



# Your district Your future

**Core Strategy Consultation:**  
A Preferred Strategy for shaping the  
future of Stroud District

6<sup>th</sup> FEBRUARY – 19<sup>th</sup> MARCH 2012



# Stroud District Core Strategy: PREFERRED STRATEGY CONSULTATION MONDAY 6<sup>th</sup> FEBRUARY – MONDAY 19<sup>th</sup> MARCH 2012

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Chief Executive: David Hagg



INVESTOR IN PEOPLE

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Stroud District  
“Preferred Strategy” consultation

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# 1

# Introduction

# 1 Introduction

What's this consultation all about?

## What is a Core Strategy?

- 1.1 The Core Strategy will be part of the Council's new Local Plan for the District. The Core Strategy is meant to be a broad-brush policy document, which will provide an overview of the District and how it should evolve during the “plan period” (up to 2026). It will determine the distribution of various kinds of development around the District, including the provision of about 3,200 homes and an aspiration for employment growth equivalent to the creation of two new jobs for each of the 3,200 new homes built. It will establish broad principles about acceptable levels of development in both the towns and the countryside, creating a policy framework that will ultimately set the scene for a wide range of planning decisions in the future.
- 1.2 The Local Plan will include more detailed policies for managing and directing development, as well as specific site allocations and area designations/planning controls. These will act together to put the core strategy into practice and to help achieve an overall vision for how the District should evolve over the course of the plan period.

## What's this “preferred strategy” consultation all about?

- 1.3 As yet, no overall “strategy” for delivering this growth has been decided upon. That's what this consultation is all about. Here the Council is presenting its favoured approach – its “**preferred strategy**” – which has been based upon the findings of past consultations, a range of evidence studies and the guiding principles of government planning policy advice.
- 1.4 This consultation takes us one step closer to deciding on a final plan. It sets out the Council's “preferred strategy”, explains why we favour this approach and identifies the main locations that would be affected by growth and development.
- 1.5 We would like your views on proposals for several key components of the emerging strategy:
  - **The overall strategy approach**
  - **An overarching vision for how the District should evolve over the plan period**
  - **A set of ‘mini visions’ for distinct parts of the District**
  - **Proposed locations for housing and employment growth; and how the required housing numbers should be distributed between these locations**
  - **An employment strategy**
  - **Settlement classification: a ‘hierarchy’ for the District's settlements**
- 1.6 The consultation presents the Council's broad spatial strategy and proposals to focus development at six distinct locations: west of Stonehouse; north-east of Cam; an extension to Hunts Grove at Hardwicke; through the Stroud valleys (focussing especially on brownfield sites along the canal corridor); the former airfield at Aston Down; and Sharpness docks.
- 1.7 The consultation also seeks to address the ‘localism’ agenda through a proposal to support additional development at other locations, should the need for such development be identified by communities themselves through the production of Neighbourhood Plans.



This consultation looks at several key components of the emerging Core Strategy: the Council's "preferred strategy"; a vision for the District up to 2026; proposed locations for housing and employment growth; an employment strategy; and a 'hierarchy' for the District's settlements.

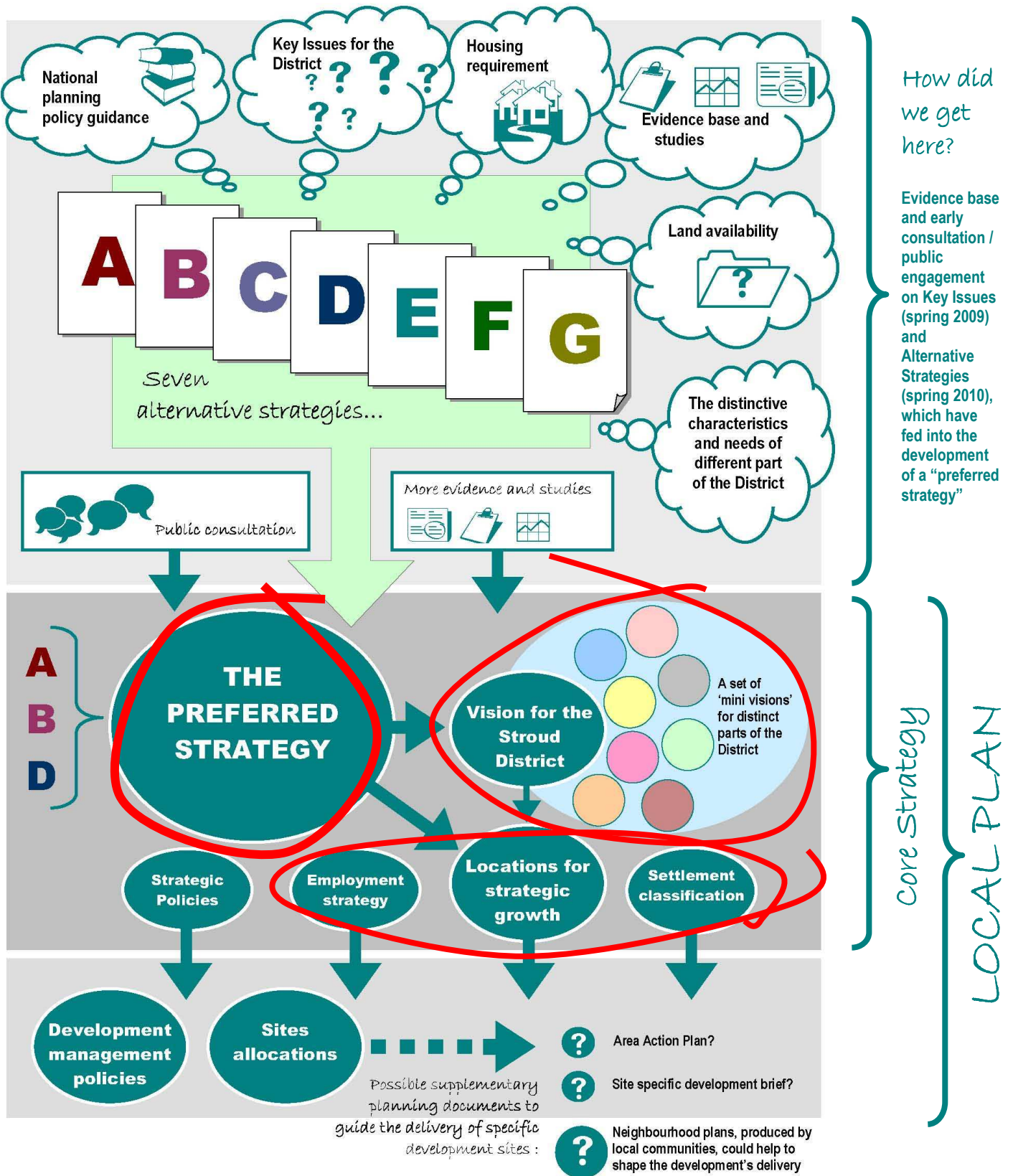


Figure 1.0: Developing the Core Strategy and Local Plan

## Consultation topics and questions in this document

- 1.8 This document examines various aspects of the main consultation topics that are listed at paragraph 1.5. **Chapter 2 (The Alternative Strategies)** looks at how the “preferred strategy” has developed, the stages the Council has been through so far (including past public consultations) and the alternatives that have been explored. **Chapter 3 (The Preferred Strategy)** explains the main principles and building blocks of the preferred strategy, while **Chapter 4 (The Spatial Vision)** looks in more detail at what this could mean for particular parts of the District, including the proposed locations for housing and employment growth.

What's your area of interest?	Go to...	Have your say!	Where can you look if you want more information?
<b>The overall strategy approach</b>			
What is this “preferred strategy” all about?	<b>Chapter 1</b>		
How have we arrived at this preferred strategy and what were the alternatives?	<b>Chapter 2</b>		Alternative strategies consultation documents (2010) 'Pros and cons' document (Oct 2011); Council meeting 24/11/11 Sustainability Appraisals
Explaining the main principles of the proposed strategy and why we favour this approach	<b>Chapter 3</b>	<b>Q 1</b> <i>Do you agree that the Strategic Objectives are appropriate and effective?</i>	
<b>An overarching vision for how the District should evolve over the plan period</b>			
Vision to 2026: what do we want the District to be like in the future? How does this translate into a “spatial vision” and what does it mean for particular places in the District? (Vision 1.0 and key diagram 1.0)	<b>Chapter 3</b> <b>Chapter 4</b>	<b>Q 7</b> <i>Do you agree with the contents and general approach of our proposed Vision for Stroud District?. If not, what are the alternatives or how could it be improved?</i>	
How does the vision fit into the strategy? And how does it reflect the strategy's Strategic Objectives?	<b>Chapter 3</b> <b>Chapter 4</b>		
<b>A set of ‘mini visions’ for distinct parts of the District</b>			
What could the preferred strategy and the proposed distribution of development mean for different parts of the District? How do the “mini visions” help the strategy to respond to the needs and characteristics of particular places, and how does it all feed into the overall “spatial vision”? (Vision 1.0 and key diagram 1.0)	<b>Chapter 4</b>	<b>Q 7</b> <i>Do you agree with the contents and general approach of our proposed Vision for Stroud District?. If not, what are the alternatives or how could it be improved?</i>	
Vision for the Stroud Valleys (mini-vision 1.1 and key diagram 1.1)	<b>Chapter 4</b>	<b>Q 8.1</b> <b>Q 9.1</b>	The key supporting information for each ‘vision area’ is listed in Chapter 4, alongside each vision.  Issues consultation document (2009)  Alternative Strategies consultation documents (2010)
Vision for the Stonehouse area (mini-vision 1.2 and key diagram 1.2)	<b>Chapter 4</b>	<b>Q 8.2</b> <b>Q 9.2</b>	
Vision for the Cam and Dursley area (mini-vision 1.3 and key diagram 1.3)	<b>Chapter 4</b>	<b>Q 8.3</b> <b>Q 9.3</b>	
Vision for the Gloucester fringe (mini-vision 1.4 and key diagram 1.4)	<b>Chapter 4</b>	<b>Q 8.4</b> <b>Q 9.4</b>	
		<b>8 :</b> <i>Do you agree with the proposed ‘mini visions’ for each of these areas, and do you consider that they feed well into the overall vision for the District (Vision 1.0)? If not, what are the alternatives or how could it be improved?</i>	

\* See APPENDIX2 for a full list of supporting documents and evidence studies, plus information about how you can view them



What's your area of interest?	Go to...	≈ Have your say!	Where can you look if you want more information?
Vision for the Berkeley area (mini-vision 1.5 and key diagram 1.5)	<b>Chapter 4</b>	<b>Q 8.5</b> <b>Q 9.5</b>	<b>9</b> : Do you think that the Guiding Principles we have suggested for each of these areas will help to shape growth and development in a positive way? If not, what are the alternatives of how could they be improved?
Vision for the Severn Vale (mini-vision 1.6 and key diagram 1.6)	<b>Chapter 4</b>	<b>Q 8.6</b> <b>Q 9.6</b>	
Vision for the Wotton area (mini-vision 1.7 and key diagram 1.7)	<b>Chapter 4</b>	<b>Q 8.7</b> <b>Q 9.7</b>	
Vision for the Cotswold area (mini-vision 1.8 and key diagram 1.8)	<b>Chapter 4</b>	<b>Q 8.8</b> <b>Q 9.8</b>	

### Proposed locations for housing and employment growth; and how the required housing numbers should be distributed between these locations

What are the housing numbers? How many homes must the strategy provide for between now and 2026... and why?	<b>Chapter 3</b>	<b>Q 2</b>	Do you agree with the proposed Housing Requirement (numbers) as a basis for the preferred strategy? If not, why not?	Housing Land Availability reports (HLA) Report to Council 22/9/11
Identifying the six main locations where strategic growth is proposed. Why do we favour these locations and what broad levels of development might be possible?	<b>Chapter 3</b>	<b>Q 4</b>	Do you agree with the proposed distribution of housing and employment growth across these six main "strategic locations"? If not, what alternatives would you prefer and why?	'Pros and cons' document (Oct 2011); Council meeting 24/11/11 Strategic Housing Land Availability Assessments (SHLAA) Development Location Comparison and Carbon Footprinting study (2011) Sustainability Appraisals
What were the alternatives? Of the potential locations we looked at, why do we favour the six that we are proposing?	<b>Chapter 2</b>			
Identifying the main locations where strategic growth is proposed and explaining how these fit into the "spatial vision" for the District. What could the proposed distribution of growth and development mean for these places ...and what about everywhere else?	<b>Chapter 4</b>			
The Stroud Valleys – what could happen here? (Concept Plans 1.1.i, 1.1.ii, 1.1.iii)	<b>Chapter 4</b>	<b>Q 10.1</b> <b>Q 11.1</b> <b>Q 12.1</b> <b>Q 13.1</b>	<b>10</b> : Are there specific sites that you have concerns about? Or places where there are opportunities you think we have missed?	'Pros and cons' document (Oct 2011); Council meeting 24/11/11 Strategic Housing Land Availability Assessments (SHLAA)
Aston Down – what could happen here? (Concept Plan 1.1a)	<b>Chapter 4</b>	<b>Q10.1a</b> <b>Q11.1a</b> <b>Q12.1a</b> <b>Q13.1a</b>		
West of Stonehouse – what could happen here? (Concept Plan 1.2)	<b>Chapter 4</b>	<b>Q 10.2</b> <b>Q 11.2</b> <b>Q 12.2</b> <b>Q 13.2</b>		

\* See APPENDIX 2 for a full list of supporting documents and evidence studies, plus information about how you can view them



What's your area of interest?	Go to...	Have your say!	Where can you look if you want more information?
North-east of Cam – what could happen here? (Concept Plan 1.3)	<b>Chapter 4</b>	<b>Q 10.3</b> <b>Q 11.3</b> <b>Q 12.3</b> <b>Q 13.3</b>	<b>12</b> : Do you agree that [this location] is a suitable target for the proposed levels of employment growth?
Hunts Grove – what could happen here? (Concept Plan 1.4)	<b>Chapter 4</b>	<b>Q 10.4</b> <b>Q 11.4</b> <b>Q 12.4</b> <b>Q 13.4</b>	<b>13</b> : Do you agree with the proposed 'concept' and broad approach to development at [this location]?
Sharpness and Newtown – what could happen here? (Concept Plan 1.5)	<b>Chapter 4</b>	<b>Q 10.5</b> <b>Q 11.5</b> <b>Q 12.5</b> <b>Q 13.5</b>	
The Severn Vale area	<b>Chapter 4</b>	<b>Q 10.6</b>	Within these vision areas are there specific sites that you have concerns about? Or places where there are opportunities you think we have missed?
The Wotton area	<b>Chapter 4</b>	<b>Q 10.7</b>	
The Cotswold area	<b>Chapter 4</b>	<b>Q 10.8</b>	
...and what about everywhere else? Localism and neighbourhood planning: how can neighbourhood plans help to identify growth and development needs for communities that lie outside these "strategic growth areas"?	<b>Chapter 3</b>	<b>Q 5</b>	Do you agree with the proposed use of neighbourhood plans as a means of accommodating additional growth in areas outside of the six main "strategic locations"? Is there a need for growth in your community?

### An employment strategy

Explaining the main principles of our proposed employment strategy and why we favour this approach.	<b>Chapter 3</b>	<b>Q 3</b>	Do you agree with the main guiding principles of the proposed Employment Strategy? If not, what alternatives would you prefer and why?	Employment Land Review (2007)
How is the proposed employment strategy put into action through the "spatial vision" for particular parts of the District?	<b>Chapter 4</b>			

### Settlement classification: a 'hierarchy' for the District's settlements

What is this and how does it fit into the overall strategy? How has the settlement hierarchy helped to guide the distribution of growth and development around the District?	<b>Chapter 3</b>	<b>Q 6</b>	Do you agree with the proposed settlement classification? If not, why not?	Issues Consultation topic paper: Rural Settlements Classification (2009)
How does this classification fit with the "spatial vision" for particular parts of the District and what could it mean for our towns and villages in the future? (spatial vision: key diagram 1.0)	<b>Chapter 4</b>			

\* See APPENDIX 2 for a full list of supporting documents and evidence studies, plus information about how you can view them



## How to get involved and have your say

- 1.9 This document contains proposals for several key components of the emerging Core Strategy. Once refined and amended as necessary, these will form the basis of a spatial strategy for the district's future growth and development and will set the strategic framework for more detailed planning policies, which we will consult upon in the coming months. We will then publish a final version of the complete Local Plan (including the "core strategy", sites allocations and development management policies) for further public consultation. (You can see "what happens next" by turning to the last page of this document).
- 1.10 We would like your views about the various **strategy proposals** and **suggested locations for strategic growth and development** that are contained in this document. Essentially, what we want to know is:



*Do they successfully address the District's priorities, and do some proposals perform better than others? And do these proposals offer a realistic means of meeting our obligations and fulfilling our vision for the future?*



*Are there things that we need to change? Are amendments necessary in order to better meet the needs of Stroud District and all its communities over the plan period (up to 2026)?*

- 1.11 There are a number of questions posed throughout this document. You can simply tell us what you think about each strategy proposal or you can get into a bit more detail about the implications as you see them: if you disagree with something, *why* do you disagree – and what alternatives would you prefer?
- 1.12 We need any responses to the questions in this document to be submitted by the end of the day on **Monday 19<sup>th</sup> March 2012**



If you have internet access, you can access the questions online and submit your comments to us directly without having to fill in a response form – which will help us to save paper and save time [go to [www.stroud.gov.uk/consult](http://www.stroud.gov.uk/consult) and follow the links to our Preferred Strategy consultation].



If you don't have internet access, you can use the Council's response forms to answer the questions in this consultation document. You can print out consultation response forms from our website or pick one up at any of our consultation events (see over the page) or deposit points. If you are unable to print out a form from our website, we have limited numbers of printed forms: please phone 01453 754143 and we can send you a copy in the post.

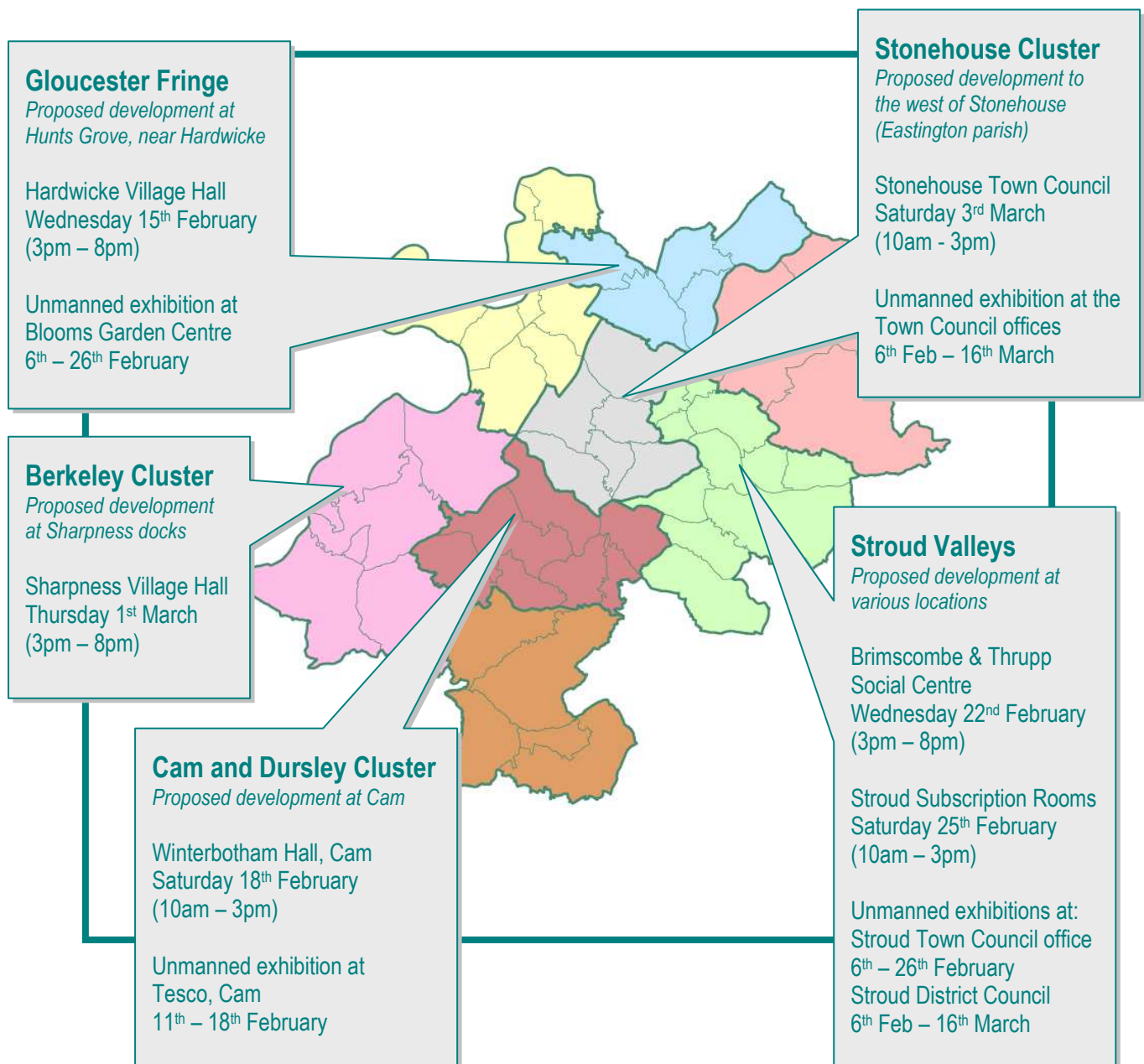


Please return your completed response form to the address given below:

**Core Strategy Consultation  
The Planning Strategy Team  
Stroud District Council  
Ebley Mill  
Westward Road  
Stroud  
GL5 4UB**

## Public consultation events

- 1.13 We are holding drop-in sessions and exhibitions around the district during February and early March. You'll be able to chat to officers working on the Core Strategy and find out more about the issues affecting the district. Copies of all the documents we have published in connection with this consultation will be available to view and you can pick up consultation response forms there too. All documents will also be available for inspection at public libraries and at Parish and Town Council offices that are open to the public in the district.
- 1.14 There will be events in each of the 'parish clusters' that are affected by some level of proposed strategic growth and development. You can come along to any one of these, as there will be information about the whole strategy at all of the exhibitions. But we are hoping that this grouping will help us to build up a picture of the particular issues that most concern different parts of the district. You can drop in at any time between 3pm and 8pm for the weekday sessions, or between 10am and 3pm for the Saturday events.
- 1.15 There are also unmanned displays at a number of locations throughout the consultation period, where you will be able to view basic information about the proposed strategy and possible development locations.



# 2

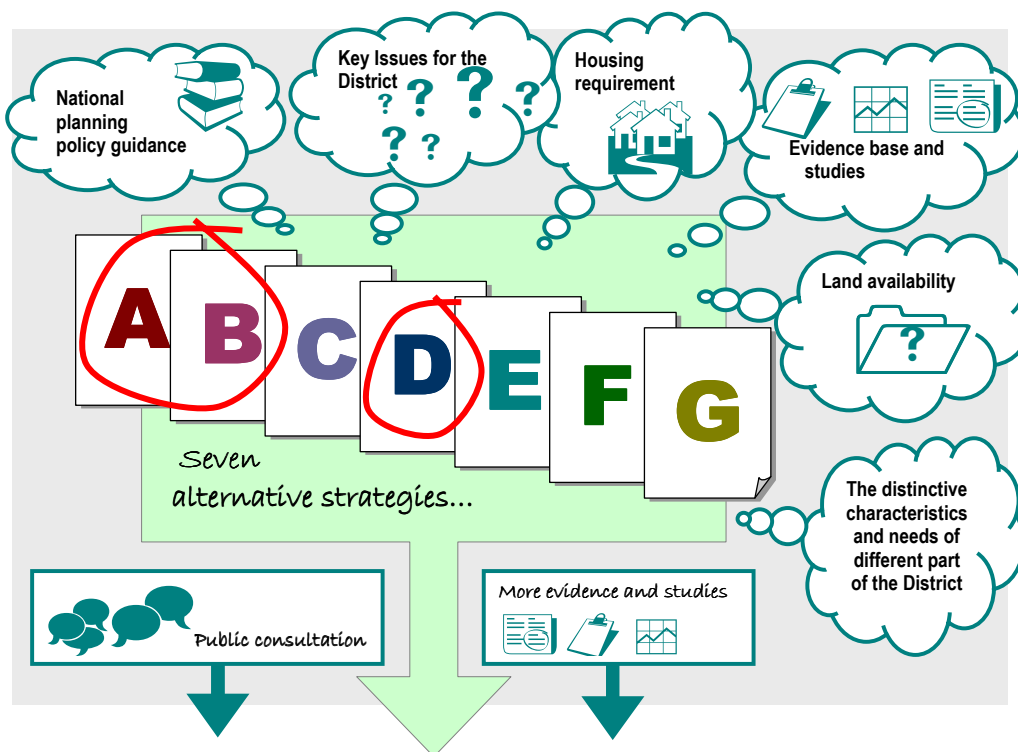
# The Alternative Strategies

# 2 The Alternative Strategies

How did we get to a “preferred strategy”?

## How have we arrived at this “preferred strategy” and what were the alternatives?

- 2.1 Following last year’s public consultation on seven alternative strategies, three possible approaches emerged as more popular than the others: Strategy Options A, B and D. This chapter explains how those three strategy approaches have influenced the development of our “preferred strategy” and looks at the options we investigated along the way.

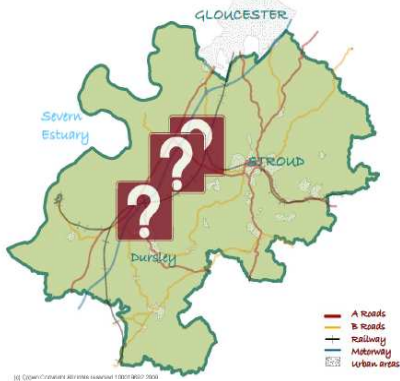


## Previous consultations: what alternative strategies have been explored?

- 2.2 As yet, no overall “strategy” for distributing and delivering growth over the course of the plan period (up to 2026) has been decided upon. This consultation looks at the Council’s favoured approach – its “**preferred strategy**” – which has been based upon the findings of past consultations, a range of evidence studies and the guiding principles of government planning policy advice.
- 2.3 In 2009, we published a discussion paper and a questionnaire, looking at **Key Issues** for the District and what our options might be for addressing those issues. How people responded to the issues helped us to develop a set of priorities and overall objectives, which have guided us through the process of exploring a range of strategy options. These priorities and objectives are set out in **Chapter 3 (The Preferred Strategy)** (and more information is available in our **Alternative Strategies consultation document**)

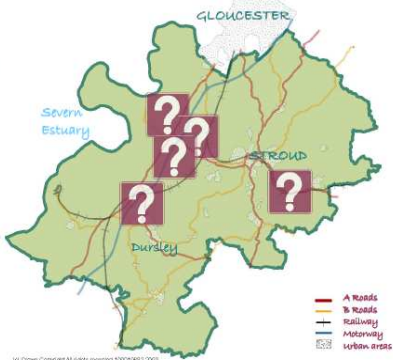


**A – Concentrated Growth Point Strategy**



with 2000 dwellings concentrated at either Cam, Eastington, or west of Stonehouse.

**B – Concentrated Development Strategy**



with 1000 dwellings concentrated at two of the following settlements: Cam, Eastington, west of Stonehouse, Brimscombe or Whitminster.

**E – Town & Country Combination Strategy**



One site of 1000 dwellings at either Cam, Eastington, Brimscombe, West of Stonehouse or Whitminster; and at least 10 sites of 100 dwellings or less, dispersed across the District to support small towns and larger villages...

These could be at:

- Alkington, Berkeley, Bisley, Cam, Chalford, Dursley, Eastington, Frampton-on-Severn, Ham & Stone, Hardwicke, Harescombe, Haresfield, Hinton, King's Stanley, Kingswood, Leonard Stanley, Minchinhampton, Moreton Valence, North Nibley, Nympsfield, Painswick, Rodborough, Standish, Stonehouse, Stroud, Thrupp, Upton St Leonards, Whiteshill & Ruscombe, Whitminster, Woodchester and Wotton-under-Edge.

2.4 Our Alternative Strategies consultation (spring 2010) set out seven spatial options (Strategy Options A - G). Each of the seven "alternative strategies" offered a way to deliver our target levels of new housing and employment development over the next 15 years and identified potential locations where this could happen:

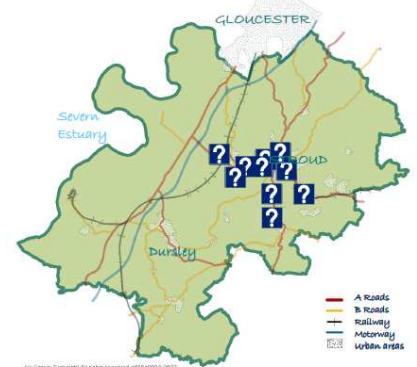
**C – Cluster Strategy**



200 to 250 dwellings at 8 Settlements, boosting local service centres that serve a rural hinterland. These could be located at:

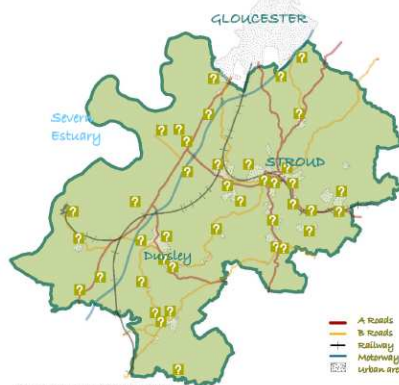
- Gloucester Fringe (either Haresfield or Upton St Leonards)
- Stonehouse Cluster (either at Stonehouse, Eastington, Kings Stanley or Leonard Stanley)
- Cotswold Cluster (at Painswick)
- Stroud Valleys (either at Stroud, Randwick, Cainscross, Brimscombe & Thrupp or Minchinhampton)
- Cam/Dursley Cluster (either at Cam, Dursley or Stinchcombe)
- Wotton Cluster (at Wotton-under-Edge)
- Berkeley Cluster (either at Berkeley or Newtown/Sharpness)
- Severn Voice (either at Frampton-on-Severn or Whitminster)

**D – Stroud Valleys Strategy**



Three 200 dwelling sites and the remaining 1400 to be found through a variety of smaller sites within the Stroud valleys (with a degree of focus upon canal corridor regeneration sites).

**F – Rural Communities Strategy**

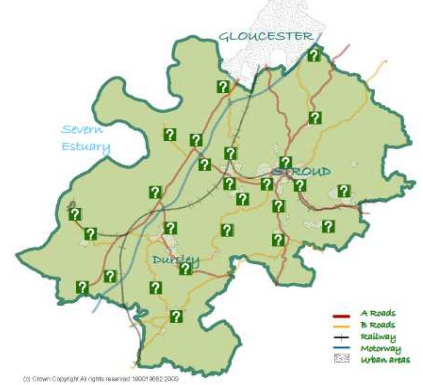


Focussing on a wide range of small sites. At least 40 sites of 10 to 50 dwellings, distributed amongst the District's parishes...

These could be at:

- Alkington, Berkeley, Bisley, Cam, Chalford, Dursley, Eastington, Frampton, Fretherne, Hamfallow, Ham & Stone, Hardwicke, Harescombe, Haresfield, Hillesley and Tresham, Hinton, King's Stanley, Kingswood, Leonard Stanley, Longney, Minchinhampton, Moreton Valence, North Nibley, Nailsworth, Nympsfield, Painswick, Pitchcombe, Rodborough, Slimbridge, Standish, Stinchcombe, Stonehouse, Stroud, Thrupp, Upton St Leonards, Whiteshill & Ruscombe, Whitminster, Woodchester and Wotton-under-Edge.

**G – Dispersal Strategy**



Dispersal Strategy with at least 25 sites spread across a wide range the District's parishes, each site accommodating between 50 to 100 dwellings...

These could be at:

- Alkington, Berkeley, Bisley, Cam, Chalford, Dursley, Eastington, Frampton, Ham & Stone, Hardwicke, Harescombe, Haresfield, Hinton, King's Stanley, Kingswood, Leonard Stanley, Minchinhampton, Moreton Valence, North Nibley, Nympsfield, Painswick, Rodborough, Standish, Stonehouse, Stroud, Thrupp, Upton St Leonards, Whiteshill & Ruscombe, Whitminster, Woodchester and Wotton-under-Edge.

- 2.5 Each of the seven alternative strategies had pros and cons – some of which were explored in our 2010 consultation paper, and others were highlighted through the consultation responses we received. But the findings of our public consultation last year indicated that three strategies were more popular than the others: **Strategy Option A** (the Concentrated Growth Point Strategy), **Strategy Option B** (the Concentrated Development Strategy) and **Strategy Option D** (the Stroud Valleys Strategy). Here's a brief overview of each:

### Strategy Option A – the Concentrated Growth Point Strategy

*2000 dwellings concentrated at either Cam, Eastington, or west of Stonehouse.*

Concentrating development in one place makes it easier to deliver an integrated “package” of infrastructure and services. This scale of development provides great potential for improving transport infrastructure, such as bus services and cycle routes. The community could be served by a comprehensive renewable energy scheme – and this could potentially even supply homes and businesses in the surrounding area. This strategy would mean minimal impact on the character of the rest of the district, but the impact on the chosen area might be profound. It's inevitable that development on this scale would involve greenfield development, as there is simply insufficient brownfield land available in the District. However, careful design of buildings and spaces could integrate such development with existing communities, creating a place with a distinctive character, an energy efficient and low-carbon community where natural habitats and biodiversity could be conserved and enhanced.

### Strategy Option B – the Concentrated Development Strategy

*1000 dwellings concentrated at two of the following settlements: Cam, Eastington, west of Stonehouse or Whitminster.*

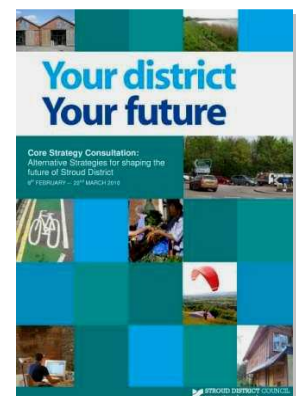
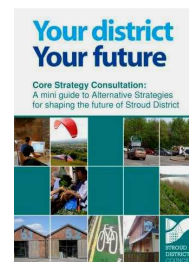
Like Option A, this scale of development does offer opportunities to build sustainable communities as well as to create a strong “sense of place”, distinctive character and make environmental enhancements through design. But the various locations differ in their potential to tap into and integrate with existing infrastructure, services and facilities in the surrounding area. Careful planning of a new community of this size would be essential to ensure the success of services and facilities developed for it/as part of it. Similar issues of greenfield development are likely to apply to both OPTIONS A and B.

### Strategy Option D – the Stroud Valleys Strategy

*Three 200 dwelling sites and the remaining 1400 to be found through a variety of smaller sites within the Stroud valleys (with a degree of focus upon canal corridor regeneration sites).*

This strategy offers an opportunity to create a distinctive living and working environment, making the most of the Stroud Valleys' rich legacy of historic mills and industrial heritage. Regeneration-focussed development could help to draw more creative and knowledge-based industries to the area, building on our District's existing skills base and cultural and artistic assets. Many sites with development potential are on “brownfield” (previously developed) land in the industrial valley bottoms; but this brings associated constraints, risks and costs due to factors such as flooding, previous contamination and the area's many listed buildings and conservation areas. Traffic congestion is also a key issue in what is already the most densely populated part of the District, while this strategy might place pressure on valuable green spaces and gaps. Meanwhile, it might not deliver significant service or infrastructure benefits for the rest of the District.

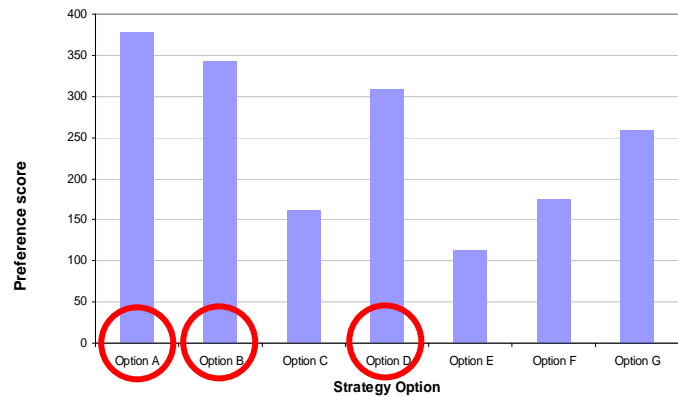
- 2.6 If you want to read more about what each of the strategy options had to offer, please refer to the Alternative Strategies consultation document: **Your District, Your Future – Alternative Strategies for shaping the future of Stroud District** (February 2010), which is available to view online at [www.stroud.gov.uk/core](http://www.stroud.gov.uk/core) (along with a quick ‘mini guide’). A report on the responses to our consultation is also available here.



**Figure 2.1: Response to Question 2 from the Alternative Strategies consultation paper: “Which of the seven options is your preferred strategy?”**

- A Concentrated Growth Point Strategy
- B Concentrated Development Strategy
- C Cluster Strategy
- D Stroud Valleys Strategy
- E Town and Country Combination Strategy
- F Rural Communities Strategy
- G Dispersal Strategy

These are weighted results whereby each strategy chosen as first choice was given a value of 3, second choice a value of 2 and third choice a value of 1. These values were then added together to give an overall ranking.



