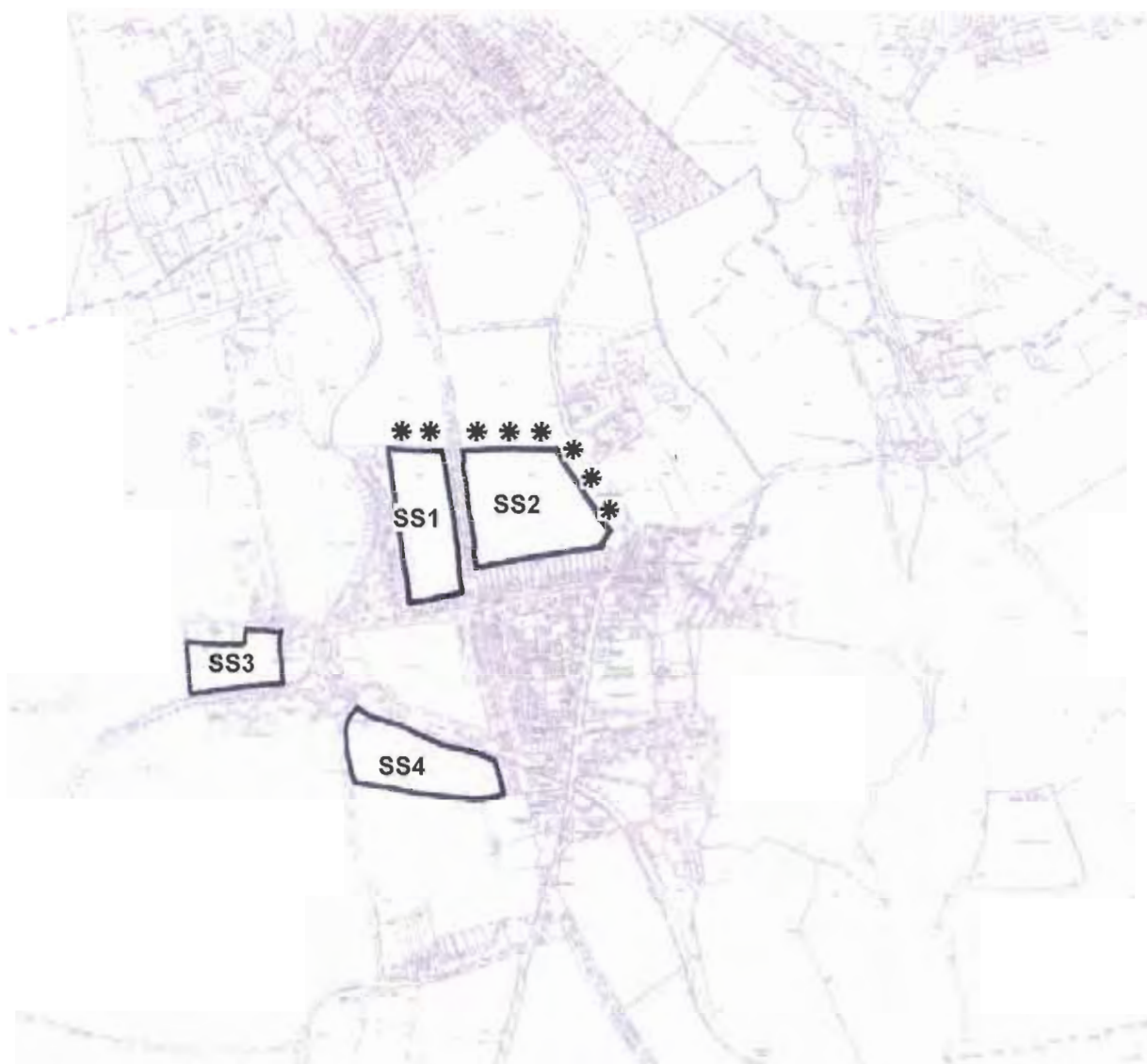


Figure S4

## SIDDINGTON Visual Analysis





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SS1	2.25ha	Shorter Term
SS2	3.2ha	Shorter Term
SS3	0.9ha	Shorter Term
SS4	2.3ha	Longer Term

\* Suggested Environmental  
Improvements or Mitigation of Sites

Figure S5

## **SIDDINGTON Potential Sites for Development**

## 17.0 SOUTH CERNEY

### The settlement

17.1 South Cerney, shown on Figure SC1, is located four miles south of Cirencester within the Cotswold Water Park. The Western Spine road runs just south of the village and joins with the A419 Swindon-Cirencester Trunk Road. It is one of the largest villages within the District having undergone considerable growth over the past 25 years.

17.2 The village was originally linear spreading out from a central intersection. Today substantial in-fill development has obscured the linear pattern. There are substantial modern housing estates to the east and south of the village core. Historic buildings are mainly found alongside the main streets of the village. However All Hallows Church is located on the northern side of the river Churn which runs through the village. Also adjacent to the river is an intimate landscape of remnant meadow and allotments. To the north of the church is Edwards College which is set in parkland.

17.3 A large 'quadrant' of the village is formed by the 'Aggregate Industries' works which currently has a frontage onto the main street of the village. On the south side of the village there are large lakes formed by sand and gravel extraction. The northern edge of the village is strongly defined by a disused railway line

17.4 The northern and western approaches to the village are attractive as a result of the street form and historic buildings. However the southern approach is marred by industrial development and suburban housing.



*The older edges of the town around Upper Up have an attractive visually permeable quality.*

### Landscape Character

17.5 South Cerney is located within National Landscape Character Area 108, Upper Thames Clay Vales. The White Consultants Landscape Assessment in support of this study classifies the area around the Village as 'TV1 Lower Churn

Valley' and 'TV2 Cotswold Water Park – Western Section'.

17.6 The landscape to the south of the village is dominated by waterbodies associated with sand and gravel extraction and bands of riparian trees. In some areas there is rough land around the edges of the waterbodies consisting of remnants of pasture and woodland blocks. East of the 'Aggregate Industries' site some land has been filled with waste concrete products.

17.7 To the west the land rises gently to Ashton Down (Wiltshire) as can be identified on Figure SC2. On the southern edge of the hill is a large landfill site whilst to the north around Upper Up the land is agricultural. The fields adjacent to the village in this area have an unkempt appearance which mars the visual quality of this important approach. To the north of Upper Up is the valley of the River Churn with meadows and pasture. To the east of the Churn and north of the village centre is a low ridge which provides a higher vantage point over the village. This ridge strongly separates the Churn Valley from Silver Street.

17.8 To the east of Silver Street is an attractive area separated from the wider countryside by the disused railway line to the north. Accessed by 'Bow Wow', this area contains the parkland of Edwards' College, the church and churchyard, remnant meadows and orchards. It is a popular recreation area for local people.



*The parkland around Edwards' College and the church is fundamental to the character of the village.*

### Relationship of the Settlement with the Landscape

17.9 The settlement has the following key relationships with the surrounding landscape.

#### Positive

- The area around Bow Wow provides a link between the village centre and the surrounding countryside.
- The ridge that enters the village from the north between Silver Street and the Churn has remained undeveloped creating an immediate visual and physical relationship between the



village and its rural hinterland in this area. The linear pattern of the village on this side of the village relates to the form of the ridge.

#### Negative

- Modern development to the south and east of the village centre has developed as a series of self contained blocks which is at odds with the established linear pattern of the town.
- There is little visual or physical linkage between the modern development and the landscape setting.
- Development has sprawled out along the southern approach road 'suburbanising' the approach to the village.

### Landscape Evaluation and Landscape Capacity

17.10 The character of the landscape surrounding the village has been strongly influenced by housing development, industry and communications. Much of the traditional agricultural landscape character has been degraded or radically altered by sand and gravel extraction. Because of this the landscape is not a high quality example of a Thames Vale landscape. However the degree of change from the traditional landscape means that there are significant opportunities to create a new landscape.

17.11 The capacity of the landscape to accept development is constrained in the north by landscape character and quality. To the south constraints are predominantly physical. However the land included with the 'Aggregate Industries' site has considerable potential to accept change.

### Constraints to be taken into account

17.12 The constraints are shown on Figure SC3 and are summarised below:

- Conservation area
- The Scheduled Ancient Monument off west of Silver Street.
- The floodplain of the River Churn
- SSSI status of many of the waterbodies south east of the village.

### Areas where development is not suitable

17.13 Areas where development is not suitable, in accordance with the criteria set out in Section 2.0 are as follows:

- The north west quadrant of the village which includes the Castle Site due to its visibility and importance to the setting of the village.
- The north east quadrant and areas around Bow Wow due to their intrinsic character and landscape quality.
- The area to the west of Upper Up due to its importance as part of the setting of the conservation area when approaching from the west.

### Suggested Environmental Improvements

17.14 The following environmental improvements are suggested:

- Enhancement of the southern approach to the village, particularly through environmental enhancement of landscape surrounding factory premises.
- Improved management of the farmland to the west of Upper Up.

### Potential Development Areas

17.15 The potential areas for development are located in Figure SC5 and are described below:

#### SSC1 'Aggregate Industries' Site

17.16 This 17.8ha site is a quadrant of the village currently occupied by the 'Aggregate Industries' site. It offers opportunities for a major new mixed use development with recreational, leisure and employment uses. Development may be appropriate in the longer term. It should be noted that some of the site may be valuable habitat. Prior to any development an ecological survey will be essential. Areas of ecological value may significantly reduce the developable area of the site.

17.17 A development brief for this site is essential to ensure an integrated approach to the site's development. Although the area fronting the main street is not within the area shown on figure SC5, any development brief should include this area to ensure good quality urban design. A development brief should also address the design treatment of the waterfront.

17.18 Development of the site offers potential to showcase best practice in sustainable development.

#### SSC2 Land to south west of town

17.19 This 4.05ha site lies to the south of the town between existing development and the landfill on Ashton Down. Development of this site would be an extension of the existing estates in the area. It will be difficult to provide a good urban design solution with good linkage to the town centre. However the site is visually discreet and does not impact on an area of high quality landscape. Development of the site should depend on whether the 'Aggregate Industries' site is brought forward for development. Preferably it should occur in the long term when all other opportunities are exhausted.

#### SSC3 Land off Silver Street

17.20 Although considerably out of the village, this 1.24ha area is visually discreet being screened from sensitive parkland to the south by an Orchard and separated from the countryside to the north by the disused railway. Development may be appropriate in the long term depending on whether the 'Aggregate Industries' site is developed. This site may be an appropriate 'exceptions' site.





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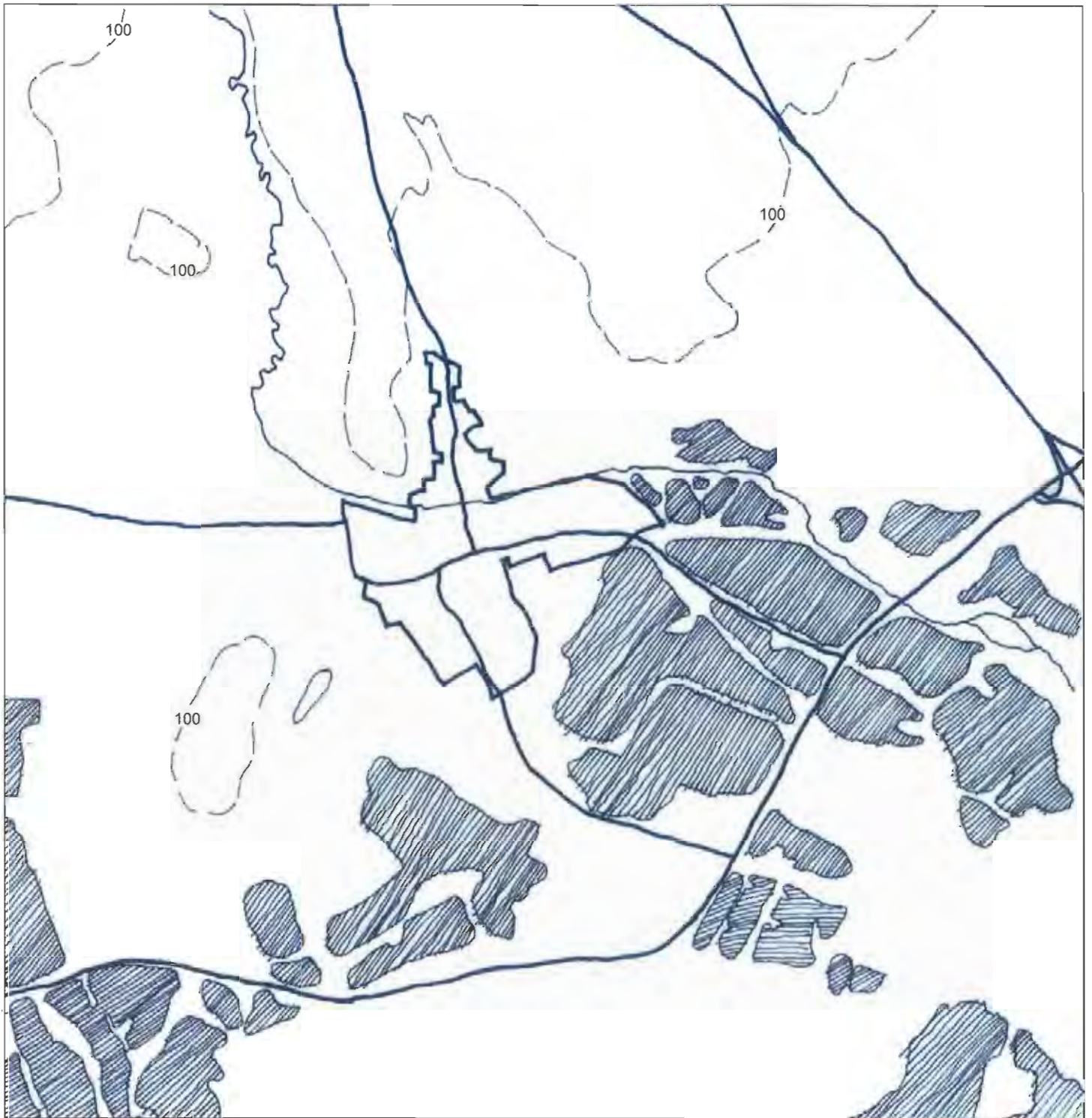
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Figure SC1