The results showed that the most preferred strategy was Option A: Concentrated Growth Point Strategy, followed by Option B: Concentrated Development Strategy and Option D: Stroud Valleys Strategy. The least preferred strategy was Option E: Town and Country Combination Strategy. Full details of these consultation results can be found in our Alternative Strategies Consultation Report (available online at [www.stroud.gov.uk/core](http://www.stroud.gov.uk/core))

## Towards a ‘concentration’ strategy...

- 2.7 Not only were these three strategies the ones that received most overall support, they are also the best fit with the wider national planning policy context in that:
- Such development can be served more effectively and efficiently by a range of community facilities with good access to jobs, key services and infrastructure
  - New housing can be better related to existing job opportunities.
  - Concentrated development makes better use of main public transport services / routes and it is easier to extend existing services rather than set up new services.
  - This approach makes best use of available previously developed land, which is generally focused in urban areas.
  - New infrastructure is more likely to be deliverable and can be phased in with new development.
  - Makes better use of existing infrastructure – taking up any spare capacity and/or easier to extend existing infrastructure rather than start anew.
  - By co-locating housing, employment and associated uses close together there is the opportunity to minimise the carbon footprint of development both by enabling reduced vehicle use and the potential to introduce on-site energy technologies better suited to low carbon district heating schemes.
  - Greater opportunity for self-containment and building of cohesive communities, leading to social sustainability.
  - Reduces the strain on wider countryside and environmental assets.
- 2.8 All three strategies (A, B and D) were based on some form of concentration – i.e. focussing the majority of development on a very limited number of locations (which would be strategic ‘growth areas’), rather than dispersing smaller scaled developments around the District.
- 2.9 The fourth most popular option was ‘G’: a ‘dispersal’ strategy, whereby relatively small scale developments would be scattered across a wide range of the District’s settlements. The most commonly cited reason for supporting this strategy was the need for small scale, high quality affordable housing schemes in rural areas.



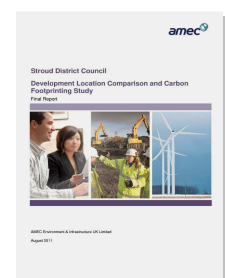
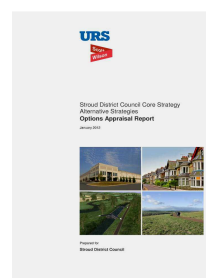
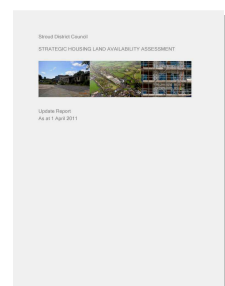
- 2.10 Whilst greater dispersal of development may be possible, it cannot be accompanied with necessary infrastructure as it does not create the critical mass necessary for the funding to meet community aspirations associated with housing. Dispersal does not make the most effective use of existing economic infrastructure and drivers. Whilst small developments (say up to 50 dwellings) in smaller towns and larger villages may provide some limited support to ailing rural services, they are unlikely to lead to significant changes in service provision and in fact may increase the cost of such provision. Many everyday services are concentrated in larger settlements and the District's main towns (shopping, leisure, education, health facilities etc). Targeting the District's growth at a wide range of villages and small settlements would increase use of the car to access jobs and services, as public transport improvements remain largely unviable when associated with small developments.
- 2.11 A strategy based entirely or substantially on a dispersal approach is not considered to be the most sustainable option for a rural District like ours. However, the Council recognises the importance of an overall strategy that has flexibility to address smaller communities' specific growth and development needs and therefore some provision is proposed for an element of dispersal in the Preferred Strategy.
- 2.12 On this basis, the final "preferred strategy" is tending towards some form of 'concentration' strategy (as opposed to a 'dispersal' approach). Indeed, in September 2010, Cabinet resolved that the findings from our Alternative Strategies consultation should be taken on board as follows:

### *Cabinet resolution in September 2010:*

In September 2010, Cabinet agreed that future work on the Core Strategy should be directed towards focussing development at one or more of the locations identified in Alternative Strategies **A, B** and **D**. (At the same time, the Strategy should develop the localism agenda and build in an element of organic growth that accommodates affordable housing and jobs at the more sustainable of our smaller settlements).

*Further details about the recommendations and the evidence behind them can be found in the Cabinet Report for September 2010 (available online [www.stroud.gov.uk](http://www.stroud.gov.uk)).*

- 2.13 However, with none of the three favoured strategies being a really clear front runner, there is still a degree of flexibility in how the final strategy takes shape – and it isn't just down to public 'vote': the final strategy (and the locations it chooses to focus on) must be supported by evidence. We must ensure that the final strategy is the best, most sustainable option for our district and that it meets our future needs without compromising the features that make it special, distinctive and resilient.
- 2.14 Since the Cabinet's resolution in September 2010, work has been ongoing to investigate the relative merits of Options A, B and D, or a potential 'hybrid' strategy. Several key studies have been produced, including a **Sustainability Appraisal (SA)**, a review of the **Strategic Housing Land Availability Assessment (SHLAA)** and a discussion paper '**Towards a Preferred Strategy – pros and cons of potential locations for strategic growth**' (October 2011). The discussion paper also summarises the key 'carbon footprint' projections that relate to these locations, taken from our **Development Location Comparison and Carbon Footprinting Study** (September 2011). (All studies/papers are available online at [www.stroud.gov.uk/core](http://www.stroud.gov.uk/core); see APPENDIX 2).



## Potential locations: Where are the sites and what could they offer?

- 2.15 A range of potential locations has been considered, most of which have been carried forward from the proposals set out at Alternative Strategies stage. These locations are all capable of providing development in accordance with Strategy Options A, B, D or some 'hybrid' of those strategies.

### Sites from the Alternative Strategies:

- 2.16 These sites (or groups of sites) were identified through the **Strategic Housing Land Availability Assessment** process. The "SHLAA" provides a database of all known sites in the District that have some housing development potential: SHLAA documents form part of the Council's housing evidence base for the Core Strategy and are available to view online at [www.stroud.gov.uk/core](http://www.stroud.gov.uk/core).
- 2.17 Land to the west of Stonehouse, to the north east of Cam, at Eastington, at Whitminster and through the Stroud valleys were all assessed by the SHLAA as being locations where known sites (or groups of sites) would be capable of accommodating development on a large scale and concentrated nature, as per strategy options A, B or D:

#### 2.18 **Strategy Option A – the Concentrated Growth Point Strategy**

*2000 dwellings concentrated at either Cam, Eastington, or west of Stonehouse.*

Strategy Option A was based upon concentrating the majority of the District's growth in one place. Housing and employment development would be focussed on a single growth area, which would accommodate around 2,000 homes plus major employment land, community facilities and local services (convenience shopping etc).

Through the **Strategic Housing Land Availability Assessment**, three potential locations were identified where sufficient developable land exists: to the north east of Cam, at Eastington and to the west of Stonehouse. A further possible location emerged through the consultation process: land at Sharpness was promoted (and subsequently added into the SHLAA) as a potential site for a new "Eco Town", consisting of 2000(+) homes, plus employment land. Whilst Sharpness has the theoretical capacity to achieve this scale of development, **Cam, Eastington** and West of **Stonehouse** are preferred as the more sustainable and viable options.

#### 2.19 **Strategy Option B – the Concentrated Development Strategy**

*1000 dwellings concentrated at two of the following settlements: Cam, Eastington, west of Stonehouse or Whitminster.*

Strategy Option B was conceived around the idea of splitting 2000 homes across two locations. Housing and employment development would be concentrated in two distinct growth areas – each one accommodating around 1000 homes plus major employment land, community facilities and local services (convenience shopping etc).

Through the **Strategic Housing Land Availability Assessment (SHLAA)**, five potential locations were identified where sufficient developable land exists: to the north east of Cam, at Eastington, to the west of Stonehouse, at Whitminster and at Brimscombe. Since Alternative Strategies stage, more detailed examination of the SHLAA sites at Brimscombe and Thrupp has revealed that the initial hypothetical assessment of capacity here was an overestimate: once policy considerations and other constraints are applied, even very basic estimates suggest that there is not in fact sufficient capacity to accommodate growth on such a scale. And whilst **Whitminster** does have the theoretical capacity to achieve this scale of development, **Cam, Eastington** and West of **Stonehouse** are all preferred as more sustainable and viable options.

#### 2.20 **Strategy Option D – the Stroud Valleys Strategy**

*Three 200 dwelling sites and the remaining 1400 to be found through a variety of smaller sites within the Stroud valleys (with a degree of focus upon canal corridor regeneration sites).*

Strategy Option D was based upon focussing both housing and employment growth within **the Stroud Valleys**, with the intention of regenerating valley-bottom "brownfield" sites, providing a boost for Stroud (the District's principal town) and complimenting the ongoing restoration of the Cotswold Canals. The intention of Strategy Option D was to accommodate 2,000 homes plus employment development across a number of sites within the valleys – targeting previously developed land in valley-bottom and 'canal corridor' locations in particular.

Through the **Strategic Housing Land Availability Assessment (SHLAA)**, a large number of potential sites were identified – in theory providing ample capacity for such development. However, once policy matters and more detailed constraints are applied to particular sites, in many cases the theoretical capacity indicated in the SHLAA is considerably higher than the likely 'real life' capacity that might be achieved if development did happen there.



## Other sites:

- 2.21 In addition to the sites brought forward from the Alternative Strategies, three more locations have been introduced. Through the last round of consultation, Sharpness was promoted by landowners as a possible alternative to the Strategy Option A locations. The former airfield at Aston Down was also identified as being land with redevelopment potential. Additionally, several locations on the southern edge of Gloucester must now be considered as options, due to the proposed abolition of the Regional Spatial Strategy for the south west (RSS). The draft RSS had earmarked this broad area for 1,750 homes (in addition to the 1,750 already permitted at Hunts Grove), so at Alternative Strategies stage it was assumed that a substantial portion of the district's housing requirement *would* be accommodated there – hence this was not an 'option' as such. But if this is no longer an obligation, debate can now be had about an appropriate quantum of development on the southern fringe of Gloucester.

## The potential locations for strategic growth:

- 2.22 So, drawn from these sources, the development potential of various sites at the following broad locations has been explored. These locations are all capable of providing development in accordance with Strategy Options A, B, D or some 'hybrid' of those strategies, as per Cabinet's resolution in September last year (see **paragraph 2.12**). Since then, work has been ongoing to assess the extent, potential capacity and limitations of sites in each of these locations:

- Hardwicke
- Whaddon
- Upton St Leonards
- West of Stonehouse
- Eastington
- Whitminster
- Cam
- Sharpness and Newtown
- Stroud valleys: river Frome / canal corridor
- Stroud valleys: Nailsworth valley
- North and east of Stroud
- Rodborough
- Aston Down airfield

These potential locations for strategic growth are listed in **Table 2.1** and the locations are mapped in **Figure 2.2**

- 2.23 The pros and cons of these locations (and the sites identified at each) are explored more fully in our background discussion paper '**Towards a Preferred Strategy – pros and cons of potential locations for strategic growth**' (October 2011).
- 2.24 The discussion paper also summarises the key 'carbon footprint' projections that relate to these locations, taken from our **Development Location Comparison and Carbon Footprinting Study** (September 2011). (Both papers are available online at [www.stroud.gov.uk/core](http://www.stroud.gov.uk/core)).

- 2.25 Taking account of the various strengths, weaknesses and opportunities associated with particular sites, the following six locations are recommended for some degree of strategic housing and/or employment growth. These preferred locations are highlighted on the map shown at **Figure 2.2**, and form the basis of the proposed strategic allocations that are presented in **Chapter 3 (The Preferred Strategy)** and **Chapter 4 (The Spatial Vision)**.

- **Hunts Grove (Hardwicke)**
- **Stroud Valleys (various sites)**
- **West of Stonehouse**
- **Cam**
- **Aston Down**
- **Sharpness**

**Table 2.1 : Potential locations for strategic growth: where are the sites and what could they offer?**

<p><b>South of Gloucester</b></p> <p>This broad location was originally earmarked for 1,750 homes through the draft RSS (in addition to the 1,750 already permitted at Hunts Grove). But with the abolition of the Regional Spatial Strategy, this is no longer an obligation. So debate can be had about an appropriate quantum of development on the southern fringe of Gloucester.</p>	<p><b>Area of Search 1: Hardwicke</b></p> <p>1.1 Hunts Grove, Hardwicke <span style="float: right;">PREFERRED</span></p> <p>1.2 Hardwicke village <span style="float: right;">ALTERNATIVE</span></p> <p><b>Area of Search 2: Whaddon</b></p> <p>2.1 Whaddon <span style="float: right;">ALTERNATIVE</span></p> <p><b>Area of Search 3: Upton St Leonards</b></p> <p>3.1 Upton St Leonards &amp; Brockworth <span style="float: right;">ALTERNATIVE</span></p>
<p><b>M5 Catchment</b></p> <p>Potential locations for:</p> <ul style="list-style-type: none"> <li>▪ Strategy Option A: “Concentrated Growth Point Strategy”</li> <li>▪ Strategy Option B: “Concentrated Development Strategy”</li> </ul>	<p><b>Area of Search 4: A419 corridor</b></p> <p>4.1 West of Stonehouse <span style="float: right;">PREFERRED</span></p> <p>4.2 Eastington <span style="float: right;">ALTERNATIVE</span></p> <p><b>Area of Search 5: A38</b></p> <p>5.1 Whitminster <span style="float: right;">ALTERNATIVE</span></p>
<p><b>Cam &amp; Dursley</b></p> <p>Potential location for:</p> <ul style="list-style-type: none"> <li>▪ Strategy Option A: “Concentrated Growth Point Strategy”</li> <li>▪ Strategy Option B: “Concentrated Development Strategy”</li> </ul>	<p><b>Area of Search 6: Cam and Dursley</b></p> <p>6.1 North-east of Cam <span style="float: right;">PREFERRED</span></p>
<p><b>Sharpness</b></p> <p>Alternative location for:</p> <ul style="list-style-type: none"> <li>▪ Strategy Option A: “Concentrated Growth Point Strategy”</li> </ul>	<p><b>Area of Search 7: Sharpness and Newtown</b></p> <p>7.1 Sharpness and Newtown <span style="float: right;">PREFERRED</span></p>
<p><b>Stroud Valleys</b></p> <p>Potential locations for:</p> <ul style="list-style-type: none"> <li>▪ Strategy Option D: “Stroud Valleys Strategy”</li> </ul>	<p><b>Area of Search 8: A419 / River Frome / Canal corridor</b></p> <p>8.1 Central Stroud / Wallbridge / Cheapside <span style="float: right;">PREFERRED</span></p> <p>8.2 Lodgemore / Fromehall / Dudbridge <span style="float: right;">PREFERRED</span></p> <p>8.3 London Road, Thrupp <span style="float: right;">PREFERRED</span></p> <p>8.4 Brimscombe Port / Brimscombe Mills <span style="float: right;">PREFERRED</span></p> <p>8.5 Knapp Lane <span style="float: right;">ALTERNATIVE</span></p> <p>8.6 West of Stroud <span style="float: right;">ALTERNATIVE</span></p> <p><b>Area of Search 9: A46 / Nailsworth valley</b></p> <p>9.1 A46 / Nailsworth valley <span style="float: right;">ALTERNATIVE</span></p> <p><b>Area of Search 10: Edge of Settlement</b></p> <p>10.1 North and east of Stroud <span style="float: right;">ALTERNATIVE</span></p> <p>10.2 Rodborough <span style="float: right;">ALTERNATIVE</span></p> <p><b>Area of Search 11: Aston Down</b></p> <p>11.1 Aston Down former airfield <span style="float: right;">PREFERRED</span></p>

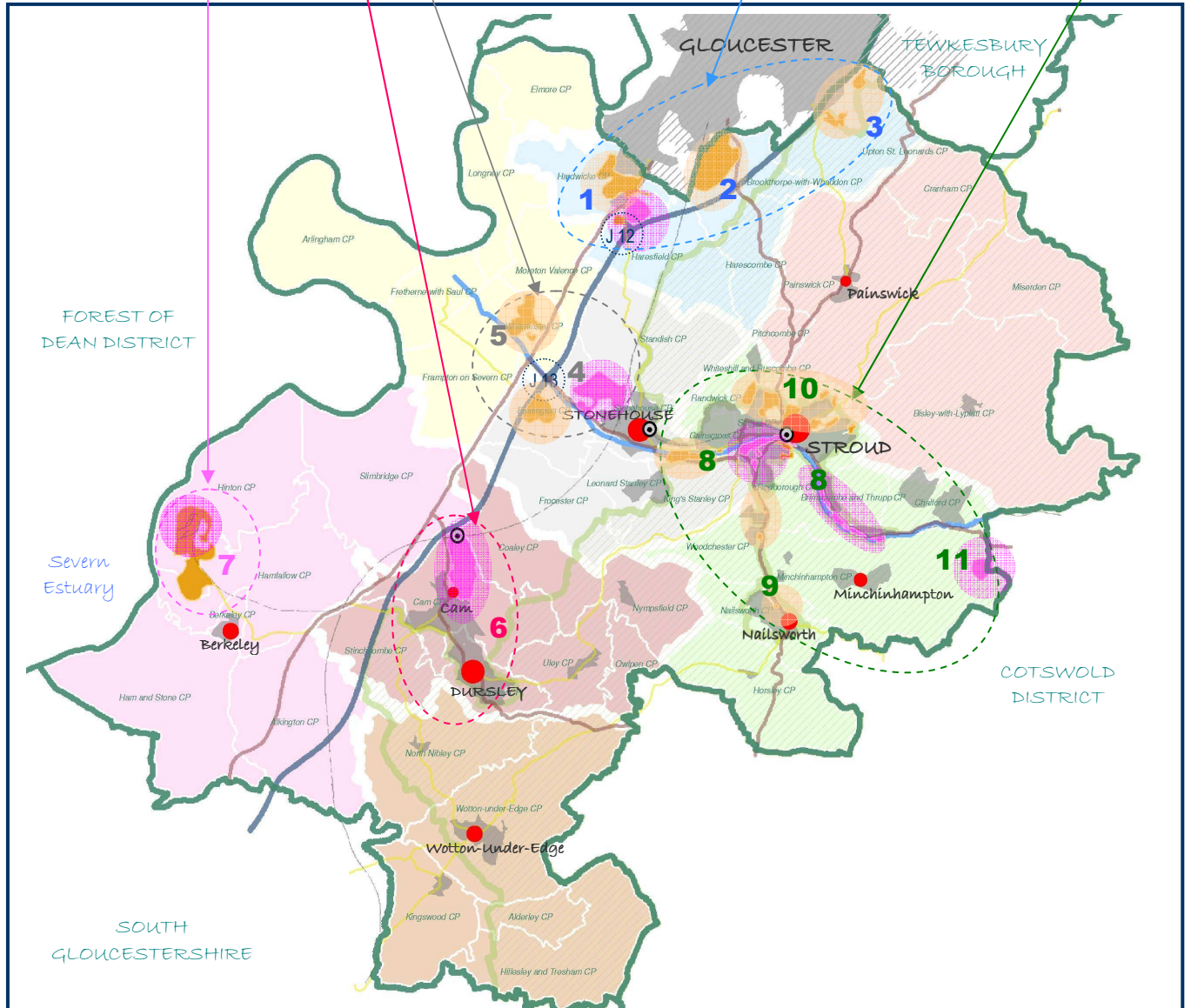


Figure 2.2 : Potential locations for strategic growth

- |  |   |  |                                      |  |   |
|--|---|--|--------------------------------------|--|---|
|  | Preferred strategic location for growth |  | Parishes of the "Gloucester Fringe"  |  | Railway line (with National Rail station) |
|  | Alternative strategic location          |  | Parishes of the "Cotswold Cluster"   |  | Route of the Cotswold Canals              |
|  | District boundary                       |  | Parishes of the "Stroud Valleys"     |  | Existing built-up areas                   |
|  | Cotswolds AONB                          |  | Parishes of the "Stonehouse Cluster" |  | Town centres                              |
|  | Parishes of the "Cam & Dursley Cluster" |  | Parishes of the "Severn"             |  | M5 Motorway (and junction)                |
|  | Parishes of the "Wotton Cluster"        |  | Parishes of the "Berkeley Cluster"   |  | A roads                                   |
|  |   |  | Area of search (see table 2.1)       |  | B roads                                   |

The sites at each of these locations are mapped in more detail in our supporting discussion paper: **'Towards a Preferred Strategy – pros and cons of potential locations for strategic growth'** (October 2011), which goes into more detail about the potential capacity and the relative strengths, weaknesses and opportunities associated with each. But here is a summary of the main arguments that have led us towards our preferred strategy:

## South of Gloucester – what are the alternatives here?

- 2.26 Development on land south of Gloucester was not explicitly set out as an 'Option' in the Alternative Strategies consultation (Spring 2010). At the time, Policy HMA3 of the draft **South West Regional Spatial Strategy** (RSS) required Stroud District to find land just south of Gloucester on which 3,500 new dwellings could be accommodated (1,750 of these have already been provided for through planning permissions at Hunts Grove). It was therefore taken as an assumption that there *would* be development in this part of the District over the Core Strategy plan period and hence this was not an "option" as such.
- 2.27 However, with the proposed abolition of the RSS, this is no longer a given. The demise of the RSS effectively opens up debate about whether growth south of Gloucester is appropriate, desirable and should form part of our Preferred Strategy. If not, the residual number of dwellings would need to be relocated elsewhere in the District.
- 2.28 Three distinct areas of search on the southern edge of Gloucester offer a range of alternative locations, each theoretically capable of taking upwards of 300 new homes with a range of housing/employment combinations:
- Area of Search 1: Hardwicke village and Hunts Grove
  - Area of Search 2: Whaddon
  - Area of search 3: Upton St Leonards

### 2.29 Preferred location for growth: Hunts Grove

Of the four potential locations south of Gloucester, this is currently the preferred option. In isolation, this site would not be capable of accommodating the residual 1,750 homes that were previously being "allocated" south of Gloucester through the draft RSS. The Council's **Strategic Housing Land Availability Assessment** (SHLAA, available online at [www.stroud.gov.uk/core](http://www.stroud.gov.uk/core)) suggested that the site theoretically has capacity for about 530 new homes during the plan period, rising to about 795 after 2026. It is not envisaged that the site would provide additional employment capacity on any significant level. However, being adjacent to the ongoing mixed-use development at Hunts Grove, a major strategic employment area at Waterwells, and close to Gloucester city itself (which is a net importer of workers), it could be a sustainable supplement to what is already a significant growth area. Taken together with the existing Hunts Grove development (where 1,750 homes have already been permitted), a development of, say, 750 new homes would put total growth in this location over the plan period on a par with Strategy Option A (concentrated growth, up to 2,500 homes). Although there is plenty of land available here and at the other locations listed above, development on a significantly larger scale than this is considered undesirable: further growth on such a large scale at the periphery of the District would do little to boost the economy or support services in our other towns and villages elsewhere in the District.

## M5 catchment – what are the alternatives here?

- 2.30 Within this broad area, focussed to the west of Stonehouse and within the A419/M5/A38 catchment, three distinct potential locations for growth were identified. Land to the west of Stonehouse and land to the north-west of Eastington were both identified as potential locations for growth in the two most favoured Strategy Options at Alternative Strategies stage: options A and B. Land to the west of Whitminster was identified as a potential location for growth in option B.
- Area of Search 4: Eastington and West of Stonehouse
  - Area of Search 5: Whitminster



2.31 These locations share several similar pros and cons – particularly West of Stonehouse and Eastington. Because they lie so close to each other geographically, these three locations were assessed separately and treated as ‘alternatives’. To combine or develop more than one of these locations at the levels indicated in Strategy Option B (i.e. upwards of 1000 dwellings, plus employment land at each) would have a similar effect to Strategy Option A (but without the benefit of concentration in a single place): serving to concentrate growth in just one part of the District, and thereby denying the opportunity for significant growth elsewhere and potentially setting up a functional imbalance beyond the western extent of the Stroud Urban Area, relative to Stroud town’s strategic role as the principal settlement in the District. It is therefore considered desirable to limit growth in this area to a single location and to a quantum smaller than that proposed in Strategy Option A.

2.32 **Preferred location for growth: west of Stonehouse**

This land to the west of Stonehouse is essentially one large site in single ownership, which could simplify the process of taking it forward for development. It wraps around the existing industrial area north of the A419 at Stonehouse and is easily accessible from junction 13 on the M5. However, it is physically separated from the main town by the railway line, making accessibility to the town centre difficult. Hence it is considered desirable to have a minimum development threshold that is high enough to ensure the viability of an on-site “village centre” for the new community, so that basic every-day services and facilities can be easily accessed. There is sufficient land to accommodate a range of development from around 800 to more than 2,000 homes and a further expansion of employment opportunities with associated infrastructure and community facilities and services.

### Cam and Dursley – what are the alternatives here?

2.33 Land at Cam was identified as a potential location for growth in the two most favoured Strategy Options at Alternative Strategies stage: options A and B. Both options A and B approached the strategy as an opportunity to integrate housing and employment, to create one or two major urban expansions. So for the purposes of this assessment, land at Cam should be considered in the same ‘category’ as land west of Stonehouse, land at Eastington and land at Whitminster: land with a capacity to accommodate 1000 or 2000(+) homes, plus businesses and community facilities.

2.34 If this location is deemed appropriate, the scale of development accommodated would depend upon the final strategy to be pursued – whether a single location meets the Council’s needs best or whether it is better to share the development needs between two or more communities. However, as with the sites within the ‘M5 catchment’, similar arguments about concentrating almost all of the District’s projected growth and development to a single location (as per Strategy Option A) apply: this would deny the opportunity for significant growth and investment elsewhere and do little to boost the district’s other main settlements. But as the District’s second largest population (after the Stroud urban area), the settlements of Cam and Dursley represent a sustainable growth location, which could benefit from investment in infrastructure and employment opportunities, and would offer good access to services and facilities for a growing resident community.

2.35 **Preferred location for growth: north east of Cam**

A preferred location for growth in this area has been identified to the east of the A4135, south of Cam railway station and north of Upthorpe. According to the theoretical SHLAA assessment, these sites have combined capacity for almost 2,900 new homes. But it is unlikely that all the sites would be developed to their full “potential” capacity, even if Strategy Option A (2,000 homes, plus businesses) were to be implemented here. Various constraints and planning policies suggest that most of these sites would be better developed at a lower overall residential density than the **Strategic Housing Land Availability Assessment** (SHLAA) suggests – allowing capacity for other uses and leaving open spaces and landscape ‘buffers’ where necessary. The SHLAA projections do recognise the potential for mixed uses on some of these sites and the projected residential capacity is reduced accordingly; but it may be appropriate to place even more emphasis on employment growth here, with the aim of creating a more self-sustaining mixed development, providing jobs for the local community and wider District. These sites could accommodate a range of development from around 800 to 2,000 homes with associated infrastructure, community facilities and services.



## Sharpness – what are the alternatives here?

- 2.36 Sharpness was not a location the Council identified at the Alternative Strategies stage. The seven Alternative Strategies were devised based upon known available sites, which would be capable of delivering the suggested housing numbers (i.e. sites promoted to the Council and/or included in the SHLAA). In response to the Alternative Strategies consultation, Hunter Page Planning consultants (on behalf of landowners) submitted a proposal for an “eco-town” at Sharpness. Most of the land included in the “Sharpness eco-town” proposal is greenfield, substantially comprising of agricultural land at Sanigar and Oakhunter Farms. A large proportion of this land had not been submitted for consideration in the SHLAA process prior to the drafting of the Alternative Strategies, and hence was not consulted upon as a possible location for Strategy Option A or B.
- 2.37 The “eco-town” proposal would accommodate in the region of 2,000 homes (up to 2026) plus employment land, and would in effect be an equivalent to the locations proposed under Strategy Option A. The proposal also suggests that this location should be identified as a continuing growth point for the District, designed with a view to accommodating the District’s future growth for the next plan period (and potentially beyond).
- 2.38 Whilst Sharpness has the theoretical capacity to achieve this scale of development (and more), it is relatively remote from main employment centres and primary facilities and services in the District, would require significant new infrastructure and has flood risk and landscape impact issues. Cam, Eastington or West of Stonehouse are all preferred as the more sustainable and viable options for development on this sort of scale. In all cases, even if employment opportunities, services and facilities were to be incorporated alongside residential development, there would always remain an element of both in- and out- commuting. But the remoteness of Sharpness makes this more of an issue than at the other potential locations and the likely carbon footprint generated by new residents’ commuting and local travel patterns is projected to be more than double that of equivalent development at Cam, Eastington or west of Stonehouse (see our supporting discussion papers: ‘**Towards a Preferred Strategy – pros and cons of potential locations for strategic growth**’ and **Development Location Comparison and Carbon Footprinting Study**, both available online at [www.stroud.gov.uk/core](http://www.stroud.gov.uk/core)).
- 2.39 **Preferred location for growth: Sharpness docks**
- However, there is an argument that some more modestly scaled residential and mixed-use development, focussed more tightly around the docks, could help to cross-subsidise the enhancement of existing employment sites here. With the ‘right’ kind of development, there is potential to intensify employment uses here and to boost interest in employment sites that have so far failed to attract investment and interest for decades.

## Stroud Valleys – what are the alternatives here?

- 2.40 Strategy Option D, which proposed focussing development entirely within the Stroud Valleys, emerged as the third most popular of the six Alternative Strategies during consultation last year (spring 2010). One of the key tenets of this Strategy was the potential to make use of brownfield sites: regenerating ailing and vacant pieces of industrial land, with the aim of creating a distinctive living and working mixed-use environment, with a particular focus on the canals corridor.
- 2.41 But within the valley bottoms [Areas of Search 1 and 2 – see map **Figure 2.2**], there are no obvious single sites where development of a thousand homes (or even the high hundreds) would be possible – unlike the three areas of search South of Gloucester or the locations identified in Strategies A and B. If the valley bottoms are to be a significant focus for development, it will have to be spread across a number of small and medium-sized sites, many of which are problematic and likely to incur higher development costs in terms of flooding, contaminated land etc. A less costly option, but one fraught with a range of other pros and cons, would be to utilise larger greenfield sites on Stroud’s fringe [Area of Search 3]. This could offer an equivalent boost to the town, but might be considered tantamount to a ‘change of strategy approach’. The sites in question are mapped and discussed in more detail in our background discussion paper ‘**Towards a Preferred Strategy – pros and cons of potential locations for strategic growth**’ (October 2011, available online at [www.stroud.gov.uk/core](http://www.stroud.gov.uk/core)).

### **Preferred location for growth: valley-bottom sites along the canal corridor (west to east, between Dudbridge and Brimscombe)**

- 2.42 The collection of sites at Wallbridge, Cheapside and Fromeside could be a strategically important growth area, representing significant regeneration opportunities at the ‘gateway’ to the town centre. The area of land lies between the canal and the town centre, strung along several key traffic through-routes and abutting the railway station. Together, these sites could be capable of delivering something between 100 and 180 homes, offset by an intensification of employment uses. However, this location consists of multiple sites in multiple ownerships, which could make delivery more difficult.
- 2.43 To the west, the swathe of land between Dudbridge and Wallbridge is close to the town centre and could be capable of delivering something between 150 and 400 homes (plus potentially up to 80 at Daniels Industrial Estate on nearby Bath Road), offset by an intensification of employment uses. However, this location consists of multiple sites in multiple ownerships, again making delivery less straightforward. Some of these sites may be better suited to remaining in employment use – ideally with a degree of intensification, to provide more jobs on existing sites. But most have some scope to accommodate a bit of housing or alternative uses, as part of a strategic approach to the overall ‘balance’ of jobs and homes within the valleys.
- 2.44 Within the sites lying between Stafford Mill and Ham Mill on London Road at Thrupp, it may be most appropriate to focus on employment growth, rather than new housing. Retention of existing job numbers (or ideally a degree of intensification) on these sites could contribute to the overall balance of housing and employment growth in the valleys.
- 2.45 The collection of sites at Brimscombe and Thrupp was identified at Alternative Strategies stage as potentially being able to deliver Strategy Option B (i.e. 1000 homes here, plus 1000 at another location elsewhere in the District). Applying policy considerations and other constraints to the sites suggests that the capacity here is considerably lower – somewhere in the range of 280-340. Even in combination with the other sites identified at Thrupp (above), numbers would fall far short. Some of these sites may be better suited to remaining in employment use – ideally with a degree of intensification, to provide more jobs on existing sites. But most have some scope to accommodate at least a bit of housing or alternative uses, as part of a strategic approach to the overall ‘balance’ of jobs and homes within the valleys.

### **2.46 Preferred location for growth: Aston Down**

Consideration has been given to the potential for intensification of employment uses at the former RAF airfield at Aston Down, following the Planning Appeal (2009) in which a number of employment uses were found acceptable by the Inspector. The Council considers that this should form the basis for consideration of whether there is a case for limited associated residential development: as with Sharpness, there is an argument that some modestly scaled residential and mixed-use development could help to cross-subsidise the enhancement and development of employment premises here.

### **2.47 Edge of settlement: to the north of Stroud**

These sites offer a different approach to the Stroud Valleys strategy. Edge-of-settlement development could help to meet the housing need in Stroud and, like the other potential Stroud Valleys locations, it would still ensure that growth is focussed at the District’s most sustainable towns and villages. But this approach would not produce such direct regeneration benefits, nor fulfil the desire to focus development on “brownfield” land wherever possible. Moreover, most of these sites are unlikely to be appropriate for anything other than residential development – meaning that employment growth would need to be accommodated elsewhere. Taking account of likely policy and the other constraints that might affect each site, the potential housing capacity of all the identified “edge of settlement” sites totals 760 at most (see our background discussion paper ‘**Towards a Preferred Strategy – pros and cons of potential locations for strategic growth**’ for more [www.stroud.gov.uk/core](http://www.stroud.gov.uk/core)). However, utilising one or two of the largest sites – Grange Fields (SHLAA site 91) and/or Callowell Farm (SHLAA site 148) are preferred, as they lie closest to the town centre – might bring forward between 100 and 300 homes, possibly as a supplement to the valley-bottom brownfield focus.

# 3

# The Preferred Strategy

# 3 The Preferred Strategy

What are the key components of our proposed strategy for managing the District's growth and development up to 2026?

## Have your say! ... Have we got the strategic objectives right?

Through this consultation, we want to ensure that the preferred strategy meets the District's needs and responds to our communities' priorities for the future. Six 'strategic objectives' for the emerging strategy are set out in this chapter. These objectives provide a more tangible and measurable way of taking forward an overall Vision for the District, and have helped us to assess the relative merits of potential locations for strategic growth.

You will be able to respond to questions about the strategic objectives in this chapter (see Q1)

## Have your say! ... Have we got the numbers right?

Through this consultation, we want to ensure that the preferred strategy meets the District's housing needs. The proposed 'housing requirement' is set out in this chapter. This target number will determine levels of growth and development across the District between now and 2026.

You will be able to respond to questions about the housing numbers in this chapter (see Q2)

## Have your say! ... Have we got the employment strategy right?

Through this consultation, we want to ensure that the preferred strategy meets the District's housing need achieves the right balance of development, targeted to the right locations. This part of our consultation paper sets out the main guiding principles of our emerging employment strategy and looks at how it might be delivered. Chapter 4 tries to flesh out the proposals a bit more: exploring what employment development might offer the District's communities, and how focusing growth at particular locations aims to achieve an overall vision for the District.

You will be able to respond to questions about the employment strategy in this chapter (see Q3 and 3a) and Chapter 4.

## Have your say! ... Have we got the locations right?

Through this consultation, we want to ensure that the preferred strategy achieves the right balance of development, targeted to the right locations. This part of our consultation paper looks at some of the options associated with each place, while Chapter 4 tries to flesh out the proposals a bit more: exploring what various scales of development might look like, what it could offer the local community and wider area, and how focusing growth at these locations aims to achieve an overall vision for the District.

You will be able to respond to questions about these locations in this chapter (see Q4, Q5 and Q5a) and in Chapter 4.

## Have your say! ... Have we got the settlement hierarchy right?

Do you agree with the proposed settlement classification and settlement hierarchy for the District? And does it help to ensure the right balance of development is targeted to the right locations? This part of our consultation paper outlines a proposed settlement hierarchy for the District and highlights the implications of the preferred strategy for those defined settlements, including proposed levels of growth and development locations.

You will be able to respond to questions about the settlement classification in this chapter: see Q6



*This chapter looks at the main components of the Council's proposed strategy, explaining its main aims and the principles behind it, and why we favour the approach we are proposing to take.*

### Here are the main 'headlines' of the Council's preferred strategy:

- It is a strategy that prioritises opportunities for employment growth: it is based on an aspiration that development over the plan period will generate the equivalent of two new jobs for every new home built
- It addresses the district's housing need through the planned provision of 9,350 new homes up to 2026; the strategy will identify locations for 3,200 of these
- It is based on concentrated development, focussed on strategic growth areas, within or adjacent to larger settlements (where there is best access to services, facilities, jobs and infrastructure), rather than dispersed development within small settlements.
- There are six proposed "strategic growth" locations: at Cam, to the west of Stonehouse, through the Stroud Valleys, at Hunts Grove near Hardwicke, at Aston Down and at Sharpness.
- It will address the "localism" agenda by introducing a policy that supports smaller-scaled local growth (outside of the main strategic growth areas), through the development of neighbourhood plans
- It will support the growth and regeneration of key areas, including the District's main towns of Stroud, Dursley and Stonehouse; the Cotswold canals corridor; and Sharpness Docks
- It aims to achieve the intensification of underused employment resources, particularly within the Stroud Valleys, at Aston Down and at Sharpness Docks
- It will encourage the development of mixed-use schemes, to help build inclusive, diverse communities with good access to services and facilities, with a view to improving the district's sustainability, self-containment and reduced carbon footprint
- It is based upon a Spatial Vision, which includes eight "mini visions" for different parts of the District, helping to focus the overarching goals of the Strategic Objectives and the district-wide Vision in a way that responds to local priorities, issues and needs



## Strategic objectives and local priorities

### *What is the 'driving force' behind the preferred strategy?*

- 3.1 Here we have summarised the key issues that will feed into the **Vision** and the **Strategic Objectives** for the final Core Strategy and have helped to shape the "preferred strategy". They have been drawn from the findings of our earlier consultations and from other strategies and our evidence base. How these have been identified and how they have fed into the plan is explained in more detail in our **Alternative Strategies** consultation document (2010), available to view online at [www.stroud.gov.uk/core](http://www.stroud.gov.uk/core).
- 3.2 Stroud district has a number of priorities for the future, some of which are targets and obligations that have been set for us by government and the planning framework; and some are goals that you, the people that live, work and invest in the area, have told us should be priorities when planning for the future of our area. One of the biggest challenges for the Core Strategy will be to rationalise the priorities and aspirations of our District's community and balance them against the obligations, requirements and policy advice that the Council faces from other sources.

### What do we want?

#### *What you've told us...*

Through public consultation (**Key Issues**, 2009: and **Alternative Strategies**, 2010), we have identified eight main priorities for the Core Strategy:

1. **Climate change and the environment**
2. **Housing**
3. **Employment and economic growth**
4. **Village / rural centre sustainability**
5. **Transport and accessibility (including CO<sub>2</sub> reduction)**
6. **Built and natural environment: character, quality and local distinctiveness**
7. **Town centre vitality and viability**
8. **Adapting to our ageing population**

How these have been identified and how they have fed into the plan is explained in more detail in our **Alternative Strategies** consultation document (2010), available to view online at [www.stroud.gov.uk/core](http://www.stroud.gov.uk/core).

- 3.3 Taking account of these issues and priorities, we have drawn up six principal objectives for the Core Strategy. These objectives provide a more tangible and measurable way of taking forward an overall Vision for the District, and have helped us to assess the relative merits of potential locations for strategic growth.

#### 3.4 **Objective 1: Accessible communities**

*Maintaining and improving the accessibility to services and amenities for our communities with:*

- *Healthcare for all residents*
- *Affordable and decent housing for local needs*
- *Active social, leisure and recreation opportunities*
- *Youth and adult learning opportunities*

Under this preferred strategy, new development would be located within or adjacent to large settlements, where people can benefit from existing facilities and services that would be readily available and accessible. Services such as new schools, GP surgeries and leisure provision require a certain threshold of people within their

catchment area to be viable. In developing a concentrated approach, the preferred strategy will enable a greater range of service and leisure provision, which can be used by people living within the existing settlement as well as those inhabiting the new development.

The development of larger housing sites is likely to bring about the provision of a greater number of affordable homes than a dispersed option would. However, the preferred strategy also proposes that, through Neighbourhood Planning, local communities will be given the opportunity to say what their local housing needs are as well as needs for employment and local community facilities such as shops, GP surgeries etc. New powers in the Localism Act enable communities to identify suitable land for this type of development and empowers them to facilitate and grant planning permission. Provided a neighbourhood development plan or order is in line with national planning policy, with the strategic vision for the wider area set by the Council, and with other legal requirements, local people will be able to vote on it in a referendum. If the plan is approved by a majority of those who vote, then the Council will bring it into force.

### 3.5 **Objective 2: Local economy and jobs**

*Providing for a strong, diverse, vibrant local economy that enables balanced economic growth, coupled with enhanced job opportunities across the District*

It is the broad aspiration of the preferred strategy to provide two jobs for every new house built. The definition of employment within the strategy goes beyond the traditional B1 and B8 use and now incorporates a large and diverse range of jobs including retail, healthcare and tourism. In seeking to address some of the district's employment trends and commuting imbalances, the Council will assume growth in the following sectors:- construction, distribution, retailing, computing services, hotel & catering, transport, professional services, other business services and health and social work.

The concentration of employment on fewer larger sites at Cam, Stroud and Stonehouse will mean that development can be located close to strategic road and rail networks. It will create the opportunity to provide a range of units from large warehousing and distribution units down to smaller units, possibly as start up businesses. The co-location of employment alongside housing development in the District is designed to create greater self containment and reduce the need to travel.

### 3.6 **Objective 3: Our District's distinctive qualities**

*Conserving and enhancing Stroud District's distinctive qualities, based on landscape, townscape and biodiversity*

The preferred strategy seeks to minimise the impact of development on biodiversity and sensitive landscapes by prioritising sites that lie outside the Cotswolds AONB or the protected landscapes of the River Severn estuary. Focusing development on brownfield sites within the Stroud valleys will limit adverse effect on wildlife and habitats; while new development on both brown- and greenfield locations offers opportunities to design-in rich new habitat and wildlife areas.

The regeneration of the Stroud Valleys area provides an opportunity to contribute funds towards the restoration of the Stroud Water Canal, which provides a network of towpaths for recreation activities, attracting local people and visitors from outside the District. There are opportunities for environmental improvements, including the improvement of existing green infrastructure and the provision of new open space. Prioritising the development of brownfield sites that are currently vacant and underused offers a chance to bring about townscape improvements and secure a new lease of life for features of the valleys' unique industrial heritage.

### 3.7 **Objective 4: Transport**

*Promoting healthier alternatives to the use of the private car and seeking to reduce CO<sub>2</sub> emissions by using new technologies and encouraging an integrated transport system to improve access to local goods and services.*

By concentrating development within or adjacent to the district's larger settlements, the preferred strategy should make delivery of new and improved transport infrastructure easier and more viable (to serve both existing and new communities). Potential links to rail, other public transport systems and the strategic road network are all maximised by choosing to locate major employment growth at the larger settlement areas of Stroud, Cam and Stonehouse. Development in the Stroud Valleys could contribute funds to the restoration of the canals and towpaths, as well as potentially designing-in new links across the development sites, thereby improving direct access for surrounding communities as well as those occupying the development. This has the potential to reduce short car journeys, due to the availability of safe, off-road walking and cycling routes. Where

possible the strategy will integrate housing and employment localities together, thereby reducing the need to travel and offering opportunities to live and work within the same neighbourhood.

### 3.8 Objective 5: Climate Change

*Promoting a development strategy that mitigates global warming and adapts to climate change by:*

- *Securing energy efficiency through building design*
- *Maximising the re-use of buildings and recycling of building materials*
- *Minimising the amount of waste produced and seeking to recover energy*
- *Promoting the use of brownfield land*
- *Minimising and mitigating against future flood risks and recycling water resources*

All new development within the District will be required to minimise its impact on the environment. The implementation of the Code for Sustainable Homes will be supported in line with the national timescale. New developments will be required to demonstrate that they have considered the impact of climate change upon them and that they are suitable for the predicted changes in climate.

The preferred strategy seeks to address climate change through the siting of its proposed “strategic growth areas”, informed by Strategic Flood Risk Assessments and our **Development Location Comparison and Carbon Footprinting Study** (September 2011). The strategy prioritises suitable sites that are located close to the district’s main settlements (to ease access to services, jobs and transport infrastructure, thereby minimising the need for daily travel by car) and away from the low-lying estuarine floodplain. Within the Stroud Valleys and at Cam, where some potential sites have a degree of flood risk, the mixed-use approach to development allows design flexibility to minimise potential risk to residential properties. New development will be required to incorporate appropriate Sustainable Drainage Measures (SuDs). For developments in areas with known surface water flooding issues, appropriate mitigation and construction methods will be required.

The preferred strategy also prioritises the use of suitable brownfield/previously developed sites – however, there is insufficient brownfield land available in sustainable locations to accommodate the district’s future growth and development needs in its entirety. Some greenfield development is inevitable. Regeneration of the Stroud Valleys is likely to maximise the re-use and regeneration of vacant and underused brownfield sites and buildings. All new developments must make provision for waste recycling and, as a minimum, developments will be required to provide sufficient space to store waste material.

### 3.9 Objective 6: Town centres and rural hinterlands

*Improving the safety, vitality and viability of our town centres, which link to and support the needs of their rural hinterlands*

By concentrating development within or adjacent to the district’s larger settlements, the preferred strategy should facilitate opportunities for the provision of new and improved services and facilities and will generate additional custom to sustain those already existing. The potential benefits of economic growth are targeted particularly to Stroud and Dursley, which are the District’s two principal town centres and will be particular targets for regeneration. A focus on tourism- and leisure-led mixed-use development on sites lying close to the canal and Stroud town centre should bring about public realm enhancements, improved linkages and a boost to town centre trade.

## How will we respond to local priorities?

- 3.10 The main overarching priorities and strategic objectives for the Core Strategy were pinpointed through the consultation process, as paragraphs 3.2 and 3.3 explain. These respond to issues that were rated as most important, right across the District. But consultation on both the **Key Issues** and the **Alternative Strategies** also highlighted the fact that certain issues were perceived as more or less important by communities in different parts of the District.
- 3.11 In **Chapter 4 (The Spatial Vision)** we have looked more closely at the specific points that particular communities have prioritised: it is based upon a Spatial Vision, which includes eight “mini visions” for different parts of the District, helping to focus the overarching goals of the Strategic Objectives and the District-wide Vision in a way that responds to local priorities, issues and needs.

## Have your say!

*Six overarching objectives for the Core Strategy are set out in this consultation document. Chapter 3 explains how the preferred strategy aims to respond to them and how they provide a 'guiding force' that builds upon local communities' concerns and priorities.*

*Would you like to comment on the proposed Strategic Objectives for the Core Strategy? Please use the consultation response form or online consultation portal to select one of the following responses.*



### QUESTION:

Q1.

**Do you agree that the proposed Strategic Objectives provide an appropriate and effective driving force for the Preferred Strategy? If not, why not? And what are the alternatives?**

- Overall, yes I do
- Overall, no I do not
- Yes I do, but I have some reservations

If you would like to explain your answer or suggest alternatives or amendments, please comment.

## An overarching vision for how the District should evolve over the plan period

*How does the vision fit into the strategy? How has it helped to guide the strategy and determine the preferred locations for growth and development?*

- 3.12 What do we want tomorrow's Stroud District to be like? In developing a Core Strategy for the District, it is important to have a vision of the kind of place we want to be living in, working in or visiting in the future, so that clear objectives can be set for the policies and proposals that will help to shape that place. A clear vision is an essential tool for meeting those objectives and measuring the likely impacts of a strategy that aims to influence the district's future growth and development.
- 3.13 We have drafted a broad and over-arching vision, which expresses aspirations for the future of Stroud District, drawn from issues arising in our evidence base and refined through earlier consultation (the **Key Issues Consultation**, spring 2009; and the **Alternative Strategies Consultation**, spring 2010).
- 3.14 More than just words, the "Spatial Vision" that is set out in **Chapter 4** paints a picture of the way the preferred strategy will help to shape places over the plan period. It includes eight "mini visions" for different parts of the District, which aim to focus the overarching goals of the Strategic Objectives and the District-wide Vision in a way that responds to local priorities, issues and needs. Some places in the District have a need for development or are suited to strategic levels of growth; others are not. The Spatial vision identifies areas that are likely to see significant changes; and areas that will not. And it pictures what the various levels of change or growth could mean for the District's diverse communities, settlements and landscapes.
- 3.15 There are questions about the general approach to the spatial vision and the contents of these individual 'mini visions' in **Chapter 4**.

# Housing

***The Core Strategy will need to establish just how and where about 3,200 dwellings are to be located across the District***

## Stroud District's housing requirement between now and 2026

- 3.16 One of the most significant changes to the planning process to be effected by the Coalition government is the abolition of Regional Strategies – and thereby the abolition of targets and requirements contained within them. The Regional Spatial Strategy for the South West (RSS) required Stroud District to provide 9,100 new homes between 1<sup>st</sup> April 2006 and 31<sup>st</sup> March 2026. This is the figure we have quoted in past consultations and used as a basis for developing the Alternative Strategies.
- 3.17 The anticipated abolition of the RSS by the government means that this number is no longer set in stone and it is up to each local authority to determine its own housing need and set its own housing requirement. The coalition Government has repeated statements that housing delivery remains a high priority and it intends to surpass that of the previous government. Therefore, rather than see the revocation of the RSS as an opportunity to reduce housing targets in the District, the Council must consider the most up to date evidence about housing needs and to establish for itself a reasonable target, whilst bearing in mind the capacity of the District to absorb further growth.
- 3.18 A lot of research has been done at national, regional and county level, looking at current population and lifestyle trends to work out how many new homes we will need in our area in the future. Much of our natural population growth can be attributed to increasing life expectancy, while changes in lifestyles and family structures mean that small and single-person households are on the rise. People are also moving here from other parts of the country and the county, attracted by the quality of life and environment.
- 3.19 In place of the RSS figure, the Council has looked at several different methodologies for estimating local population growth, the changing nature and size of households, and future housing demand – each of which produces a slightly different figure:

**Table 3.1: Projected housing requirement for the period 2006-2026 (comparison of housing projection methodologies)**

	RSS Housing Need Projections (DCLG 2003)	RSS Housing Allocation - Proposed Changes (July 2008)	Department of Communities & Local Government (DCLG) Household Projections (Nov 2010)	Gloucestershire County Council (GCC) Local Household Projections (May 2011)
Projected Housing Requirement (1 April 2006 to 31 March 2026)	10,301	9,100 *	9,350 **	9,730 **

\* This was the figure quoted at Alternative Strategies stage

\*\* These methodologies are based upon projected numbers of households, rather than numbers of dwellings. To accommodate the number of vacant dwellings, second homes and concealed households that are not accounted for in this methodology, a factor of 3.8% (source Census 2001) has been added here to both the DCLG and GCC baseline figures (rounded).

- 3.20 You can find more information about the projection methodologies and the evidence that Council has considered, summarised in the Cabinet Report for July 2011 (available online [www.stroud.gov.uk](http://www.stroud.gov.uk)). Background studies and statistics are available through the evidence base section of our Core Strategy website: [www.stroud.gov.uk/core](http://www.stroud.gov.uk/core).
- 3.21 The estimated housing requirements for the period 2006-2026 range from 9,100 (RSS allocation) to 9,730 (rounded GCC local trend based projections). However, the GCC local trend-based projections, when modified for projected economic growth up to 2020, indicate that a lower projection rate than the GCC figure shown in **Table 3.1** would be realistic.



- 3.22 The Council has agreed to use a mid-range figure of 9,350 dwellings, derived from the Government's DCLG household projections, as the base for housing requirements up to 2026. This means that the total number of new homes that should be completed in the District between 2006 and 2026 is 9,350. This is an increase of 250 homes compared to the number quoted at Alternative Strategies stage (which was based upon the RSS allocation).

*Council's decision on 22<sup>nd</sup> September 2011 was that...*

*...for consultation purposes, the figure of 9,350 dwellings will form the basis for a district-wide housing requirement 2006 – 2026, prior to the adoption of a final requirement figure to be contained in the Publication Version of the Core Strategy.*

*Further details about the recommendations and the evidence behind them can be found in the Cabinet Report for July 2011 (available online [www.stroud.gov.uk](http://www.stroud.gov.uk)).*

- 3.23 However, many of these dwellings have already been built or are firm "commitments" (i.e. they have been given planning permission but are yet to be completed; or they are awaiting signing of Section 106 legal agreements). This means that the residual number of homes that must be found through the Core Strategy process is actually much lower than 9,350. The table below illustrates this (Table 3.2).
- 3.24 1,977 homes were completed between April 2006 and the end of March 2011; a further 4,254 homes are already 'committed to' through planning permissions (up to 1<sup>st</sup> April 2011). This left a target "residual requirement" of 3,119 dwellings at 1<sup>st</sup> April 2011, for which land needs to be found. For the purposes of this consultation, the residual requirement has been rounded up to **3,200** (which averages approximately 230 homes per year between now and 2026).

**Table 3.2: Calculating our housing target for the Core Strategy (up to 2026)**

Supply	<b>A</b>	Completions (1 April 2006 to 31 March 2010)	1,705
	<b>B</b>	Completions between 1 April 2010 and 31 March 2011	272
	<b>C</b>	<b>Total Completions (= B + C)</b>	<b>1,977</b>
	<b>D</b>	Large site commitments at 1 April 2011 (10+ dwellings) [sites with planning permission, including sites either not started or under construction]	3,571
	<b>E</b>	Small site commitments at 1 April 2011 (1-9 dwellings) [sites with planning permission, including sites either not started or under construction]	515
	<b>F</b>	Other firm commitments at 1 April 2011 [sites subject to Section 106 legal agreement]	168
	<b>G</b>	<b>Total Commitments (= E + F + G)</b>	<b>4,254</b>
	<b>H</b>	<b>Total Completions and commitments (C=A+B)</b>	<b>6,231</b>
Requirement	<b>I</b>	Housing Requirement (1 April 2006 to 31 March 2026)	<b>9,350</b>
	<b>J</b>	<b>Residual housing requirement up to 2026 (= I – H)</b>	<b>3,119</b>

- 3.25 So the Core Strategy will need to establish just how and where about 3,200 dwellings are to be located across the District. A range of potential locations has been considered, as explained in **Chapter 2 (The Alternative Strategies)**. The Council's preferred locations are identified later in this chapter, as the basis for its preferred strategy for growth and development over the plan period. And you will find questions about each location (and the proposed levels of growth at each) in **Chapter 4 (The Spatial Vision)**.

## Have your say!

*The Core Strategy will need to establish just how and where about 3,200 new homes are to be located across the District. This is based upon a proposed "housing requirement" of 9,350 new homes between 2006 and 2026. Chapter 3 explains how this number has been calculated.*

*Would you like to comment on the proposed housing requirement for the Core Strategy? Please use the consultation response form or online consultation portal to select one of the following responses.*



Q2.

### QUESTION:

**Do you agree with the proposed Housing Requirement as a basis for the Preferred Strategy? If not, why not? And what are the alternatives?**

- Yes I do
- No I do not
- Yes I do, but I have some reservations

If you would like to explain your answer or suggest alternatives or amendments, please comment.



Further information about the housing numbers can be found in our annual monitoring reports, in particular our **Five Year Housing Land Supply** summary (October 2011) and our Housing Land Availability report (HLA): **Residential Commitment in Stroud District at 1<sup>st</sup> April 2011** (Revised January 2012). These are available to download from our website ([www.stroud.gov.uk/core](http://www.stroud.gov.uk/core)).

Please see APPENDIX 2 for information on our Core Strategy evidence base.

## Employment and economic growth

*What is the preferred strategy for balancing the District's future housing growth with economic growth? Explaining the main principles of our proposed strategy and why we favour this approach*

### Employment needs

- 3.26 Stroud faces a number of challenges when planning for future employment within the District. Whilst Stroud District's population is growing it is also ageing – with the prospects of a smaller available workforce in the future. However, we also have rising economic activity rates and rising average earnings. On the whole the District has a skilled workforce. Despite this, Stroud still has considerable out-commuting, a problem which continues to grow today. In some areas of the District up to one third of the working population commutes out of Stroud District to their place of work. This presents a big challenge if we are to reduce our district's carbon footprint: as a rural district, many of us are car-dependent, so we also need to ensure that access to jobs, services and facilities can be improved in the future and our chosen strategy must enable more sustainable forms of transport to be used.
- 3.27 Within Stroud District, employment sites are mainly concentrated at a few key locations including Hardwicke, Stroud town centre, Stonehouse, the Stroud Valleys area, and to a lesser degree within Cam/Dursley and near Wotton-Under-Edge with the Renishaw HQ located there.
- 3.28 In order to stem out-commuting Stroud will need to attract more knowledge-based industries, enabling greater employment opportunities for the highly skilled and well qualified working population. At present there is an imbalance in two facets of employment:
- \* Between the number of jobs available in the District and the number of economically active people available for work living in the district
  - \* Between the skills and types of jobs held by the resident population and the types of jobs that are available locally
- 3.29 This suggests a need for the District to both increase and diversify its employment base in order to provide local job opportunities appropriate to the workforce and to help reduce the number of people travelling to towns and cities beyond the district for work.

### Preferred strategy

- 3.30 All this points to a land-use strategy within the District that integrates employment provision with other forms of development. If further releases of housing are not coupled with the delivery of significant employment developments, it will only serve to further exacerbate the current out-commuting situation – meaning that our district won't feel the full economic benefits of the business resources that we have. Our preferred strategy is based upon the following guiding principles:
- 1. An “employment-integration” strategy:**

3.31 Any new employment development in Stroud District must be integrated with housing opportunities. This is necessary to help ensure that the existing housing/employment imbalance is not exacerbated and to help greater self-containment of communities. An aspiration for employment growth is to achieve the creation of *two new jobs for every allocated home that gets built* as a fundamental element of the emerging strategy.
  - 2. Mixed-use developments and co-location of housing and employment growth:**

3.32 Housing and employment growth should be co-location wherever possible. Where such growth is also targeted to locations easily accessible by a range of transport modes then we can help minimise commuting and reduce the carbon footprint of new development. Co-location of housing and

employment provides the opportunity for shorter journeys to work by means of transport other than the car. A side benefit may be that higher value residential land uses can help improve the viability of the lower value employment land uses in mixed development proposals.

- 3.33 It is proposed that employment growth should be broadly targeted at the strategic locations identified for development in the Preferred Strategy. But this does not necessarily mean that it will be appropriate to try and achieve the 2 jobs for 1 home ratio at each location: some will be better suited to a greater proportion of housing, while some will be stronger as a focus for employment growth. The aim is to achieve a District-wide balance.

### 3. Make better use of our existing resource:

- 3.34 There are a considerable number of sites throughout the District, but particularly in the Stroud Valleys, at Aston Down and Sharpness Docks, that are in existing employment use but that are somewhat run down and under-used. These require further investment to realise a greater employment potential. Better use should be made of such existing sites. This could mean the release of part of these sites for higher value uses to provide funding for intensified employment provision on the rest of the site. The aim would be to retain existing employment numbers and supplement these on-site with at least one job for each unit of housing provided.
- 3.35 "Employment" development should be considered in much broader terms than traditional B1, B2 and B8 land use categories (namely: general industrial, storage and warehouses and business/offices).... Increase intensity of use: more jobs per hectare!

### 4. Diversify the employment mix:

- 3.36 We need to look carefully at our district's future employment mix as well as quantity. Traditionally, planning policy has taken the approach that "employment" uses are those that fall within the land use categories B1, B2 and B8 (i.e. business/offices, general industrial, storage and distribution). Past policy has allocated land or protected land for these specific uses. However, in order to achieve a more diverse employment base, we will need to consider at "employment" in a more rounded sense. For example, uses such as retail, leisure facilities, education, health services and residential care can all be big employment providers. In looking at new development the job opportunities provided by a wide range of land uses will need to be taken into consideration, rather than just traditional 'employment uses'. The mix of future job opportunities provided through new development in the district will be as important as simply providing 'employment land' in the traditional sense.

**Table 3.3: Proportional range of employment uses**

Our Current Supply: The proportional range of uses currently provided for by the District's employment floorspace (in comparison with County and the S W). *				Future supply: proposed range of uses to be provided by the District's employment floorspace **
Class	Gloucestershire	South West	Stroud	
<b>Retail</b>	13%	18%	10%	15%
<b>Offices</b>	25%	27%	15%	25%
<b>Factories</b>	40%	32%	50%	35%
<b>Warehouse</b>	22%	23%	25%	25%

\* Source: Stroud District Employment Land Review 2007 (GVA Grimley)

\*\* The proposed proportions take account of the Stroud Floorspace Requirement 2004-2026, sourced from LEFM data and the GVA Grimley analysis of trends (2007)

- 3.37 Table 3.3 indicates that Stroud has a higher percentage of factory and warehouse stock and less office and retail floor space than either the county or South West average. In order to help meet the

skills of the resident population and to reflect changes in employment demands within the District, it is considered that the overall balance of future uses should include an increase in retail and offices and a decrease in factories.

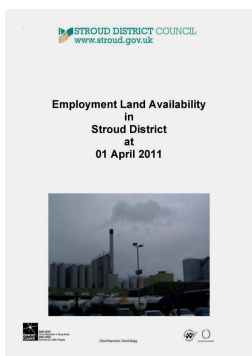
- 3.38 In seeking to address some of the district's employment trends and commuting imbalances, the Council will assume growth in the following sectors:- construction, distribution, retailing, computing services, hotel & catering, transport, professional services, other business services and health and social work. Professional services, other business services, computing services and health and social work will be key growth areas to provide higher skilled jobs. A healthy supply of premises in the right locations will be required to serve this demand and to build the potential for more self-contained communities.

#### 5. Potential for small allocations in rural areas:

- 3.39 Through neighbourhood planning, local communities should consider how local employment opportunities may be provided through allocation small areas of land for employment uses. Local employment can increase the use of some local facilities throughout the day (e.g. shops, cafes, pubs) making them more viable. It also provides opportunities for living closer to work and cutting out unnecessary longer distance commuting.

#### 6. Protect existing smaller sites that accommodate employment uses for their continued use in that role.

- 3.40 There may be a case for further protection of small scale employment sites in order to retain employment opportunities and contribute to vibrant mixed communities.



Further information about employment provision in the district can be found in our annual monitoring report, **Employment Land Availability in Stroud District at 1<sup>st</sup> April 2011**, and our **Employment Land Review** (October 2007). Both are available to download from our website ([www.stroud.gov.uk/core](http://www.stroud.gov.uk/core)).

Please see APPENDIX 2 for information on our Core Strategy evidence base.



## Have your say!

*Chapter 3 outlines the main guiding principles of a proposed strategy to address the district's employment needs and future economic growth. It also suggests some options for how the strategy could be delivered.*

*Would you like to comment on the proposed employment strategy? Please use the consultation response form or online consultation portal to select one of the following responses.*



### QUESTION:

**Q3.** *Do you agree with the main guiding principles of the proposed Employment Strategy?*

- Overall, yes I do
- Overall, no I do not
- Yes I do, but I have some reservations

If you would like to explain your answer, suggest alternatives or amendments, or identify any opportunities you think we have missed, please comment.

**Q3a.** *It is likely that delivery of the preferred strategy will involve range of 'tools', including a combination of some or all of the following approaches. Please number the following statements in the priority order that you consider most appropriate as a means of delivering the employment strategy:*

*("1" = best; and please place a cross "x" against any of the statements that you disagree with entirely)*

- i) Make better use of existing employment sites by introducing some higher value uses to help provide funding for intensified employment use or opportunities for greater numbers of jobs on the site
- ii) Introduce new employment allocation alongside housing at the proposed urban extensions (i.e. mixed-use urban extensions)
- iii) Intensify the employment uses on the under-used areas of Aston Down and Sharpness Docks
- iv) Protect and enhance all existing small employment sites through policy
- v) Consider how provision of affordable employment units could be made using similar principles to those for provision of affordable housing.
- vi) Introduce small employment allocations in rural areas as a part of neighbourhood planning

If you consider there are better ways of helping deliver employment sites, please explain and add in a priority order.

# Proposed locations for housing and employment growth

*Identifying the main locations where strategic growth is proposed. Why do we favour these locations and what broad levels of development might be possible?*

## 1. The main “strategic locations”

- 3.41 This part of the consultation document looks at the Council’s preferred locations for strategic growth and proposes a strategy for how best to distribute the overall housing numbers and necessary employment development across the District.
- 3.42 As explained in **Chapter 2 (The Alternative Strategies)**, the “preferred strategy” has evolved from Strategy Options A, B and D (which were consulted on in 2010), and it is essentially a ‘concentration’ strategy, not a dispersal approach. However, the option of locating all (or substantially all) of the District’s planned growth in a single location (as per Strategy Option A) is no longer supported: it is considered that a ‘hybrid’ approach presents the most sustainable option for meeting development needs across the district.
- 3.43 Hence, taking account of the various strengths, weaknesses and opportunities associated with particular locations, the following six locations are recommended:

*Council’s decision on 24<sup>th</sup> November 2011 was...*

That the focus of development to satisfy the agreed housing numbers (3,200 homes, up to 2026) and employment targets should be distributed between some or all of the following locations

i)	Stroud Valleys (various sites)	300 – 800 homes	+ up to 1,600 jobs
ii)	North East of Cam	200 – 500 homes	+ up to 1,500 jobs
iii)	West of Stonehouse	1,000 – 1,500 homes	+ up to 3,000 jobs
iv)	Hunts Grove extension	500 – 750 homes	
v)	Aston Down	intensification of employment offer plus 100 – 200 homes	
vi)	Sharpness/Newtown	intensification of employment offer plus 200 – 250 homes	

*Further details about the recommendations and the evidence behind them can be found in the Cabinet Report for November 2011 (available online [www.stroud.gov.uk](http://www.stroud.gov.uk)).*

- 3.44 The distribution of development across sites at these locations is one of the most crucial subjects for this consultation. There is considerable flexibility in terms of exactly how and where the overall levels of housing and employment growth are delivered within these six “preferred” locations.
- 3.45 Taking the highest housing numbers suggested for each of the locations, the sum totals 4,000 – well in excess of our target of 3,200 new homes. (The lowest numbers in these ranges total 2,300). So there is quite a range, which may mean that not all of these locations need to be developed to the maximum, or indeed at all. Moreover, theoretically, several of these locations have capacity for a higher quantum of development than these ranges suggest.
- 3.46 It is proposed that employment growth should be broadly targeted at these areas, as well as housing, with an overall aspiration for growth that is equivalent to the creation of two new jobs for every new home built (as explained in **paragraph 3.31**, above). But this does not necessarily mean that it will be appropriate to try and achieve this exact ratio at each location: some will be better suited to a greater proportion of housing, while some will be stronger as a focus for employment growth. The aim is to achieve a District-wide balance.

- 3.47 Through this consultation, we want to ensure that the preferred strategy achieves the right balance, targeted to the right locations. This part of our consultation paper broadly outlines the proposed distribution of development across these six locations and summarises what potential the identified sites may have. Meanwhile, **Chapter 4 (The Spatial Strategy)** tries to flesh out the proposals a bit more: exploring what various scales of development might look like within the ranges proposed, what it could offer the local community and wider area, and how focusing growth at these places aims to achieve an overall vision for the District. You will be able to respond to questions about these locations in both **Chapter 3** and **Chapter 4**.

**Stroud Valleys: 300 – 800 homes; and a target of up to 1,600 new jobs generated**

The Stroud Valleys are considered an appropriate focus for employment growth. As well as housing, redevelopment of valley-bottom sites could facilitate the intensification of employment uses on under-used or vacant sites; the town centre economy could also be boosted and employment growth might also be possible at peripheral locations, such as Aston Down (potentially to compensate for any employment losses from redeveloped valley-bottom sites, should they occur).

- 500 – 1,000 could be accommodated on a range of brownfield sites within the preferred valley-bottom locations. Though there is theoretically capacity for 1,000, the actual achievable number would be dependent on the viability and availability of each individual site.
- To achieve the highest possible housing numbers in the valleys might involve developing some of the alternative locations as well:
- 100 – 300 could be accommodated on one or two large greenfield sites on the edge of Stroud
- Up to 50 might be accommodated on alternative valley-bottom sites along the Nailsworth Valley
- Up to 100 might be accommodated on alternative valley-bottom sites to the west of Stroud (Ryeford), although this may be a location better suited to employment growth.

**North East of Cam: 200 – 500 homes; and a target of up to 1,500 new jobs generated**

This location could accommodate a significant mixed-use development, which would integrate with the existing settlement, benefiting from local services and providing additional facilities for the wider community. This could become a major employment hub for the Cam and Dursley locality, and the wider District: hence we are proposing an ambitious target for employment growth. The development's viability and its potential to maximise sustainability and bring benefits to the existing town (e.g. provision of services, infrastructure, new primary school etc), would be improved with a higher threshold of housing development (starting at around 750 homes).

- 200 – 1,250 could be accommodated on some, all or parts of the sites at the preferred location, to the north east of Cam.

**West of Stonehouse: 1,000 – 1,500 homes; and a target of 2,000 – 3,000 new jobs generated**

This location could accommodate a mixed use development by wrapping around the current northern limits of the Oldends Lane / Stroudwater industrial areas. Given that ease of access to Stonehouse town centre from this site is compromised by the railway line, a high threshold of development is considered necessary here, to help ensure the provision of an on-site local centre for the new community.

- 1,000 – 1,500 could be accommodated at the preferred location.

**Hunts Grove: 500 – 750 homes**

It is unlikely that development here would bring forward significant levels of employment growth. But this location is close to Gloucester and several major employment 'hubs', and would be integrated with the wider mixed-use Hunts Grove development (already permitted).

Up to 750 could be accommodated at the preferred location, as an extension to the mixed-use Hunts Grove development

**Aston Down: Intensification of employment offer; plus 100 – 200 homes**

There is potential for significant intensification of employment uses at the former RAF airfield at Aston Down, following the Planning Appeal (2009) in which a number of employment uses were found acceptable by the Inspector. The Council considers that this should form the basis for consideration of whether there is a case for limited associated residential development: there is an argument that some modestly scaled residential and mixed-use development could help to cross-subsidise the enhancement and development of employment premises here, and this could work in tandem with redevelopment of under-used employment sites in the Stroud Valleys.

**Sharpness/Newtown: Intensification of employment offer; plus 200 – 250 homes**

As with Aston Down, there is potential here for significant intensification of employment uses on existing sites, plus development of new employment and mixed-use areas focussed around the docks. The Council considers that this should form the basis for consideration of whether there is a case for limited associated residential development: some modestly scaled residential- and leisure-based mixed-use development could help to cross-subsidise the enhancement and development of employment premises here. However, this location is considered too remote from services and transport infrastructure to be suited to large scale housing growth

## Have your say!

*Chapter 3 of the consultation document describes the proposed distribution of housing and employment development over the plan period (up to 2026). The preferred strategy is to focus on six "strategic growth areas": through the Stroud valleys, to the northeast of Cam, to the west of Stonehouse (Eastington parish), at Hunts Grove near Hardwicke, at Aston Down and Sharpness Docks. Chapter 2 briefly summarises some of the alternatives and options that were considered in drawing up this strategy.*

*Please use the consultation response form or online consultation portal to select one of the following responses and make comments.*



### QUESTION:

**Q4.**

***Do you agree with the proposal to focus on these six "strategic growth areas" as the preferred strategy for distributing the district's housing and employment growth over the plan period? If not, why not? And what alternatives would you prefer?***

- Overall, yes I do
- Overall, no I do not
- Yes I do, but I have some reservations

If you would like to explain your answer or suggest alternatives or amendments, please comment.

## 2. Localism and neighbourhood planning

- 3.48 We think that a “concentration strategy” is the best way to meet the needs of the district as a whole ... but is there a case for some growth and development outside of these strategic areas, if communities feel there is a need?

*Council’s decision on 24<sup>th</sup> November 2011 was...*

That this consultation would also investigate the following:

- Other towns and parishes, who have suggested that they are prepared to take housing, will be asked to identify sites and numbers
- A new policy approach to support the development of sites outside the [strategic] locations identified... if they come forward as part of a formally adopted Neighbourhood Plan and are consistent with both national and Local Plan policies.

*Further details about the recommendations and the evidence behind them can be found in the Cabinet Report for November 2011 (available online [www.stroud.gov.uk](http://www.stroud.gov.uk)).*

- 3.49 It is likely that proposals for small scale residential developments or individual new homes will continue to come forward over the plan period, outside of the six strategic growth areas. The existing Local Plan acknowledges these as ‘windfalls’ (i.e. development on sites that have not been specifically allocated through the plan process) and manages them through various policies that assess things like vehicular access, visual impact/design etc. In general, such development is only permitted if the site lies within a defined settlement boundary: the current Local Plan does not support development in the open countryside or in small hamlets or settlements that do not have defined boundaries. We are not proposing to alter this approach: our preferred strategy is designed to ensure as best we can that all development over the plan period is focused towards the most sustainable locations. Development outside of defined settlements will continue to be resisted.
- 3.50 However, to ensure that the District is able to meet the emerging future needs of its communities (and in the spirit of the Government’s Localism Act), it is proposed that part of the Strategy should allow a flexible approach to housing provision. Development sites outside the six strategic locations should be supported *if they come forward as part of a formally adopted Neighbourhood Plan and are in line with national planning policy, with the strategic vision for the wider area set by the Council, and with other legal requirements*. (Neighbourhood plans could identify all kinds of growth or development needs – such as community facilities, infrastructure, affordable housing, small business units ... not just market housing). Below we identify two main options for encompassing this approach within the Preferred Strategy.
- 3.51 But there are options about how exactly such an approach could work: for example, should these housing ‘windfalls’ be a “top up”, over and above the strategic housing requirement (3,200); or should these numbers be deducted from the total strategic housing requirement?
- 3.52 **What options or alternatives are there?**
- 1) **PREFERRED STRATEGY:** *Housing numbers should be a ‘top up’, over and above the strategic housing requirement (3,200)*
    - Gives the best chance of establishing certainty for both developers and communities about meeting the strategic housing needs that have already been identified for the District
    - Allows effective planning of phasing and delivery of housing on a ‘strategic’ scale.
    - Allows flexibility in terms of meeting additional future needs, which can be identified by local communities themselves to meet specific local needs.



- 2) **ALTERNATIVE:** *An allowance for housing delivery through Neighbourhood Plans should be deducted from the total strategic housing requirement (3,200), up to a total of 10% of the requirement (320)*
- Allows flexibility in terms of meeting future needs by allowing housing development that can be identified by local communities themselves.
  - Less certainty in terms of the delivery of the strategic housing requirement
  - Lack of clarity about where part of the strategic housing requirement is to be met.
  - May adversely impact on five year supply requirement.

### 3.53 Have we got this approach to local development needs right?

Through this consultation, we want to ensure that the preferred strategy achieves the right balance of development, targeted to the right locations. Please tell us what you think about this approach. You can also respond to **Question 10** (see **Chapter 4: The Spatial Vision**) if there are specific sites you have concerns about or development opportunities you think that we should be aware of (including any needs associated with the six strategic growth areas).

## Have your say!

*Would you like to comment on the proposed approach to localism and neighbourhood planning in the Core Strategy? Please use the consultation response form or online consultation portal to select one of the following responses and make comments.*



### QUESTION:

**Q5.**

***Do you agree with the preferred strategy approach to the use of Neighbourhood Plans as a means of accommodating additional housing in areas outside of the six main “strategic locations”? If not, which if the alternatives is preferable and why?***

- Overall, yes I do
- Overall, no I do not
- Yes I do, but I have some reservations

If you would like to explain your answer or suggest alternatives or amendments, please comment.