## SOUTH CERNEY Context





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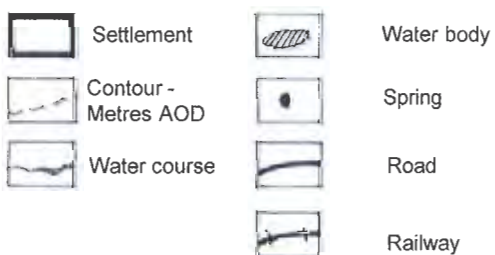


Figure SC2

## **SOUTH CERNEY Topography and drainage**





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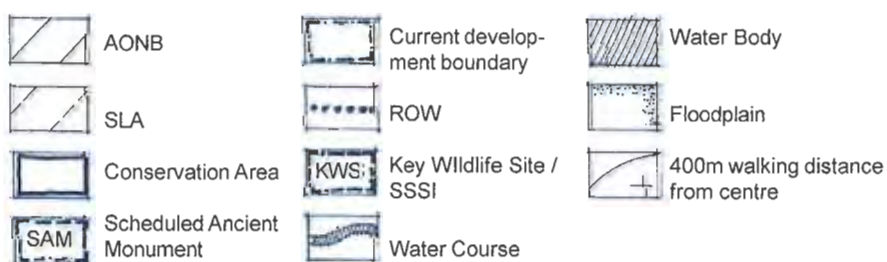
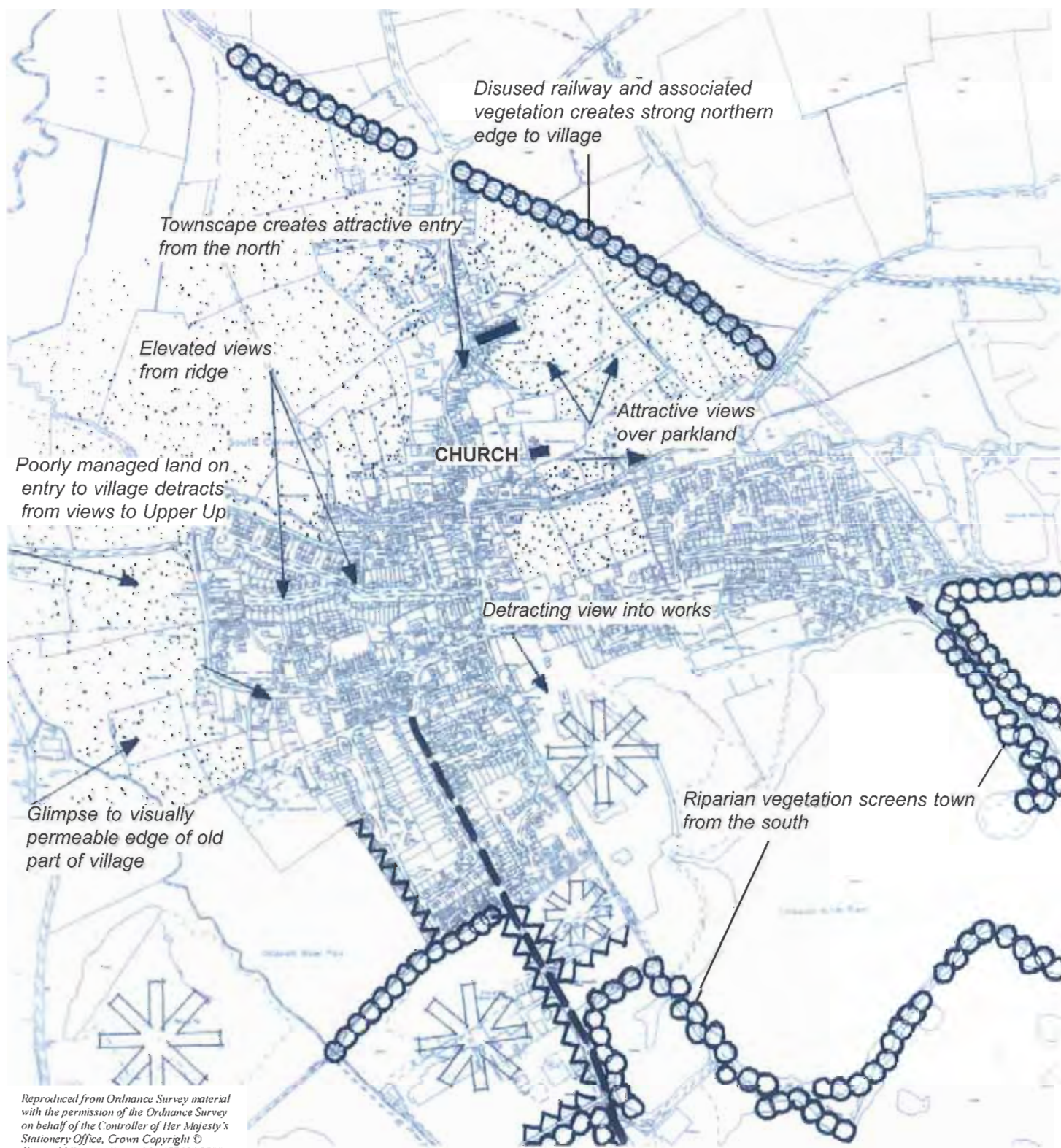


Figure SC3

## SOUTH CERNEY Constraints





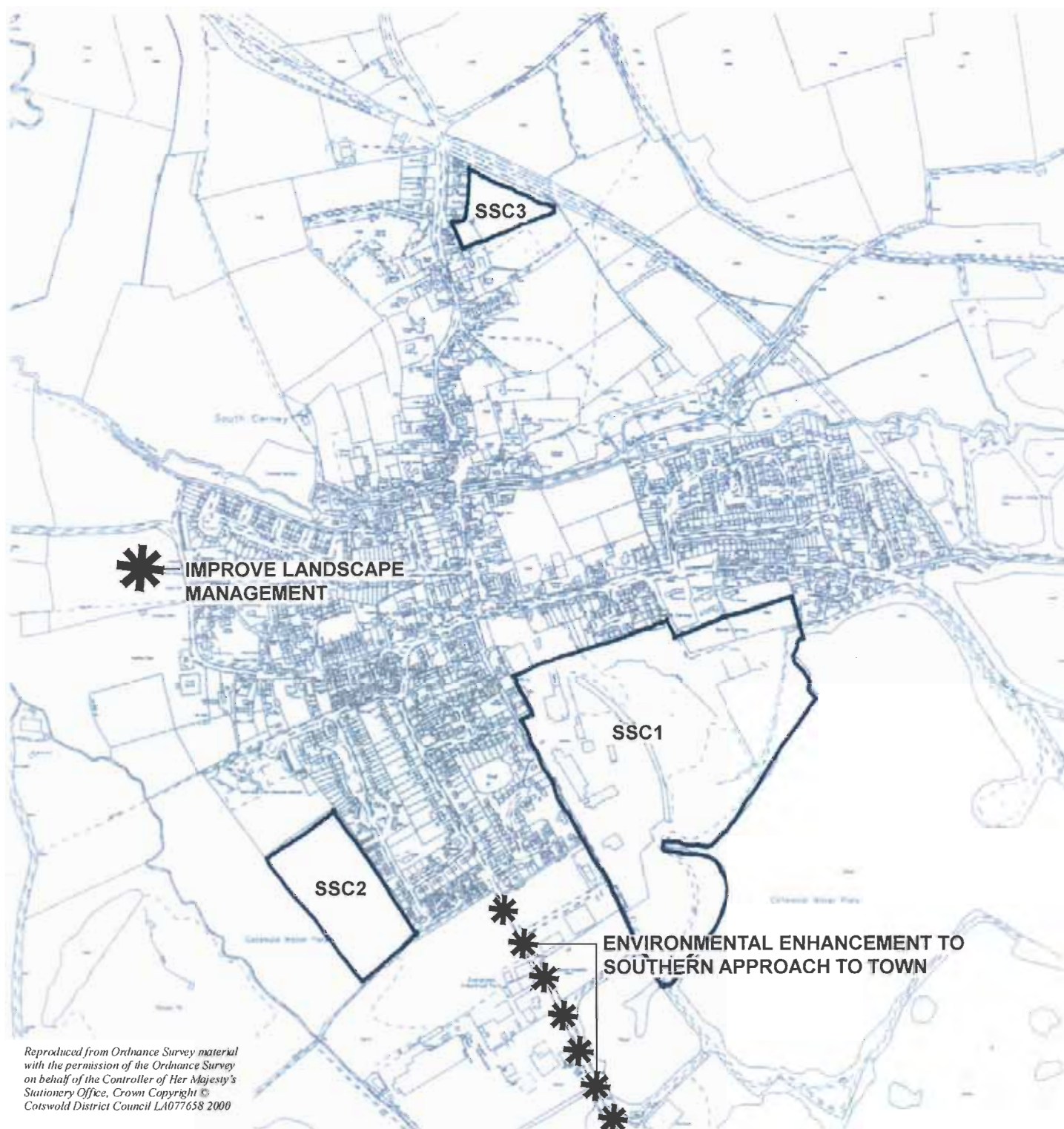
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Figure SC4

## SOUTH CERNEY Visual Analysis





SSC1	17.8ha	Long term - the developable area of the site may be constrained by significant areas of ecological value
SSC2	4.05ha	Long term (depending whether SSC1 is feasible)
SSC3	1.24ha	Exceptions site

Employment: See SSC1 which should contain a substantial 'employment' element.

 Suggested Environmental Improvements or Mitigation of Sites

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Figure SC5

## SOUTH CERNEY Potential Development Sites and Mitigation



## 18.0 STOW-ON-THE-WOLD

### The Settlement

18.1 Stow-on-the-Wold is a historic, wool town located on the summit of the highest ground crossed by the A429 Fosse Way. Historically, it is at an important point at the junction of a number of roads which now include the A436 and A424.

18.2 Settlement has occurred on this strategic site since prehistoric times with the shape of the oval bronze age/iron age camp still visible [see photo]. The origin of the present town was in the medieval period when it was established as a planned town by Evesham Abbey as part of their Mangersbury Manor Estate. The town was built on the western edge of the camp including the area between it and the Fosse way. The main road was diverted into the great rectangular market square enclosed by church, inns and shops which now forms the core of the town. The tower of St Edwards Church is a dominant landmark. The old settlement of Mangersbury is now dwarfed by the town and lies separated from Stow by a couple of small fields. The quality and value of the Cotswold stone built form is reflected in its conservation area status which includes the medieval town, part of Fosse Way, Mangersbury and the triangle of fields/manor parkland separating the two settlements.

18.3 The town is constrained by topography with steep valleys to the north of the centre and has thus grown on the flatter land on the gently sloping ridge top, particularly to the west and south. Smaller scale housing development has also taken place along Fosse Way particularly to the north in a triangle between the A424 and the Fosse. These established houses have large gardens with established tree cover. A new Tesco supermarket lies to the east of the road extending the built form of the town on the more exposed side of the ridge. Other commercial premises on the road include a roadside restaurant and petrol station which degrade the visual quality of the approach to the town.

18.4 Scattered houses follow the B4068 to Lower Swell set amongst paddocks and large gardens with mature tree boundaries.

18.5 The position of the town on the ridge top



*Long view of Stow on the ridge from Evenlode Valley*



*Town edge following line of hill fort beside steep valley*

means that it is exposed to long views from all sides, but particularly from the east and west and to a lesser extent from the south. The visibility is illustrated by the relatively small new development on the B4077 on the north west edge of town which can be clearly seen from beyond Upper Swell, over a mile away. The blocks of the housing estates make a large visual impact and do not respond to the historic pattern or grain of the town.



*View of Stow on ridge from west showing site SS2 in trees*

### Landscape Character

18.6 Stow-on-the-Wold lies in the Cotswolds National Landscape character area 107. It is located in the Cotswolds AONB 'High Wold' character zone. The ADAS Cotswolds AONB landscape assessment classifies town and northern environs as 'Rolling Valleys' and its southern approaches as 'Broad Rolling Valleys'.

18.7 The town lies on the edge of the high wold landscape overlooking the valleys of the River Dikler to the west and the Evenlode, at a distance, to the east. The overall description for the area is of large scale open plateau tops characterised by arable land and large blocks of woodland interspersed with valleys of lush, intimate pastoral landscapes and small villages.

18.8 The latter description is true of the Dikler valley to the east with its charming settlements of Lower and Upper Swell. Views of the houses on the ridge top on the west side of Stow are possible from here [see photo]. However, Stow itself is at the southern extent of an undulating, relatively narrow

ridge of oolitic limestone at about 235mAOD, 90m above the adjacent valley bottom. The landscape is of arable agriculture with stone walls and hedges on the gentler slopes and permanent pasture on the steep incised valley sides. The agricultural land classification is Grade 3. On the ridge and slopes trees [including beech and lime] are often in belts alongside roads and as field boundaries. They are also present as riparian vegetation on the small streams and as hedgerow trees. The southern approach up the steep Stow Hill is particularly enclosed by tree belts and woodland to the west.

### Relationship of Settlement with the Surrounding Landscape

18.9 The settlement has the following key relationships with the surrounding landscape:

#### *Positive:*

- St Edward's Church provides the main focal point of the town and views towards it from the east and west provide a positive image of the town
- The built up perimeter of the iron age camp on the northern side of the town provides a positive relationship with the steep valley side.
- The green wedge separating the town from Mangersbury allows a relationship between the older town and the landscape.

#### *Negative:*

- The housing estates on the east, and to a lesser extent south side, of town intrude into the landscape. The houses tend to be standard house types and the overall image is of a homogenous, monotonous suburban edge which does not complement the landscape or town.
- The linear development on Fosse Way tends to reduce the quality of the town approaches and some buildings can be seen from the lower ground on either side of the ridge. The visibility of lighting of these developments could be an issue.

### Landscape Evaluation and Landscape Capacity

18.10 The landscape is distinctive and reflects many of the essential qualities of the AONB and is of high quality.

18.11 The ridge top location allows long views from all directions limiting the possibility for development. Some sites have mature tree screening close into the town but these are very limited. Even these areas would have some visibility particularly in winter. [see Figure ST4]. Development would have the most impact where it is located on steeper slopes.