**Q5a.**

***Do you think that there is a need for additional housing or employment growth in your village/town/community (which wouldn't be met by the proposal to focus on the six main strategic areas)? If so please give the name of your community, the scale and type of development you think is needed and explain why.***

## Proposed settlement hierarchy and rural settlements classification

*What is this and how does it fit into the overall strategy? How has the settlement hierarchy helped to guide the distribution of growth and development around the District?*

- 3.54 The Council undertook a series of studies prior to the Alternative Strategies consultation (spring 2010), resulting in a set of topic papers. One of the studies investigated a settlement hierarchy, where each of the district's settlements was classified according to their accessibility to services and facilities. Our topic paper **Rural Settlement Classification** (February 2010) is available online ([www.stroud.gov.uk/core](http://www.stroud.gov.uk/core)). This informed the development of the seven Strategy Options we consulted on in 2010, in that the various 'concentration' options (i.e. Strategy Options A, B, C, D and E) were targeted to potential development sites at settlements classified within the top two tiers of the hierarchy (although Option E incorporated an element of dispersal, which would have been targeted to settlements in the third tier or higher).
- 3.55 The Preferred Strategy follows on from this, aiming to prioritise growth at sustainable locations that meet 'first tier' or 'second tier' criteria (or have the potential to achieve first or second tier classification as a direct result of the development proposed).
- 3.56 Here we have summarised the characteristics that were used to define each of the hierarchy's five 'tiers' and we have listed the settlements in each tier. This list incorporates likely changes to the classifications of several settlements, which would result from the implementation of the Preferred Strategy (including development at the proposed "strategic growth areas" and the spatial vision outlined in **Chapter 4**).

### 'First tier': Accessible Local Service Centre

*A settlement with primary services and accessible to a main line railway station and a secondary school by means of public / sustainable transport*

- 3.57 In the context of national and regional policy it is considered that the most desirable location for growth in rural locations may be in settlements which are self-sufficient in terms of day to day services, as well as providing the ability to access train stations and secondary schools. The day-to-day services used in the classification of an "Accessible Local Service Centre" include:
- primary school provision;
  - GP services;
  - convenience store; and
  - business area or other locally significant employment opportunities.

Accessibility criteria include:

- settlements which have access to a train station by means of public /sustainable transport; and
- settlements which have access to a secondary school by means of public /sustainable transport.

- 3.58 The following settlements have been classed as Accessible Local Service Centres:

Stroud	Dursley	Stonehouse	Cam
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- 3.59 **Implications of the preferred strategy:**

The strategy proposes strategic growth at Cam and Stonehouse, as well as sites lying within the 'Stroud Urban Area' (a collection of settlements in the Stroud valleys, identified in the current Local Plan, which function as a coherent urban area and share services and transport infrastructure).

The proposed levels of both housing and employment growth to the **west of Stonehouse** would fulfil many of the criteria that define a Local Service Centre. One option would be to draw a new settlement

boundary for this new community and to define it as such once completed. Alternatively, the settlement boundary for **Stonehouse** could be redrawn to include the new development. Neither Nastend nor Nupend currently have a defined settlement boundary. Depending on design, layout and scale of development, either or both of these hamlets could benefit from improved access to services and facilities.

### ‘Second tier’: Local Service Centre

*A settlement with a number of primary services and therefore self contained for everyday requirements*

- 3.60 Although it is desirable to seek the most sustainable type of settlement which is accessible and self-sufficient in terms of meeting the day to day needs of residents, a settlement which in it itself is self-sufficient may also be suitable to accommodate some growth, dependent on the strategy adopted by the Council. Indeed an increase in population may support improved public transport arrangements to larger settlements or train stations. However, to accommodate the needs of residents, some key basic amenities are required. The criteria for a “Local Service Centre” are:
- primary school provision;
  - GP services;
  - convenience store; and
  - business area or other locally significant employment opportunities
  - No immediate access to a mainline railway station, but where it is possible to access a railway station using sustainable transport.

- 3.61 The following settlements have been classed as Local Service Centres

Berkeley	Nailsworth
Wotton Under Edge	Frampton on Severn
Minchinhampton	

### 3.62 Implications of the preferred strategy:

The strategy does not propose any significant growth at any of these settlements. However, it is expected that their role as important service centres for their surrounding communities will continue and may be boosted by modest levels of development over the plan period, should this be required in order to meet specific needs identified by these communities in their Neighbourhood Plans.

The proposed levels of growth at **Hunts Grove** would fulfil many of the criteria that define a Local Service Centre. One option would be to draw a new settlement boundary for this new community and to define it as such. Alternatively, the settlement boundary for **Hardwicke** village (currently defined as a “Settlement with limited facilities”) could be redrawn to include Hunts Grove. However, the village and development area are well separated by green fields and the A38 corridor and are unlikely to function as a single settlement/community in future. Redrawing the Hardwicke settlement boundary may be undesirable and illogical.

Should growth within the Stroud valleys include significant levels of development on valley-bottom sites at Brimscombe and Thrupp (one of the preferred locations identified in [Chapter 2](#) and [Chapter 4](#)), new community facilities and employment growth may result in a ‘step up’ the hierarchy for **Brimscombe** (from ‘third tier’ to ‘second tier’).

### ‘Third tier’: Accessible Settlement with Limited Facilities

*A settlement with limited facilities but accessible to a main line railway station and a secondary school by means of public / sustainable transport*

- 3.63 There are a number of settlements within the District that, in terms of services, do not meet the day to day needs of residents, but they do have some facilities and are potentially accessible to secondary schools and train stations (which allow access to higher order services). These settlements have been classified using the following criteria:

- primary school;
- convenience store;
- within 30 minutes access to train station by means of public / sustainable transport; and
- within 35 minutes access to secondary school by means of public / sustainable transport.

3.64 The following settlements have been classed as accessible settlements with limited facilities:

Amberley	Bisley
<b>Brimscombe</b>	Cainscross
Chalford	Coaley
Eastington	Hardwicke
Horsley	Kingswood
Kings Stanley	Leonard Stanley
Manor Village	<b>Newtown / Sharpness</b>
North Nibley	North Woodchester
Oakridge Lynch	Painswick
Rodborough	Slimbridge
Uley	Upton St Leonards
Whiteshill / Ruscombe	Whitminster

3.65 **Implications of the preferred strategy:**

The strategy does not propose any significant growth at the majority of these settlements. However, it is expected that their limited service provision will continue and may be boosted by modest levels of development over the plan period, should this be required in order to meet specific needs identified by these communities in their Neighbourhood Plans.

Should growth within the Stroud valleys include significant levels of development on valley-bottom sites at Brimscombe and Thrupp (one of the preferred locations identified in **Chapter 2** and **Chapter 4**), new community facilities and employment growth may result in a 'step up' the hierarchy for **Brimscombe** (from 'third tier' to 'second tier').

Proposed levels of development at **Newtown/Sharpness** would be unlikely to result in significant improvements to services, facilities or transport infrastructure and probably would not affect the settlement's classification.

#### 'Fourth tier': Accessible Settlement

*A settlement lacking in facilities, which has access to a railway station and a secondary school by means of public / sustainable transport*

3.66 There are a number of settlements which are accessible but do not have particular services or facilities. Meeting both of the following criteria classifies a settlement as an "Accessible Settlement":

- settlements within 30 minutes access to train station by means of Public / sustainable transport;
- settlements within 35 minutes access to secondary school by means of public / sustainable transport

3.67 The following settlements have been classed as Accessible Settlements:

Bussage	Box
Cambridge	Eastcombe
France Lynch	Middleyard
Newport	Nymphsfield
Pitchcombe	Randwick
Selsley	South Woodchester
Stinchcombe	Stone
Thrupp	

### 3.68 Implications of the preferred strategy:

The strategy does not propose any significant growth at any of these settlements and, by and large, development within these settlements would be viewed as unsustainable. However, there is scope for modest levels of development over the plan period, should this be required in order to meet specific needs identified by these communities in their Neighbourhood Plans.

### Unclassified

***A settlement which is not fully accessible and does not provide the facilities to meet the day to day needs of residents***

### 3.69 The remaining 'defined settlements' in the District (i.e. those with a defined settlement boundary in the current Local Plan) fall within the "unclassified" category:

Arlingham	Brookthorpe
Elmore	Frocester
Harescombe	Haresfield
Hillesley	Longney
Miserden	Moreton Valence
Owlpen	Saul
Sheepscombe	Standish

### 3.70 Implications of the preferred strategy:

The strategy does not propose any significant growth at any of these settlements and, by and large, development within these settlements would be viewed as unsustainable. However, there is scope for modest levels of development over the plan period, should this be required in order to meet specific needs identified by these communities in their Neighbourhood Plans.

## Have your say!

*Chapter 3 outlines the proposed settlement hierarchy for the District and highlights the implications of the preferred strategy for these defined settlements, including the proposed growth levels and development locations.*

*Would you like to comment on the proposed Settlement Classification and Settlement Hierarchy for the Core Strategy? Please use the consultation response form or online consultation portal to select one of the following responses and make comments.*



### QUESTION:

**Q6.**

***Do you agree with the proposed Settlement Classification set out in the Preferred Strategy? If not, please explain why and how you think it could be improved.***

- Overall, yes I do
- Overall, no I do not
- Yes I do, but I have some reservations

If you would like to explain your answer or suggest alternatives or amendments, please comment.



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# 4

# Spatial Vision

# 4 Spatial Vision

A Vision for Stroud District  
up to 2026

## Have your say! ... Have we got the vision right?

**Do you agree with the contents and the general approach of our proposed Vision for Stroud District?** We want to ensure that it adequately reflects the emerging Strategic Objectives for the Core Strategy. Do you think that the creation of 'mini visions' for different parts of the District is an effective way of achieving the overall vision? Please comment on any aspect of the Vision and the Spatial Vision (Key Diagram 1.0) if you would like to.

**You will be able to respond to questions about our proposed vision for the District in this chapter: see Q7**

## Have your say! ... Have we got the "mini visions" right?

**We want to ensure that the preferred strategy addresses the needs of communities across the District as best it can, and responds well to local opportunities, characteristics and constraints.** Over the following pages, the eight 'mini visions' for the eight parish cluster areas are set out in more detail, including information about the proposed strategic growth areas, the kind of development that could happen at each place and how this is intended to help achieve the overall vision for the District's future.

**You will be able to respond to questions about the mini visions throughout this chapter: see Q7, Q8 and Q9**

## Have your say! ... Have we got the locations right?

**Through this consultation, we want to ensure that the preferred strategy achieves the right balance of development, targeted to the right locations.** Chapter 3 summarised proposed ranges of development at each place, while Chapter 4 tries to flesh out the proposals a bit more: exploring what various scales of development might look like, what it could offer the local community and wider area, and how focusing growth at these locations aims to achieve an overall vision for the District.

**You will be able to respond to questions about our proposed locations for housing and employment growth throughout this chapter: see Q10, Q11, Q12 and Q13**

## Have your say! ... Have we got the employment strategy right?

**Through this consultation, we want to ensure that the preferred strategy achieves the right balance of development, targeted to the right locations.** This part of our consultation paper looks at how the proposed employment strategy could be delivered 'on the ground', visualising what the proposed distribution of employment development might look like, what it could offer the local community and wider area, and how focusing growth at these locations aims to achieve an overall vision for the District.

**You will be able to respond to questions about proposed employment development throughout this chapter: see Q12**



*In developing a Core Strategy for the District, it is important to have a vision of the kind of place we want in the future. This chapter takes a closer look at the opportunities, priorities and distinctive characteristics that we have identified for each part of the District, and how particular places could be affected by strategic growth.*

## Stroud District tomorrow: a vision for the future

- 4.1 What do we want tomorrow's Stroud District to be like? In developing a Core Strategy for the District, it is important to have a vision of the kind of place we want to be living in, working in or visiting in the future, so that clear objectives can be set for the policies and proposals that will help to shape that place.
- 4.2 A clear vision is an essential part of developing objectives and measuring the likely impacts of any strategies that aim to influence the district's future growth and development.
- 4.3 We have drafted a broad and over-arching vision, which expresses aspirations for the future of our district, drawn from issues arising in our evidence base and refined through earlier consultation (Core Strategy Key Issue Consultation, spring 2009; Alternative Strategies Consultation, spring 2010).

*Imagine Stroud District in 2026...*

4.4

### *What you've told us...*

Overall 85% of people who responded to questions about our original draft vision in our Alternative Strategies consultation broadly supported it or would support it with some minor modification. Only 9% opposed the vision and 6% did not feel strongly either way.

96 comments were received regarding possible amendments to the Vision. Of these, one in five comments wanted greater emphasis on the importance of employment to the District and would prefer a clearer statement that local employment opportunities will be an important part of any proposed development. One in six comments suggested that the vision ought to place more emphasis on supporting and nurturing the District's high quality natural environment and rural character.

4.5

## What do we want?

*This vision is meant to be an aspirational glimpse of the future: something that we can all work towards and a goal that will help to guide future policy and strategy:*


Stroud District sits at the south-western edge of the Cotswolds Area of Outstanding Natural Beauty and extends westward across the Severn Vale, which is bordered by a rich estuarine landscape. We have a Vision that draws upon our special environmental, social and economic qualities.

Our rural District is living, modern and innovative. We have responded to climate change through our Local Development Framework core policies and actions. These contribute to reducing our CO<sub>2</sub> emissions and adapting our lifestyles to live within our environmental limits.

Our District supports a network of market towns, well connected to their rural hinterlands and wider regional centres. Each contributes to our sustainable and thriving local economy. We capitalise on our heritage, skills, and knowledge – exploiting our unique assets to nurture growth in green technologies and creative industries. We are adaptable and able to respond to changing needs and modern lifestyles.

We enjoy a high quality of life within our vibrant and diverse communities, which have a strong sense of their own identity and local distinctiveness – from Wotton-under-Edge in the south, to Stroud Town in the centre and Upton St. Leonards in the north. They are all safe and secure places, where vulnerable people are supported.

Every day we see the richness, diversity and beauty of our District. We nurture our historic and cultural heritage, from our arts and crafts, through to the Cotswold Canals and our wool and cloth mills.

 **Vision 1.0: vision for the Stroud District**



## Making Places: a spatial vision for the Stroud District

- 4.6 Government planning policy advises that a Core Strategy vision should set out how the area and the places within it should develop; it should be 'locally distinctive': *"informed by an analysis of the characteristics of the area and its constituent parts and the key issues and challenges facing them"*<sup>1</sup>.
- 4.7 Although the Core Strategy is a district-wide strategy, it must recognise the distinct qualities, issues, constraints and opportunities that exist in different parts of the overall area. Understanding geographical differences across the district can assist in developing alternatives related to the needs, character and roles of different localities and in preparing strategies that are spatially specific in the distribution of development and the management of change<sup>2</sup>.
- 4.8 We have developed a series of 'area profiles' that focus on the District's main settlements and eight diverse parish clusters, as well as the headline facts and figures for the Stroud District as a whole. Using this evidence, together with outcomes from public consultation (Key Issues consultation, spring 2009; Alternative Strategies consultation, spring 2010), we have begun to shape eight more spatially specific 'mini visions'. These set out the envisaged and desired effects that the preferred strategy should have on particular parts of the district, with a view to achieving the overarching **Vision (1.0)** for the district as a whole.
- 4.9 Our proposed spatial vision for the District (and the eight 'mini visions' that feed into it) is illustrated in **Key Diagram 1.0** (opposite), showing the **"Spatial vision for the Stroud District up to 2026"**.
- 4.10 Over the following pages, the eight 'mini visions' for the eight parish cluster areas are set out in more detail, including information about the proposed strategic growth areas, the kind of development that could happen at each place and how this is intended to help achieve the overall vision for the District's future.

### Have your say!

*Would you like to comment on the proposed vision for the future of Stroud District? Please use the consultation response form or online consultation portal to select one of the following responses. (You will be able to comment on the contents of each of the 'mini visions' later in this chapter).*



#### QUESTIONS:

Q7.

**Do you agree with the contents and the general approach of our proposed Vision for Stroud District (Vision 1.0, described at paragraph 4.5)?**

**For example, do you think it adequately reflects the emerging Strategic Objectives for the Core Strategy (Chapter 3), and do you think that the creation of 'mini visions' for different parts of the District is an effective way of achieving the overall vision? Please comment on any aspect of the Vision and the Spatial Vision (Key Diagram 1.0) if you would like to.**

- Overall, yes I do
- Overall, no I do not
- Yes I do, but I have some reservations

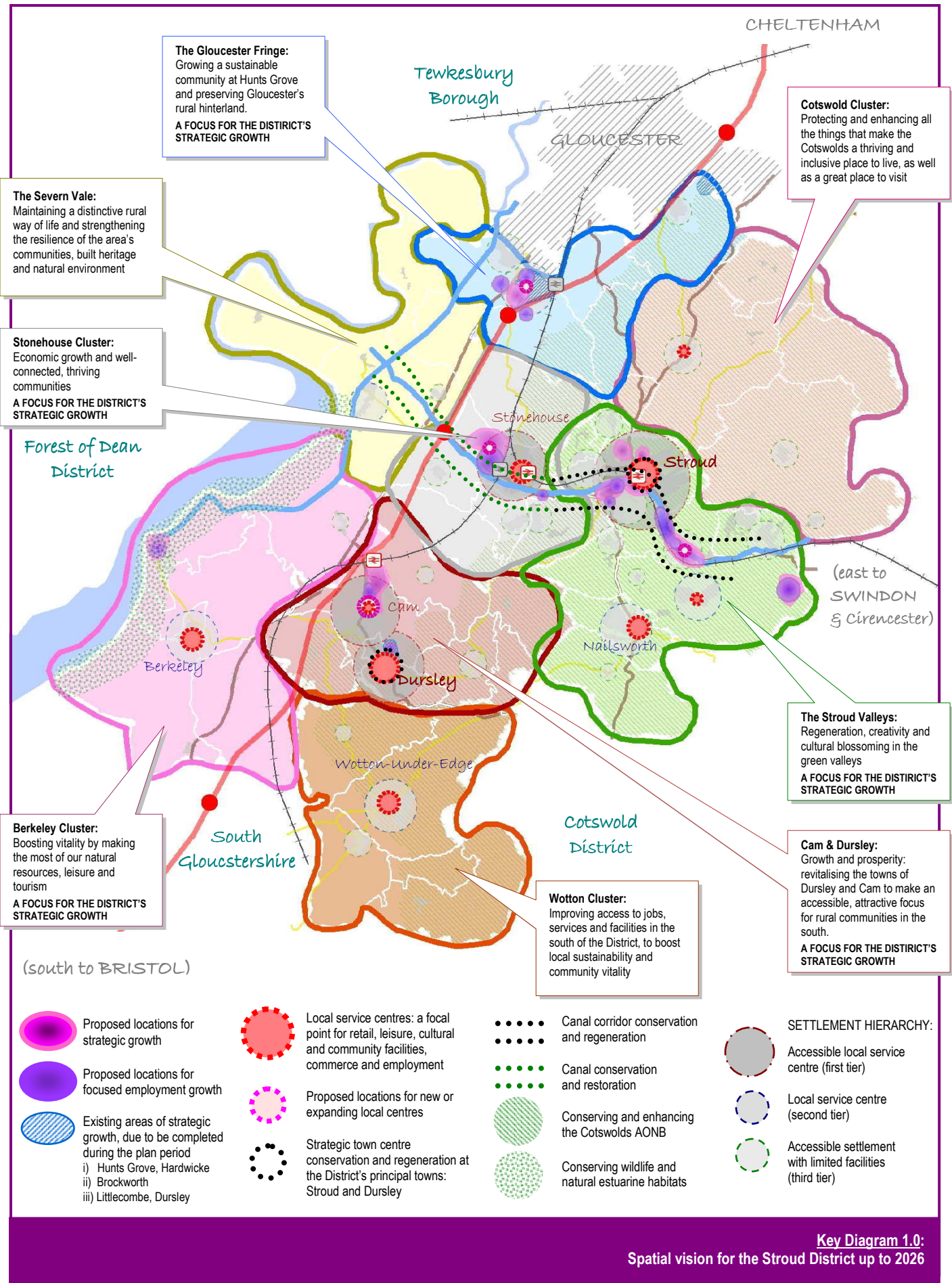
If you would like to explain your answer or suggest alternatives or amendments, please comment.

<sup>1</sup> Planning Policy Statement 12: Creating strong, safe and prosperous communities through Local Spatial Planning (2008) paragraph 4.2

<sup>2</sup> Communities and Local Government (2008) *Spatial Plans in Practice: Supporting the reform of Local Planning*







# The Stroud Valleys

Vision to 2026: regeneration, creativity and cultural blossoming in the green valleys

## A STRATEGIC GROWTH AREA

### Where are we now?

4.11 According to the 2001 census, 42% of the District's population is concentrated within the parishes of the Stroud valleys – some 45,000 people, including the towns of Stroud (population 12,000+) and Nailsworth (5,000+). Stroud is the District's principal town and it has a reputation for its artistic and 'green'-thinking community. There are a large number of individual traders and relatively few 'chain' stores on the high street, but as the District's principal commercial centre it underperforms and has little draw for residents in the south of the District. The recession has affected high street vitality and it faces fierce competition from Cheltenham, Gloucester, Cirencester, Bristol and Swindon.

4.12 This is the most populous part of the District, yet it retains a distinctive rural character. The majority of this area falls within the Cotswold AONB, with the exception of the valley bottoms, which is where industry was traditionally focussed and where today much of the transport infrastructure is squeezed in. The core "Urban Area" relates to the parishes of Stroud, Cainscross (the most densely populated parish in the District) and Rodborough, with the settlements of Thrupp, Brimscombe, North Woodchester, South Woodchester, Nailsworth and Stonehouse having strong functional links to that core.

### 4.13 Key issues and top priorities:

Public consultation (Key Issues: Spring 2009) and our evidence base have shown the following points to be high priorities for residents of the Stroud Valleys parishes:

- \* Providing for job opportunities across the District
- \* Conserving and enhancing Stroud District's countryside and biodiversity
- \* Achieving a better transport system to help reduce CO<sub>2</sub> emissions
- \* Maintaining and improving the sustainability of our villages
- \* Protecting and enhancing our historic environment
- \* Minimising waste generation and increasing recycling
- \* Meeting the needs of an increasingly elderly population
- \* Ensuring the Cotswold Canals restoration plays a positive role in the District's future

*This vision is meant to be an aspirational glimpse of the future: something that we can all work towards and a goal that will help to guide future policy and strategy*

## What do we want?

The Stroud valleys will continue to be an important employment focus for the District, as well as seeing some of its residential communities grow.

Stroud town will go from strength to strength as the beating heart of a flourishing artistic and cultural scene. It will act as both focal point and gateway for surrounding communities and visitors, with good links to the wider rural area.

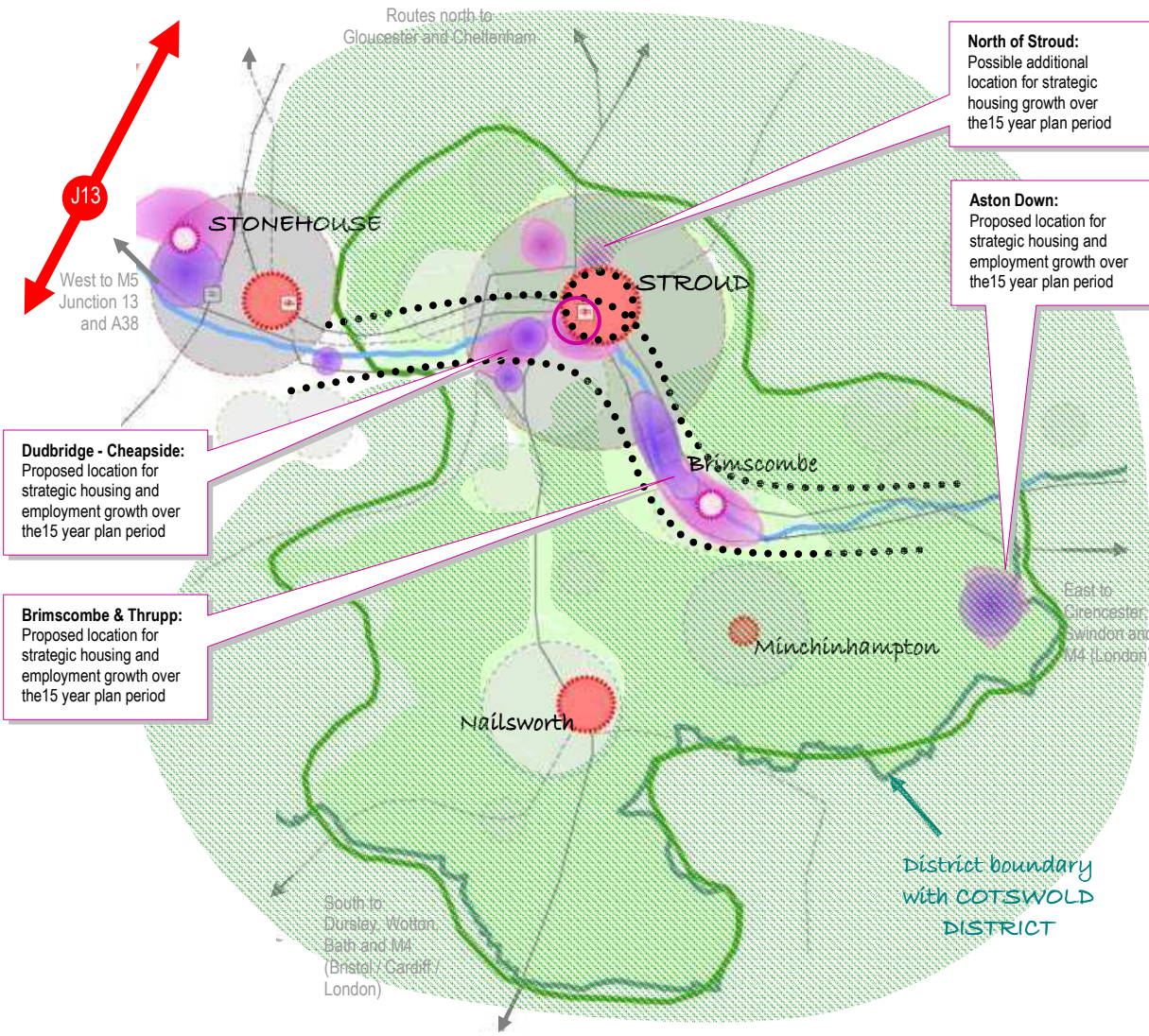
As the principal commercial centre for the District, the town centre will capitalise on its attractive built heritage, distinctive landscape setting and unique selling points (such as the acclaimed farmers' market) to enhance its retail offer and tourist appeal.

With its high quality and niche retail and leisure, Nailsworth town will play a supporting role: providing for its own resident community, but also drawing from a wider local catchment and attracting visitors from outside the District.

The regeneration of the industrial valley bottoms and the restoration of the Cotswold Canals will provide a new lease of life for the valleys' rich architectural heritage: a home for thriving businesses, creative industries and green technologies, as well as for people. This will be an environment that boosts tourism, conserves and enhances habitats and provides an exciting and tranquil amenity for the District's residents.



# So what could this look like?



**North of Stroud:**  
Possible additional housing for strategic housing growth over the 15 year plan period

**Aston Down:**  
Proposed location for strategic housing and employment growth over the 15 year plan period

**Dudbridge - Cheapside:**  
Proposed location for strategic housing and employment growth over the 15 year plan period

**Brimscombe & Thrupp:**  
Proposed location for strategic housing and employment growth over the 15 year plan period

**Key Diagram 1.1:**  
spatial vision for the Stroud Valleys

## Proposed settlement hierarchy and key growth and development opportunities:

### Parishes:

- Stroud
- Cainscross
- Brimscombe & Thrupp
- Rodborough
- Nailsworth
- Minchinhampton
- Chalford
- Whiteshill & Ruscombe
- Randwick
- Woodchester
- Horsley

### Towns:

"Accessible Local Service Centre":  
● Stroud

"Local Service Centre":  
● Nailsworth

### Major villages and suburbs:

"Local Service Centres":  
● Minchinhampton  
● Brimscombe

### "Settlements with limited facilities":

- Cainscross
- Rodborough
- Whiteshill/Ruscombe
- Chalford
- Manor Village
- N. Woodchester
- Amberley
- Horsley

### Town Centres

Local service centres: a focal point for retail, leisure, cultural and community facilities, commerce and employment

### New Centres

Locations for new or expanding local service centres



The parishes of the Stroud Valleys vision area



Conserving and enhancing the Cotswolds AONB



Strategic growth areas



Employment growth areas (outside of town centres)



Stroud town centre conservation and regeneration



Canal corridor conservation and regeneration



"Gateway Stroud" / "Stroud Waterfront"



Railway station (main line)



Location for potential new railway station



## How are we going to get there?

4.14

### Guiding principles

- 1 A focus for the District's strategic growth, with particular emphasis on the valley bottoms and canal corridor, providing up to 800 homes and 1,600 jobs over the plan period (up to 2026) on a collection of sites, which will be allocated through the plan process
- 2 Stroud town centre will also be a focus for employment, economic growth and regeneration, boosting its role as the principal commercial centre of the district. Aim to upgrade retail offer and enhance tourist appeal, exploiting 'unique selling points' including its "green", "foody" and artistic culture.
- 3 Appropriate development will be supported to sustain Nailsworth, Minchinhampton and Brimscombe in their roles as Local Service Centres for their surrounding communities, and Nailsworth's secondary role as a destination town for visitors and tourists
- 4 Appropriate development will be supported to sustain the identified Settlements with Limited Facilities; though lower-tier defined settlements will see minimal levels of development, except where it specifically addresses needs identified by communities through their Neighbourhood Plans (including affordable housing, community facilities, infrastructure, small businesses and/or home-working)
- 5 Maintain the distinctive role of the Stroud Urban Area, as defined in the Adopted Local Plan (para 2.3.8). Stroud as the central focus, with numerous urban and semi-rural 'satellite' communities in the hinterland
- 6 Maintain the geographical and functional distinctness and distinctiveness of Stroud's major 'suburbs': enhancing their self-sufficiency as communities in their own right, whilst improving accessibility and linkages with the town (Rodborough, Cainscross, Brimscombe and Thrupp)
- 7 Prioritise the redevelopment of brownfield land – including vacant or underused employment sites, with the aim of boosting job numbers and intensifying use
- 8 Create a focus for creative and green industries, to support a well skilled workforce
- 9 Focus on canal restoration and canal corridor conservation and regeneration, including the development of 'Gateway Stroud' / 'Stroud Waterfront': improve the approach and sense of arrival at the town centre; improve physical accessibility between canal and town centre; a showcase for the "best of Stroud" (high quality design, highlighting 'unique selling points' and distinctiveness, including architectural heritage and eco-designs)
- 10 Conserve and enhance the valleys' heritage assets, including the features of the area's unique industrial heritage. Secure high quality, distinctive design, in keeping with local character, with particular emphasis on the high number of conservation areas within the Valleys.
- 11 Conserve and enhance high quality natural landscape (part AONB), including the valuable 'green horizons' that are visible from within the urban areas
- 12 Cater for an ageing population through provision of accommodation, services and facilities, as well as through the design of new development

## What do we want?

### What you've told us...

Our Alternative Strategies consultation (Spring 2010) suggested seven different ways that the District's growth and development might be accommodated over the next 15 years (see Chapter 2 for more on this).

Strategy Option 'D' proposed a focus on the Stroud Valleys, to bring about regeneration of valley-bottom sites. The Strategy suggested capitalising on the area's rich industrial heritage and the restoration of the Cotswold Canals, to create a distinctive living and working environment, which would help to draw more creative and knowledge-based industries to the area.

Overall, Strategy Option 'D' emerged as the third most popular option during consultation; 40% of participants from the Stroud Valleys selected it as one of their top 3 preferred options, making it the third most popular option locally too (Option A came 1<sup>st</sup> and Option B 2<sup>nd</sup>).

**Here are some of the issues and ideas that rated highly in our previous consultations, or were most frequently brought up by participants from the Stroud valleys:**

*"Protect and redevelop existing industrial areas to provide more office and small workshop based job opportunities"*

When asked about the best way for the Core Strategy to help provide for job opportunities (Key Issues consultation, 2009), an overwhelming majority (90%) of participants from the Stroud valleys thought that this was either very important or essential. The popularity of this approach reflects the identified need for workspaces and job opportunities that match the attributes and skills of the District's workforce: traditional industry and manufacturing is declining, whilst on average our population is well educated and we have a high proportion of professional and creative workers. A large number of the District's jobs are provided by small businesses.



4.14

### Opportunities, growth and key projects:

- 300-800 new homes and a target for employment growth to accommodate up to 1,600 new jobs, focussed principally on brownfield sites in the valley bottoms / canal corridor
- The Cotswold Canals project, including the redevelopment of Brimscombe Port
- Wallbridge and Cheapside: Stroud's 'waterfront' and gateway
- Aston Down: employment-led redevelopment
- Town centre public realm improvements and retail expansion/redevelopment

4.15

### Key supporting evidence base:

- Stroud Town Centre Public Realm Strategy (2009)
- Stroud District Town Centres & Retailing Study (2010)
- Industrial Heritage Conservation Area Design Guide SPA (2008)
- Industrial Heritage Conservation Area Management Proposals SPD (2008)
- Parish Plans
- Design Statements: Nailsworth (adopted as SPA, 2009); Woodchester (draft 2011)
- Potential for future production of Neighbourhood Plans, bringing about locally-initiated development, to address locally-identified needs (including guiding delivery of strategic sites)
- Potential for place-specific Area Action Plans, masterplans and design briefs to shape the delivery of strategic sites

### QUESTIONS:

**Q8.1**

**Do you agree with the proposed Vision for the Stroud Valleys ('mini-vision' statement 1.1 and key diagram 1.1) and do you consider that it feeds in well to the overall vision for the District (vision 1.0)?**

- Overall, yes I do
- Overall, no I do not
- Yes I do, but I have some reservations

If you would like to explain your answer, suggest other alternatives or opportunities, or raise specific issues, please comment.

**Q9.1**

**Do you think that the Guiding Principles we have suggested for the Stroud Valleys will help to shape growth and development in a positive way?**

- Overall, yes I do
- No I do not
- Yes I do, but I have some reservations

If you disagree or have reservations, please explain your answer, if possible making specific reference to the Guiding Principle(s) you have concerns about.

### What you've told us...

In addition, 75% of Stroud valleys participants agreed that:  
*"The District's vibrant arts and creative scene is a unique asset. We should be using this to make the area a focus for creative industries"*

...and 75% agreed that:

*"Stroud district's 'green' eco-culture is really important to its distinctiveness ... we should make this an important part of our local identity"*

*"Protect and enhance high quality environments along the canals, estuary and countryside"*

Across the board, respondents to the Key Issues survey felt that this was one of the most important priorities for the District; in the Stroud valleys, 92% of participants rated this as either very important or essential.

### Have your say!

**Would you like to comment on the proposed 'mini vision' for the future of the Stroud valleys?**

**Please use the consultation response form or online consultation portal to select one of the following responses and, if you wish, to comment on alternatives and suggest amendments.**





# The Stroud Valleys

Vision to 2026: regeneration, creativity and cultural blossoming in the green valleys

## A STRATEGIC GROWTH AREA

### What could happen here?

- 300 – 800 new homes
- and a target of up to 1,600 new jobs generated

### What's the big idea? ... and why here?

4.16 Strategy Option D, which proposed focusing development entirely within the Stroud Valleys, emerged as the third most popular of the seven Alternative Strategies during public consultation last year (Spring 2010). The Council considers it important that some aspects of this Strategy Option should form part of the Preferred Strategy. One of the key tenets of Strategy Option D was the potential to make use of brownfield sites along the valley bottoms: regenerating ailing and vacant pieces of industrial land, with the aim of creating a distinctive living and working mixed-use environment, with a particular focus on the canals corridor.

4.17 Whilst the original idea of Strategy Option D was to concentrate the majority of development up to 2026 within the Stroud valleys, this would do little to boost settlements elsewhere in the District. Nevertheless, this area is a sustainable location and a sensible place to focus a substantial portion of the District's future growth. Stroud itself is the District's principal settlement and most of the potential sites lie within a couple of kilometers of the town centre – meaning relatively easy access to shops, cultural and leisure facilities, healthcare, schools etc. The Stroud valleys are home to many of the District's employment sites, but some of these are run down and under-used, providing opportunities for regeneration with a degree of mixed use. A number of these relate well to the canal restoration project currently underway

### 4.18 What options or alternatives do we have?

The preference is to concentrate development on available brownfield sites, but it has to be recognised that these tend to be complex sites with more constraints and being more expensive to develop. Whilst greenfield sites may be easier to develop in general, those in the Stroud Valleys tend to be on the upper slopes with steeper gradients. They are also the more visible sites and are important to the character of the area, mostly lying next to or within the Cotswold AONB.

Theoretically there is capacity for 1,000 homes on brownfield sites but the achievable number would be dependent on the viability and availability of each individual site. To achieve the highest possible housing numbers in the valleys might involve developing some of the alternative locations as well:

## ≈ Have your say!

*Would you like to comment on the proposals for growth and development in the Stroud Valleys? Please use the consultation response form or online consultation portal...*

### **Q11.1 Do you agree that the Stroud Valleys are a suitable place to focus this level of housing growth?**

- Yes: 300-800 new homes sounds about right
- I think there should be fewer
- I think there should be more
- No, I do not agree that this is a suitable growth area.

### **Q12.1 Do you agree that the Stroud Valleys are a suitable target for employment growth?**

- Yes: 1,600 new jobs sounds about right
- I think there should be fewer
- I think there should be more
- No, I do not agree that this is a suitable growth area.







### **Q13.1 Do you agree with proposed approach of mixed use re-development, aimed at intensifying employment uses on key sites?**

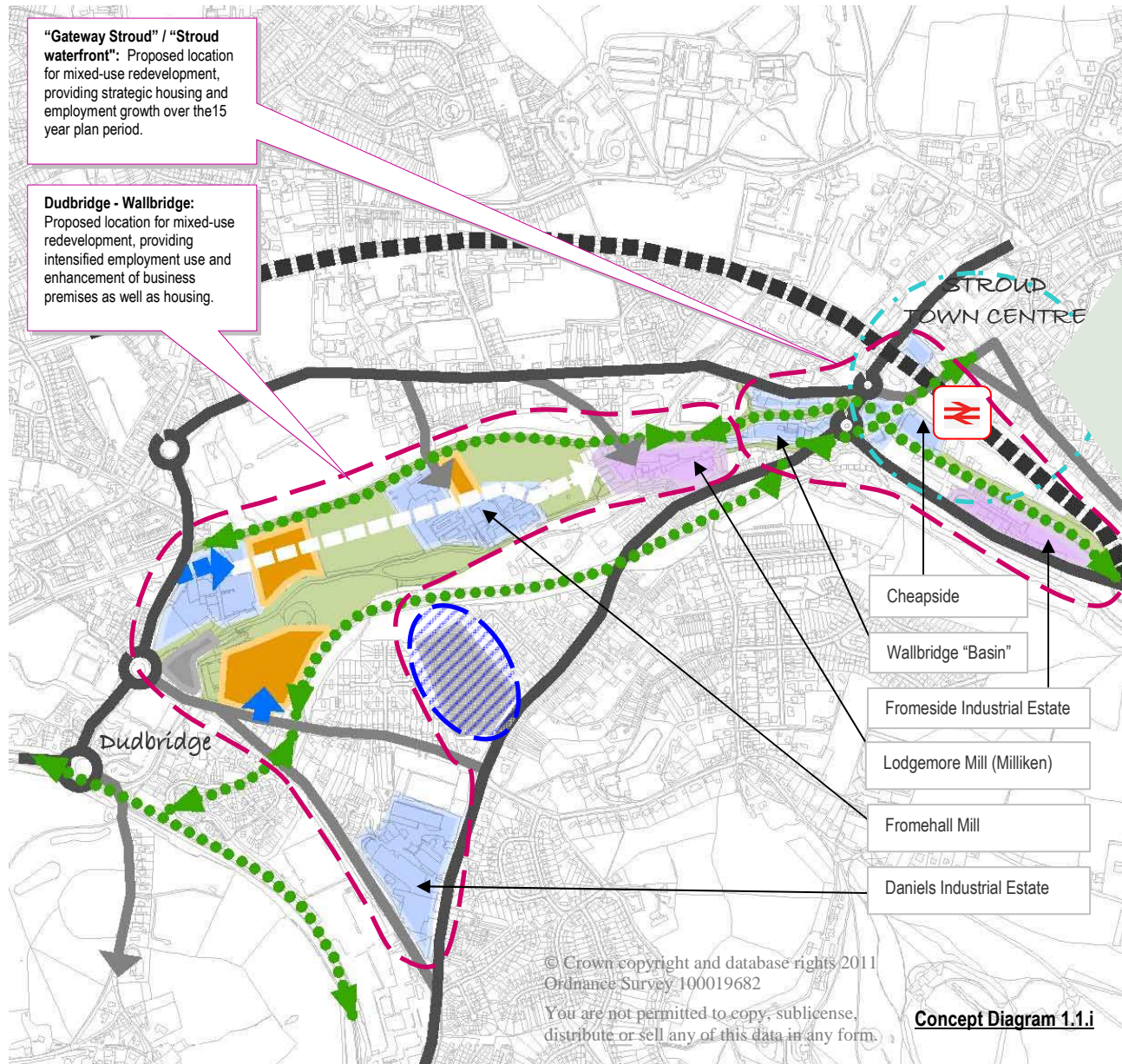
- Overall, yes I do
- Overall, no I do not
- Yes I do, but I have some reservations

### **Q10.1 Within the Stroud Valleys vision area, are there specific sites that you have concerns about or places where there are opportunities you think we have missed?**

If you would like to explain any of your answers, suggest other alternatives, identify needs or raise issues relating to specific sites, please comment.

# So what could this look like?

-  Proposed location for strategic growth
-  Possible area of housing growth (planning permission already existing)
-  Housing already with planning permission
-  Possible new housing areas
-  Possible areas for mixed-use redevelopment (with potential to include some housing)
-  Existing employment areas
-  Possible green infrastructure (could include play spaces, leisure spaces, wildlife areas etc)
-  Potential to improve "green links" (pedestrian, cycle routes etc)
-  Existing main roads
-  Existing local road network
-  Principal new local roads (white dashed)
-  Main access
-  Railway
-  Area to focus on transport and accessibility, (including improved interchange between different modes of transport)



## Concept plan for Dudbridge to Cheapside

The collection of sites at Wallbridge, Cheapside and Fromeside could be a strategically important growth area, representing significant regeneration opportunities at the 'gateway' to the town centre. The area of land lies between the canal and the town centre, strung along several key traffic through-routes and incorporating the railway station. Together, these sites could be capable of delivering something between 100 and 180 homes, offset by an intensification of employment uses. This scheme shows mixed-use areas close to the town centre, with a particular focus on leisure and tourism uses.

To the west, the swathe of land between Dudbridge and Wallbridge is close to the town centre and could be capable of delivering something between 150 and 400 homes. Some of these sites may be best suited to remaining in employment use – ideally with a degree of intensification, to provide more jobs on existing sites. But most have some scope to accommodate a bit of housing or alternative uses, as part of a strategic approach to the overall 'balance' of jobs and homes within the valleys. This scheme shows a new road from Dudbridge, opening up access through to Lodgemore Mill and avoiding having to cross the canal.

However, this location consists of multiple sites in multiple ownerships, making delivery less straightforward.

### Further information:

*Strategic Housing Land Availability Assessment* (SHLAA site numbers: 319, 22, 179/266, 191, 127/273, 267, 194, 174/192, 251/255)

Core Strategy Discussion Paper: *Towards a "Preferred Strategy" – pros and cons of potential locations for strategic growth* (October 2011)















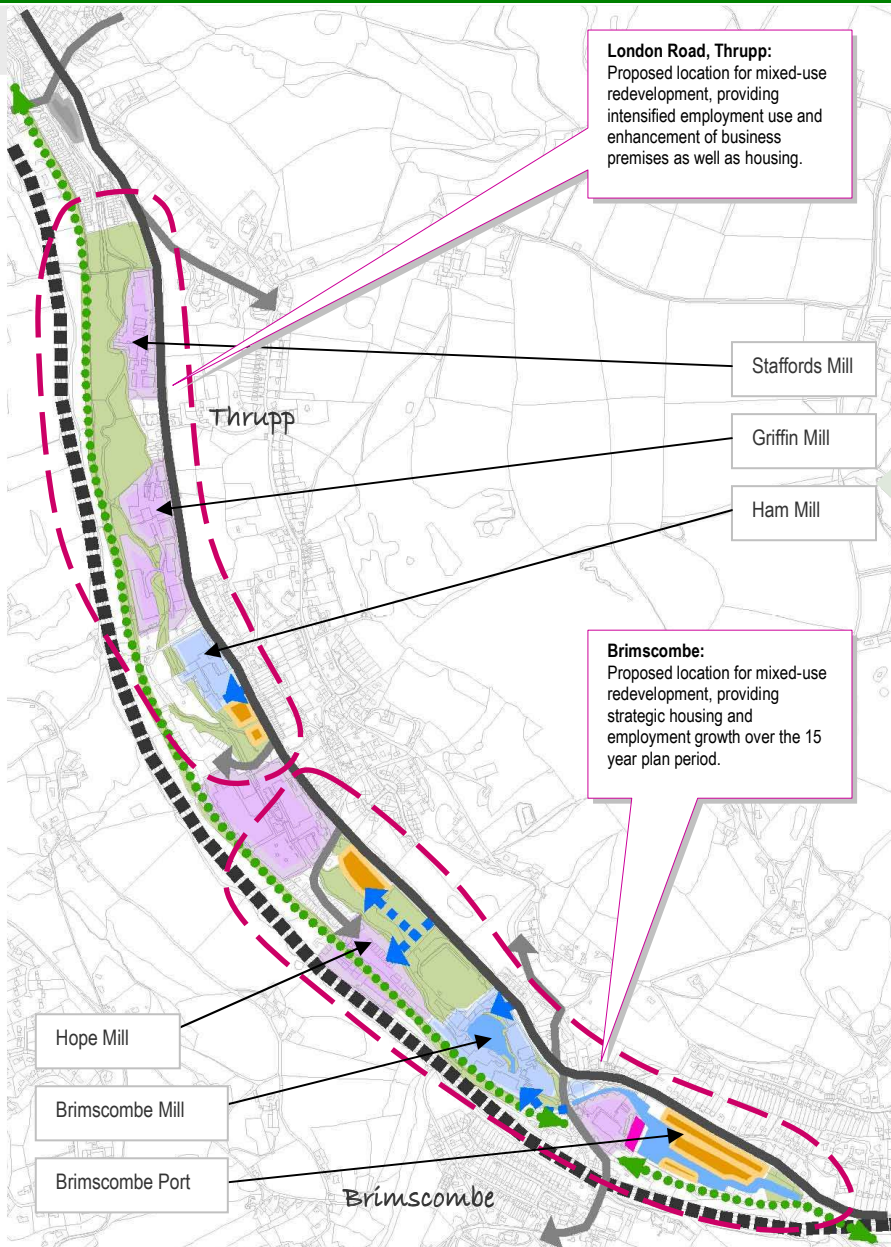


# The Stroud Valleys

Vision to 2026: regeneration, creativity and cultural blossoming in the green valleys

## A STRATEGIC GROWTH AREA

-  Proposed location for strategic growth
-  Housing already with planning permission
-  Possible new housing areas
-  Possible areas for mixed-use redevelopment (with potential to include some housing)
-  Existing employment areas
-  Possible green infrastructure (could include play spaces, leisure spaces, wildlife areas etc)
-  Potential to improve "green links" (pedestrian, cycle routes etc)
-  Existing main roads
-  Existing local road network
-  Principal new local roads (white dashed)
-  Possible new access points
-  Railway



### Concept Plan for Brimscombe and Thrupp

This diagram identifies potential at a number of sites lying along the canal corridor to the east of Stroud. Redevelopment could produce a vibrant and attractive living and working environment: a series of linked 'neighbourhoods', connected by the canal, green infrastructure and improved foot and cycle routes. Growth and development here could actually help with conserving and enhancing the distinctive character of the historic industrial environment.

On sites at Thrupp, it may be best to focus on employment growth, rather than new housing. Maintaining existing job numbers on these sites (or ideally a degree of intensification if redevelopment were an option) could contribute to the overall balance of housing and employment growth in the valleys. Ham Mill offers a mixed-use development opportunity, focused around conserving and adapting the historic mill and its ancillary buildings. Some residential development here would improve viability.

Similarly, Brimscombe Mill has good potential for mixed-use redevelopment, focused around a restored mill pond. Brimscombe Port is currently subject to a planning application, which would see a significant area of water reinstated, with mooring facilities and residential development including sheltered housing for the elderly. New access off the A419 near the recreation fields could open up Hope Mill's redevelopment potential.

### Further information:

*Strategic Housing Land Availability Assessment* (SHLAA site numbers: 131, 284, 286, 80, 285, 106, 107, 165, 193, 109, 228)

Core Strategy Discussion Paper: *Towards a "Preferred Strategy" – pros and cons of potential locations for strategic growth* (October 2011)

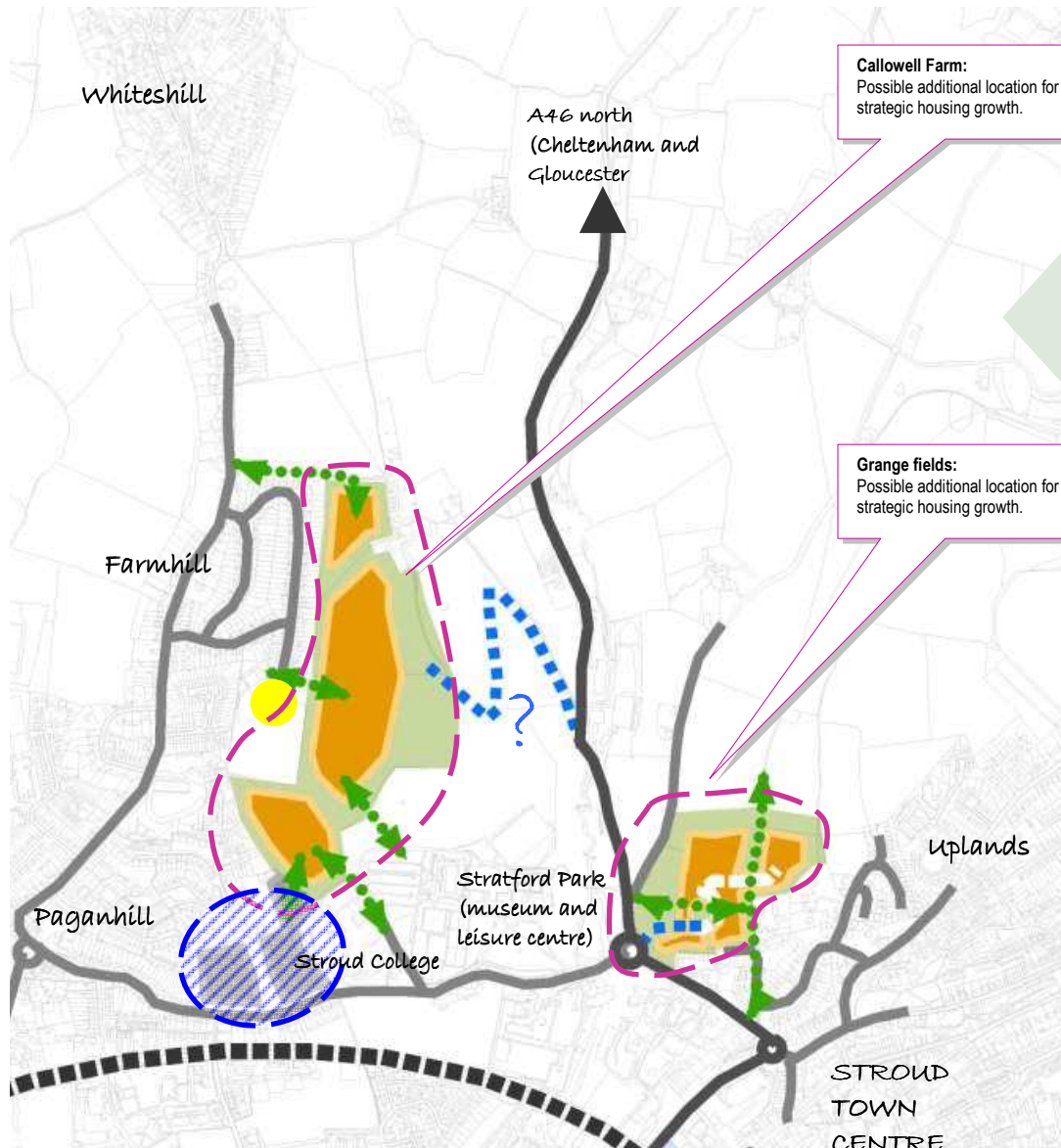
Current planning application for development at Brimscombe Port: ref. S.11/0799/OUT

**Concept Diagram 1.1.ii**

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# So what could this look like?



- Possible additional location for strategic growth
- Exiting/ongoing area of housing growth
- Housing already with planning permission
- Possible new housing areas
- Possible green infrastructure (could include play spaces, leisure spaces, wildlife areas etc)
- Potential to improve "green links" (pedestrian, cycle routes etc)
- Existing main roads
- Existing local road network
- Principal new local roads (white dashed)
- Possible new access points
- Existing primary school site

**Concept Plan illustrating how land at Grange fields and/or Callowell Farm might be used to accommodate housing growth to supplement preferred 'brownfield' sites.**

Up to 300 homes could be provided by utilising large greenfield sites that lie on the northern fringe of Stroud. These concept diagrams essentially show housing-only schemes. However, these sites are in a relatively sustainable location, close to the town centre, allowing good access to public transport and a wide range of services, facilities and employment opportunities.

At Grange fields it would be desirable to restrict development to lower-lying land, avoiding the visually conspicuous upper slopes; this scheme also envisages the incorporation of a significant landscape buffer beside A46, while access is shown off A46 roundabout. The scheme integrates pedestrian links to surrounding countryside, the town centre, Stratford Park, Tesco etc.

At Callowell, development is shown restricted to the higher slopes, away from A46 to avoid the impression of a 'corridor' of development encroaching on this key northward route out of the town. This location provides good access to a primary school (with potential to bring about associated improvements and investment facilities there), and potential connections to Stratford Park and the college.

**Further information:**

*Strategic Housing Land Availability Assessment (SHLAA site numbers: 100 and 300)*

*Core Strategy Discussion Paper: Towards a "Preferred Strategy" – pros and cons of potential locations for strategic growth (October 2011)*

**Concept Diagram 1.1.iii**

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# The Stroud Valleys: Aston Down

Vision to 2026: regeneration, creativity and cultural blossoming in the green valleys

## A STRATEGIC GROWTH AREA

### What could happen here?

- 100 – 200 homes
- Intensification of employment use on existing sites

Housing and employment: a two-pronged approach, to make the most of an under-used resource

### What's the big idea? ... and why here?

4.19

Aston Down is a former RAF airfield at the eastern extreme of the District on the A419, which links Stroud with Cirencester, Swindon and the M4 to the east. In 2009 a planning appeal established that it could lawfully operate as an employment site, accommodating business, general industrial and storage/distribution uses. This is a large area of land, populated by enormous former aircraft hangars with a great deal of space between and around them. The current situation is best suited to storage uses, but this could be a wasted opportunity to maximize the land's potential. It is a previously developed, brownfield site with an established infrastructure. Though it lies some 6 miles (9.9 km) from the centre of Stroud and 2.3 miles from Minchinhampton, there are already bus services to and from both. The challenge is how to regenerate the site and broaden its employment 'offer'.

4.20

Employment growth here could complement and work in tandem with current employment sites in the Stroud Valleys (canal corridor):

- accommodating uses that are not well suited to more constrained sites in the valley bottoms and building on its existing role as a supplier of competitively priced, flexible accommodation for local B1 (business), B2 (general industrial) and B8 (storage and distribution) businesses;
- providing a local relocation opportunity for businesses that currently operate from canal corridor sites that have future residential or mixed-use redevelopment potential

### What options or alternatives do we have?

4.21

Is there a case for limited associated residential development here? Some modestly scaled residential and mixed-use development would help to cross-subsidise the enhancement and development of employment premises here. Moreover, given Aston Down's relatively remote location, a mixed development would help to create a sense of community and improve potential live-work opportunities, which could contribute towards reducing overall levels of commuting and improving the development's carbon footprint.

## Have your say!

*Would you like to comment on the proposals for growth and development in the Stroud Valleys? Please use the consultation response form or online consultation portal...*

**Q11.1a** *Do you agree that Aston Down is a suitable place to focus this level of housing growth?*

- Yes: 100-200 new homes sounds about right
- I think there should be fewer
- I think there should be more
- No, I do not agree that this is a suitable growth area.

**Q12.1a** *Do you agree that Aston Down is a suitable target for employment growth?*

- Yes, I think this proposal sounds about right
- No, I do not agree that this is a suitable growth area
- Yes I do, but I have some reservations

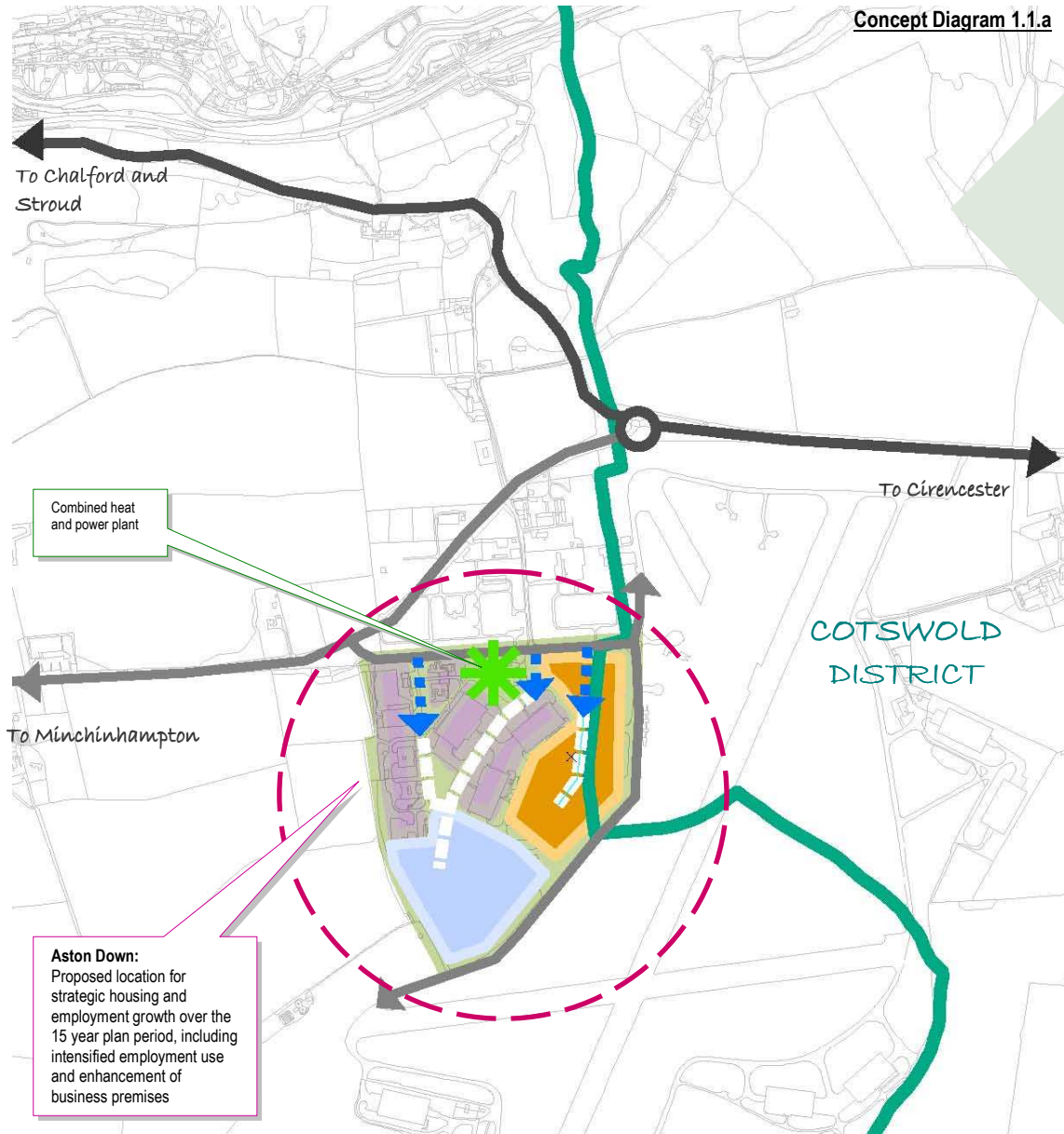
**Q13.1a** *Do you agree with proposed approach of mixed use re-development, aimed at intensifying employment uses on this key site?*

- Overall, yes I do
- Overall, no I do not
- Yes I do, but I have some reservations

If you would like to explain any of your answers, suggest other alternatives, identify needs or raise issues relating to specific sites at Aston Down, please comment.



# So what could this look like?



Concept Plan illustrating what a development of about 200 new homes might look like, alongside redeveloped employment land.

The existing “main site” extends in all to approximately 22 hectares; the land to the west (which is owned by DEFRA) is a further 1.4 hectares.

This draft scheme shows how the main site and the adjacent DEFRA land might be regenerated / redeveloped to provide an intensification of the existing employment uses and to provide circa 6 hectares of land for housing. At 35 dwellings to the hectare, the land earmarked for housing could accommodate up to 200 dwellings.

*This concept diagram and description have been put together in liaison with the developer/landowner.*

### Further information:

Core Strategy Discussion Paper: *Towards a “Preferred Strategy” – pros and cons of potential locations for strategic growth* (October 2011)

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# Stonehouse cluster

Vision to 2026: economic growth and well-connected, thriving communities

## A STRATEGIC GROWTH AREA

### Where are we now?

- 4.22 The town of Stonehouse lies two miles east of Junction 13 (M5), with a rail station on the main Gloucester-London line (the main line to Bristol also runs to the west of the town, but the station is no longer operational). Stonehouse forms part of the wider 'Stroud Urban Area' (as defined in the current Local Plan), but very much functions as a town in its own right, with a good range of services and shops at its centre (high street vitality is good, with low vacancy rates). On its western edge lies a major industrial and business area, which provides jobs for over 4,000 people and is home to a number of national companies. Traffic congestion can be an issue around here at peak times.
- 4.23 Over 12% of the District's total population live within the parishes of the Stonehouse cluster (more than 13,700 people). Of these, over 7,600 are residents of Stonehouse itself (census 2001), making it the District's second most populous town. By contrast, Standish and Frocester are amongst the most sparsely populated parishes in the District, with no defined settlements and a strong rural character. Eastington, Leonard Stanley and Kings Stanley are amongst the District's larger villages, each having good access to everyday services and facilities, village essentials such as pub and primary school, and a strong sense of community. The Cotswold escarpment provides a dramatic landscape backdrop and the eastern edge of this cluster area is designated part of the AONB.

*This vision is meant to be an aspirational glimpse of the future: something that we can all work towards and a goal that will help to guide future policy and strategy*

### 4.24 Key issues and top priorities:

Public consultation (Key Issues: Spring 2009) and our evidence base have shown the following points to be high priorities for residents of the Stonehouse cluster of parishes:

- \* Achieving a better transport system to help reduce CO<sub>2</sub> emissions
- \* Minimising waste generation and increasing recycling
- \* Contributing to the provision of renewable and low-carbon energy generation in the District
- \* Providing for job opportunities across the District
- \* Maintaining and improving the sustainability of our villages

## What do we want?

Stonehouse is one of the District's employment hotspots and, with its good rail and road links, it is well placed for future growth.

A major development to the west of Stonehouse will expand the existing Oldends/Stroudwater employment area, with attendant transport and infrastructure improvements – including improved links to the town centre and opportunities for all to make use of pleasant and safe 'green links' on foot or cycle. This will be a sustainable workplace destination for the District, as well as a vibrant new community, served by its own "village centre".

The area will feel the environmental enhancement and economic benefits of the canal restoration and boosted tourist appeal. Links will be improved between the town centre and the canal, providing a valuable amenity for residents of Stonehouse and surrounding communities, as well as helping to draw increased visitor footfall to the town centre.

Though growth and development will be minimal outside of the 'strategic location' identified west of Stonehouse, this area will continue to benefit from strong, well-balanced residential communities, both rural and urban. Communities will have the chance to help shape their neighbourhoods, protecting and improving those aspects of the area that make it a pleasant and viable place to live. The villages of Eastington and The Stanleys in particular will thrive, with services and facilities for young and old alike



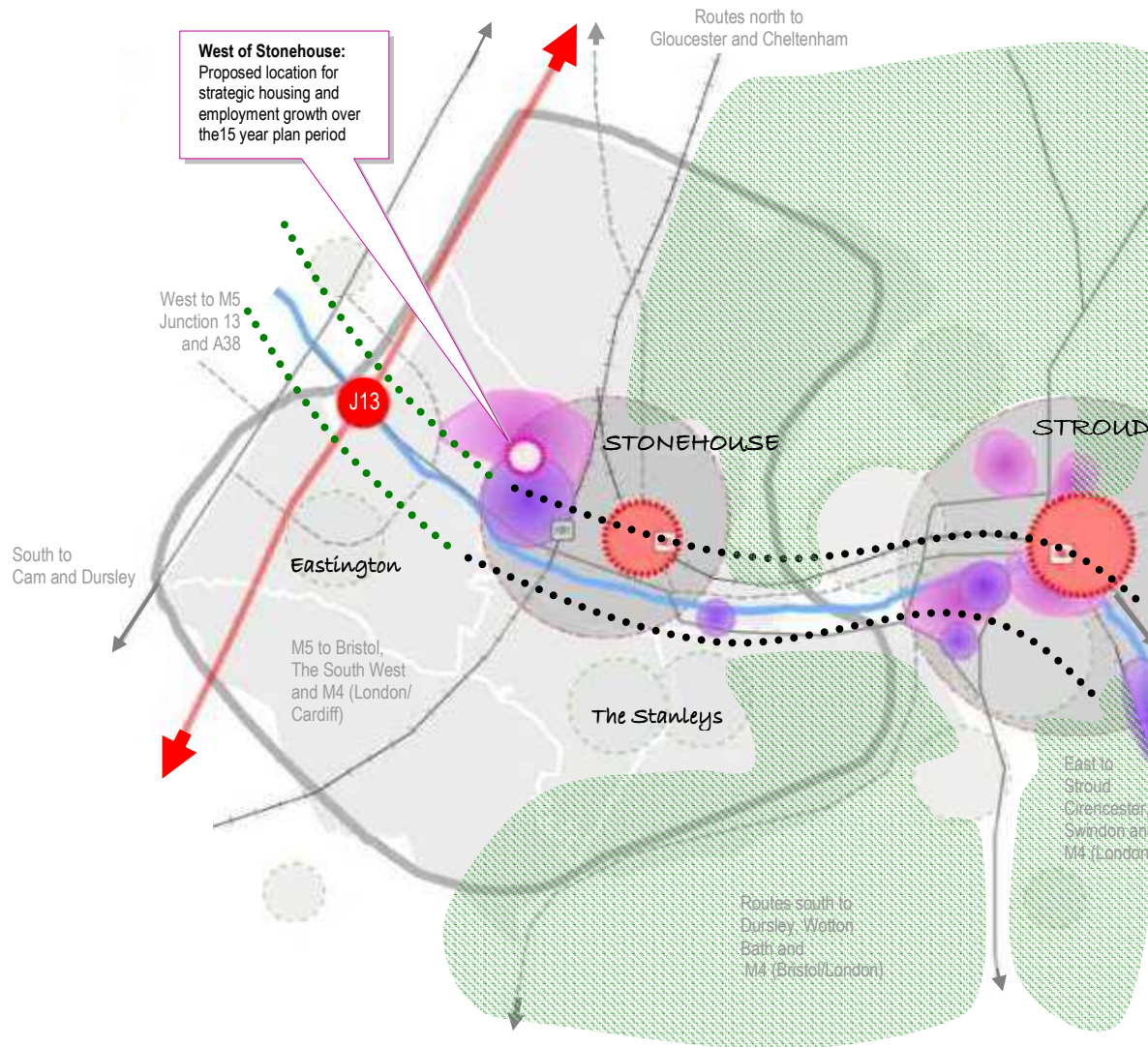
**Vision 1.2 : vision for the parishes around Stonehouse**







# So what could this look like?



## Proposed settlement hierarchy and key growth and development opportunities:

### Parishes:

- Stonehouse
- Eastington
- Kings Stanley
- Leonard Stanley
- Standish
- Frocester



The parishes of the Stonehouse vision area



Strategic growth areas



Employment growth areas (outside of town centres)

### Towns:

"Accessible Local Service Centre":

- Stonehouse



Canal corridor conservation and regeneration

### Major villages:

"Settlements with limited facilities":

- Eastington
- Kings Stanley
- Leonard Stanley
- "West of Stonehouse"



Canal conservation and restoration



Conserving and enhancing the Cotswolds AONB



Railway station (main line)



Location for potential new railway station

### Town Centres:



Local service centres: a focal point for retail, leisure, cultural and community facilities, commerce and employment

### New Centres:



Locations for new or expanding local service centres

**Key Diagram 1.2:**

spatial vision for the parishes around Stonehouse



## How are we going to get there?

4.25

### Guiding principles

- 1 This area will continue to be a major employment focus for the District. Land to the west of Stonehouse will be a focus for the District's strategic growth, providing up to 1,500 homes and up to 3,000 jobs over the plan period (up to 2026); land to the west of Stonehouse will represent a single key strategic allocation in this 'vision area', becoming effectively a "settlement with limited facilities" in our proposed Settlement Hierarchy (with its own neighbourhood centre)
- 2 Appropriate development will be supported to sustain Stonehouse town centre as an Accessible Local Service Centre for its surrounding communities, playing a secondary role to nearby Stroud (the District's principal commercial centre)
- 3 Stonehouse will continue to function as part of the Stroud Urban Area (as defined in the Adopted Local Plan: paragraph 2.3.8), but shall remain outside the core area and its geographical distinctness will be retained: avoid physical and visual amalgamation by resisting development at key 'gaps', such as west of Ebley/Ryeford
- 4 Appropriate development will be supported to sustain Eastington, Kings Stanley and Leonard Stanley in their roles as Settlements with Limited Facilities; though lower-tier defined settlements will see minimal levels of development, except where it specifically addresses needs identified by communities through their Neighbourhood Plans (including affordable housing, community facilities, infrastructure, small businesses and/or home-working), building strong residential communities – both rural and urban
- 5 Focus on canal restoration and canal corridor conservation and regeneration; improve physical accessibility between canal and town centre
- 6 Enhance the existing good transport links and movement corridors. Allow greater permeability through any new development for walkers and cyclists
- 7 Town centre public realm improvements/enhancements looking in particular at traffic management and streetscape
- 8 Acknowledge role of the A419 as a 'gateway' to Stonehouse and to the Stroud Valleys beyond. Avoid urbanisation of character and linear sprawl.
- 9 Conserve and enhance the valleys' heritage assets and secure high quality, distinctive design, in keeping with local identity and character - with particular emphasis on Stanley Mills conservation area and the Industrial Heritage Conservation Area
- 10 Conserve and enhance high quality natural landscape (part AONB)
- 11 Avoid development on floodplain or areas at risk of flooding

## What do we want?

### What you've told us...

Here are some of the issues and ideas that rated highly in our previous consultations, or were most frequently brought up in relation to the area around Stonehouse:

Our Alternative Strategies consultation (Spring 2010) suggested seven different ways that the District's growth and development might be accommodated over the next 15 years (see Chapter 2 for more on this).

Strategy Options 'A' and 'B' both proposed concentrating the bulk of the District's growth and development in just one or two locations – including Stonehouse. Overall, Strategy Option 'A' emerged as the popular option during consultation and 'B' the second most popular

People who commented in support of development here most frequently cited:

- Good access to motorway and good rail links
- Good proximity to public transport
- Close to existing industry and jobs
- Outside the AONB and sufficient space for a large development

And those who objected most frequently cited the following:

- Development would change the landscape, appearance and character of the area.
- Use of greenfield land should not occur
- Increase in traffic congestion and strain on the infrastructure
- Risk that development would increase in- and out-commuting, due to proximity to the motorway
- Development would erode the valuable open space which currently separates the district from Gloucester

4.26

### Opportunities, growth and key projects

- 1,000 – 1,500 new homes plus significant employment development (up to 3,000) jobs) on land to the west of Stonehouse; a new local centre as part of the development, to include basic convenience shopping and community facilities; a new primary school
- The Cotswold canals project
- Public realm improvements to Stonehouse town centre and traffic calming measures
- Redevelopment and conservation at Stanley Mill
- Investigate potential re-opening of a railway station on the Gloucester-Bristol line

4.27

### Key supporting evidence base

- Stroud District Town Centres & Retailing Study (2010)
- Industrial Heritage Conservation Area Design Guide SPA (2008)
- Industrial Heritage Conservation Area Management Proposals SPD (2008)
- Parish Plans
- Design Statements: Stonehouse (adopted as SPA, 2005)
- Potential for future production of Neighbourhood Plans, bringing about locally-initiated development, to address locally-identified needs (including guiding delivery of strategic sites)
- Potential for place-specific Area Action Plans, masterplans and design briefs to shape the delivery of strategic sites

## QUESTIONS:

**Q8.2**

***Do you agree with the proposed Vision for the Stonehouse area ('mini-vision' statement 1.2 and key diagram 1.2) and do you consider that it feeds in well to the overall vision for the District (vision 1.0)?***

- Overall, yes I do
- Overall, no I do not
- Yes I do, but I have some reservations

If you would like to explain your answer, suggest other alternatives or opportunities, or raise specific issues, please comment.

**Q9.2**

***Do you think that the Guiding Principles we have suggested for the Stonehouse vision area will help to shape growth and development in a positive way?***

- Overall, yes I do
- No I do not
- Yes I do, but I have some reservations

If you disagree or have reservations, please explain your answer, if possible making specific reference to the Guiding Principle(s) you have concerns about.



## Have your say!

*Would you like to comment on the proposed 'mini vision' for the future of the Stonehouse vision area?*

*Please use the consultation response form or online consultation portal to select one of the following responses and, if you wish, to comment on alternatives and suggest amendments.*





# West of Stonehouse

## A STRATEGIC GROWTH AREA

### What could happen here?

- 1,000 – 1,500 homes;
- and a target of up to 3,000 new jobs generated

#### What's the big idea? ... and why here?

4.28 The allocation of land here would build on the existing success of the Stroudwater Business Park and Stonehouse Park employment areas and integrate the future delivery of jobs alongside housing development in a location that is attractive to the commercial market. This location is capable of delivering the essential components of integration of jobs and houses. This proposal would complement that part of the Preferred Strategy for the Stroud Valleys by providing alternative employment land to that which may be released through the mixed use redevelopment of under-used employment sites within the Stroud valleys.

4.29 In strategic terms this area is unconstrained. It doesn't involve development within a flood risk area, the Cotswold Area of Outstanding Natural Beauty nor within a Conservation Area. At the local level a number of factors would inform the development including: views from the AONB, listed buildings, the Council's Strategic Flood Risk Assessment, hedgerows, ecology, topography, the footpath network, relationship with the hamlets of Nupend and Nastend and ensuring connectivity with Stonehouse which lies immediately to the east and the Stroudwater Business Park which the urban extension wraps around.