### Constraints to be taken into account

18.12 The constraints are shown on Figure ST3 and are summarised below:

- AONB covering all of town and surrounding landscape
- Conservation Area
- Iron Age Camp SAM
- Key Wildlife Site tree belt

### Areas where Development is not suitable

18.13 Areas where development is not suitable in accordance with the criteria set out in Section 2.0 are as follows:

- Between Stow and Mangersbury because of the setting of the conservation area
- East of the town on the exposed ridge top because of the area's high visibility
- In the steep valley sides to the north of the main part of the town because of their high visibility and role as setting to the old town
- On exposed parts of the ridge which are without tree screening because of the areas high visibility
- Northwards along the ridge because this extends the apparent size of the town most to open views from the east

### Suggested Environmental Improvements

18.14 The following environmental improvements are suggested and shown in Figure ST5:

- Tree screening to the housing estates to the east and south of the town.
- Planting on the playing field to the east would be desirable.

### Potential Areas for Development

18.15 The potential areas for development are located in Figure ST5. They are:

#### **SST1: Land east of Bretton House**

18.16 The site is 2.2Ha and could be suitable for housing in the longer term. Access would have to be arranged from The Park and a land swap for allotments arranged. This site is well screened from Fosse Way and trees to the south would partially screen it from views from the south. This narrow belt of trees would need to be reinforced and planting become established before development took place. A design brief is desirable to expand on these recommendations.

#### **SST2: Land west of Petrol Station**

18.17 The site is 1.44Ha and could be suitable for housing in the longer term. Access is an issue and would have to be arranged from the B4068. This site is on the ridge top and would be open to partial long views. However, it is partially screened by trees on the slopes below. It would also not be visible from the B4068. It would have the benefit of screening the petrol station from long views. The site is sensitive and care would be needed to ensure that the built form and possibly advance planting addressed the visibility issues. A design brief is desirable to expand on these recommendations.



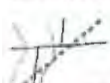


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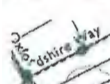
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Steep Slopes



Public Rights of Way



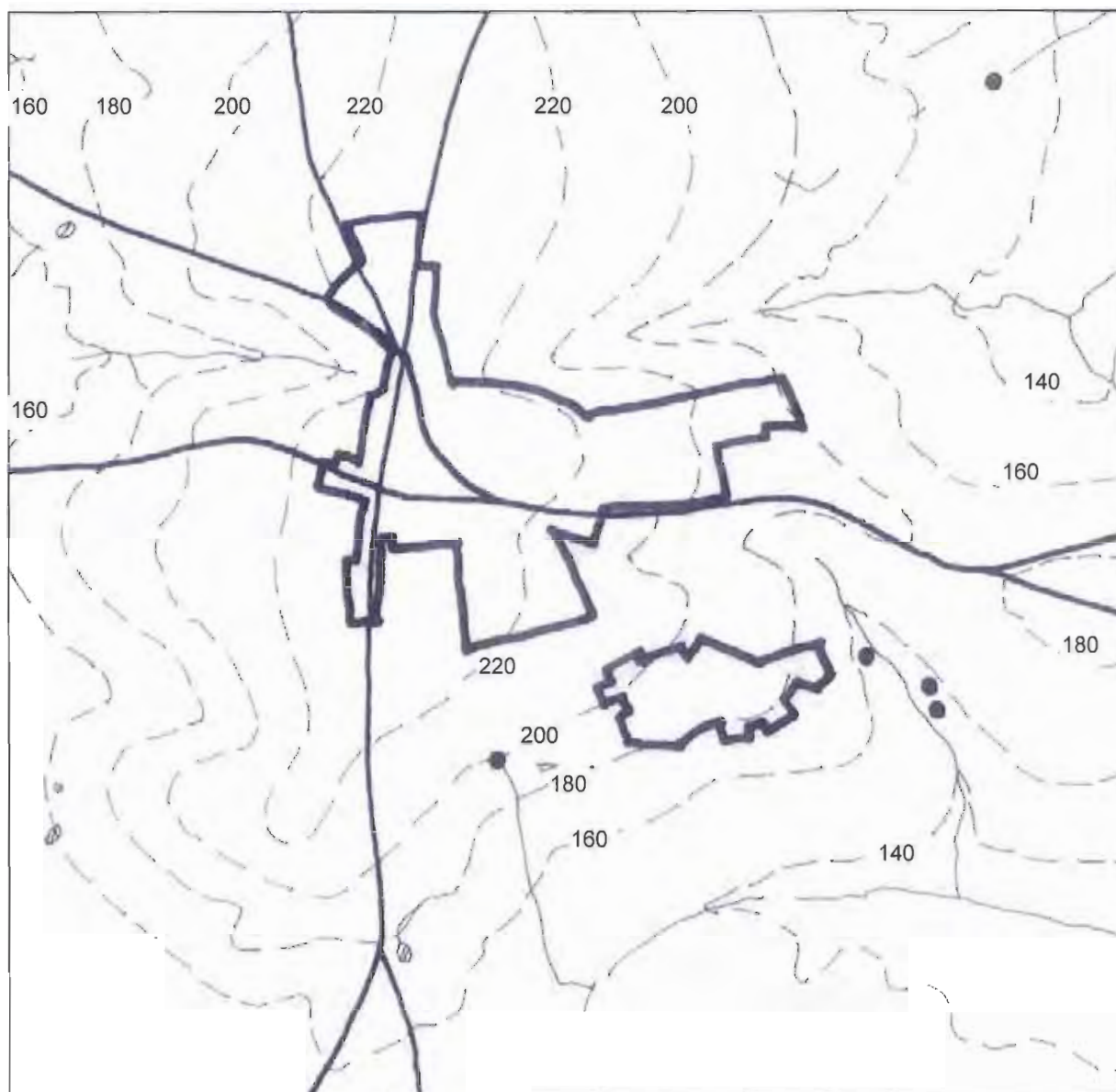
Recreational Long Distance  
Footpaths/Bridleways



Major Vegetation

Figure ST1

## STOW-ON-THE-WOLD Context



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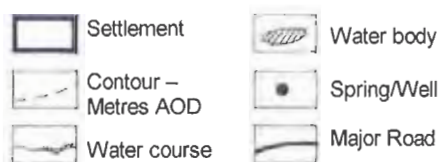
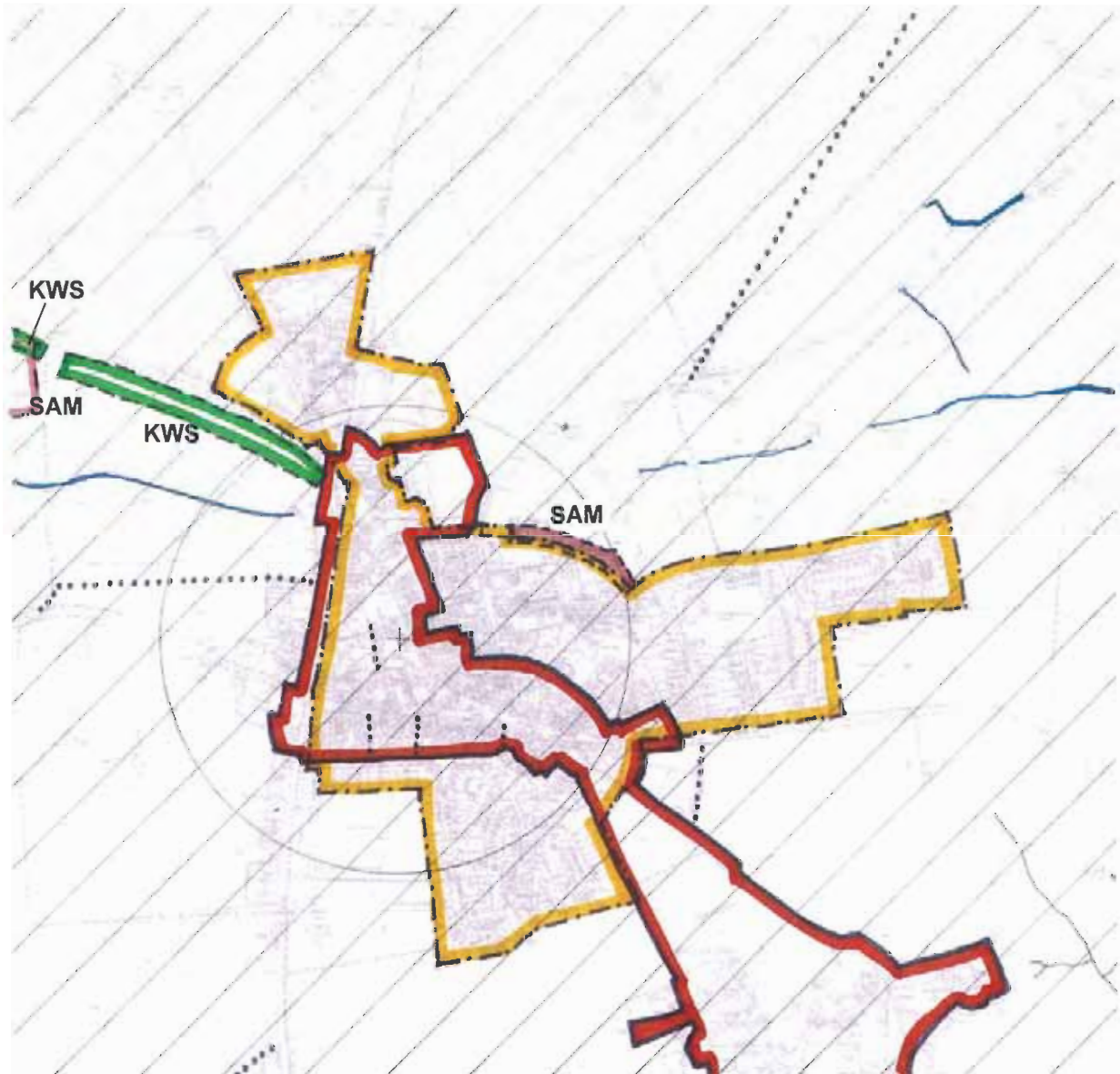


Figure ST2

## STOW-ON-THE-WOLD Topography and Drainage





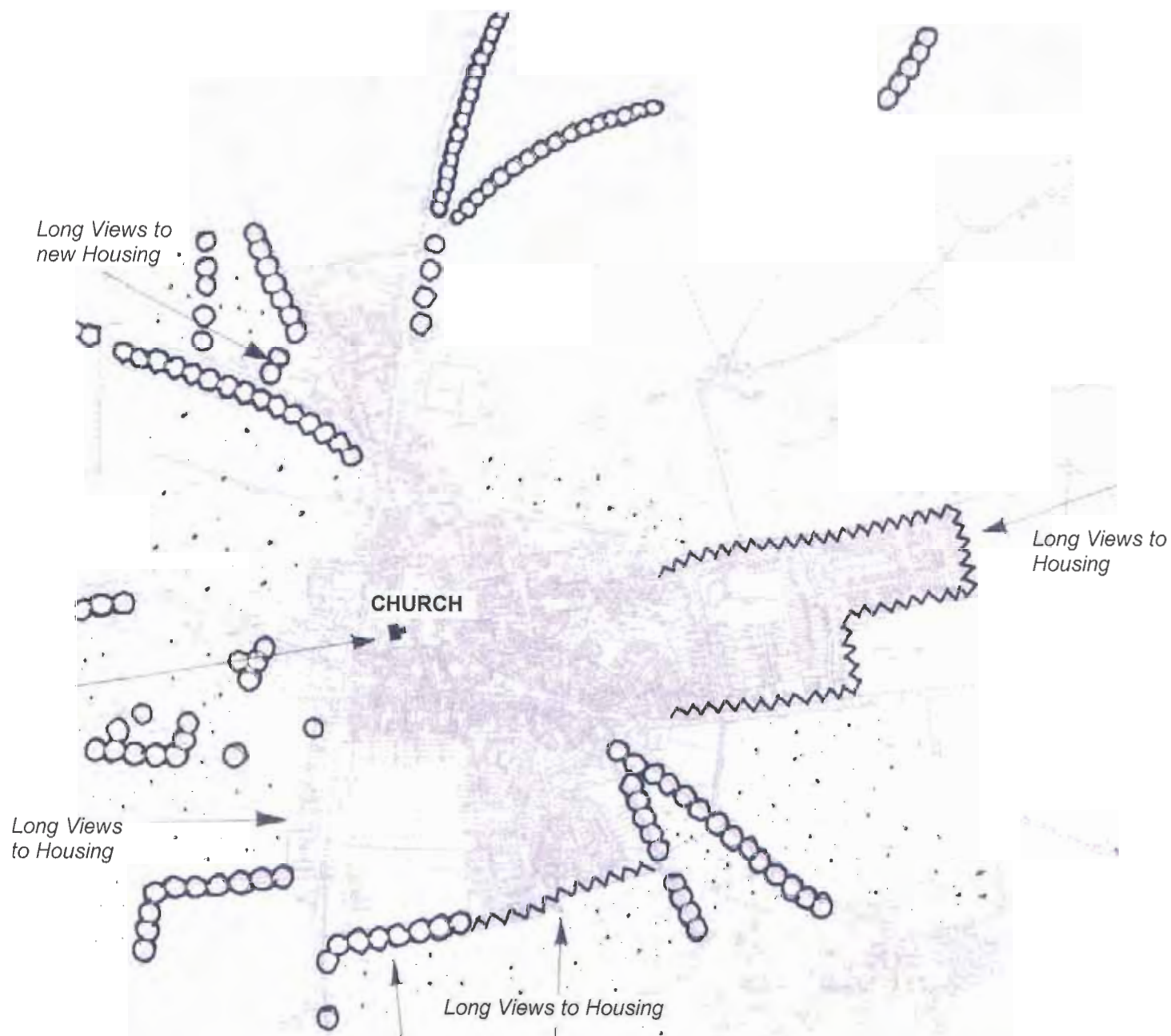
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	AONB		Current develop- ment Boundary		Water Body
	SLA		PROW		Floodplain
	Conservation Area		Key Wildlife Site / SSSI		400m walking distance from centre
	Scheduled Ancient Monument		Water Course		