4.30 The proposal provides for a sustainable development of between 1,000 – 1,500 dwellings with associated employment expansion and a neighbourhood centre containing a primary school, shopping and local community facilities. Potential exists for an extension to the Stroudwater Business Park. Enhanced green infrastructure would provide the setting for neighbourhoods whilst preserving the setting of existing communities, listed buildings and the network of green lanes.

#### What options or alternatives do we have?

4.31 With modest changes in residential density a range of between 1,000 and 1,500 dwellings can be accommodated on this site without compromising the design concept outlined above. Deliverability would be improved at the top end of the range as would the quantum of affordable houses provided. Whilst an allocation at the lower end of the range would still result in a highly sustainable urban extension, it could impact on deliverability given the current economic climate.

## Vision to 2026: economic growth and well-connected, thriving communities

### Have your say!

*Would you like to comment on the proposals for growth and development in the Stonehouse vision area? Please use the consultation response form or online consultation portal...*

**Q11.2 Do you agree that the area west of Stonehouse is a suitable place to focus this level of housing growth?**

- Yes: 1,000-1,500 new homes sounds about right
- I think there should be fewer
- I think there should be more
- No, I do not agree that this is a suitable growth area.

**Q12.2 Do you agree that west of Stonehouse is a suitable target for employment growth?**

- Yes: 2,000 – 3,000 new jobs sounds about right
- I think there should be fewer
- I think there should be more
- No, I do not agree that this is a suitable growth area.

















**Q13.2 Do you agree with proposed approach of a large mixed-use development, creating a sustainable community with its own neighbourhood centre?**

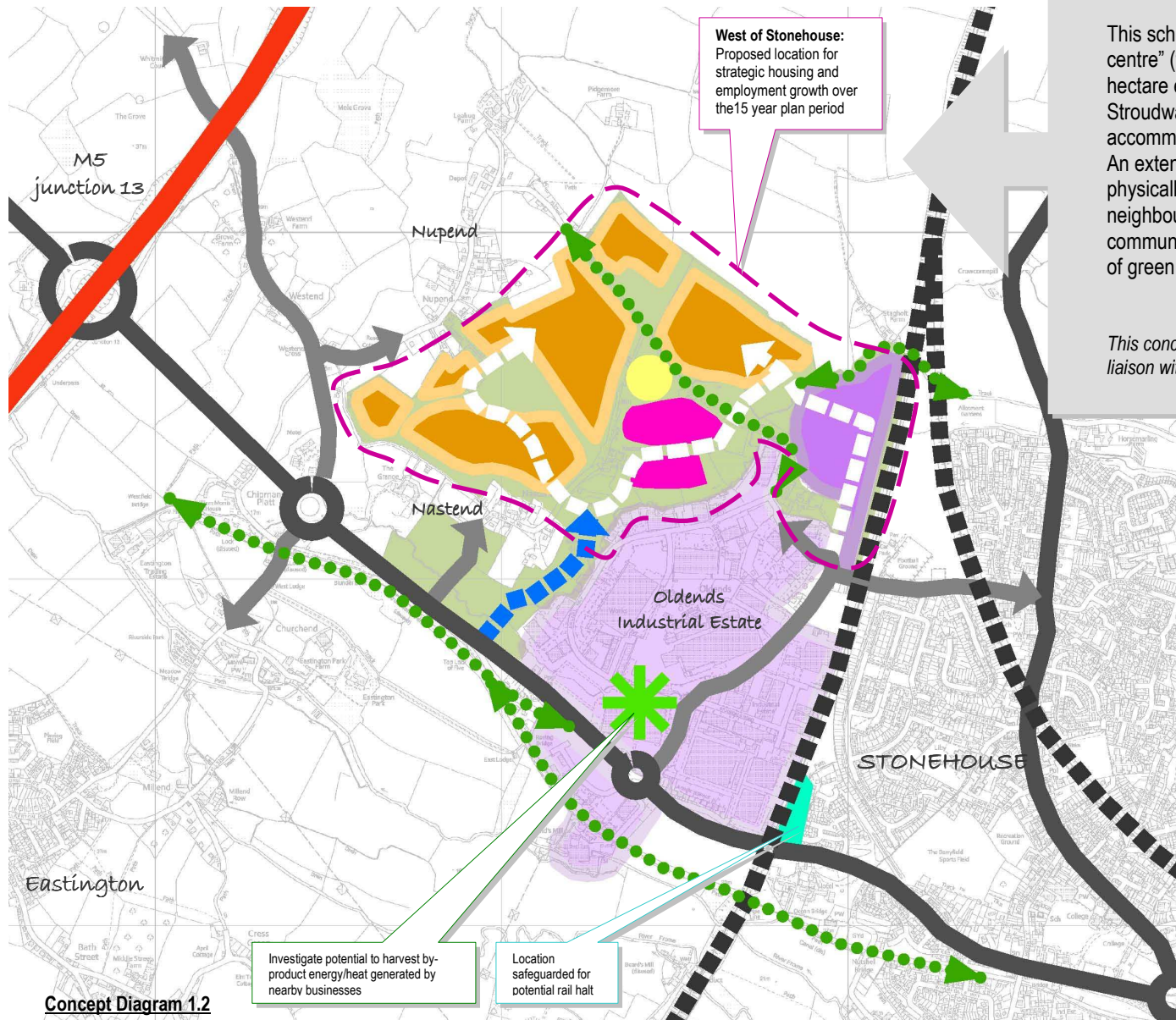
- Overall, yes I do
- Overall, no I do not
- Yes I do, but I have some reservations

**Q10.2 Within the Stonehouse vision area, are there specific sites that you have concerns about or places where there are opportunities you think we have missed?**

If you would like to explain any of your answers, suggest other alternatives, identify needs or raise issues relating to specific sites, please comment.

# So what could this look like?

-  Proposed location for strategic growth
-  Proposed new housing areas
-  Proposed new mixed-use local centre
-  Existing employment areas nearby, likely to see continued growth over the plan period
-  Proposed new employment areas
-  Proposed school site
-  Proposed green infrastructure (could include play spaces, leisure spaces, wildlife areas etc)
-  Potential "green links" (pedestrian, cycle routes etc)
-  Existing main roads
-  Existing local road network
-  Principal new local roads (white dashed)
-  Main access
-  Railway
-  Motorway
-  Potential transport improvements
-  Potential source of energy for district heating



**Concept Diagram 1.2**

**Concept Plan illustrating what a development of about 1,250 new homes might look like.**

This scheme also shows how 6 hectares for a local “village centre” (to include employment and local facilities), an 11.3 hectare extension to the Oldends Industrial Estate / Stroudwater Business Park and a primary school could be accommodated in a series of interlinked neighbourhoods. An extensive framework of landscaped and green spaces physically separates and provides the setting for each neighbourhood, whilst preserving the setting of existing communities, listed buildings and the established network of green lanes.

*This concept diagram and description have been put together in liaison with the developer/landowner.*

**Further information:**

*Strategic Housing Land Availability Assessment (SHLAA site numbers: 23 and 52)*

*Core Strategy Discussion Paper: Towards a “Preferred Strategy” – pros and cons of potential locations for strategic growth (October 2011)*

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# Cam and Dursley

**Vision to 2026: Growth and prosperity: revitalising the towns of Dursley and Cam to make an accessible, attractive focus for rural communities in the south**

## A STRATEGIC GROWTH AREA

### Where are we now?

- 4.32 Cam and Dursley adjoin each other and make up the District's second largest population (after the Stroud Valleys). This large conurbation sits nestled at the foot of the Cotswold hills (the AONB covers the southern half of this parish cluster area). The Cotswold Way runs through Dursley town centre, a conservation area which has recently seen some public realm improvements and as well as a major new supermarket development. The former market town has a population of nearly 6,000; whilst Cam has a small village centre, which has expanded to serve its larger population of 8,000+.
- 4.33 Both communities historically were a centre for cloth manufacturing. Other industries later boomed in Dursley town, including engine manufacture, furniture production and pin-making. The area has suffered from a degree of deprivation that has impacted on the local communities; many of the area's wards are in the top 25% of deprived wards in the County and, in some categories, in the top 25% nationally. A residents' survey in 2007 showed long-term worklessness was prevalent in the "Vale Vision" area, with 60.6% of workless respondents having been out of work for 2 years or more. (Vale Vision was formed to produce a Community Strategic Plan and represents Cam, Dursley and surrounding parishes, covering a population in excess of 18,000).

*This vision is meant to be an aspirational glimpse of the future; something that we can all work towards and a goal that will help to guide future policy and strategy*

### 4.34 Key issues and top priorities:

Public consultation (Key Issues: Spring 2009) and our evidence base have shown the following points to be high priorities for residents of the parishes surrounding Cam and Dursley:

- \* Maintaining and improving the sustainability of our villages
- \* Conserving and enhancing Stroud District's countryside and biodiversity
- \* Improving the vitality and viability of our town centres
- \* Improving the provision of facilities for young people
- \* Meeting the needs of an increasingly elderly population
- \* Minimising waste generation and increasing recycling

## What do we want?

Cam and Dursley provides a focus for jobs and services in the southern part of the District. Development should create new economic vitality with more high technology and light industrial businesses using its skilled, trained workforce. The Strategy enhances the role of this principal settlement consistent with its infrastructure, character and function. This sustainable workplace destination should support local services and provide for the social and economic well being of the wider locality.

There will be accessible countryside for leisure, amenity and recreation in this attractive location (nestled in the Cotswolds escarpment overlooking the Severn Vale). Pleasant and safe green routes will be provided for walkers and cyclists. Tourism will be boosted given the location at convenient mid point on the Cotswold Way National Trail and with good transport links to other visitor attractions wider afield at Bath, Bristol, Cotswolds, Severn Vale, Gloucester and Cheltenham

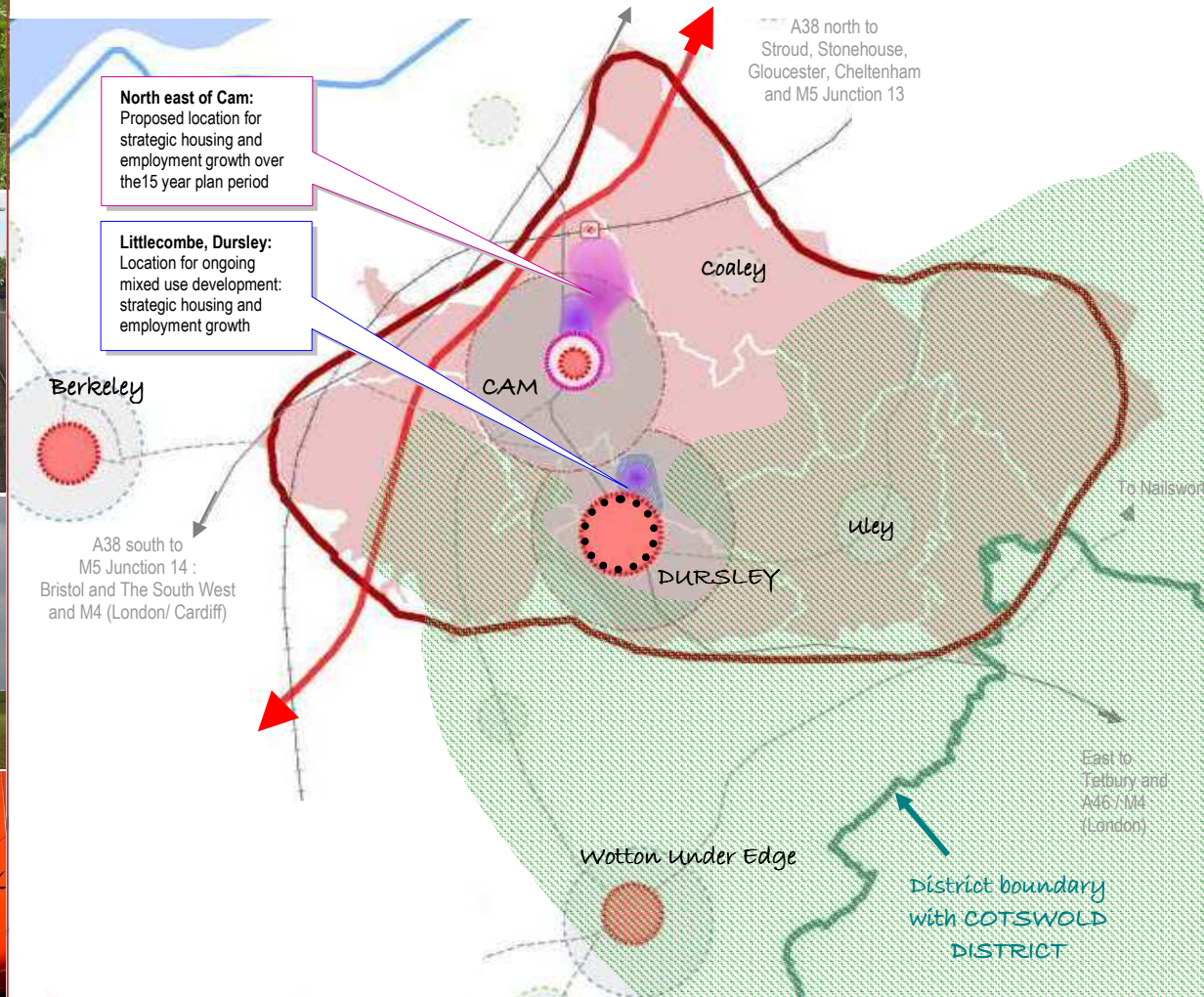
Our Vision will seek to accord with Vale Vision's that seeks to secure "A thriving community that recognises respects and provides for the varied needs of the people that live, work in, or visit the area. We will conserve and care for our attractive environment, whilst providing learning opportunities, jobs, access to services and leisure activities for everybody."

Communities will continue to have an active and productive role in shaping and managing their neighbourhoods. They will conserve and enhance their special qualities which include the sense of place, community and well being. The heritage assets of the locality will be promoted.



**Vision 1.3: vision for the parishes around Cam and Dursley**


# So what could this look like?





## Proposed settlement hierarchy and key growth and development opportunities:


### Parishes:


- Dursley
- Cam
- Coaley
- Uley
- Stinchcombe
- Nympsfield
- Owlpen


 The parishes of the Cam & Dursley vision area

 Strategic growth areas

 Employment growth areas (outside of town centres)

 Existing / ongoing growth area, due to be completed during plan period: Littlecombe mixed-use development

 Conserving and enhancing the Cotswolds AONB

 Railway station (main line)

### Towns:


"Accessible Local Service Centre":  
● Dursley


### Major villages and suburbs:

"Accessible Local Service Centre":  
● Cam


"Settlements with limited facilities":  
● Coaley  
● Uley

### Town Centres

 Local service centres: a focal point for retail, leisure, cultural and community facilities, commerce and employment

 Dursley town centre conservation and regeneration

### New Centres

 Locations for new or expanding local service centres

**Key Diagram 1.3:**

spatial vision for the parishes around Cam and Dursley





## How are we going to get there?

4.35

### Guiding principles:

- 1 Cam and Dursley will be a focus for the District's strategic growth, providing up to 500 homes and up to 1,500 new jobs over the plan period (up to 2026); land to the northeast of Cam will represent a single key strategic allocation in this 'vision area to deliver this growth
- 2 The area will also see continued growth over the plan period through the completion of development at Littlecombe, which will contribute to the vision and priorities identified for the Cam and Dursley area and will accord with these Guiding Principles
- 3 The Cam and Dursley area will be boosted as a major employment focus for the District. Development will provide an opportunity for higher technology and light industrial businesses to locate here
- 4 Dursley town centre will also be a focus for employment, economic growth and regeneration – aiming to upgrade its retail offer, enhance its public realm and built environment, and boost its role as the second commercial centre of the district (a focal point for services and facilities in the south)
- 5 Appropriate development will be supported to boost Cam's role as Accessible Local Service Centre for its growing communities
- 6 Appropriate development will be supported to sustain Coaley and Uley in their roles as Settlements with Limited Facilities; though lower-tier defined settlements will see minimal levels of development, except where it specifically addresses needs identified by communities through their Neighbourhood Plans (including affordable housing, community facilities, infrastructure, small businesses and/or home-working), building strong residential communities – both rural and urban
- 7 Enhance the existing good transport links and movement corridors. Allow greater permeability through any new development for walkers and cyclists. Development will contribute to securing completion of the Cam to Dursley cycle route, with potential over the longer term to extend towards Uley
- 8 Maintain the geographical and functional distinctness of Cam and Dursley, avoiding physical coalescence through development/new built form
- 9 Conserve and enhance the area's heritage assets and secure high quality, distinctive design, in keeping with local identity and character - with particular emphasis on the conservation areas at the heart of Dursley (town centre and Woodmancote), Nympsfield, Stinchcombe and Uley
- 10 Conserve and enhance high quality natural landscape, including the AONB and its setting
- 11 Support low-impact development which will boost the rural economy: including farm diversification and uses that will bolster tourism, leisure and accessibility to the countryside for visitors and residents

## What do we want?

### What you've told us...

Here are some of the issues and ideas that rated highly in our previous consultations, or were most frequently brought up in relation to the area around Cam and Dursley:

Our Alternative Strategies consultation (Spring 2010) suggested seven different ways that the District's growth and development might be accommodated over the next 15 years (see Chapter 2 for more on this).

Strategy Options 'A' and 'B' both proposed concentrating the bulk of the District's growth and development in just one or two locations – including Cam. Overall, Strategy Option 'A' emerged as the popular option during consultation and 'B' the second most popular.

People who commented in support of development here most frequently cited:

- Good access to motorway and nearby rail station
- Area would benefit from employment and more improved services
- Good existing level of community facilities
- Outside the AONB

And those who objected most frequently cited the following:

- Development would change the landscape, appearance and character of the area.
- Use of Greenfield land should not occur; every brownfield site within the urban area should be considered first
- Development would result in increased in- and out-commuting due to proximity to road and rail links
- This area has been developed enough already
- Lack of local employment opportunities



4.36

**Opportunities, growth and key projects:**

- Up to 1200 new homes plus significant employment development (up to 2000 jobs) to the north east of Cam (close to cam station): could be 750 (threshold for provision of a new primary school), 1000, 1200 homes?
- Ability to boost/grow Cam town centre or a new local centre as part of the development – basic shops and community facilities
- Enhance Dursley town centre public realm
- Provide Dursley Youth Centre
- Cam-Dursley cycle way along Cam Riverside Park, linking into national cycle way

4.37

**Key supporting evidence base:**

- Parish Plans
- Draft Dursley Centre Design Framework (2007)
- Stroud Town Centres & Retailing Study (2010)
- Vale Vision Community Strategy (2005)
- Vale Vision Survey of Community Needs (2007)

**QUESTIONS:**

**Q8.3**

**Do you agree with the proposed Vision for the Cam and Dursley area ('mini-vision' statement 1.3 and key diagram 1.3) and do you consider that it feeds in well to the overall vision for the District (vision 1.0)?**

- Overall, yes I do
- Overall, no I do not
- Yes I do, but I have some reservations

If you would like to explain your answer, suggest other alternatives or opportunities, or raise specific issues, please comment.

**Q9.3**

**Do you think that the Guiding Principles we have suggested for the Cam and Dursley vision area will help to shape growth and development in a positive way?**

- Overall, yes I do
- No I do not
- Yes I do, but I have some reservations

If you disagree or have reservations, please explain your answer, if possible making specific reference to the Guiding Principle(s) you have concerns about.



**Have your say!**

*Would you like to comment on the proposed 'mini vision' for the future of the Cam and Dursley area?*

*Please use the consultation response form or online consultation portal to select one of the following responses and, if you wish, to comment on alternatives and suggest amendments.*



# North-east of Cam

Vision to 2026: Growth and prosperity: revitalising the towns of Dursley and Cam to make an accessible, attractive focus for rural communities in the south

## A STRATEGIC GROWTH AREA

### What could happen here?

- 200 – 500 homes
- and a target of up to 1,500 new jobs generated

#### What's the big idea? ... and why here?

4.38 As the District's second largest population, the settlements of Cam and Dursley represent a sustainable growth location, which could benefit from investment in infrastructure and employment opportunities, and would offer good access to services and facilities. A collection of sites lying to the north-east of Cam could accommodate a significant mixed-use development, which would integrate with the existing settlement, benefiting from local services and providing additional facilities for the wider community.

4.39 Development here could bring about increased investment and improvements to infrastructure – including provision of a new access off the A4135 and across the river, which would open up land to the rear of Draycott (an existing employment allocation, which has so far failed to attract interest from developers). This could become a major employment hub for the Cam and Dursley locality, and the wider District: hence we are proposing an ambitious target for employment growth.

#### What options or alternatives do we have?

4.40 The proposed range of development here includes between 200 and 500 new homes, although the theoretic capacity of sites here is far higher. The relatively high values generated by residential development are crucial to improving the viability of lower value employment development, as well as allowing investment in other services and facilities. Viability and the development's potential to maximise sustainability and bring benefits to the existing town (e.g. provision of services, infrastructure, new primary school etc), would be improved with a higher threshold of housing development (starting at around 750 homes). A higher threshold of residential development would also be needed in order to make any expansion and improvement of the to Cam's shopping area, services or community facilities really viable.

## Have your say!

*Would you like to comment on the proposals for growth and development in the Cam and Dursley vision area? Please use the consultation response form or online consultation portal ...*

**Q11.3** *Do you agree that the area north-east of Cam is a suitable place to focus this level of housing growth?*

- Yes: 200-500 new homes sounds about right
- I think there should be fewer
- I think there should be more
- No, I do not agree that this is a suitable growth area.

**Q12.3** *Do you agree that north-east of Cam is a suitable target for employment growth?*

- Yes: up to 1,500 new jobs sounds about right
- I think there should be fewer
- I think there should be more
- No, I do not agree that this is a suitable growth area.

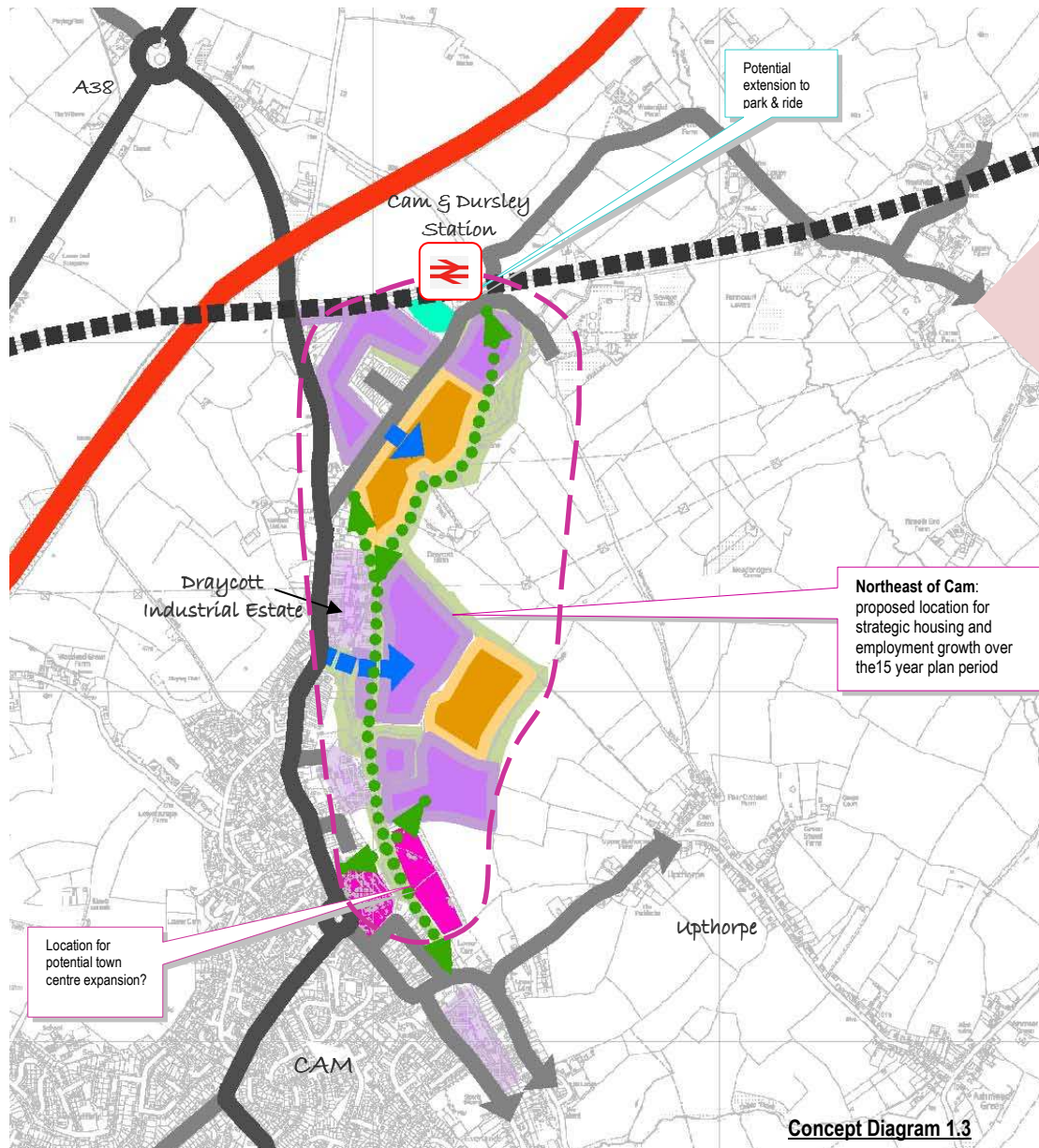
**Q13.3** *Do you agree with proposed approach of a large employment-led development, supplemented by some housing?*

- Overall, yes I do
- Overall, no I do not
- Yes I do, but I have some reservations

**Q10.3** *Within the Cam and Dursley vision area, are there specific sites that you have concerns about or places where there are opportunities you think we have missed?*

If you would like to explain any of your answers, suggest other alternatives, identify needs or raise issues relating to specific sites, please comment.

# So what could this look like?



-  Proposed location for strategic growth
-  Proposed new housing areas
-  Location for potential mixed-use local centre / expansion of existing town centre facilities
-  Existing employment areas nearby
-  Proposed new employment areas
-  Proposed green infrastructure (could include play spaces, leisure spaces, wildlife areas etc)
-  Potential "green links" (pedestrian, cycle routes etc)
-  Existing main roads
-  Existing local road network
-  Principal new local roads (white dashed)
-  Main access
-  Railway
-  Motorway
-  Potential transport improvements

**Concept Plan illustrating what an employment-led development of about 500 new homes and up to 1,500 jobs might look like.**

This collection of sites abuts the existing built up area and incorporates a site to the rear of Draycott that already has planning permission for employment purposes (to be served by a new access road from the A4135).

The scheme aims to retain important existing landscape features and avoids placing development on rising land above the 50m contour, to minimise impact on the landscape. It is very close to the Cam and Dursley railway station and there is potential to enhance facilities here. There is also the potential to extend the Cam Cycleway and Footpath alongside the River Cam, contributing to the completion of a direct link for cyclist and pedestrians between the centres of Cam and Dursley and the railway station. Whilst this plan does indicate a potential location for expansion of the town centre, this scale of development is unlikely to bring about significant improvements to Cam's shopping area, services or community facilities: a higher threshold of residential development near these facilities would be needed in order to make any expansion and improvement of the town centre facilities really viable.

*This concept diagram and description have been put together in liaison with the developer/landowner.*

## Further information:

*Strategic Housing Land Availability Assessment (SHLAA site numbers: 16, 33, 139, 150, 151, 198, 296, 313)*

*Core Strategy Discussion Paper: Towards a "Preferred Strategy" – pros and cons of potential locations for strategic growth (October 2011)*

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**Concept Diagram 1.3**





# Gloucester fringe

**Vision to 2026: Growing a sustainable community at Hunts Grove and preserving Gloucester's rural hinterland**

## A STRATEGIC GROWTH AREA

### Where are we now?

- 4.41 According to the census, these parishes had a combined population of more than 6,700 people (5.6% of the District's population) in 2001, over half of whom (3,900) lived in Hardwicke, which is part of the Gloucester Urban Area. But this is an expanding population and the figures for Hardwicke are probably higher today; the ongoing development at Hunts Grove will increase this by a further 1,750 households in coming years. There are also several key employment sites here. Over the District boundary, Gloucester City is experiencing significant employment growth, including at Waterwells business park. Gloucester is a net importer of workers: with more jobs than its resident workforce.
- 4.42 Upton St Leonards is the second largest settlement on the Gloucester fringe, but both Hardwicke and Upton have limited facilities and there are no towns that act as local service centres. These parishes are distinctly rural in character, populated by scattered hamlets and farmsteads, aside from the small villages of Haresfield and Brookthorpe. Almost half of the area is designated part of the Cotswold AONB and there are dramatic and far-reaching views to and from the Cotswold escarpment.
- 4.43 All of the district's major routes north (road and rail, as well as the Gloucester-Sharpness canal) pass through this area and Junction 12 (M5) lies just south of Hunts Grove. The motorway provides a distinct 'edge' to the urban expansion of the city.

4.44 **Key issues and top priorities:**

Public consultation (Key Issues: Spring 2009) and our evidence base have shown the following points to be high priorities for residents of parishes on Gloucester's fringe:

- \* Maintaining and improving the sustainability of our villages
- \* Improving the vitality and viability of our town centres
- \* Conserving and enhancing Stroud District's countryside and biodiversity
- \* Minimising waste generation and increasing recycling
- \* Providing resilience to flood risk

*This vision is meant to be an aspirational glimpse of the future: something that we can all work towards and a goal that will help to guide future policy and strategy*

### What do we want?

Parishes of the Gloucester fringe will retain their distinctiveness and rural character, providing a valuable green hinterland to the city and a setting for the Cotswolds AONB. At the urban fringe, particularly Hardwicke, Hunts Grove and Upton St Leonards, the motorway will represent a distinct and defensible limit to southerly expansion.

Hardwicke's village character and sense of community will be preserved, while the area to its east sees continued housing and employment growth, and plays an ever more important role as a 'gateway' to Gloucester. High quality design and improvements to transport and infrastructure will enhance the environment and quality of life for those living or working close to here, as well as improving the experience of those passing through.

Hunts Grove will grow into a sustainable new community with a strong sense of identity, served by its own "village centre" and providing easy and convenient access to nearby jobs.

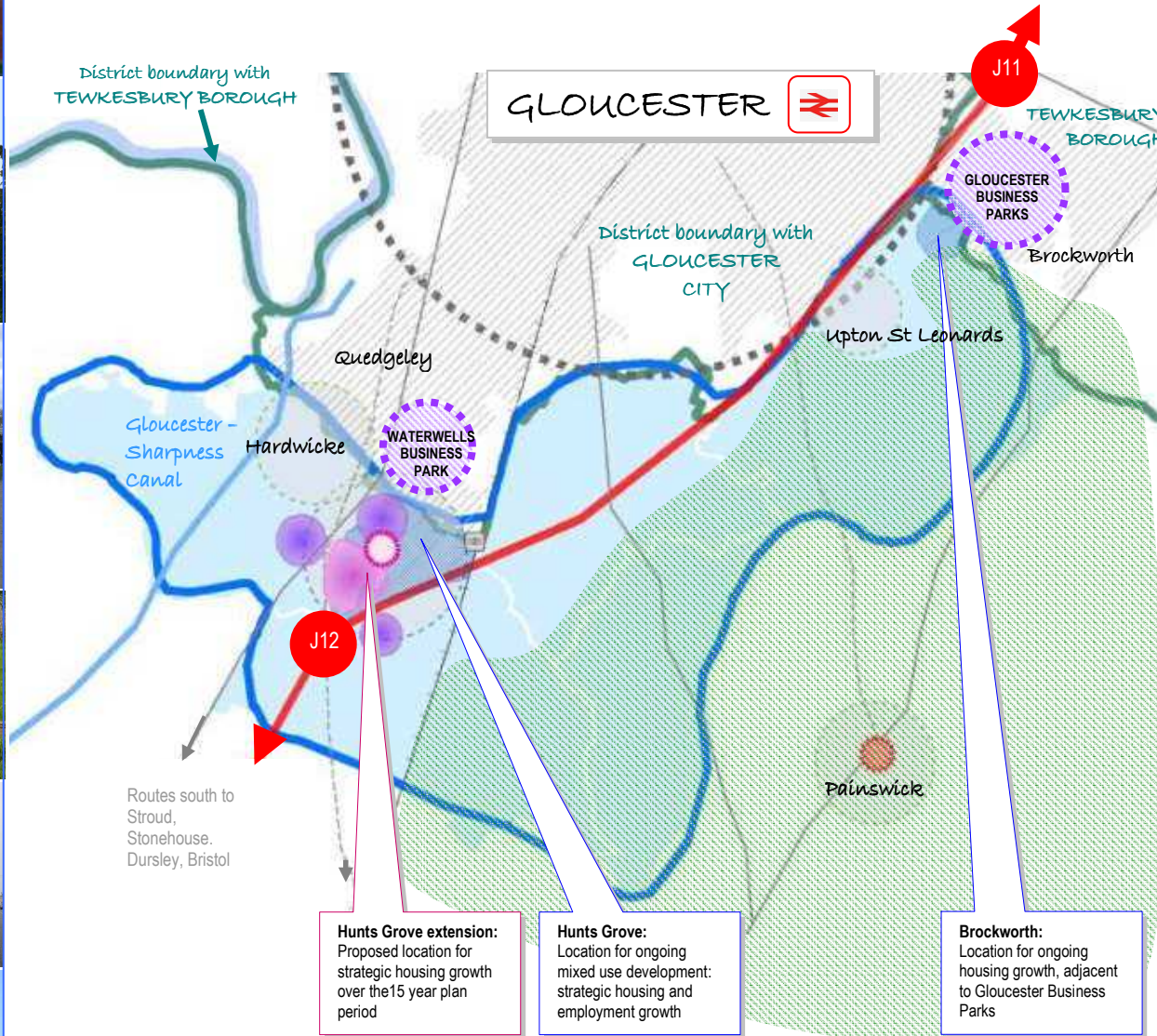
Growth and development will be minimal outside of this 'strategic location'. But communities elsewhere will have the chance to help shape their neighbourhoods, protecting and improving those aspects of the area that make it special to them, and identifying needs and opportunities that will help to improve their sustainability.

**↑ Vision 1.4: vision for the parishes of the Gloucester Fringe**



# So what could this look like?

## Proposed settlement hierarchy and key growth and development opportunities:



**Key Diagram 1.4:**  
spatial vision for Gloucester's rural fringe



## How are we going to get there?

4.45

### Guiding principles:

- 1 Hunts Grove will be a focus for the District's strategic growth, providing up to 2,500 homes in total over the plan period (up to 2026) and becoming effectively a "Local Service Centre" in our proposed settlement hierarchy. Hunts Grove will represent a single key development allocation at the Gloucester fringe
- 2 The Gloucester fringe will continue to be a major focus for employment provision: protect and enhance the employment 'hub' at Hardwicke; strengthen links to strategic employment opportunities at Waterwells, Kingsway and other sites on the southern edge of Gloucester City
- 3 Appropriate development will be supported to sustain Hardwicke and Upton St Leonards in their roles as Settlements with Limited Facilities; though lower-tier defined settlements will see minimal levels of development, except where it specifically addresses needs identified by communities through their Neighbourhood Plans (including affordable housing, community facilities, infrastructure, small businesses and/or home-working), building strong residential communities – both rural and urban
- 4 Conserve and enhance the landscape and built character of the urban/rural fringe to provide a strong and high quality edge to the City of Gloucester. Development at Hunts Grove to be physically contained and limited by A38 / M5 and the geographical and functional distinctness of Hardwicke village and Hunts Grove will be maintained
- 5 Safeguard the AONB and supportive landscapes from development pressure
- 6 Improve non-motorised connections between the City suburbs and the rural hinterland; enhance the existing good transport links and movement corridors and allow good permeability through any new development for walkers and cyclists.
- 7 Avoid development that would increase the risk of flooding elsewhere or be at risk itself
- 8 Secure high-quality, distinctive design, in keeping with local identity and character; preserve the individual character and distinctiveness of communities, villages and hamlets (there are no designated conservation areas in this vision area).
- 9 Managed and accessible countryside for leisure, recreation and health
- 10 Support low-impact development which will boost the rural economy: including farm diversification and uses that will bolster tourism, leisure and accessibility to the countryside for visitors and residents

4.46

### Opportunities, growth and key projects:

- Utilise land to the south and west of the exiting Hunts Grove development area (1,750 homes already permitted), to deliver between 500 and 750 more homes; a new local centre as part of the development, to include basic convenience shopping and community facilities; opportunity to produce a comprehensive new masterplan for the whole Hunts Grove area.

## What do we want?

### What you've told us...

Here are some of the issues and ideas that rated highly in our previous consultations, or were most frequently brought up in relation to the area around Gloucester's southern fringe:

In the past, we have had a very low response rate to our consultations from people living in this area (just 9 people took part in the Key Issues consultation in 2009), so it is difficult to draw conclusions from the responses we did have.

At Alternative Strategies stage (2010), development to the south of Gloucester was not specifically consulted on as an 'option', as it was essentially an obligation (through allocations in the then RSS, as explained in Chapter 2).

But common themes emerge in the responses we did get and in parish plans and other community strategies/statements.

- Concern was expressed that our draft 'Vision' did not place enough emphasis on the importance of the landscape here – either the areas covered by the AONB or the vale below it. That too much emphasis was given the "The Cotswolds"
- Related to this, several people expressed concern that the Cotswold AONB would be protected at their expense: that their area would be used as a 'dumping ground' for development; there were objections to being termed part of the "Gloucester Fringe", as this was felt to imply urban characteristics on this essentially rural area.
- The condition and accessibility of highways and public transport is raised as an issue by both Hardwicke and Upton St Leonards parish plans, with speed and congestion being particular concerns. Both communities lie at key 'gateways' to the Gloucester urban area.
- Neither plan places much emphasis on the need for additional housing, although affordability is mentioned as an issue for Hardwicke, while Upton St Leonards only expresses a need for housing suited to the elderly

- A focus for employment growth and intensification at key employment sites near to Hunts Grove
- Javelin Park may be identified by the County Council as a location for a new waste disposal plant – potential source of energy for nearby development or existing communities?
- Land at Naas Lane (on the Hunts Grove development site) has been safeguarded as a location for a potential new railway halt
- Potential new Motorway Service Area (Ongers Farm, Brookthorpe parish) (has planning permission but is currently subject to a legal challenge).

4.47

### Key supporting evidence base:

- Parish Plans
- Potential for future production of Neighbourhood Plans, bringing about locally-initiated development, to address locally-identified needs (including guiding delivery of strategic sites)
- Potential for place-specific Area Action Plans, masterplans and design briefs to shape the delivery of strategic sites

## QUESTIONS:

### Q9.4

**Do you agree with the proposed Vision for the Gloucester Fringe area ('mini-vision' statement 1.4 and key diagram 1.4) and do you consider that it feeds in well to the overall vision for the District (vision 1.0)?**

- Overall, yes I do
- Overall, no I do not
- Yes I do, but I have some reservations

If you would like to explain your answer, suggest other alternatives or opportunities, or raise specific issues, please comment.

### Q10.4

**Do you think that the Guiding Principles we have suggested for the Gloucester Fringe vision area will help to shape growth and development in a positive way?**

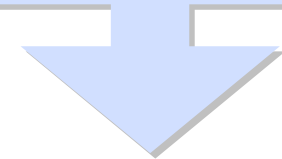
- Overall, yes I do
- No I do not
- Yes I do, but I have some reservations

If you disagree or have reservations, please explain your answer, if possible making specific reference to the Guiding Principle(s) you have concerns about.

## Have your say!

*Would you like to comment on the proposed 'mini vision' for the future of the Gloucester fringe area?*

*Please use the consultation response form or online consultation portal to select one of the following responses and, if you wish, to comment on alternatives and suggest amendments.*





# Hunts Grove, Hardwicke

Vision to 2026: Growing a sustainable community at Hunts Grove and preserving Gloucester's rural hinterland

## A STRATEGIC GROWTH AREA

### What could happen here?

- 500 – 750 new homes

#### What's the big idea? ... and why here?

4.48 Hunts Grove, near Hardwicke, is already being developed: 1,750 new homes were permitted here in 2008 and are due to be built out during the plan period. This major development sits amidst growing strategic employment areas at neighbouring Quadrant Distribution Centre, Waterwells Business Park, Quedgeley East and Quedgeley West.

4.49 This proposal would see an extension of the development already permitted, covering a further 33 hectares to the south of Haresfield Lane. This land could accommodate 500-700 more homes. In total this would create a sustainable urban extension of up to 2,500 dwellings. Including this land introduces the option to revise the masterplan and deliver a new primary access located between Junction 12 and Cross Keys roundabout. This would allow the separation of 'strategic' and 'local' traffic flows. Included in the proposal would be a relocated and enhanced Park and Ride/ 'Sustainable Transport hub'. This would be placed adjacent to the primary access, closer to the motorway junction than the current facility at Waterwells. The proposal includes a new local centre providing community and commercial facilities to serve the needs of the expanded new community. There would be a comprehensive network of green infrastructure providing formal and informal public open space, biodiversity gain and sustainable drainage opportunities. The new southern entrance to the development on the edge of the Gloucester would improve the 'sense of arrival' into the urban area. This would aim to be largely self-contained and strategically defined urban extension contained by the existing transport infrastructure to form a strong edge to the urban area.

#### What options or alternatives do we have?

4.50 There are two basic approaches to this proposal. Either (i) the 500-750 homes extension can be simply seen as an added area to the current masterplan; or (ii) the whole area, (except that part with detailed consent) can be looked at again and a new comprehensive masterplan produced to cover the whole site. The second approach is the preferred option, as it introduces the ability to reconfigure the site access and positioning of the local centre to better serve the overall development and to the benefit of existing communities. It also will allow the distribution of green space to be addressed and may enable further sustainable drainage solutions to be introduced.

## Have your say!

*Would you like to comment on the proposals for growth and development in the Gloucester Fringe vision area? Please use the consultation response form or online consultation portal ...*

**Q11.4** *Do you agree that Hunts Grove is a suitable place to focus this level of housing growth?*

- Yes: 500-750 new homes sounds about right
- I think there should be fewer
- I think there should be more
- No, I do not agree that this is a suitable growth area.

**Q12.4** *Do you agree that Hunts Grove does not need to accommodate additional employment growth (apart from modest numbers of jobs associated with the proposed neighbourhood centre)?*

- Yes, I think this proposal sounds about right
- I think there should be less employment growth
- I think there should be more employment growth

**Q13.4** *Do you agree with proposed approach of including this new housing and neighbourhood centre as part of a comprehensive re-masterplanning of the existing Hunts Grove development?*



















- Overall, yes I do
- Overall, no I do not
- Yes I do, but I have some reservations

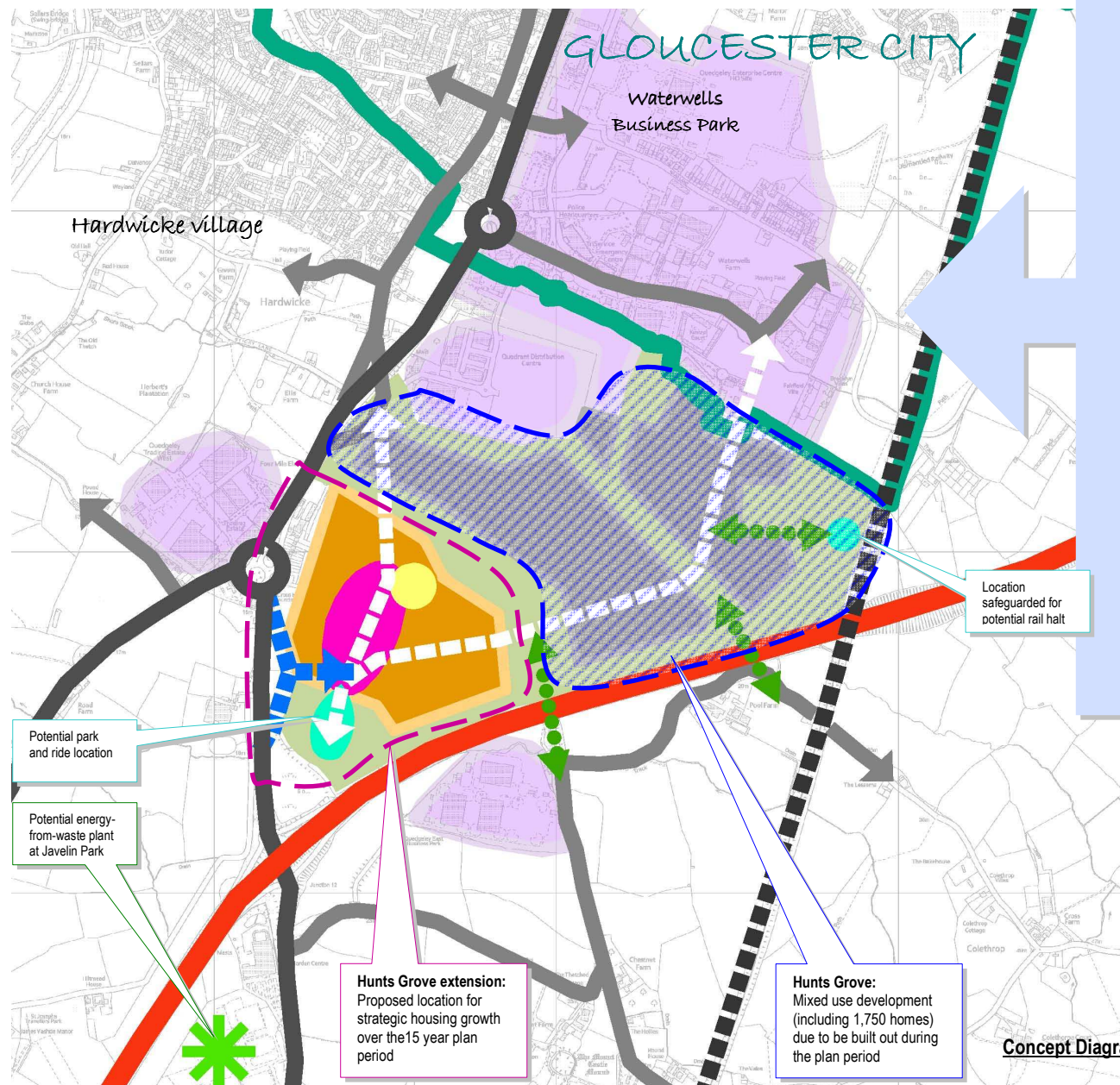
**Q10.4** *Within the Gloucester Fringe vision area, are there specific sites that you have concerns about or places where there are opportunities you think we have missed?*

If you would like to explain any of your answers, suggest other alternatives, identify needs or raise issues relating to specific sites, please comment.



# So what could this look like?

-  Stroud District boundary
-  Proposed location for strategic growth
-  Existing area of strategic growth
-  Housing already with planning permission
-  Proposed new housing areas
-  Proposed new mixed-use local centre
-  Existing employment areas nearby, likely to see continued growth over the plan period
-  Proposed school site
-  Proposed green infrastructure (could include play spaces, leisure spaces, wildlife areas etc)
-  Potential "green links" (pedestrian, cycle routes etc)
-  Existing main roads
-  Existing local road network
-  Principal new local roads (white dashed)
-  Main access
-  Railway
-  Motorway
-  Potential transport improvements
-  Potential source of energy for district heating



Concept Plan illustrating what a development of about 2,500 new homes might look like, including 750 on a new site that lies to the southwest of the existing development area.

This concept plan shows how the total development area could be re-masterplanned to incorporate up to 750 additional homes here. A new neighbourhood centre could be created, which would provide some service-related job opportunities and a focal-point for the new community. The scheme also shows a new primary school and some significant improvements to transport and infrastructure, which would benefit the wider area: this includes a park-and-ride facility and reconfigured road access, designed to improve traffic flow and create a sense of arrival at this key gateway to the City.

Crucial to the character and quality of this development would be a comprehensive network of green infrastructure – providing formal and informal public open space, improved 'green links' for walkers and cyclists as well as potential habitat enhancements.

*This concept diagram and description have been put together in liaison with the developer/landowner.*

### Further information:

Strategic Housing Land Availability Assessment (SHLAA site number: 9)

Core Strategy Discussion Paper: *Towards a "Preferred Strategy" – pros and cons of potential locations for strategic growth* (October 2011)

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**Concept Diagram 1.4**

# Berkeley cluster

**Vision to 2026: boosting vitality by making the most of our natural resources, leisure and tourism**

## A STRATEGIC GROWTH AREA

### Where are we now?

4.51 This cluster of parishes lies in the Severn Vale at the south-western corner of Stroud District, close to the boundary between Gloucestershire and South Gloucestershire. Berkeley is a historic market town, which today acts as a local service centre for a rural hinterland. Many residents of these parishes commute out of the District for work, leisure and anything other than convenience shopping (Bristol and Thornbury are within easy reach). With the closure of the Vale of Berkeley school, the nearest secondary school is Rednock in Dursley (10km away). Berkeley hospital has also recently closed and relocated to Dursley. The closure of BNFL has had an impact on local employment opportunities. The growth of Sharpness Docks with increased shipping has not progressed as envisaged in the previous Local Plan: the former employment allocations have not been taken up and accessibility is an issue.

4.52 The area is blessed with some beautiful landscape and valuable estuarine habitats, which are nationally and internationally protected. These parishes are also home to some of the District's major tourist attractions: notably, Berkeley Castle, The Jenner Museum, Cattle Country Adventure Park and the world-renowned Wildfowl and Wetlands Trust at Slimbridge (which can see up to 2,600 visitors in a day).

### 4.53 Key issues and top priorities:

Public consultation (Key Issues: Spring 2009) and our evidence base have shown the following points to be high priorities for residents of the parishes surrounding Berkeley:

- \* Providing for job opportunities across the District
- \* Protecting and enhancing our historic environment
- \* Minimising waste generation and increasing recycling
- \* Providing resilience to flood risk
- \* Maintaining and improving the sustainability of our villages
- \* Conserving and enhancing Stroud District's countryside and biodiversity

*This vision is meant to be an aspirational glimpse of the future: something that we can all work towards and a goal that will help to guide future policy and strategy*

## What do we want?

Berkeley town will continue in its historic role as a service centre for rural communities around it, although it is recognised that it cannot compete with larger towns within or outside the District for many goods or services. Instead, its local role will be bolstered through small scale growth to meet locally identified needs.

The town's vitality will also benefit from increased visitor numbers and passing trade, drawn to the area for work or leisure. Improvements to the working environment and leisure amenities at nearby Sharpness will provide a boost, and will act together with other attractions (including Berkeley Castle, Jenner Museum, Slimbridge Wildfowl and Wetlands Trust and several safe and attractive walking and cycling routes) to raise the profile of this part of the District. The townscape and public realm of Berkeley will be conserved and enhanced to improve the marketability of the area.

Villages and hamlets may see small scale development in response to identified local needs, boosting their ability to remain sustainable and thriving communities. Across the area, small scale local businesses are encouraged, supported by farm diversification and including low-impact tourism related activities.

Conservation and management of the area's distinctive built heritage, precious estuarine landscape and habitats will remain high priorities, as will resilience to climate change and associated flood risk.

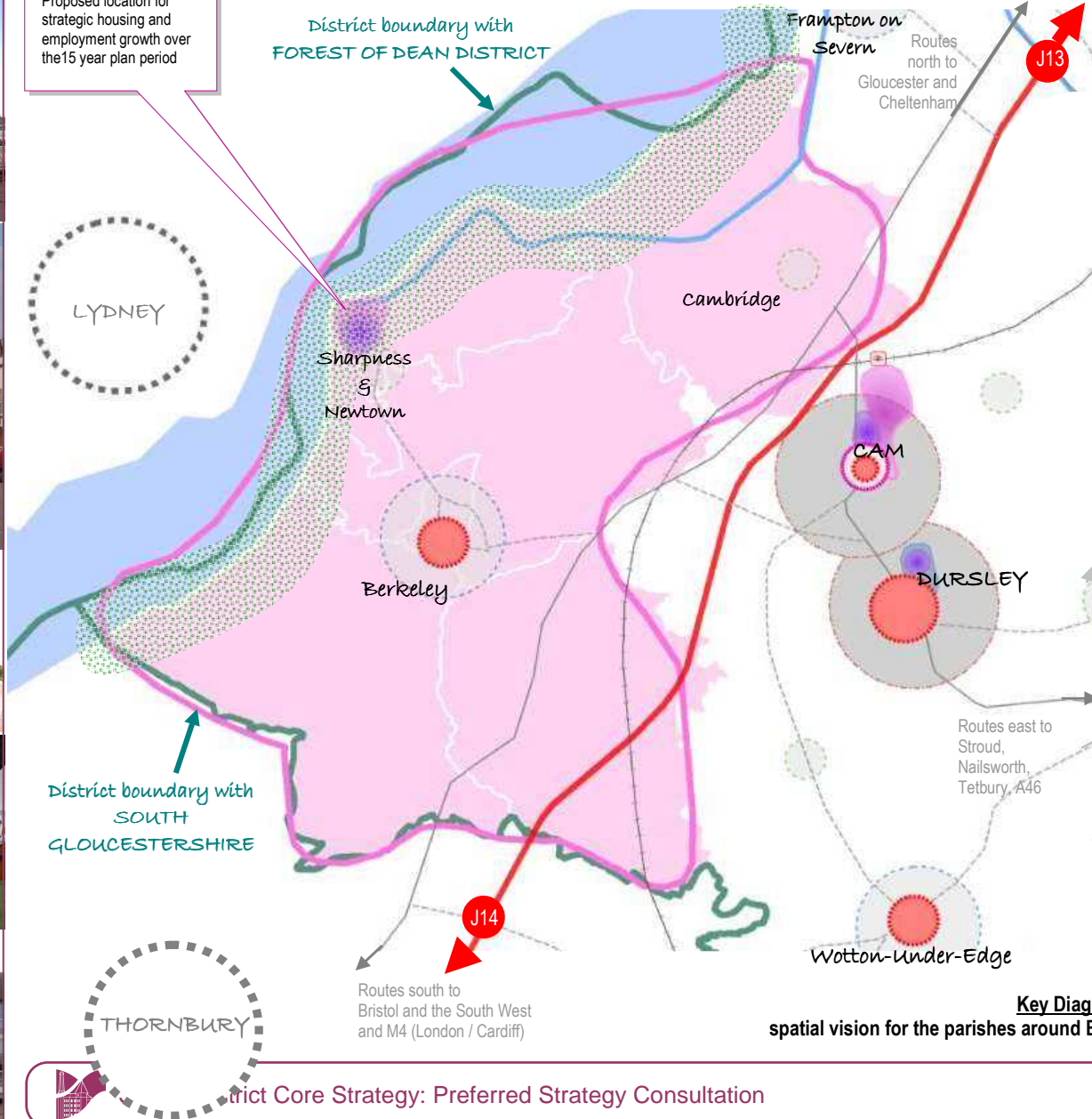


**Vision 1.5: vision for the parishes around Berkeley**



# So what could this look like?

**Sharpness:**  
Proposed location for strategic housing and employment growth over the 15 year plan period



## Proposed settlement hierarchy and key growth and development opportunities:

### Parishes:

- Berkeley
- Ham & Stone
- Alkington
- Hamfallow
- Hinton
- Slimbridge

Parishes of the Berkeley vision area

Strategic growth areas

Employment growth areas (outside of town centres)

### Towns:

"Local Service Centre":

- Berkeley

Existing / ongoing growth areas (Littlecombe, Dursley)

### Major villages:

"Settlements with limited facilities":

- Newtown and Sharpness
- Cambridge

Conserving wildlife and natural estuarine habitats

### Town Centres:

Local service centres: a focal point for retail, leisure, cultural and community facilities, commerce and employment

### New Centres:

Locations for new or expanding local service centres

**Key Diagram 1.5:**  
spatial vision for the parishes around Berkeley

## How are we going to get there?

4.54

### Guiding principles:

- 1 Sharpness docks will be a focus for the District's strategic growth, providing up to 250 new homes over the plan period (up to 2026) in association with intensified and upgraded employment provision on new and existing sites; land here will represent a single key strategic allocation in this 'vision area' to deliver this growth and sustain Sharpness / Newtown in its role as a Settlement with Limited Facilities (as defined in the proposed Settlement Hierarchy for the district)
- 2 This will be the only strategic location for development on the Severn floodplain: other strategic sites will be targeted elsewhere in the District, in order to minimize flood risk and ensure that the district's future growth is resilient to climate change. Detailed flood risk assessments will be required.
- 3 Appropriate development will be supported to boost Berkeley's role as a Local Service Centre for surrounding communities and to sustain Cambridge as a Settlement with Limited Facilities; lower-tier defined settlements will see minimal levels of development except where it addresses needs identified by communities through their Neighbourhood Plans (including affordable housing, community facilities, infrastructure, small businesses and/or home-working), building strong residential communities – both rural and urban
- 4 Support low-impact development which will boost the rural economy: including farm diversification and uses that will bolster tourism, leisure and accessibility to the countryside for visitors and residents
- 5 Conserve and enhance the area's heritage assets and secure high quality, distinctive design, in keeping with local identity and character - with particular emphasis on the conservation areas at the heart of Berkeley and at Sharpness Old Dock
- 6 Protect and enhance high quality natural landscape and estuarine habitats, including the nationally and internationally protected sites

4.55

### Opportunities, growth and key projects:

- 200 – 250 new homes plus significant employment development and a tourism-led mixed use waterfront development at Sharpness Docks

4.56

### Key supporting evidence base:

- Stroud District Town Centres & Retailing Study (2010)
- Parish Plans
- Potential for future production of Neighbourhood Plans, bringing about locally-initiated development, to address locally-identified needs (including guiding delivery of strategic sites)
- Potential for place-specific Area Action Plans, masterplans and design briefs to shape the delivery of strategic sites

## What do we want?

### What you've told us...

Here are some of the issues and ideas that rated highly in our previous consultations, or were most frequently brought up in relation to the area around Berkeley:

Although there was a very low response rate to our previous formal consultations from people living in this part of the District, our public exhibition at Berkeley Town Hall (Alternative Strategies consultation 2010) was well attended and common themes emerged in what people said to us and the issues identified in parish plans.

#### *"Make more of Sharpness!"*

This has been a clear and consistent message and a concern for people right across the District, not just people local to it. Sharpness is seen as an underused resource, where "something *must* happen". In the Key Issues consultation (2009), when asked about a range of options for providing job opportunities across the District, local participants were supportive of the idea of using employment land at Sharpness as a freight transport 'hub' – locally this was the most popular of the questionnaire's six employment-related options (District-wide it was second). People also expressed support for the protection of existing industrial areas and their redevelopment to provide more office and small workshop space (this scored highest, District-wide); as well as the promotion of development that would encourage the creation of health, leisure and tourism-related jobs.

#### *Maintain and improve the sustainability of our towns and villages*

This rated as one of the area's top priorities in our Key issues consultation (as it did District-wide). This is a common theme in local parish plans and community strategies, and several comments on the matter were received through our consultations. As in other parish clusters, the protection of facilities that house local services and community facilities is felt to be most important, while the idea of building more homes is often unpopular. Better public transport between villages and larger towns is considered very important. Concerns are often expressed about the need to travel long distances to work, particularly with the decline of agriculture as a local employer



4.57

### What options or alternatives do we have?

We think that a “concentration strategy” is the best way to meet the needs of the district as a whole, which has meant focusing the bulk of the district’s future growth and development at six strategic locations – including Sharpness Docks. But is there a case for some growth and development outside of the six strategic areas, if communities feel there is a need? In the future, Neighbourhood Plans (which are produced by communities themselves) could identify opportunities for small scale growth in some of the district’s other settlements – things like community facilities, infrastructure, affordable housing or small business units, not just market housing. Have a look at **Chapter 3 (The Preferred Strategy)** for more on this.



## Have your say!

*Would you like to comment on the proposed ‘mini vision’ for the future of the Berkeley area?*

*Please use the consultation response form or online consultation portal to select one of the following responses and, if you wish, to comment on alternatives and suggest amendments.*



### QUESTIONS:

#### Q8.5

**Do you agree with the proposed Vision for the Berkeley area (‘mini-vision’ statement 1.5 and key diagram 1.5) and do you consider that it feeds in well to the overall vision for the District (vision 1.0)?**

- Overall, yes I do
- Overall, no I do not
- Yes I do, but I have some reservations

If you would like to explain your answer, suggest other alternatives or opportunities, or raise specific issues, please comment.

#### Q9.5

**Do you think that the Guiding Principles we have suggested for the Berkeley vision area will help to shape growth and development in a positive way?**

- Overall, yes I do
- No I do not
- Yes I do, but I have some reservations

If you disagree or have reservations, please explain your answer, if possible making specific reference to the Guiding Principle(s) you have concerns about.



# Sharpness and Newtown

Vision to 2026: boosting vitality by making the most of our natural resources, leisure and tourism

## A STRATEGIC GROWTH AREA

### What could happen here?

- 200 – 250 new homes
- Provide new leisure- and tourism-based employment development and intensify employment use on existing sites

Housing and employment: a two-pronged approach, to make the most of an under-used resource

### What's the big idea? ... and why here?

- 4.58 This proposal has the ability to create new employment opportunities based upon tourism and leisure uses and land for 250 new homes on the land north of Sharpness Docks ("Sharpness Waterfront"). There is the opportunity to strengthen the existing operational dock and related employment uses and for the environmental quality of the Sharpness Estate as a whole to be improved. In turn this could attract new businesses and jobs to the area as well as creating an attractive place to work, live and spend leisure time.
- 4.59 Development here would be based upon the principles of growth, connectivity and sustainability. A new tourism-related, job creating development would exploit the Gloucester-Sharpness Canal, and the Severn Estuary heritage. For example, tourism and leisure uses could include boutique camping, holiday let accommodation and visitor centre. The regeneration of Sharpness Waterfront provides a great opportunity to improve visitor and community access to, and connection with, the site's existing green infrastructure assets (such as the canal and the Severn Way) and to develop new green infrastructure for local community use including a new parkland and sports field.
- 4.60 To deliver this vision, it will be necessary to make significant investment in site remediation and infrastructure in order to open up the undeveloped land. Investment will be required to create segregated access arrangements by re-opening access from Oldminster Road and reinstating the bridge crossing. Thus there is a need to incorporate higher value residential development in order to help fund the other improvements in the area.
- ### What options or alternatives do we have?
- 4.61 Delivery of the overall vision requires a significant number of new homes to generate the values required to fund the necessary site remediation and infrastructure costs to open up the undeveloped land for lower value generating tourism led, employment uses.

## ~ Have your say!

*Would you like to comment on the proposals for growth and development in the Berkeley vision area? Please use the consultation response form or online consultation portal ...*

### **Q10.5 Do you agree that Sharpness is a suitable place to focus this level of housing growth?**

- Yes: 200-250 new homes sounds about right
- I think there should be fewer
- I think there should be more
- No, I do not agree that this is a suitable growth area

### **Q11.5 Do you agree that Sharpness is a suitable target for employment growth?**

- Yes, I think this proposal sounds about right
- No, I do not agree that this is a suitable growth area
- Yes I do, but I have some reservations

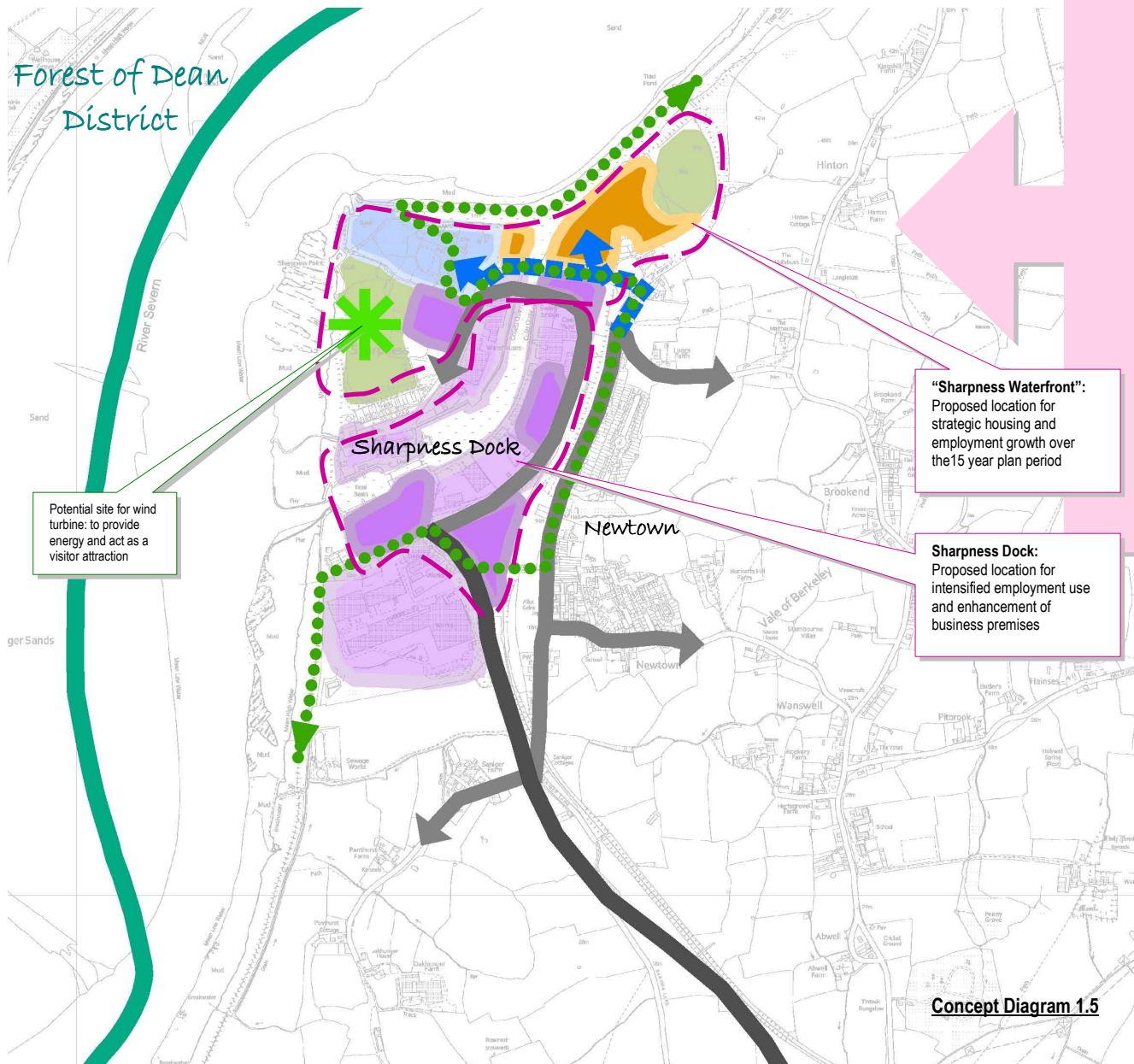
### **Q12.5 Do you agree with proposed approach of creating a leisure- and tourism-led mixed-use development here, enabling the upgrading of existing employment sites?**

- Overall, yes I do
- Overall, no I do not
- Yes I do, but I have some reservations

### **Q13.5 Within the Berkeley vision area, are there specific sites that you have concerns about or places where there are opportunities you think we have missed?**

If you would like to explain any of your answers, suggest other alternatives or raise issues relating to specific sites, please comment.

# So what could this look like?



Concept Plan illustrating what a tourism-led mixed use waterfront development including about 250 new homes might look like.

This scheme shows new employment opportunities based upon tourism and leisure uses (approx 7.75 hectares) and sites for 250 new homes (approx 8.4 hectares) on the land north of Sharpness Docks ("Sharpness Waterfront").

Existing employment land in the docks area totals around 32.5 hectares. The scheme also envisages the existing operational dock and related employment uses being strengthened and the environment quality of the Sharpness Estate as a whole being improved to attract new businesses and jobs to the area, as well as creating an attractive place to work, live and spend leisure time.

*This concept diagram and description have been put together in liaison with the developer/landowner.*

### Further information:

Strategic Housing Land Availability Assessment (SHLAA site numbers: 73, 158, 187, 188, 189, 106, 277, 321)

Core Strategy Discussion Paper: *Towards a "Preferred Strategy" – pros and cons of potential locations for strategic growth* (October 2011)

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**Concept Diagram 1.5**





# Severn Vale

**Vision to 2026: Maintaining a distinctive rural way of life and strengthening the resilience of the area's communities, built heritage and natural environment**

## Where are we now?

- 4.62 With much of this area falling within the functional floodplain of the Severn, it has a generally low lying open and flat landscape with the exception of some hillocks that the River meanders around. The cluster is transversed by key north/south through-routes (M5, A38 and the Gloucester-Sharpness canal), but many communities lie a long way off any main road.
- 4.63 The farming community is strong and holdings range from medium-scale dairy, arable and beef to family run smallholdings. The natural environment is high quality with sympathetically managed agricultural land, orchards, woodland and watercourses; the Severn Estuary and its margins offer an internationally important wildlife and habitat resource. Frampton-on-Severn (the only settlement meeting the criteria of a "local service centre" in our proposed settlement hierarchy) has an exceptional built heritage, with a high number of listed buildings set around a very distinctive, long village green.
- 4.64 The hamlets and villages are few and relatively isolated, reflected in the relatively low population densities of these parishes compared to many other parts of the District. The communities are active and have a strong sense of local identity with more than half living there more than 10 years. The area is becoming well known for day tourism for walkers, cyclists and horse-riders. There are no major employment areas within this cluster.

### 4.65 Key issues and top priorities:

Public consultation (Key Issues: Spring 2009) and our evidence base have shown the following points to be high priorities for residents of the Severn Vale parishes:

- \* Achieving a better transport system to help reduce CO<sub>2</sub> emissions
- \* Minimising waste generation and increasing recycling
- \* Contributing to the provision of renewable and low-carbon energy generation in the District
- \* Providing for job opportunities across the District
- \* Maintaining and improving the sustainability of our villages
- \* Providing resilience to flood risk

*This vision is meant to be an aspirational glimpse of the future: something that we can all work towards and a goal that will help to guide future policy and strategy*


## What do we want?

This area has a special character – its unique social and environmental distinctiveness relies partly on its relative isolation and its estuarine location. The relationship to the River Severn is a key aspect in local land use and management decisions. Whilst maintaining and improving public transport, accessibility and services will remain key aims for these communities, this part of the district will experience no 'strategic' growth or development during the plan period.

But villages and hamlets may see small scale development in response to identified local needs, boosting their ability to remain sustainable and thriving communities. Frampton on Severn and Whitminster will continue to be a focus for local service provision; while across the area, small scale local businesses are encouraged, supported by farm diversification and including low-impact tourism related activities.

Communities will also feel the environmental and economic benefits of the restored Stroudwater canal. Saul Junction will become an important visitor 'gateway' to the Cotswold Canals and the wider Stroud District – part of a growing and ever-improving network of walking and cycling routes.

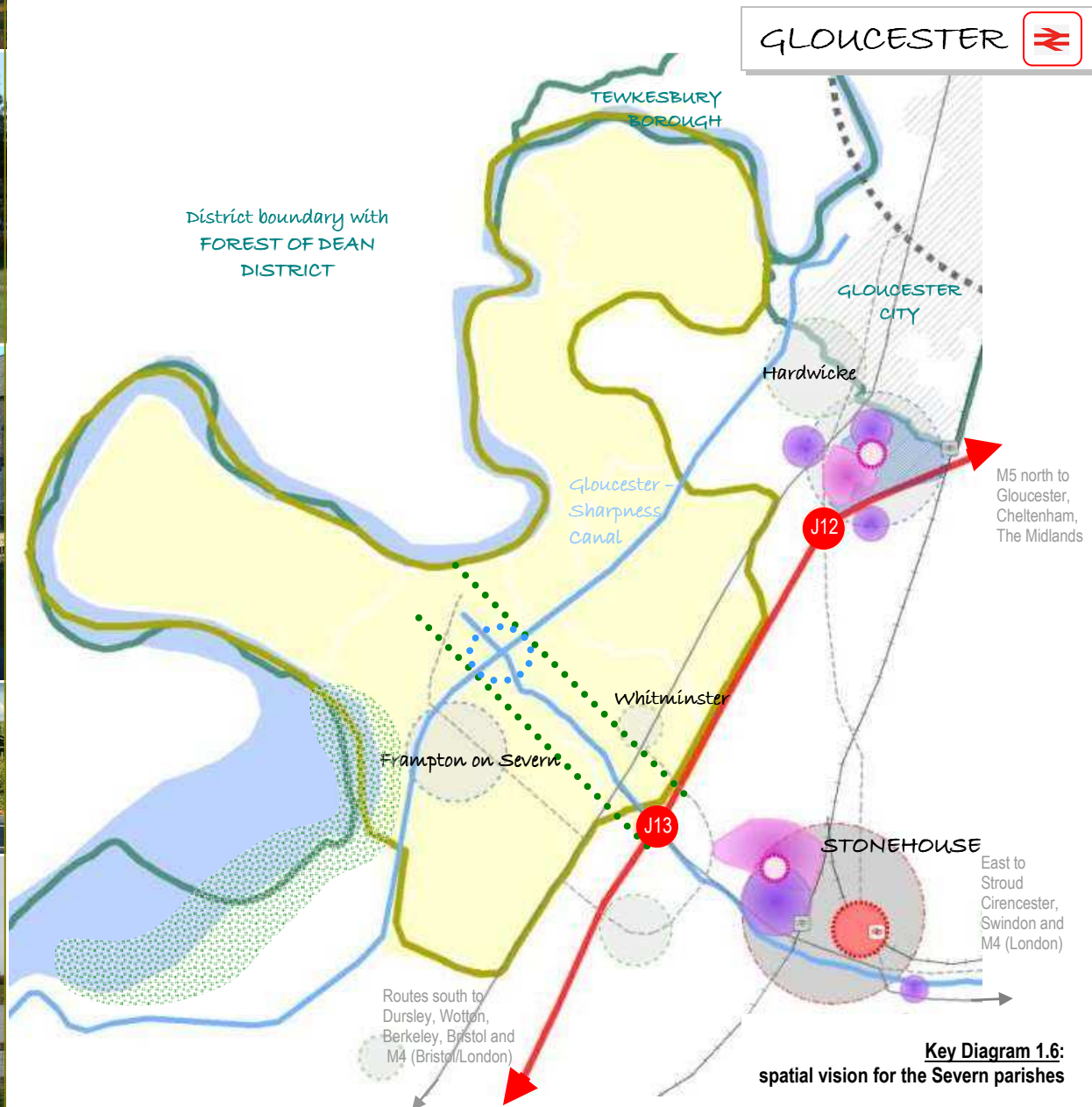
Conservation and management of the area's distinctive built heritage, precious estuarine landscape and habitats will remain high priorities, as will resilience to climate change and associated flood risk.

 **Vision 1.6: vision for the parishes of the Severn Vale**





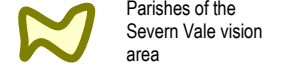
# So what could this look like?