Figure ST3

## STOW-ON-THE-WOLD Constraints



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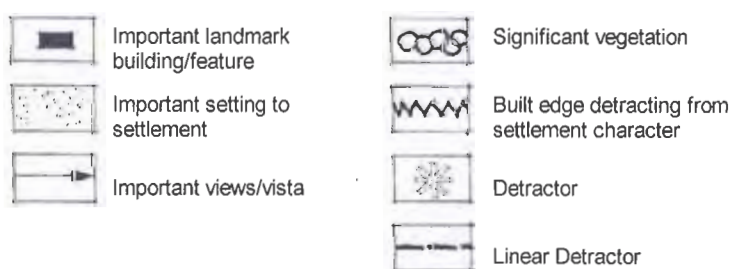
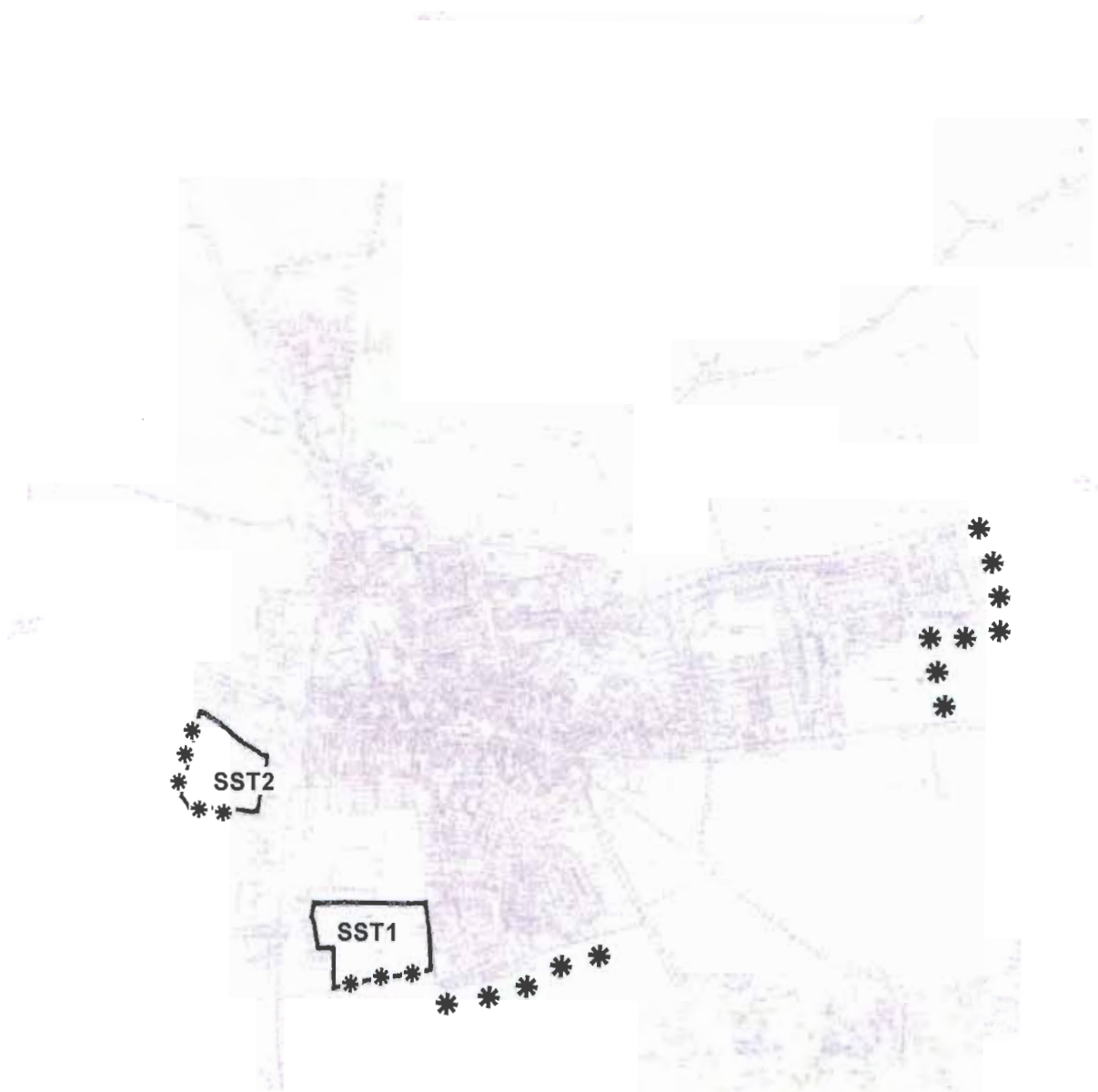


Figure ST4

## STOW-ON-THE-WOLD Visual Analysis





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SST1 2.2ha      LongerTerm  
SST2 1.44ha    Longer Term

\* Suggested Environmental  
Improvements or Mitigation of Sites

Figure ST5

**STOW-ON-THE-WOLD**  
**Potential Sites for**  
**Development**

## 19.0 TETBURY

### The Settlement

19.1 Tetbury is the second largest town in the District with a population of around 5,000. It is located on the A433 Cirencester to Bath Road which also accesses the M4, 14 miles to the south.

19.2 The town grew in the medieval period based on the wool trade and boasts a magnificent Market House in the centre of town and St Mary's Church whose spire is a prominent local landmark. The trade reached a peak in the 16/17<sup>th</sup> Centuries but was gone by the late 19<sup>th</sup> century. There are many spaces of differing character such as the Market Place, The Chipping, The Green and the recently constructed Cattle Market green. These often have views out over the surrounding landscape and are linked by charming streets lined with lengthy frontages of Cotswold stone buildings built over time. The result is a superb built heritage which is designated as an extensive conservation area.

19.3 A railway spur was built in the late 19<sup>th</sup> century linking the town with the Swindon-Gloucester line at Kemble but this was closed in the 1960's. The remains of the station area now forms a car park in the valley bottom east of the town.

19.4 The town is fairly well defined to the south, east and west by steep sided valleys and watercourses. In places where the older part of the town has over time crept down the valley side, as at Cotton Lane, this has resulted in a charming edge to the town. However, areas where blocks of recent housing estates run down to the watercourse edge as at Linwood Road and Quail Meadows the effect is heavy handed.

19.5 An area of post-war housing around Berrells Road has encroached on the ridge behind ribbon development south west of the A433. This housing provides a false introduction to the town as this is separated from the main town across the small valley crossed by Bath Bridge to the north.



St Mary's Church from Bath Bridge across the valley



The spire of the church seen across fields by the Recreation Ground from the west

19.6 The bulk of the expansion of the town has generally occurred to the north onto flatter land. Because of this skewed growth the old centre of the town is relatively close to the southern edge and around 1km from the northernmost housing areas. Industrial development has grown predominantly in the north east quadrant of the town close to the A433 London Road providing a poor introduction to the town from this approach.

### Landscape Character

19.7 Tetbury lies in the Cotswolds National Landscape Character Area 107. It is located in the Cotswolds AONB 'Valleys and Ridges' character zone. The ADAS Cotswolds AONB landscape assessment classifies the valleys which constrain Tetbury as 'Rolling Valleys' and the flatter higher ground running north as 'Pastoral Lowland'. The countryside to the east and west is classified as 'Cultivated Lowland'.

19.8 The topography appears typical of the character of the 'Valleys and Ridges' area with narrow deeply incised valleys between the broad flat intervening ridges of the Cotswolds dip slope. The valleys have an enclosed, intimate character with woodland on steep slopes and narrow watercourses. This contrasts with the dip landscape of open mixed arable and pastoral farming, well trimmed hedges, some stone walls, blocks and strips of woodland and sunken lanes.

19.9 Locally, the land rises towards the north reaching 135m AOD on the edge of the town. The valley bottoms to the south of the town are around 100m AOD. The watercourse to the east of the town forms the headwaters of the River Avon [see Figure T1]. The valley slopes are very steep in places particularly to south and east. South of St Mary's Church, they have been utilised to form part of an Iron Age hillfort [a SAM – see Figure T3]. The valleys overall form an important natural green edge and boundary to the town and act as a dramatic setting to the church and surrounding buildings. This is appropriately recognised by their inclusion within the Conservation Area. The valley between Charlton Road and Cutwell also forms a delightful approach to the town with views of the church spire.

19.10 The farm land abutting the built up area is



generally well managed. It shows few signs of urban fringe problems such as vandalism and poorly maintained enclosure with the exception of the area around Highfield Farm to the north of the town. Here, horses are grazed on fenced land, walls are in disrepair and Cypress trees are used as screen planting. Together these elements form an unsightly approach to the town. This area is surrounded by a mix of arable and improved pasture with a mix of discontinuous hedges, walls, some mature hedgerow trees and some coniferous screening belts. There is some evidence of elms, some affected by dutch elm disease.

### Relationship of Settlement with the Surrounding Landscape

19.11 The settlement has the following key relationships with the surrounding landscape:

#### Positive:

- The water courses and their narrow valleys form an important setting and boundary to development. They maintain a relationship between the older parts of the town, including the conservation area, with the surrounding landscape. This relationship is exemplary of the essential character of the Cotswolds.
- The spire of St Mary's Church is a distinctive landmark which can be seen from the south, east and west road approaches. These views are important to the perception of the town.

#### Negative:

- The northern edge of the town is characterised by housing estates and industrial buildings. The housing has clearly developed over time on a block by block basis. Houses on the edge tend to back onto the open fields and are clearly visible over fences and intermittent shrub vegetation and small trees. The houses tend to be standard house types and the overall image is of a homogenous, monotonous suburban edge which does not complement the landscape.
- The industrial estate edge is unsightly and mostly unscreened with some buildings clad in a visually intrusive blue steel profile cladding. These provide a poor edge to the town both to the London Road and Hampton Street approaches.
- The Berrells Road area of housing extends Tetbury southwards. Post war and recent housing provide a poor introduction to the town from the south.

### Landscape Evaluation and Landscape Capacity

19.12 The landscape is typical of the AONB character area and is of high quality surrounding Tetbury although some pockets by the A433 to the north are poorly managed.

19.13 Long views are generally limited by vegetation such as woodland belts on the dip slope



Flat higher ground to the north of the town adjacent to London Road [see ST1]

although the prevalence of roads and public rights of way mean most new development would be visible from some vantage points at a similar level [see Figure T4]. Development would have the most impact where it is located on slopes such as upper valley sides.

### Constraints to be taken into account

19.14 The constraints are shown on Figure T3 and are summarised below:

- AONB covering all of town and surrounding landscape
- Conservation Area
- Iron Age Hill Fort SAM
- Grade 2 agricultural land to the north of the town
- The floodplain of the watercourses
- North of Tetbury is in Zone 2 of Malmesbury source Protection Area which constrains inappropriate industrial uses and discharges to soakaways.

### Areas where Development is not suitable

19.15 Areas where development is not suitable in accordance with the criteria set out in Section 2.0 are as follows:

- North West quadrant valley side south west of B4014 towards The Folly because of visibility to south west
- Valley sides to west of watercourse towards Charlton due to contribution to setting of town
- Valley from Charlton through Cutwell, south of Town due to contribution to setting of town
- Dip slope south of above valley due to contribution to setting of town
- Fields west of Recreation Ground because development would block views from the recreation ground [which is a major community asset] out to the countryside
- Valley East of town from the Quarry, Herd Lane towards Little Larkhill Farm due to contribution to setting of town
- Area around Wor Well [source of River Avon] due to impact on adjacent valley and on wider countryside

## Suggested Environmental Improvements

19.16 The following environmental improvements are suggested:

- A433 London Road: tree establishment in hedgerows needs to be encouraged and repairs to walls to improve entrance to town
- Industrial estates: substantial tree belt screening to reduce views from outside town

## Potential Areas for Development

19.17 The potential areas for development are located in Figure T5. They are:

### ST1: Land West of London Road and Hampton Street

19.18 The site is 31.5Ha and could be suitable for housing in the longer term. This is an area of Grade2/3 agricultural land on the plateau dipslope. It surrounds the Sir William Romneys School and because it is at a higher level than the rest of the town, parts of the site are sensitive to long views from the west [A4135] and east. Shorter views are possible from the land and a few scattered properties to the north. This is a bold suggestion for a development site but it stems from the fact that there are no satisfactory smaller sites available around the town and piecemeal development has mostly resulted in mediocre built form which has had an impact on the surrounding landscape. Further allocations of land in this area on a small scale are only likely to achieve the same result.

19.19 The main mechanism to reduce the impact on the wider landscape is to plant a major advance tree belt [30m wide minimum] around the full periphery of the development. This should be reinforced by substantial planting around the junctions of a distributor road which could link the two main roads and planting of formal lime avenues on the major roads. Further vehicular links should be made to the school to allow an alternative access and into the adjoining estate roads to fully connect the development with the town.

19.20 A full design and development brief and masterplan are needed for the site. This should address the above issues and, in addition to housing, define the potential for mixed use areas, particularly by the main roads. This would not only enhance the value of the development to the community as a whole but also provide a structured development with a variety of built form. A sensitive and experienced developer would be needed to work in partnership with the local authority to deliver a development of the necessary quality over a period of time.

### ET1: Land south of London Road

19.21 The site is 5.35Ha and could be suitable for employment in the longer term in conjunction with the site ST1. This is an area of Grade 2 agricultural land on the plateau dipslope. It lies directly adjacent to existing employment land. As it abuts

London Road a positive frontage is needed featuring office development with substantial landscape treatment appropriate to its rural location. The frontage on Cirencester Road is sensitive to views over the valley from the open countryside to the west. This therefore needs to be carefully treated with built form fronting the road and muted colours being used. The area behind these frontages could accommodate industrial premises [to the Environment Agency's approval], storage and parking. Further substantial tree planting would be essential to the north of the site to screen from views from the main road and also on Cirencester Road itself [15m belts minimum]. A design brief is essential for this site and it should preferably only be considered for development if ST1 taken forward.





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Steep Slopes

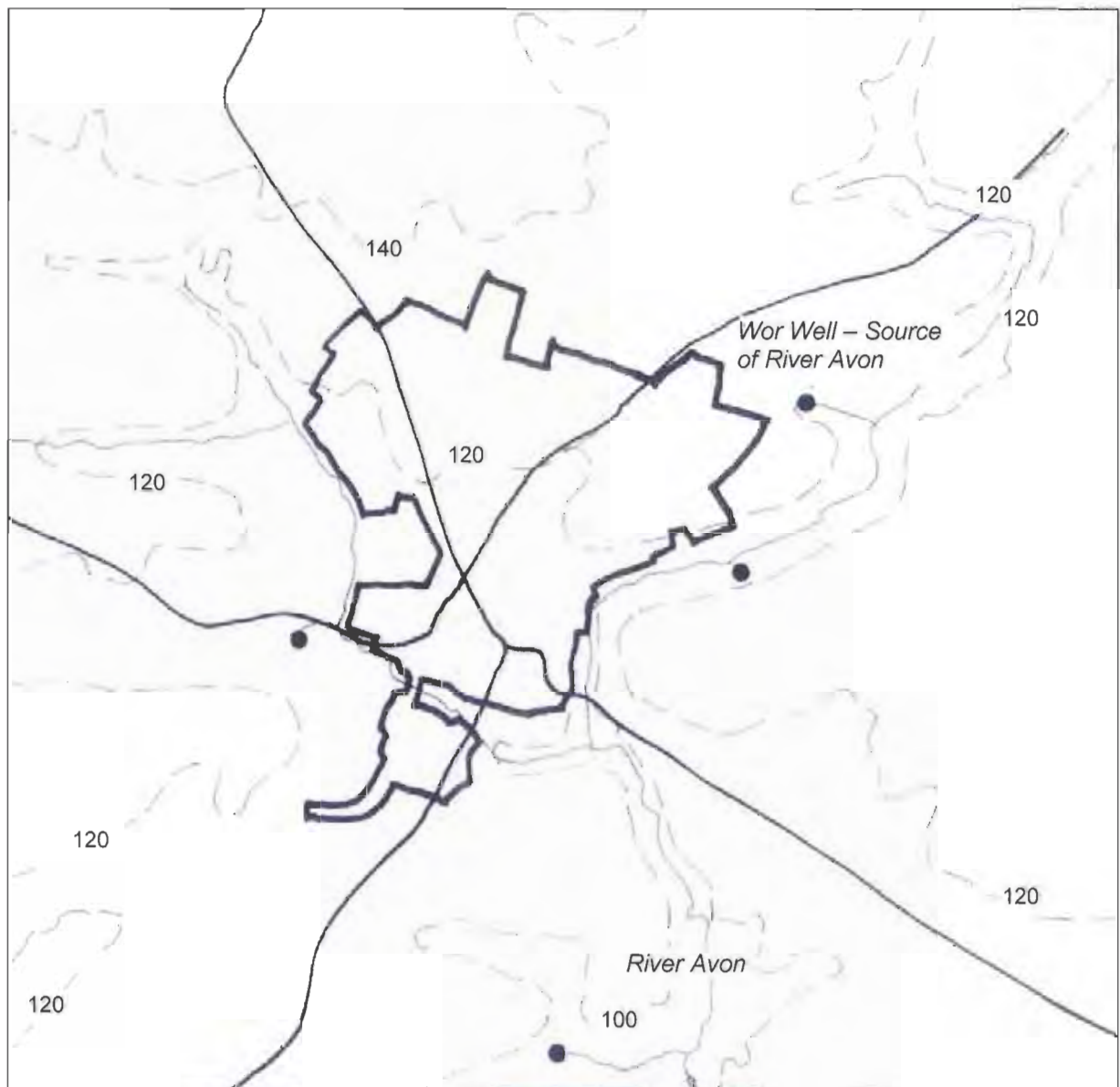
Public Rights of Way

Recreational Long Distance  
Footpaths/Bridleways

Major Vegetation

Figure T1

**TETBURY  
Context**



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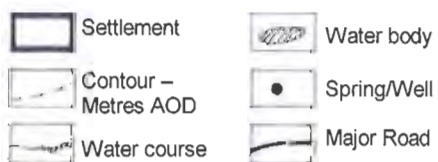
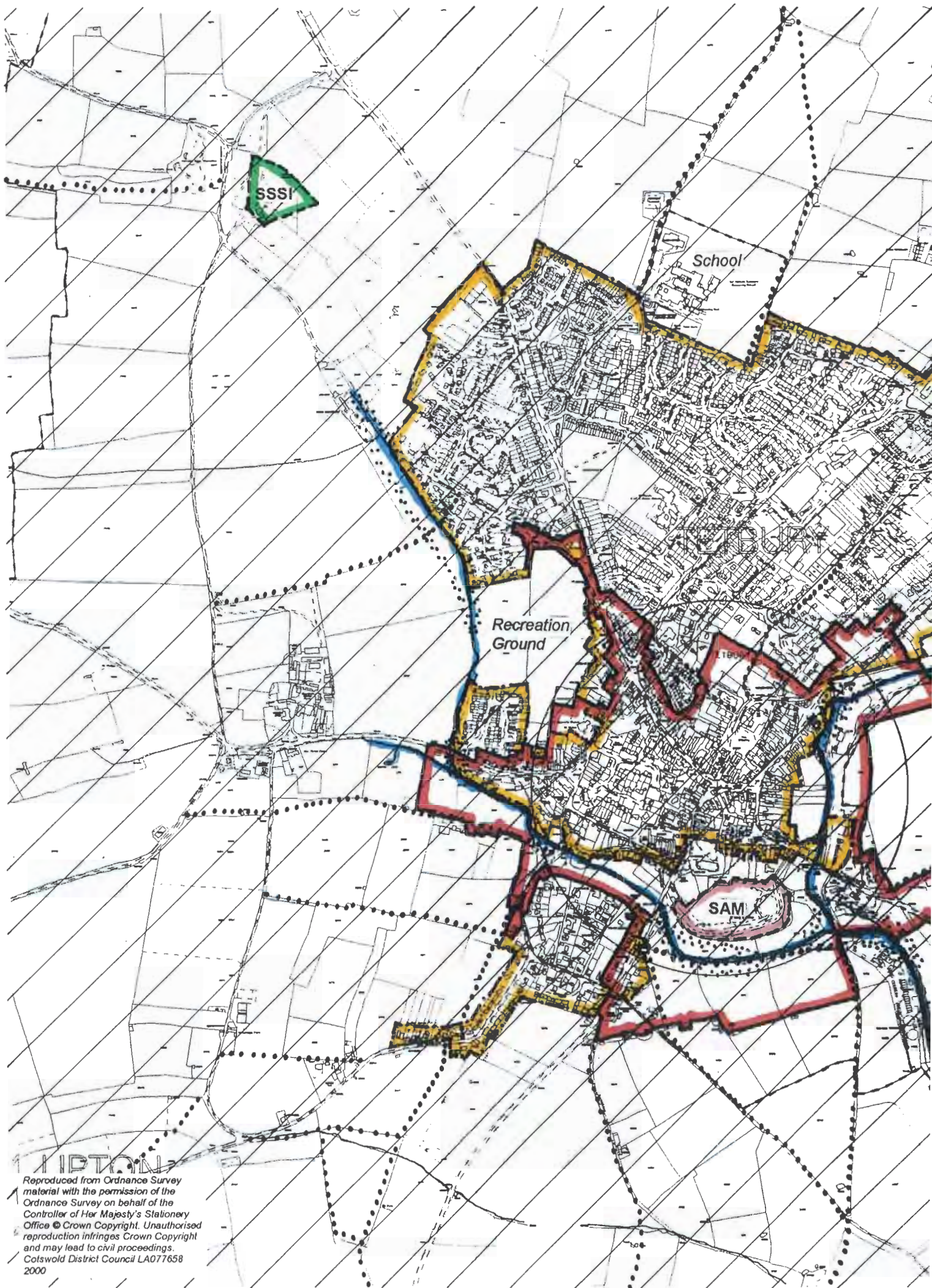


Figure T2

## TETBURY Topography and Drainage













Long view of higher ground from A4135

Steep valley

Views out to countryside

Views to Town - Views out to countryside

Views to Housing

CHURCH

Steep valley

Views to Housing.

UPTON

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## 20.0 UPPER RISSINGTON

### The Settlement

20.1 The former 'RAF Little Rissington' lies on the plateau to the east of Bourton-on-the-Water just off the A424 Stow-Burford road.

20.2 The settlement consists of former RAF 'married quarters', other Ministry of Defence buildings within a wooded setting and a substantial amount of modern housing.

20.3 Housing is located in the northern half of the site and has extended through new private development southwards onto some of the former MOD land. The southern half is being promoted as a business park, utilising the former MOD buildings. To the south of the settlement is Little Rissington Airfield, which is still owned (but not operated) by the MOD.

### Landscape Character

20.4 The settlement is within National Landscape Character Unit 107, 'Cotswolds.' It lies within the AONB visual character unit 'High Wold'.

20.5 The plateau top extends to the north and the south of the settlement. On the eastern and western sides of the settlement are valley sides.

20.6 The plateau is generally open and exposed with large fields and low hedges. The area to the south of the settlement is particularly exposed, consisting of a single large airfield. A key characteristic of the plateau is the inter-visibility with other plateau tops.

20.7 The valley sides have smaller fields and more woodland than the plateau. In places woodland extends onto the edge of the plateau top making it appear less open. In the proximity of RAF Little Rissington such groups of trees help mitigate the visual impact of the MOD development on the plateau top when viewed from a distance.



*View across the plateau towards Upper Rissington. The wooded setting of the MOD site helps integrate the settlement into this exposed location. The woodland in the valley is also important.*

### Relationship of the Settlement with the Surrounding Landscape

20.8 The settlement has the following key relationships with the surrounding landscape:

#### Positive

- From some vantage points the well wooded edge to some of the MOD development integrates the settlement sympathetically into the plateau landscape.

#### Negative

- The harsh and highly prominent edge of some areas of housing is visible from a long distance across the plateau.
- The lack of a distinctive 'Cotswolds' identity to built form.

### Landscape evaluation and landscape capacity

20.9 The landscape surrounding the settlement is within the Cotswolds AONB and has therefore been judged to be of national significance. However, it should be acknowledged that structures associated with the airfield and the prominent modern housing do visually detract from the landscape, reducing its quality below that which exists in other similar areas of the District.

20.10 The capacity of the plateau landscape to accept development is primarily constrained by its high visibility – particularly from other areas of plateau. However the elevated position and its relative flatness also allows effective screening with tree planting. Because of this, further development within the wooded part of former MOD site would have minimal visual impact.

### Constraints to be taken into account

20.11 Constraints are shown by Figure U3 and are summarised below:

- AONB designation of the surrounding landscape and the settlement.

### Areas where development is not suitable

20.12 Areas where development is not suitable on landscape and visual grounds are summarised below:

- The open plateau to the north and south of the existing settlement due to its visually exposed position.
- The valley sides to the west and east of the settlement due to their high visibility and importance to the landscape setting of the settlement.
- The plateau to the west of the B Road forming the western edge of the settlement. Development in this area would start to impinge on the landscape setting of Bourton-



on-the-Water and is likely to be visible from a wide area of High Wold to the west.

### **Suggested Environmental Improvements**

20.13 The following environmental improvements are suggested:

- Substantial woodland planting on the valley side to the eastern side of the settlement to link with existing woodland blocks. This could enhance the overall landscape quality of the valley and help to visually integrate the plateau development into the landscape.
- Planting to the north of the settlement could help soften the built edge of housing and improve the approach to the settlement.

### **Potential Areas for Development**

#### **SU1 Former MOD land**

20.14 The extensive 29.05ha area south of the existing housing has considerable potential for mixed use development in the long term. A detailed development brief / masterplan would be essential. This would need to include guidance on built form to ensure that the currently disparate parts of the site are unified. The retention of the majority of the existing tree planting would be essential to provide screening, shelter and to reinforce the mature character of the site. Additional planting would be required along the eastern edge of the site.

20.15 The site is potentially exposed. The development brief should also provide guidance on sustainable design principles, including building orientation, shelterbelt planting etc. to minimise energy loss.

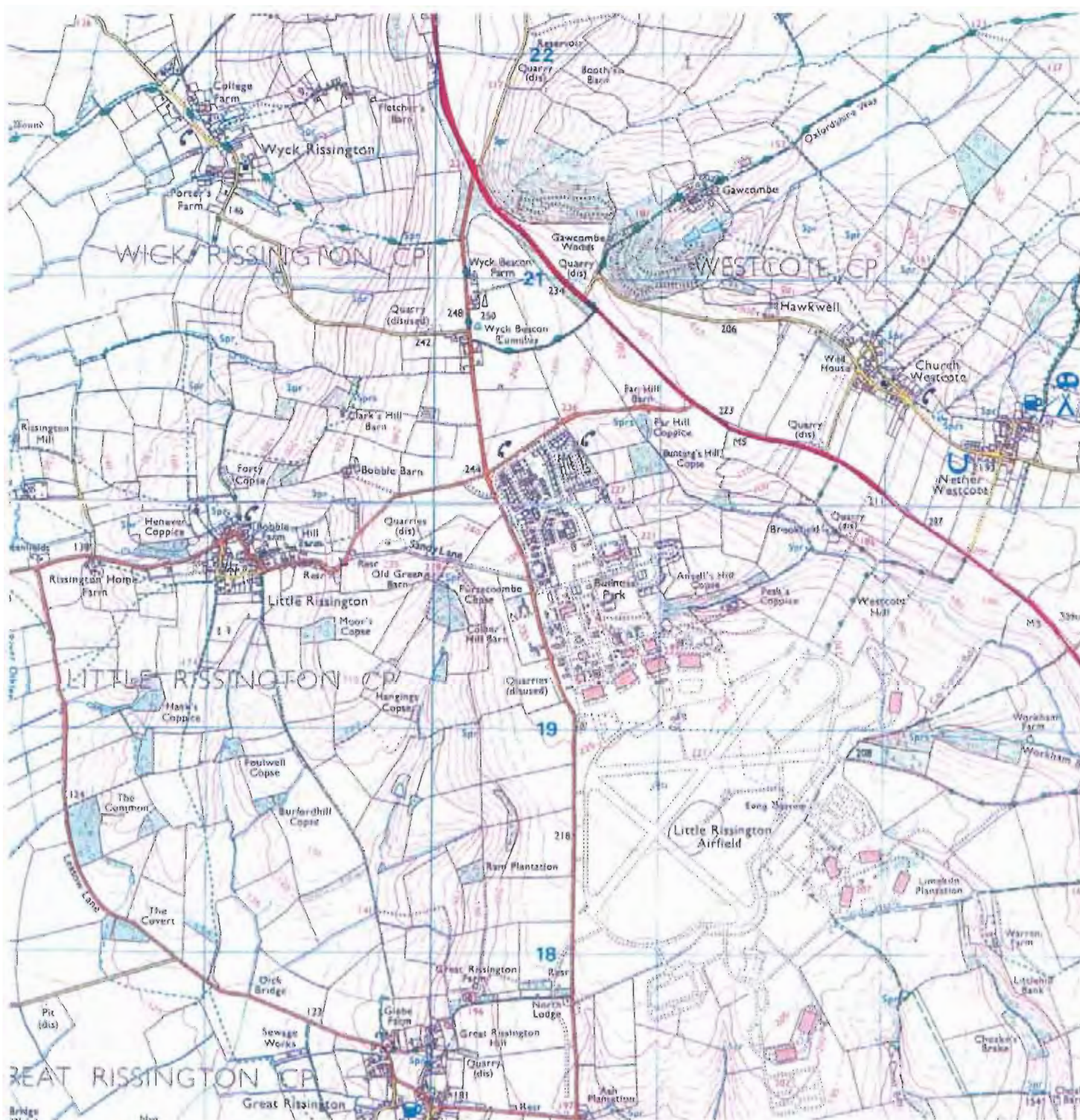
20.16 It should be noted that a masterplan for the area already exists. However this would need to be substantially revised to conform with recent government guidance on housing and urban design.

#### **SU2: land to west of Little Glebe Farm**

20.17 This 3.0ha area lies between the former MOD land and housing to the north. It may be an appropriate 'exceptions' site to be developed in the long term. The site slopes down towards Little Glebe Farm and is more visually exposed than some of the other areas of plateau. Because of this mitigation planting as shown on Figure U5 should proceed prior to development.

#### **Employment land**

20.18 Employment land should be provided as part of the mixed use development referred to under SU1.



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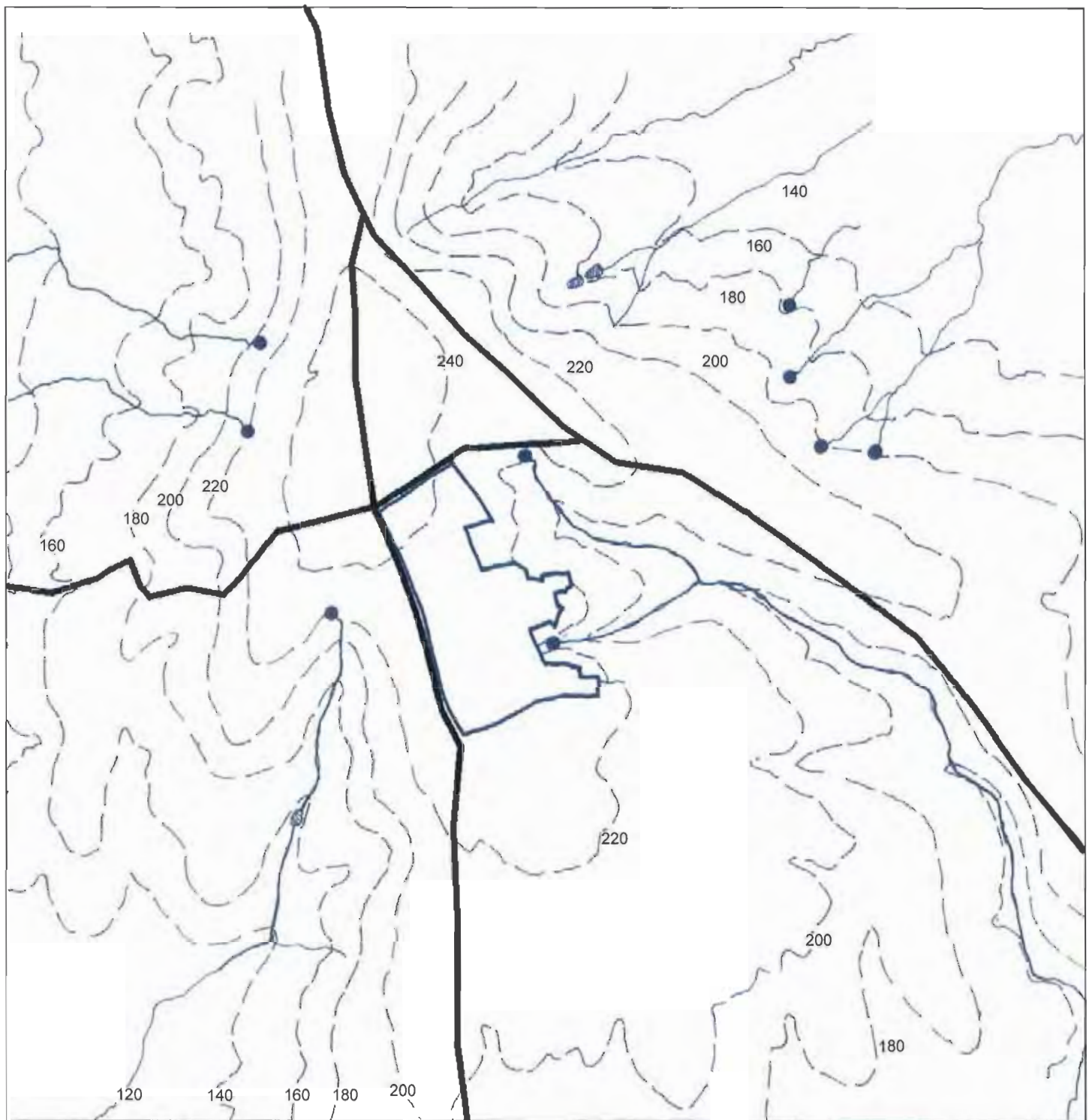
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-  Steep Slopes
-  Public Rights of Way
-  Recreational Long Distance Footpaths
-  Major Vegetation

Figure U1

## UPPER RISSINGTON Context





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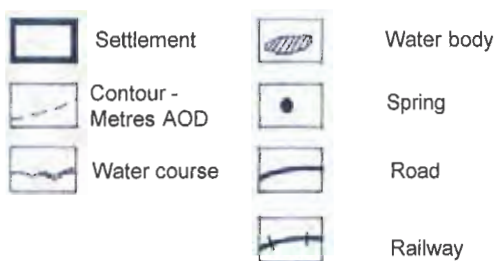


Figure U2

## UPPER RISSINGTON Topography and Drainage

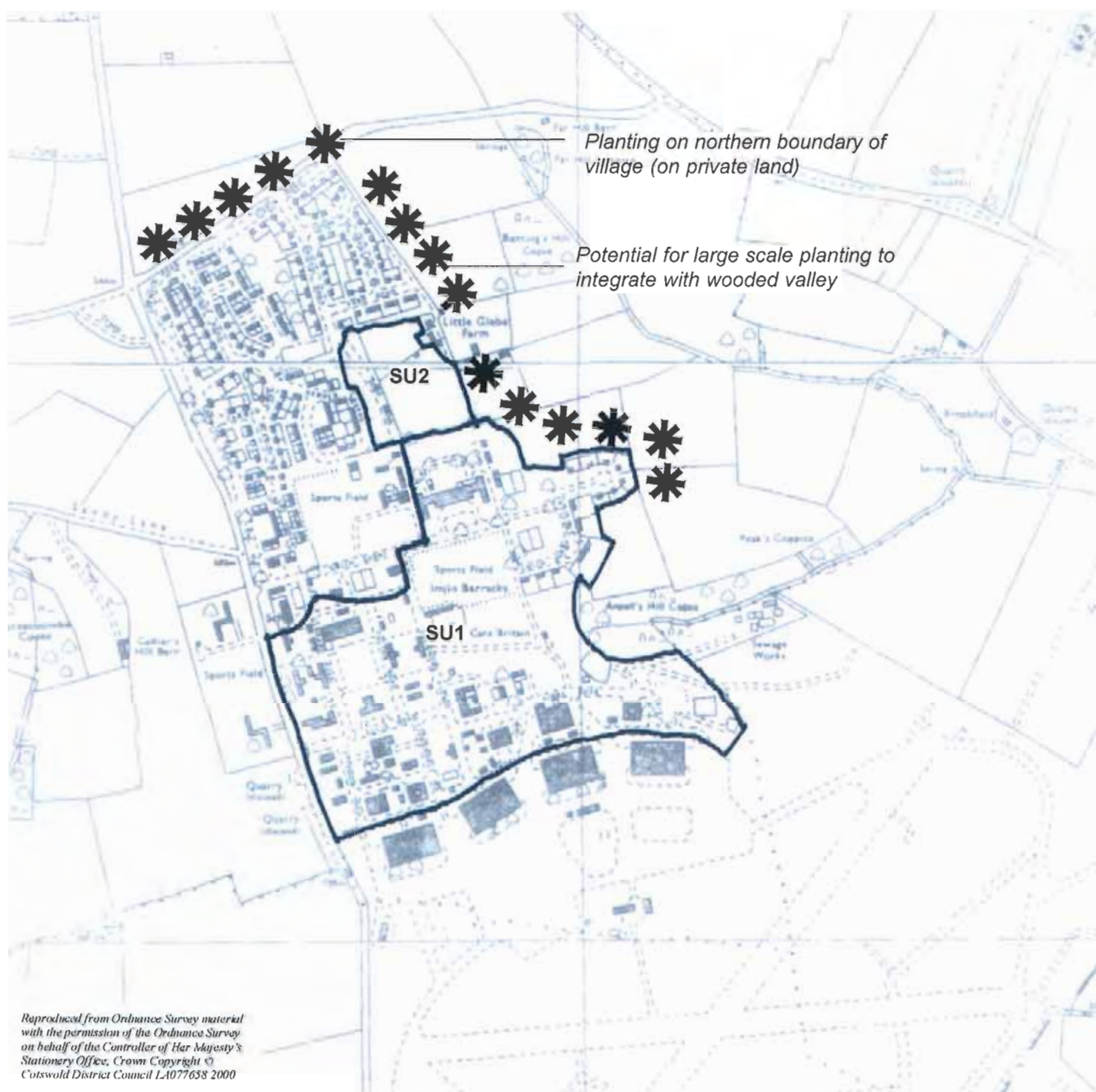






Figure U4

## UPPER RISSINGTON Visual Analysis



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Figure U5

## UPPER RISSINGTON

### Potential Development Sites and Mitigation



## 21.0 WILLERSEY

### The settlement

21.1 Willersey lies in the relatively flat landscape of the Vale of Evesham north west of the Cotswolds escarpment. It is located on the A4632 between Broadway and Mickleton as shown by Figure W1. The main distinguishing characteristic of the village is the broad Main Street which runs up the gentle foot slope of the escarpment. The adjacent historic buildings constitute the historic core of the settlement. The church is located to the east of Main Street on the edge of the village and is visible when approaching from this direction.

21.2 The western and northern edges of the village have absorbed a substantial amount of modern development which includes a relatively large industrial estate. The northern edge of the village is strongly defined by the embankment of a disused railway.

### Landscape Character

21.3 Willersey straddles National Landscape Character Areas 106 and 107, these being The Severn and Avon Clay Vales and the Cotswolds. The southern margin of the village falls within the AONB 'edge landscape' zone. The White Consultants landscape assessment supporting this study classifies the area as 'CVE – Scarp Fringes'.

21.4 Essentially the landscape surrounding Willersey can be split into the north-west part and the south east part as a result of the topography as shown by Figure W2. The north west part is flat land consisting of generally large fields with pasture and arable land. Hedges and drainage ditches divide the fields. The south east zone is a more sensitive landscape consisting of smaller fields and hedges with more trees and occasional blocks of woodland. The views out over the Vale of Evesham are an important aspect of this area's character. Land abutting both the south western and north eastern edges of the village has an interesting undulating topography from past agricultural practices.

### Relationship of the settlement with the surrounding landscape

21.5 The settlement has the following key relationships with the surrounding landscape:

#### Positive

- The village is located at the foot of the scarp slope but above the flat wet ground of the Vale of Evesham;
- The alignment of Main Street up the slope is important. It directs views towards the scarp slope and, in the other direction, out over the Vale of Evesham.

- The edge of the settlement is visually permeable on the north-eastern side allowing views to the church.



*The eastern edge of the village is still open and visually permeable allowing views to the church. The ridge and furrow topography adds interest.*

#### Negative

- The extension of the village onto the flat land to the north runs counter to the established pattern of scarp slope settlement;
- The 'modern' village edges reduce the visual permeability of the village and hence its visual relationship with the surrounding landscape.
- Development has consolidated the settlement into nucleated form away from the traditional linear form which related to the topography of the area.

### Landscape Evaluation and Capacity.

21.6 Landscape around the south-eastern part of the village is within the Cotswolds AONB and is a good example of the 'edge landscape.' The character of the north-western landscape has been considerably affected by development and is a degraded example of the rural Vale of Evesham landscape.

21.7 The capacity of the landscape to accommodate development is limited by the high quality and visually prominent scarp slope landscape to the south east. The flat land to the north west is less limited by landscape character and quality due to already existing detractors. However extensive development would be prominent from the scarp.

### Constraints to be taken into account

21.8 Constraints are shown by Figure W3 and are summarised below:

- AONB
- Conservation Areas

### Areas where development is not suitable

21.9 Areas where development is not suitable in accordance with the criteria set out in Section 2.0 are as follows:

- The scarp slope to the south east of the village due to its high visibility and importance to the setting of the village and landscape quality of the AONB.
- The land at both the south-west and north-east village edges due to the interesting ridge and furrow topography, visual prominence and the potential to block views to the church.

### **Suggested Areas for Environmental Improvement**

21.10 The frontage to the industrial estate and the entry to the village from the north would benefit from an environmental enhancement action plan including planting.

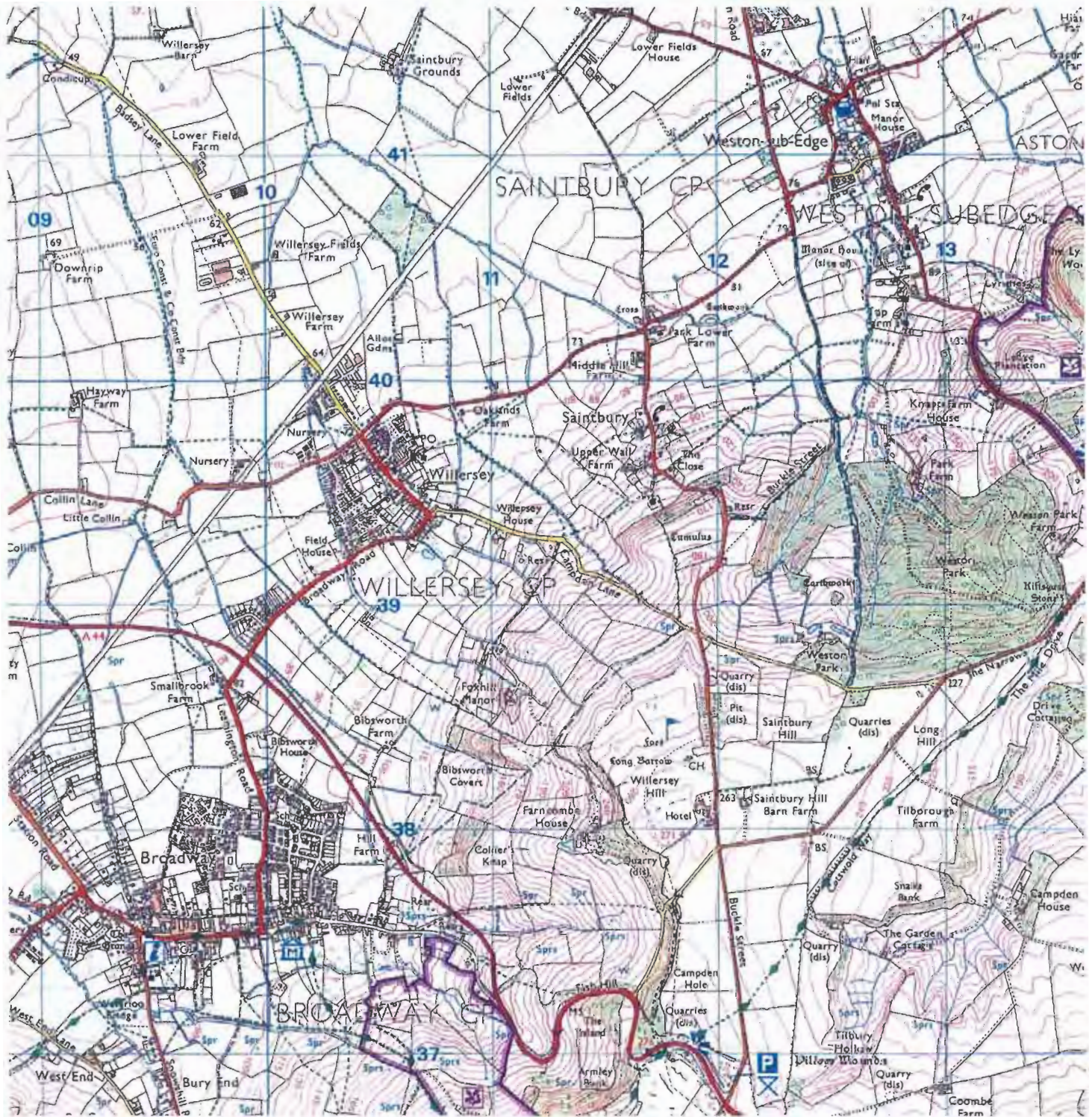
### **Potential Areas for Development**

21.11 A potential area for development is shown by Figure W5 and is described below.

#### **SW1 Land off Collin Lane**

21.12 This 3.91ha area is located just to the west of the playing fields within the village and south of the disused railway line. The site is visually discreet and is unlikely to be seen as a significant increase in the scale of the village. Development is appropriate in the short term. A design brief is desirable to ensure that development creates an appropriate edge to the village.





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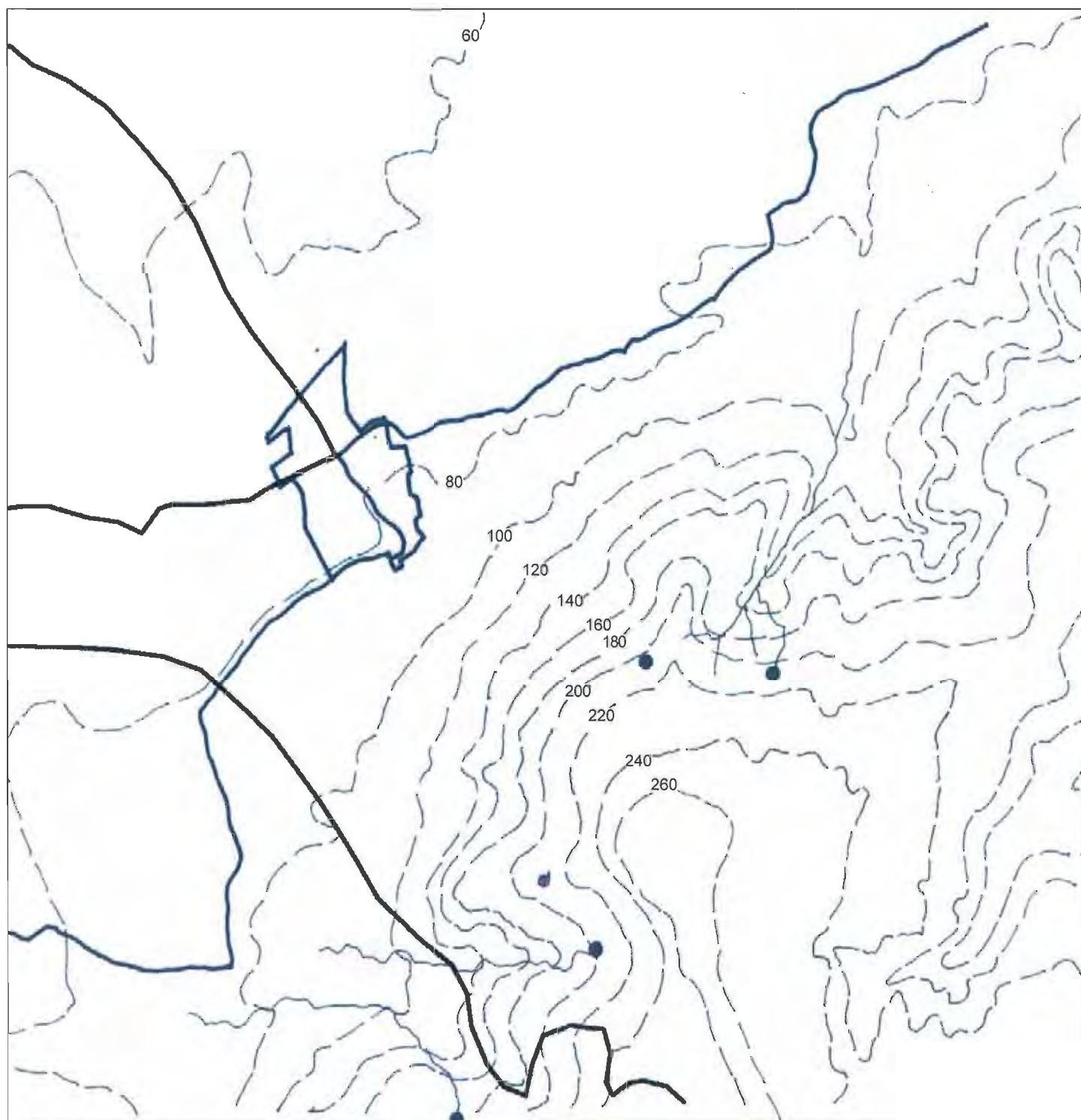
-  Steep Slopes
-  Public Rights of Way
-  Recreational Long Distance Footpaths
-  Major Vegetation

Figure W1

## WILLERSEY Context





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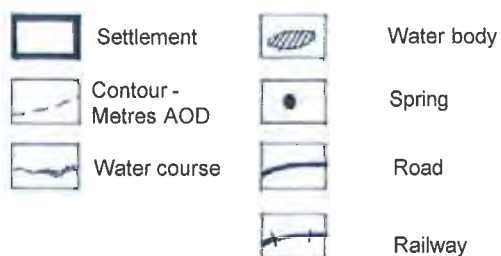
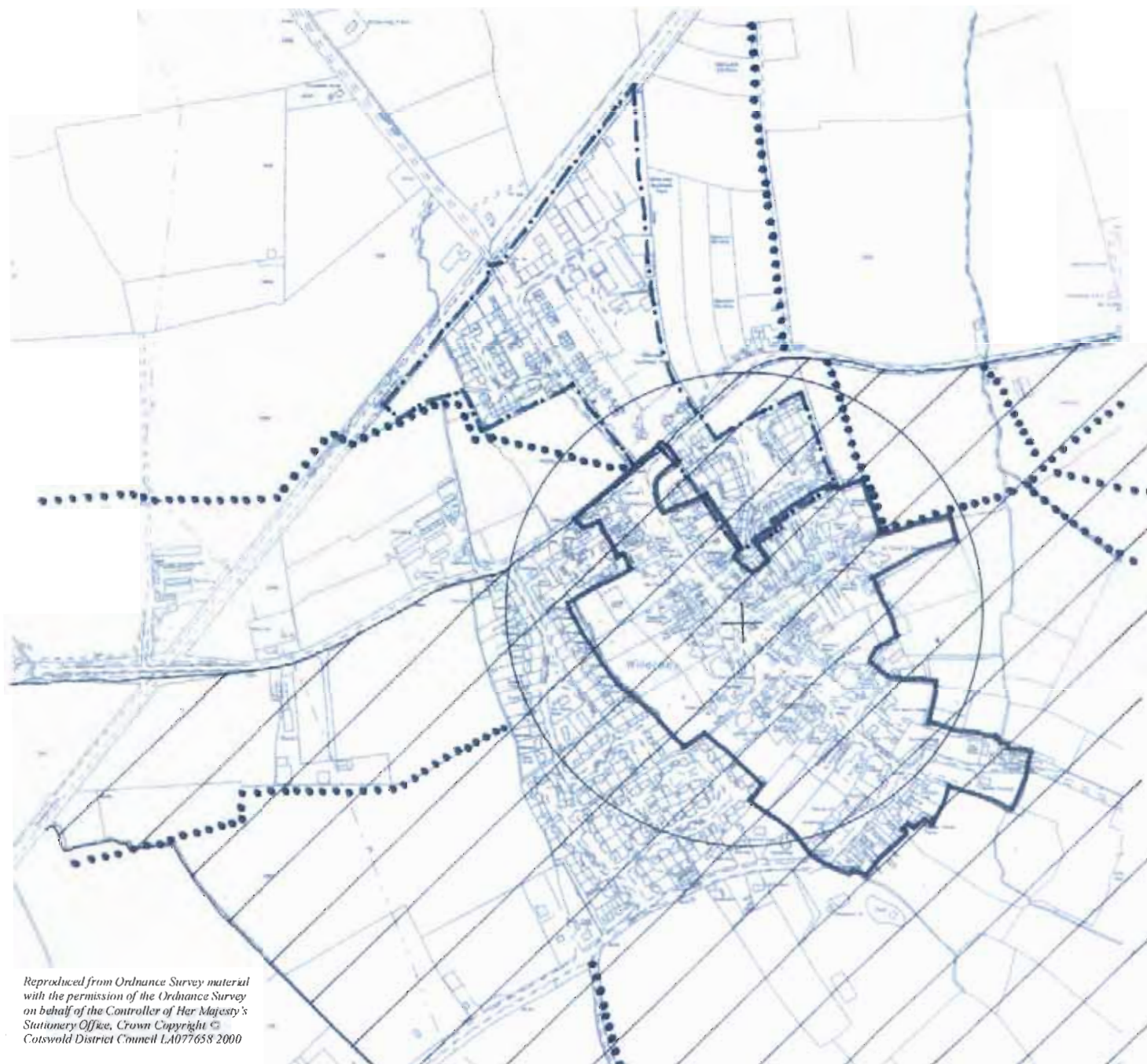


Figure W2

## WILLERSEY Topography and drainage





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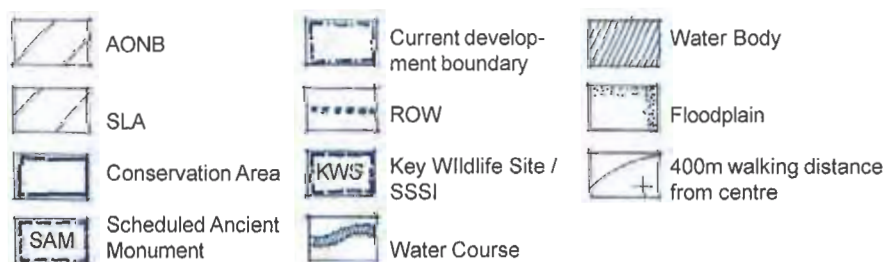
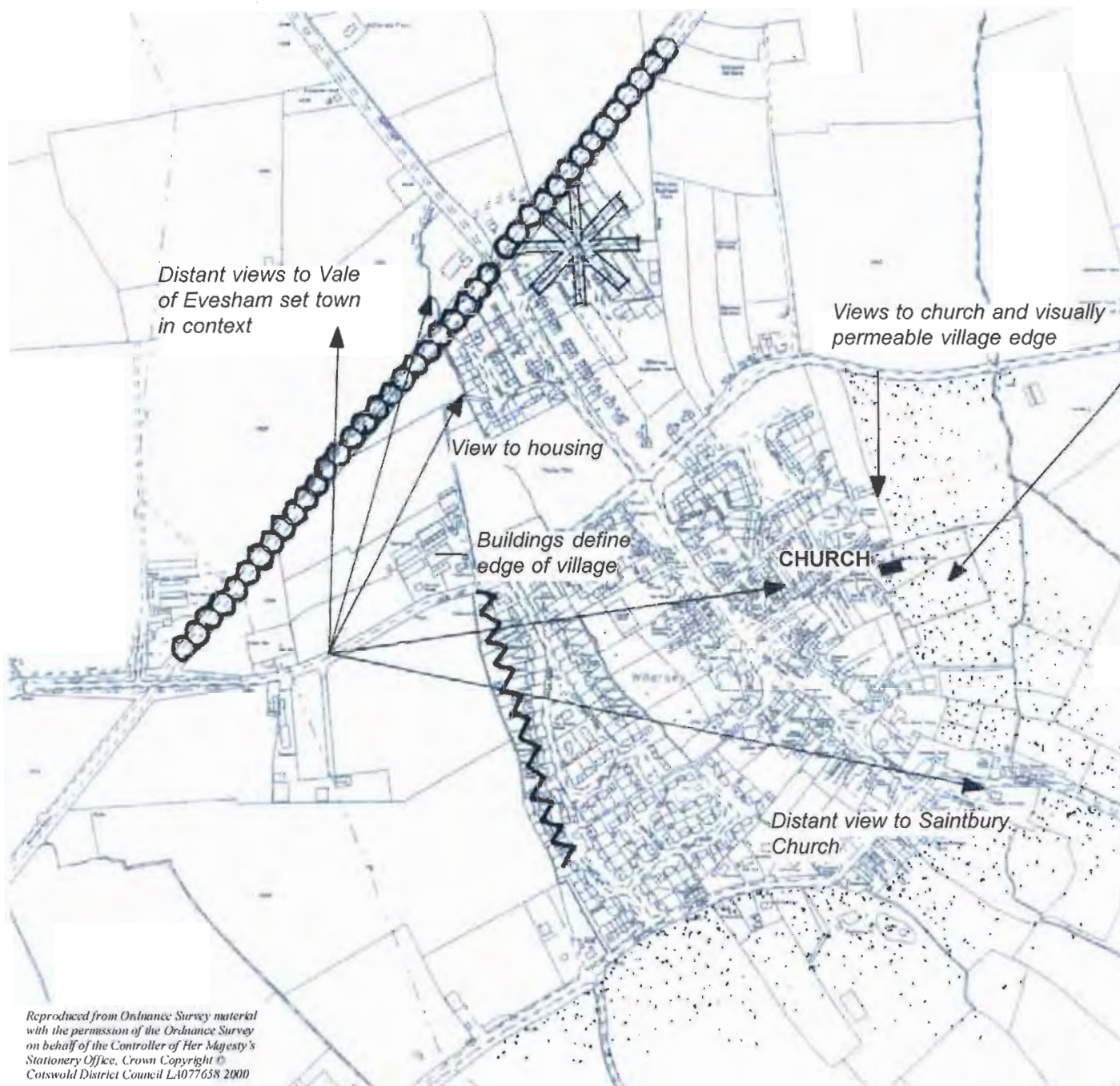


Figure W3

## WILLERSEY Constraints



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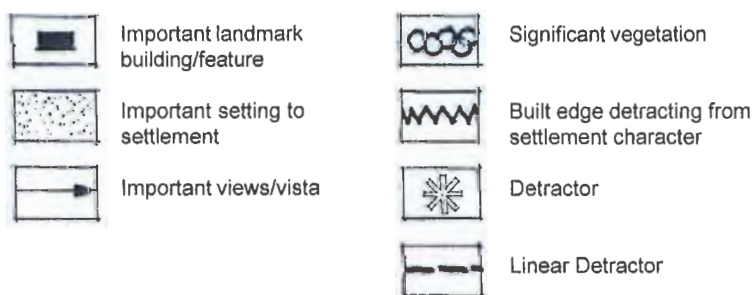
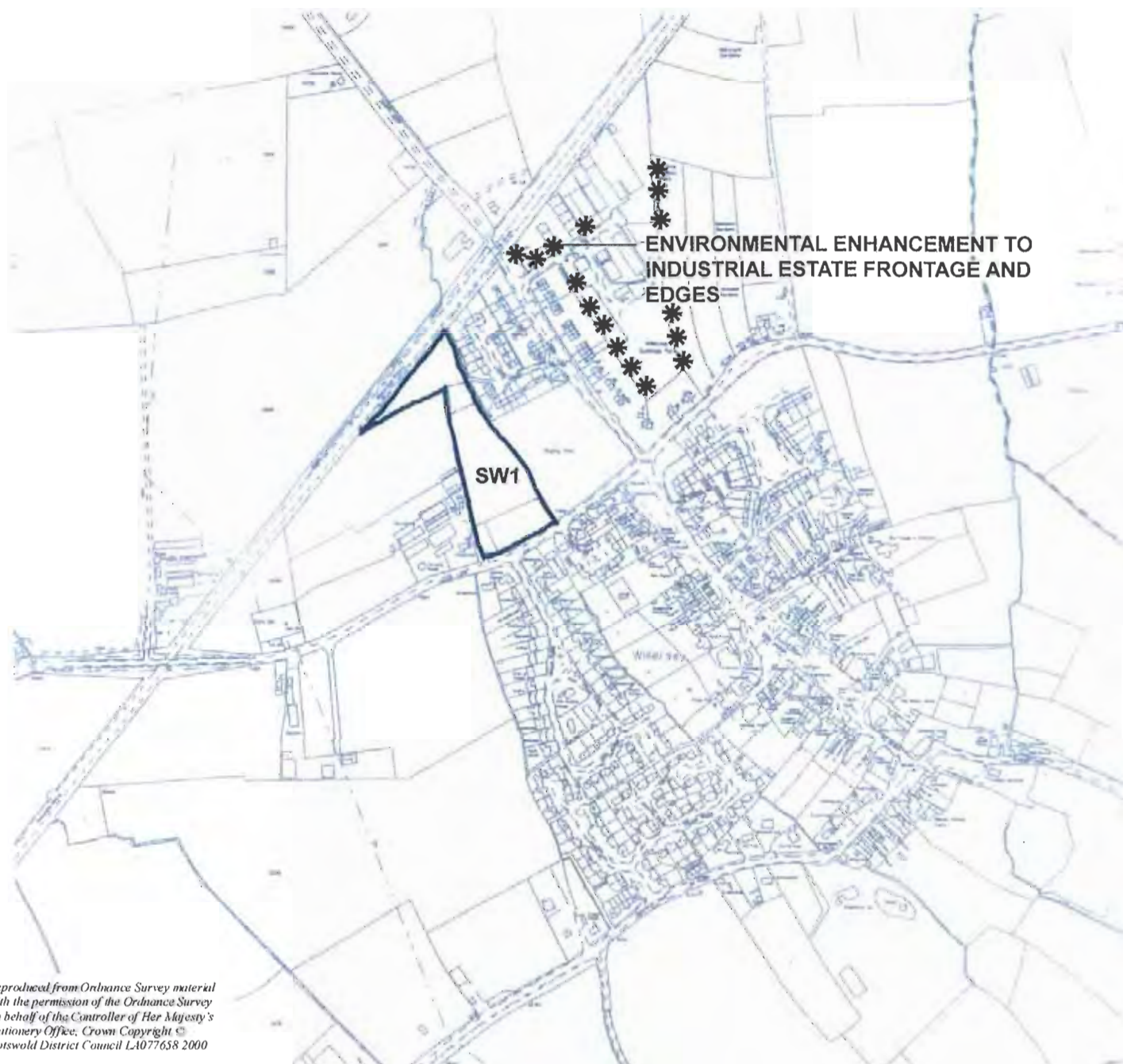


Figure W4

## WILLERSEY Visual Analysis





SW1      3.91ha      Short term

✱      Suggested Environmental Improvements  
or Mitigation of Sites

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Figure W5

## WILLERSEY Potential Development Sites and Mitigation

# Section C



## 22.0 SUMMARY OF POTENTIAL DEVELOPMENT SITES

The sites described in the preceding chapters are now summarised in two tables – one for potential housing and mixed use sites [Table 1] and one for employment sites [Table 2]. The tables indicate whether a site is brownfield or greenfield and whether there are major constraints. The need for mitigation and design guidance is indicated. The sites' suitability for being included in the review of the local plan or in the longer term is also indicated. This latter judgement is based on whether the site is a marginal site in terms of landscape impact and if advance planting is needed. The sites are described in detail in the relevant chapters for each settlement.

The total area for the housing sites for the shorter term only just exceed the total required in the brief. However, the longer term sites provide a source of potential sites which may become available sooner

than expected [eg SSC1 in South Cerney] or require advance planting but which may be acceptable. An example of the latter is the eastern edge of SC5 south of Cirencester. Overall, the longer term sites tend to be larger and therefore provide a generous overall total which gives flexibility.

The employment sites for the shorter term do not reach the total of 13Ha required in the brief. This masks the potential for employment uses in mixed use sites which are referred to in the table. As with housing there may be potential for some of these sites, which are classified as longer term to be brought forward depending on land consent. The candidates for this are SR1, Rissington, SSC1, South Cerney and SC5, Cirencester.

It is not necessarily recommended that all the sites are developed as many still have impact on the landscape. The purpose of putting forward a generous total of housing sites is to give flexibility to the planning authority in identifying sites overall when other factors are taken into consideration.

**TABLE 1: POTENTIAL AREAS FOR HOUSING AND MIXED USE DEVELOPMENT**

Settlement	Location No	Category	Major Constraints	Mitigation	Design Guidance	Shorter Term [Ha]	Long Term [Ha]	Exception Site [Ha]
Andoversford	SA1	g	AONB, access	d	d	1.87		
	SA2	g	AONB	d	d	0.27		
Avening	SAV1	g	AONB	d	o			0.16
	SAV2	g	AONB	d	o			0.28
	SAV3	g	AONB	hd	d		0.29	
Blockley	SB1	g	AONB	e	e			1
	SB2	b	AONB conservation Area	d	e	0.9		
	SB3	g	AONB	hd	hd	1.5		
Bourton-on-the-Water	SBW1	g	AONB Grade II Agricultural Land	a/e	e		7.44	
	SBW2	g	AONB	e	e	4.44		
	SBW3	g	AONB	e	e	0.53		
	SBW4	b	AONB	d	hd	0.53		
	SBW5	g	AONB	hd	hd			1.88
Chipping Campden	SCC1	b	AONB	d	d	1		
	SCC2	g	AONB	a/hd	hd			1.33
Cirencester	SC1	g	bypass noise	a/e	e	8.35		
	SC2	g	visibility	e	e	8.75		
	SC3	g		d	d	2		
	SC4	g		d	d	4.15		
	SC5	g	Grade 2, visibility	a/e	e		32	
Down Ampney	SDA1	g		o	o	0.5		
Fairford	SF1	b		o	d	0.54		
	SF2	g	Floodplain	o	d	0.4		
Kemble	SK1	g		d	o	0.49		
	SK2	g		hd	o	1.67		
	SK3	g		hd	hd	1.28		
	SK4	g		d	d		0.8	
	SK5	g		a/e	e		2.47	
	SK6	b		hd	hd	0.45		
Lechlade	SL1	b		o	d	0.28		
	SL2	g\m		a/e	e		3.9	
	SL3	b	Floodplain	o	e		n/a	
Mickleton	SMK1	b		o	d	1.98		
	SMK2	g		hd	hd	1.44		
Moreton-in-Marsh	SM1	g	SLA	hd	hd	4.67		
	SM2	g	AONB	hd	d	1.18		
	SM3	g	SLA	a/e	e		6.75	
Northleach	SN1	g	AONB	e	e	1.62		
	SN2	g	AONB	e	e	1.68		
	SN3	g	AONB	e	e		1.2	
Siddington	SS1	g		e	e	2.25		
	SS2	g		e	e	3.2		
	SS3	g		d	o		0.9	
	SS4	g		hd	e		2.3	
South Cerney	SSC1	b\m		o	e		17.8	
	SSC2	g		d	d		4.05	
	SSC3	g		o	d			1.24
Stow-on-the-Wold	SST1	g	AONB	a/e	d		2.2	
	SST2	g	AONB	a/e	d		1.44	
Tetbury	ST1	g/m	AONB	a/e	e		31.5	
Upper Rissington	SU1	b\m	AONB	e	e		29.05	
	SU2	g	AONB	e	d			3
Willesley	SW1	g		o	d	3.91		
<b>total</b>						<b>61.83</b>	<b>144.09</b>	<b>8.89</b>



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Category Key	Mitigation Key	Design Guidance Key
g- greenfield site	a- advance	e- essential
b- brownfield site	e- essential	hd- highly desirable
m- possible mix of housing	hd- highly desirable	d- desirable
and employment	d- desirable	o- optional
	o- optional	

Shorter Term: upto 2011    Long term: beyond 2011

**TABLE 2: POTENTIAL AREAS FOR EMPLOYMENT**

Settlement	Location No	Category	Major Constraints	Mitigation	Design Guidance	Shorter Term [Ha]	Long Term [Ha]
Andoversford							
Avening							
Blockley							
Bourton-on-the-Water							
Chipping Campden	ECC1	g	AONB	e	d	1	
Cirencester	EC1	g	noise	a/e	e	4.2	
	EC2	g		d	d	1	
	EC3	g	Fosse way	a/e	e		6
	SC5						See SC5
Down Ampney							
Fairford							
Kemble							
Lechlade	EL1						See SL2
Mickleton	EMK1	g		d	d	0.5	
Moreton-in-Marsh	EM1	g	SLA	a/e	d	1.5	
Northleach							
Siddington							
South Cerney	SSC1	blm		o	e		See SCC1
Stow-on-the-Wold							
Tetbury	ET1	g	AONB	a/e	e		5.35
	ST1						see ST1
Upper Rissington	SU1	blm	AONB	a/e	e		See SU1
Willesley							
<b>total</b>						<b>8.2</b>	<b>11.35</b>

Category Key	Mitigation Key	Design Guidance Key
g- greenfield site	a- advance	e- essential
b- brownfield site	e- essential	hd- highly desirable
m- possible mix	hd- highly desirable	d- desirable
of housing	d- desirable	o- optional
and employment	o- optional	

Shorter Term: upto 2011    Long term: beyond 2011

**Note** that where references are made to other sites these are suggested for mixed use including employment  
The total areas above therefore do not reflect the total of land which may be suitable for employment



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