## Proposed settlement hierarchy and key growth and development opportunities:

### Parishes:

- Arlingham
- Elmore
- Frampton on Severn
- Fretherne with Saul
- Longney
- Moreton Valence
- Whitminster



### Growth and development nearby:

- Strategic growth areas
- Employment growth areas (outside of town centres)
- Existing / ongoing growth areas
- Canal conservation and restoration
- Saul Junction: a gateway to the Cotswold Canals
- Conserving wildlife and natural estuarine habitats

### Major villages:

"Local Service Centre":  
● Frampton on Severn

"Settlements with limited facilities":  
● Whitminster

### Strategically significant city:

Regionally important service centre:  
**Gloucester's** urban area includes nearby Hardwicke

### Town Centres:

Local service centres: a focal point for retail, leisure, cultural and community facilities, commerce and employment

### New Centres:

Locations for new or expanding local service centres

**Key Diagram 1.6:**  
spatial vision for the Severn parishes



## How are we going to get there?

4.66

### Guiding principles:

- 1 This area will see no strategic development over the plan period: the district's strategic growth and development will be targeted outside the Severn floodplain, in order to minimize flood risk and ensure that the district's future growth is resilient to climate change.
- 2 Appropriate development will be supported to boost Frampton on Severn's role as a Local Service Centre for surrounding communities and to sustain Whitminster as a Settlement with Limited Facilities; though lower-tier defined settlements will see minimal levels of development, except where it specifically addresses needs identified by communities through their Neighbourhood Plans (including affordable housing, community facilities, infrastructure, small businesses and/or home-working)
- 3 Support low-impact development which will boost the rural economy: including farm diversification and uses that will bolster tourism, leisure and accessibility to the countryside for visitors and residents
- 4 Focus on canal restoration and canal corridor conservation, including a 'gateway' to the Cotswold Canals at Saul Junction
- 5 Conserve and enhance the area's heritage assets and secure high quality, distinctive design, in keeping with local identity and character to preserve the individual character and distinctiveness of communities, villages and hamlets - with particular emphasis on the conservation areas at the heart of Frampton on Severn, Saul and Arlingham, as well as the Industrial Heritage Conservation Area, which covers the Stroudwater Canal and River Frome corridor
- 6 Protect and enhance high quality natural landscape and estuarine habitats, including the nationally and internationally protected sites

4.67

### Key supporting evidence base:

- Industrial Heritage Conservation Area Design Guide SPA (2008)
- Industrial Heritage Conservation Area Management Proposals SPD (2008)
- Parish Plans
- Design Statements: Longney & Epney (adopted as SPA, 2011)
- Potential for future production of Neighbourhood Plans, bringing about locally-initiated development, to address locally-identified needs

## What do we want?

### *What you've told us...*

Here are some of the issues and ideas that rated highly in our previous consultations, or were most frequently brought up in relation to the Severn vale area:

In the past, we have had a very low response rate to our consultations from people living in this area, so it is difficult to draw conclusions from the responses we did have. But common themes emerge in parish plans, Longney & Epney Design Statement and other community strategies/statements.

- The condition of roads in the area is often raised as a concern, including drainage on areas at risk of flash flooding
- Flood risk and drainage is itself often raised as a major issue
- In their parish plans, both Frampton-on-Severn and Fretherne-with-Saul identify a need for small scale affordable housing development, with the principal objective being to enable young people to remain living within the communities where they grew up
- Frampton-on-Severn's parish plan also accepts a need for additional market housing, including family homes and a handful of 'high value' properties
- The overall feel of Frampton-on-Severn's plan showed how the preservation and protection of the parish was of high concern to the community

4.68

### Opportunities, growth and key projects:

- Canal conservation and restoration at the “gateway to the Cotswold Canals”
- Developing the Severn Estuary Flood Risk Management Strategy and Action Plan with the Environment Agency
- Improvements to rural broadband

4.69

### What options or alternatives do we have?

We think that a “concentration strategy” is the best way to meet the needs of the district as a whole, which has meant focusing the bulk of the district’s future growth and development at six strategic locations – none of which lie within the Wotton ‘vision area’. But is there a case for some growth and development outside of the six strategic areas, if communities feel there is a need? In the future, Neighbourhood Plans (which are produced by communities themselves) could identify opportunities for small scale growth in some of the district’s other settlements – things like community facilities, infrastructure, affordable housing or small business units, not just market housing. Have a look at **Chapter 3 (The Preferred Strategy)** for more on this.

### QUESTIONS:

**Q8.6**

***Do you agree with the proposed Vision for the Severn Vale area (‘mini-vision’ statement 1.6 and key diagram 1.6) and do you consider that it feeds in well to the overall vision for the District (vision 1.0)?***

- Overall, yes I do
- Overall, no I do not
- Yes I do, but I have some reservations

If you would like to explain your answer, suggest other alternatives or opportunities, or raise specific issues, please comment.

**Q9.6**

***Do you think that the Guiding Principles we have suggested for the Severn Vale vision area will help to shape growth and development in a positive way?***

- Overall, yes I do
- No I do not
- Yes I do, but I have some reservations

If you disagree or have reservations, please explain your answer, if possible making specific reference to the Guiding Principle(s) you have concerns about.

**Q10.6**

***Within the Severn Vale vision area, are there specific sites that you have concerns about, places where there are opportunities you think we have missed, or development needs that we haven’t identified?***

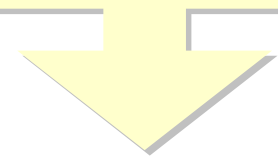
If you would like to explain your answer, suggest other alternatives, identify needs or raise issues relating to specific sites, please comment.



## Have your say!

*Would you like to comment on the proposed ‘mini vision’ for the future of the Severn Vale area?*

*Please use the consultation response form or online consultation portal to select one of the following responses and, if you wish, to comment on alternatives and suggest amendments.*





# Wotton cluster

**Vision to 2026: Improving access to jobs, services and facilities in the south of the District, to boost local sustainability and community vitality**

## Where are we now?

- 4.70 This is a largely rural area (population 8,000+, with 5,500 based in Wotton itself) on the western escarpment of the Cotswolds, overlooking the Severn Vale. Wotton-under-Edge sits on a ledge below the Cotswold Escarpment and is crossed by the Cotswold Way national trail and Monarchs Way long distance path. The centre of the town (one of the District's former market towns, which grew as a wool and cloth-trading centre) is a Conservation Area and sits within the Cotswolds AONB.
- 4.71 Surrounding villages and hamlets look towards Wotton-under-Edge as a local service centre. Renishaw Ltd is a major employer, based just outside the village of Kingswood. 74% of working people commute to surrounding towns and cities (it is relatively close to Bristol and to Oldbury Power Station, another major employer), but the town itself is still commercially active itself. There are a good range of shops and services in the town including an agricultural market, a local cinema and swimming pool.
- 4.72 Accessibility is an issue in all communities. In the town, a combination of car-reliance, topography and historic street layout can lead to congestion. In the villages and hamlets public transport is poor. All the local communities are active with a wide range of community groups. Unemployment is low, as is crime.
- 4.73 **Key issues and top priorities:**

Public consultation (Key Issues: Spring 2009) and our evidence base have shown the following points to be high priorities for residents of Wotton-Under-Edge and surrounding parishes:

- \* Providing for job opportunities across the District
- \* Improving the vitality and viability of our town centres
- \* Maintaining and improving the sustainability of our villages
- \* Conserving and enhancing Stroud District's countryside and biodiversity
- \* Achieving a better transport system to help reduce CO<sub>2</sub> emissions
- \* Minimising waste generation and increasing recycling

*This vision is meant to be an aspirational glimpse of the future: something that we can all work towards and a goal that will help to guide future policy and strategy*

## What do we want?

Lying at the southernmost tip of the District, the parishes around Wotton-Under-edge naturally look southwards to Bristol and South Gloucestershire for many of their needs. The impacts of this proximity will always be felt and Stroud District can never compete with Bristol's employment, retail and leisure offer. But a key aim for the plan period will be to improve opportunities for people to access jobs, services and facilities without having to travel long distances. The south of the District will benefit from the growth of a major employment 'hub' at Cam, as well as the revitalisation of Dursley as an accessible local service centre.

Wotton-under-Edge itself will continue to be a town with commercial activity and local employment, meeting the everyday needs of its surrounding rural communities. High street vitality will be maintained, with a varied and well-used range of shops and services in its pretty town centre. This will be supported by strong community input into cultural and leisure facilities, such as the Picture House.

Whilst this area will not see growth on a 'strategic' scale, villages and hamlets may see small scale development in response to identified local needs, boosting their ability to remain sustainable and thriving communities. Across the area, small scale local businesses are encouraged, supported by farm diversification and including low-impact tourism related activities.

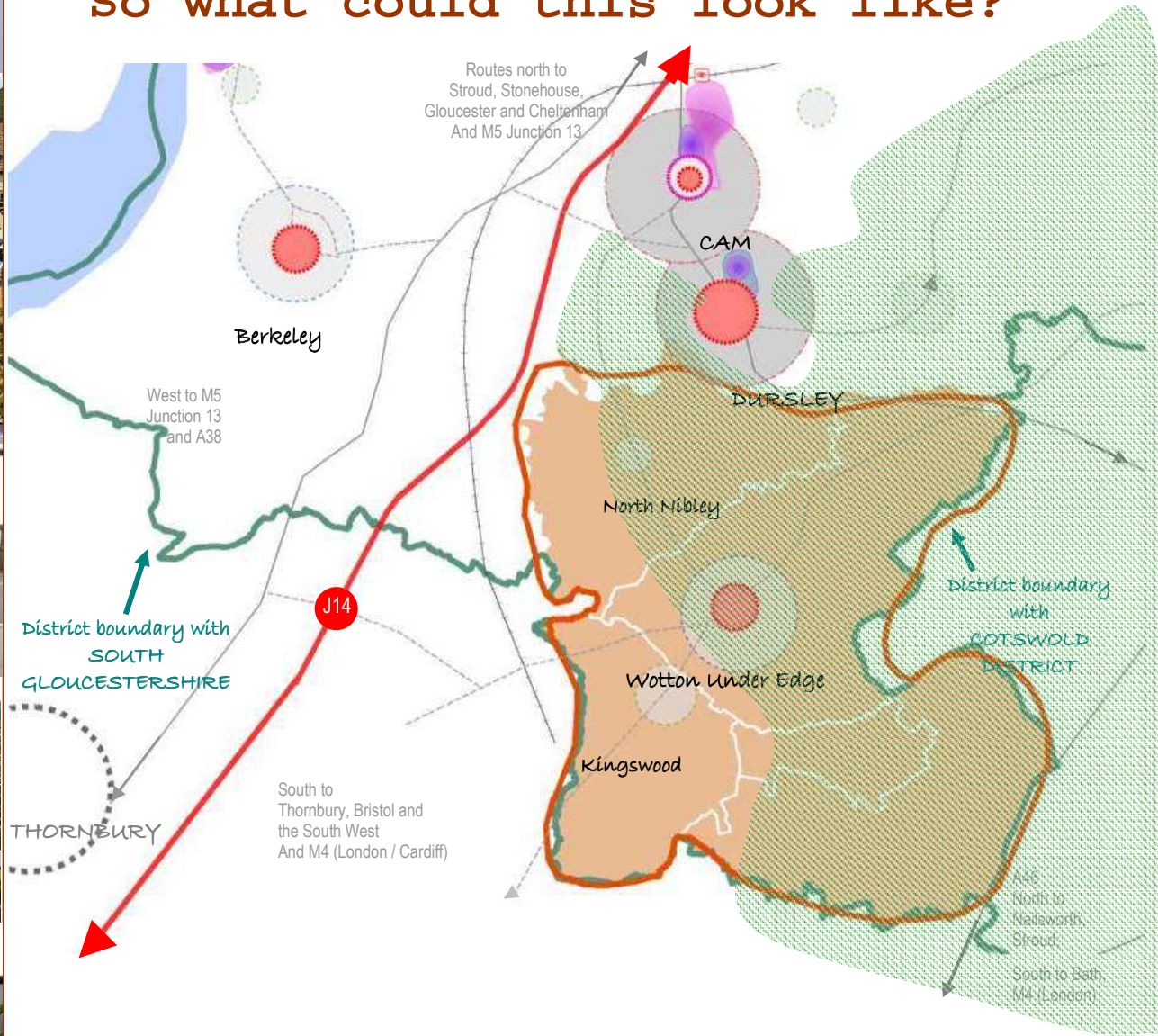


**Vision 1.7:** vision for the parishes around Wotton-Under-Edge






# So what could this look like?






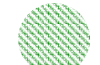
## Proposed settlement hierarchy and key growth and development opportunities:

### Parishes:

- Wotton-Under-Edge
- North Nibley
- Kingswood
- Alderley
- Hillesley & Tresham

 Parishes of the Wotton Under Edge vision area

### Growth and development nearby:

-  Strategic growth areas
-  Employment growth areas (outside of town centres)
-  Existing / ongoing growth areas
-  Conserving and enhancing the Cotswolds AONB

### Towns:

"Local Service Centre":  
● Wotton-Under-Edge


### Major villages:

"Settlements with limited facilities":  
● Kingswood  
● North Nibley

### Town Centres:

 Local service centres: a focal point for retail, leisure, cultural and community facilities, commerce and employment

### New Centres:

 Locations for new or expanding local service centres

**Key Diagram 1.7:**  
spatial vision for the parishes around Wotton-Under-Edge



## How are we going to get there?

4.74

### Guiding principles:

- 1 This area will see no strategic development over the plan period.
- 2 Appropriate development will be supported to boost Wotton Under Edge's role as a Local Service Centre for surrounding communities, aiming to sustain and improve high street vitality
- 3 Appropriate development will be supported to sustain Kingswood and North Nibley in their roles as Settlements with Limited Facilities; though lower-tier defined settlements will see minimal levels of development, except where it specifically addresses needs identified by communities through their Neighbourhood Plans (including affordable housing, community facilities, infrastructure, small businesses and/or home-working)
- 4 Support low-impact development which will boost the rural economy: including farm diversification and uses that will bolster tourism, leisure and accessibility to the countryside for visitors and residents
- 5 Conserve and enhance the area's heritage assets and secure high quality, distinctive design, in keeping with local identity and character to preserve the individual character and distinctiveness of communities, villages and hamlets - with particular emphasis on the conservation areas at the heart of Wotton Under Edge, Kingswood and the small village of Alderley
- 6 Conserve and enhance high quality natural landscape, including the AONB and its setting

4.75

### Key supporting evidence base:

- Stroud District Town Centres & Retailing Study (2010)
- Parish Plans
- Potential for future production of Neighbourhood Plans, bringing about locally-initiated development, to address locally-identified needs

4.76

### Opportunities, growth and key projects:

- Wotton-Under-Edge Community Sports Foundation: outdoor sports and recreation facility (land to rear of Katherine Lady Berkeley school)
- Several brownfield sites exist within Wotton and Kingswood, with potential for re-use and regeneration.
- Improvements to rural broadband

No other significant 'known' growth or development projects have been identified as likely to come forward during the plan period. If you are aware of any, please let us know through Question 13.7.

## What do we want?

### *What you've told us...*

Here are some of the issues and ideas that rated highly in our previous consultations, or were most frequently brought up in relation to the Wotton-Under-edge vision area:

### *"we're full up already!"*

Only 13 people from this area took part in our Key Issues Consultation (2009) ... but more than 100 sent us comments or filled in our questionnaire at Alternative Strategies stage (2010) and 80 people signed in at our exhibition at the Wotton farmers market: the potential 'threat' of development seems to have galvanised communities and overwhelmingly these responses expressed opposition to potential housing development in Wotton Under Edge or Kingswood (including more than 80 signatories to a petition opposing development on a SHLAA site at Holywell Farm).

Whilst it is debatable whether these communities really have seen an 'unfair' or disproportionate amount of growth in recent years compared to elsewhere in the District, there is undoubtedly a strong sense that services and facilities are being stretched to the limit – and many people seem concerned about traffic congestion and car parking issues.

*"Although Stroud is supposedly the District's principal town, it isn't really an important focus for me: I get everything I need from elsewhere"*

While there were communities right across the district who agreed with this statement in our questionnaire, 73% of respondents from the Wotton cluster agreed with this (no one disagreed). Many of these communities feel 'out on a limb', with more affinity to South Gloucestershire and Bristol than much of the rest of our District.

### What options or alternatives do we have?

We think that a “concentration strategy” is the best way to meet the needs of the district as a whole, which has meant focusing the bulk of the district’s future growth and development at six strategic locations – none of which lie within the Wotton ‘vision area’. But is there a case for some growth and development outside of the six strategic areas, if communities feel there is a need? In the future, Neighbourhood Plans (which are produced by communities themselves) could identify opportunities for small scale growth in some of the district’s other settlements – things like community facilities, infrastructure, affordable housing or small business units, not just market housing. Have a look at **Chapter 3 (The Preferred Strategy)** for more on this.



## Have your say!

*Would you like to comment on the proposed ‘mini vision’ for the future of the Wotton-Under-Edge area?*

*Please use the consultation response form or online consultation portal to select one of the following responses and, if you wish, to comment on alternatives and suggest amendments.*

### QUESTIONS:

#### Q8.7

*Do you agree with the proposed **Vision** for the Wotton area (‘mini-vision’ statement 1.7 and key diagram 1.7) and do you consider that it feeds in well to the overall vision for the District (vision 1.0)?*

- Overall, yes I do
- Overall, no I do not
- Yes I do, but I have some reservations

If you would like to explain your answer, suggest other alternatives or opportunities, or raise specific issues, please comment.

#### Q9.7

*Do you think that the **Guiding Principles** we have suggested for the Wotton-under-Edge vision area will help to shape growth and development in a positive way?*

- Overall, yes I do
- No I do not
- Yes I do, but I have some reservations

If you disagree or have reservations, please explain your answer, if possible making specific reference to the Guiding Principle(s) you have concerns about.

#### Q10.7

*Within the Wotton-under-Edge vision area, are there specific sites that you have concerns about, places where there are opportunities you think we have missed, or development needs that we haven’t identified?*

If you would like to explain your answer, suggest other alternatives, identify needs or raise issues relating to specific sites, please comment.





# Cotswold cluster

**Vision to 2026: Protecting and enhancing all the things that make the Cotswolds a thriving and inclusive place to live, as well as a great place to visit**

## Where are we now?

4.78 This cluster of parishes falls entirely within the Cotswold Area of Outstanding Natural Beauty (AONB) and is predominantly rural. The largest settlement here is Painswick, which lies at the heart of these rural parishes (6,700 population collectively). Residents of these parishes make up just 6% of the total District population, spread over a large land area.

4.79 The Cotswolds are world-renowned for their landscape and the pretty limestone villages that populate it. But, as with elsewhere in the District, rural life is changing with fewer people now working in the villages and residents commuting long distances to work. There has certainly been a decline in village services in modern times and a common perception is that that second homes and holiday homes are affecting rural communities' vitality (although in fact numbers are not extraordinarily high, being only 0.27% of the total households in these parishes according to the last census). Housing affordability is an issue – average house prices here are amongst the highest in the District. Owner-occupation levels are high compared to elsewhere in the District, while levels of social housing are very low. Painswick and Pitchcombe have a high proportion of pensioner households: 37% and 38% of all their households, respectively (2001 census). The loss of traditional skills is perhaps the most significant issue for the future management of the landscape.

### 4.80 Key issues and top priorities:

Public consultation (Key Issues: Spring 2009) and our evidence base have shown the following points to be high priorities for residents of the Cotswold parish cluster:

- \* Maintaining and improving the sustainability of our villages
- \* Conserving and enhancing Stroud District's countryside and biodiversity
- \* Improving the vitality and viability of our town centres
- \* Meeting the needs of an increasingly elderly population
- \* Providing for job opportunities across the District
- \* Protecting and enhancing our historic environment

*This vision is meant to be an aspirational glimpse of the future: something that we can all work towards and a goal that will help to guide future policy and strategy*

## What do we want?

A key goal for the future of this area will be to ease the tension between its role as a major tourist attraction and 'protected landscape' and its ability to function as a place where people can live and work.

The popularity of the area with tourists presents real opportunities and will continue to play a major part in Stroud District's economy: the Cotswold 'brand' is an important draw for inward investment to the District. As such, the preservation and enhancement of the area's landscape, character and built heritage will be paramount.

Given the relative affluence of this area, high-end and high quality tourism and leisure products (including accommodation, attractions, events, eating and drinking places) are likely to find customers amongst the resident community as well as visitors. But inclusiveness, rather than exclusiveness, will be a goal – improving access for all to the countryside and facilities on offer.

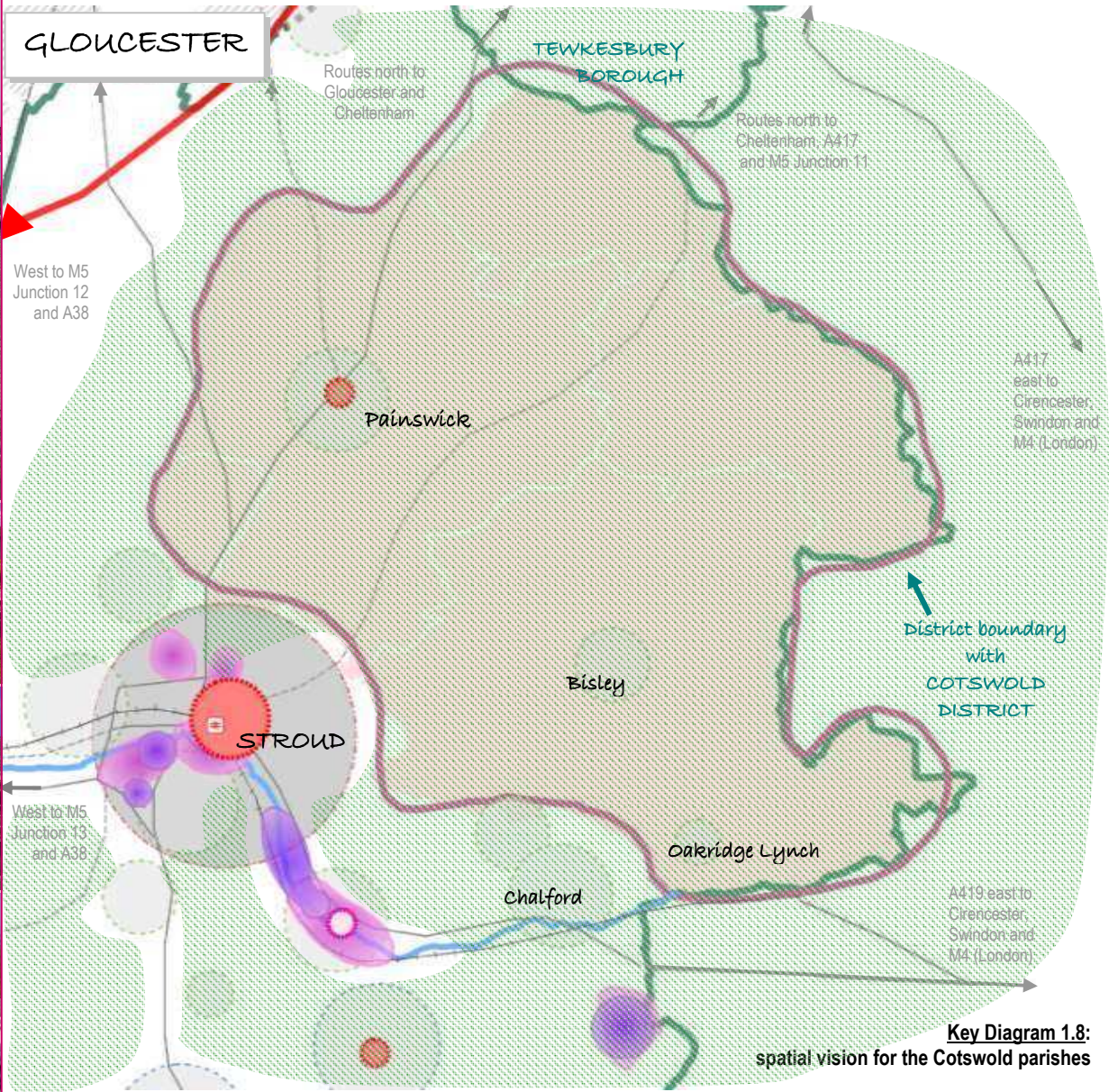
At the heart of the area lies Painswick, "the Queen of the Cotswolds", which will continue to play an important role as a service provider for surrounding communities, as well as drawing in visitors. Although none of the settlements in this part of the District will see 'strategic' levels of growth, some may see small scale development, responding to locally-identified needs with a goal of boosting their ability to remain sustainable and thriving communities.



**Vision 1.8: vision for the Cotswold parishes**



# So what could this look like?






## Proposed settlement hierarchy and key growth and development opportunities:

### Parishes:

- Painswick
- Bisley-with-Lypiatt
- Miserden
- Cranham
- Pitchcombe

 Parishes of the Cotswold vision area

### Growth and development nearby:


-  Strategic growth areas
-  Employment growth areas (outside of town centres)
-  Conserving and enhancing the Cotswolds AONB

### Towns and major villages:


#### "Settlements with limited facilities":

- Painswick
- Bisley
- Oakridge Lynch

### Town Centres:

 Local service centres: a focal point for retail, leisure, cultural and community facilities, commerce and employment

### New Centres:

 Locations for new or expanding local service centres

**Key Diagram 1.8:**  
spatial vision for the Cotswold parishes



## How are we going to get there?

4.81

### Guiding principles:

- 1 This area will see no strategic development over the plan period.
- 2 Appropriate development will be supported to sustain Painswick, Bisley and Oakridge Lynch in their roles as Settlements with Limited Facilities, and additionally to enhance Painswick's secondary role as a destination town for visitors and tourists; though lower-tier defined settlements will see minimal levels of development, except where it specifically addresses needs identified by communities through their Neighbourhood Plans (including affordable housing, community facilities, infrastructure, small businesses and/or home-working)
- 3 Support low-impact development which will boost the rural economy: including farm diversification and uses that will bolster tourism, leisure and accessibility to the countryside for visitors and residents
- 4 Conserve and enhance the area's heritage assets and secure high quality, distinctive design, in keeping with local identity and character to preserve the individual character and distinctiveness of communities, villages and hamlets - with particular emphasis on the conservation areas at the heart of Painswick, Bisley, Miserden, Pitchcombe and Sheepscombe
- 5 Conserve and enhance high quality and distinctive characteristics of the Cotswold AONB

4.82

### Key supporting evidence base:

- Cotswold AONB management plan 2008 - 2013
- Parish Plans
- Bisley Parish Design Statement (adopted as SPA 2010)
- Potential for future production of Neighbourhood Plans, bringing about locally-initiated development, to address locally-identified needs

4.83

### Opportunities, growth and key projects:

- Improvements to rural broadband
- Bisley Village design Statement have identified a desire for a piece of land to be used for young people's recreation space

No other significant 'known' growth or development projects have been identified as likely to come forward during the plan period. If you are aware of any, please let us know through Question 13.8.

## What do we want?

### What you've told us...

Here are some of the issues and ideas that rated highly in our previous consultations, or were most frequently brought up in relation to the Cotswold vision area:

Although residents of the Cotswold cluster make up less than 6% of the District's total population, they have been relatively vocal in our past consultations, compared to some of the other cluster areas.

*"Maintain and improve the sustainability of our villages!"*

This has been a consistent theme amongst participants in our past consultations, and it rates as one of the most important overarching priorities for the District as a whole.

When asked about ways that this could be achieved (in our Key Issues consultation, 2009), respondents from the Cotswold parishes were reasonably receptive to the idea of identifying land that could be developed in order to bring more jobs into the villages. However, building new village homes was the least popular option by a considerable margin. All local participants rated the protection of facilities that house local services and communities as either 'very important' or 'essential'.

*"Protect and enhance our historic environment!"*

Unsurprisingly, with a high number of conservation areas and listed buildings and being an area renowned for its picturesque Cotswold building vernacular, all of the options relating to this issue (key Issues consultation, 2009) proved popular amongst 'Cotswoldian' participants. Slightly more people favoured measures that would encourage adaptation and re-use of vacant historic buildings, as opposed to options that might increase planning controls and restrictions.

*"Conserve and enhance our countryside and biodiversity!"*

All suggestions for how we might achieve this (Key Issues questionnaire) proved popular here. However, participants from the Cotswold cluster were amongst the least receptive in the District to the idea of seeking developer contributions towards landscape and wildlife habitat enhancements: this was their least popular option, whereas overall it ranked third.



4.84

### What options or alternatives do we have?

We think that a “concentration strategy” is the best way to meet the needs of the district as a whole, which has meant focusing the bulk of the district’s future growth and development at six strategic locations – none of which lie within the Wotton ‘vision area’. But is there a case for some growth and development outside of the six strategic areas, if communities feel there is a need? In the future, Neighbourhood Plans (which are produced by communities themselves) could identify opportunities for small scale growth in some of the district’s other settlements – things like community facilities, infrastructure, affordable housing or small business units, not just market housing. Have a look at **Chapter 3 (The Preferred Strategy)** for more on this.

### QUESTIONS:

**Q8.8**

*Do you agree with the proposed **Vision** for the Cotswold area (*‘mini-vision’* statement 1.8 and key diagram 1.8) and do you consider that it feeds in well to the overall vision for the District (vision 1.0)?*

- Overall, yes I do
- Overall, no I do not
- Yes I do, but I have some reservations

If you would like to explain your answer, suggest other alternatives or opportunities, or raise specific issues, please comment.

**Q9.8**

*Do you think that the **Guiding Principles** we have suggested for the Cotswold vision area will help to shape growth and development in a positive way?*

- Overall, yes I do
- No I do not
- Yes I do, but I have some reservations

If you disagree or have reservations, please explain your answer, if possible making specific reference to the Guiding Principle(s) you have concerns about.

**Q13.8**

*Within the Cotswold vision area, are there specific sites that you have concerns about, places where there are opportunities you think we have missed, or development needs that we haven’t identified?*

If you would like to explain your answer, suggest other alternatives, identify needs or raise issues relating to specific sites, please comment.

 **Have your say!**

*Would you like to comment on the proposed ‘mini vision’ for the future of the Cotswold area?*

*Please use the consultation response form or online consultation portal to select one of the following responses and, if you wish, to comment on alternatives and suggest amendments.*



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# A

# Appendices



# 1. Glossary of key terms

**Cotswold Area of Outstanding Natural Beauty (AONB):** AONBs are nationally-designated areas, subject to statutory protection. About half of the District (the eastern side) falls within the Cotswold AONB, which is an area of national importance for its landscape character and appearance. Within the AONB, special planning restrictions apply and the conservation and enhancement of its natural beauty is considered a priority.

**Community strategy:** local authorities are required by the Local Government Act 2000 to prepare these, with aim of improving the social, environmental and economic well being of their areas. Through the Community Strategy, authorities are expected to co-ordinate the actions of local public, private, voluntary and community sectors. Responsibility for producing Community Strategies may be passed to Local Strategic Partnerships, which include local authority representatives.

**Core strategy (Local Plan):** set out the long-term spatial vision for the local planning authority area, the spatial objectives and strategic policies to deliver that vision. The Core Strategy (Local Plan) will have the status of a Development Plan Document. Development plan: as set out in Section 38(6) of the Act, an authority's development plan consists of the relevant Regional Spatial Strategy (or the Spatial Development Strategy in London) and the Development Plan Documents contained within its Local Development Framework.

**Employment Land Availability (ELA):** is an annual report prepared by the Council to monitor the amount of employment land built or lost each year and also the amount of land given planning permission which has not yet started.

**“Five year housing supply”:** PPS 3: Housing sets out the requirement for Local Planning Authorities to assess and demonstrate the extent to which existing plans fulfil the requirement to identify and maintain a rolling five year supply of deliverable land for housing.

**Housing requirement:** The number of housing units for which land must be identified to meet future demand. The requirement is worked out by considering market demand, changes in the number of people and households, the existing housing stock and the existing availability of land for housing.

**Housing Land Availability (HLA):** is an annual report prepared by the Council to monitor the number of dwellings built each year and also the number given planning permission which have not yet started.

**Issues and Options:** A key preliminary stage of producing the Plan, before setting out a proposed strategy; may be issued for consultation to meet the requirements of Regulation 25. Our Key Issues Consultation took place during early 2009 and our Alternative Strategies Consultation during early 2010.

**Localism Bill / Localism Act 2011:** A government Act which came into force in November 2011, intended to shift the power from centralised state to local communities. The Act sets out six essential actions required to deliver decentralisation down through every level of government, including through neighbourhood planning and the abolition of Regional Strategies (RSS).

**Local Plan:** As detailed in the draft National Planning Policy Framework July 2011, each local planning authority should produce a Local Plan for its area which set out the strategic priorities and addresses the spatial implications of economic, social and environmental change.

**Local development framework (LDF):** the name given to the portfolio of Local Development Documents that effectively makes up a Local Authority's "Local Plan". It consists of Development Plan Documents, Supplementary Planning Documents, a Statement of Community Involvement, the Local Development Scheme and Annual Monitoring Reports. Together these documents will provide the framework for delivering the spatial planning strategy for a local authority area and may also include local development orders and simplified planning zones.

**Local development scheme (LDS):** sets out the programme for preparing Local Development Documents.

**Local strategic partnership (LSP):** partnerships of stakeholders who develop ways of involving local people in shaping the future of their neighbourhood in how services are provided. They are often single non-statutory, multi-agency bodies which aim to bring together locally the public, private, community and voluntary sectors.

**Neighbourhood Planning:** this is a new approach to planning whereby local communities produce their own plans and in some circumstances may be granted decision making powers. Communities will be able to take advantage of these new planning powers once the necessary legislation has been passed and guidance is issued.



**Parish Plans:** A community planning tool which assists communities to articulate issues of concern to them. This results in an action plan which can be used to inform and endorse the Parish Council's role in acting on behalf of and representing the community. Several Parish plans have been adopted as "Supplementary Planning advice" by Stroud District Council.

**Preferred options document:** produced as part of the preparation of Development Plan Documents, and is issued for formal public participation as required by Regulation 26.

**Regional Spatial Strategy (RSS):** The draft South West RSS formerly provided a regional planning framework for our district's emerging Local Plan. However, the government's Localism Act (2011) has halted the preparation of all draft Regional Strategies and it is the government's intention to revoke any existing Regional Strategies and saved County Structure Plan policies through an Order of Parliament. The RSS is effectively obsolete.

**Saved policies or plans:** existing adopted development plans are saved for three years from the date of commencement of the Act. Any policies in old style development plans adopted after commencement of the Act will become saved policies for three years from their adoption or approval. The Local Development Scheme will explain the authority's approach to saved policies.

**Site specific allocations:** allocations of sites for specific or mixed uses or development to be contained in Development Plan Documents. Policies will identify any specific requirements for individual proposals.

**Statement of community involvement (SCI):** sets out the standards which authorities will achieve with regard to involving local communities in the preparation of local development documents and development control decisions. The statement of community involvement is not a development plan document but is subject to independent examination.

**Strategic environmental assessment (SEA):** a generic term used to describe environmental assessment as applied to policies, plans and programmes. The European 'SEA Directive' (2001/42/EC) requires a formal 'environmental assessment of certain plans and programmes, including those in the field of planning and land use'.

**Strategic housing land availability assessment (SHLAA):** All local authorities carry out an assessment of land available for potential future housing development in their area. Inclusion in a SHLAA does not necessarily mean that a site will be allocated for development or that it fulfils planning constraints and meets policy considerations. We have used the Stroud District SHLAA to build up a picture of all housing development potential in the district, and to identify sites that will deliver the preferred strategy.

**Supplementary plan documents (SPD):** provide supplementary information in respect of the policies in Development Plan Documents. They do not form part of the Development Plan and are not subject to independent examination.

**Sustainability appraisal (SA):** tool for appraising policies to ensure they reflect sustainable development objectives (i.e. social, environmental and economic factors) and required in the Act to be undertaken for all local development documents.



## 2. Background documents and evidence base

### Supporting documents for this consultation

These documents are all available to view on our Core Strategy web page [www.stroud.gov.uk](http://www.stroud.gov.uk) or through our online consultation portal (where you can fill in our online questionnaire): [www.stroud.gov.uk/consult](http://www.stroud.gov.uk/consult). They will also be available to read at any of our consultation events (see page 10 for dates and venues) or at the deposit points identified on the inside back cover of this document.

*Preferred Strategy Mini Guide* (summary leaflet) (February 2012)

*Preferred Strategy Questionnaire*

*Sustainability Appraisal* (January 2012)

*Core Strategy Discussion Paper: Towards a Preferred Strategy – pros and cons of potential locations for strategic growth* (October 2011)

*Development Location Comparison and Carbon Footprinting Study* (September 2011)

### Previous consultations

These documents are all available to view on our Core Strategy web page: [www.stroud.gov.uk/core](http://www.stroud.gov.uk/core) under the heading “progress to date”:

*Core Strategy Issues Consultation* (March 2009)

*Issues Consultation Results Report*

*Core Strategy Alternative Strategies Consultation* (February 2010)

*Alternative Strategies Mini Guide* (summary leaflet)

*Alternative Strategies Consultation Results Report*

*Sustainability Appraisal of the Alternative Strategies*

*Topic Paper – Climate Change*

*Topic Paper – Employment and Economic Growth*

*Topic Paper – Guide to the Evidence Base*

*Topic Paper – Preliminary Habitats Regulations Screening*

*Topic Paper – Infrastructure Position Statement*

*Topic Paper – Rural Settlement Classification*

*Topic Paper – Strategy Options*

*Topic Paper – District Profile*

### Housing evidence

These documents are all available to view on our Core Strategy web page: [www.stroud.gov.uk/core](http://www.stroud.gov.uk/core) under the heading “Evidence Base (LDF)”:

*Annual Monitoring Report (AMR) 2009-10* (December 2010)

*Five Year Housing Land Supply* (October 2011)

*Housing Land Availability (HLA): Residential Commitment in Stroud District at 1<sup>st</sup> April 2011* (Revised January 2012)

*Strategic Housing Land Availability Assessment (SHLAA): SHLAA 2011 Update Report*

*Housing Needs Assessment* (2009)

*Gloucestershire Strategic Housing Market Assessment (SHMA)* (a suite of documents published in February 2009)

*Health Profiles - Health Summary for Stroud* (web link)





*SDC Housing Strategy (2005-9)*  
*Gypsy and Travellers Needs Assessment (2007)*

### **Economic evidence**

These documents are all available to view on our Core Strategy web page: [www.stroud.gov.uk/core](http://www.stroud.gov.uk/core) under the heading "Evidence Base (LDF)":

*Annual Monitoring Report (AMR) 2009-10 (December 2010)*  
*Employment Land Availability (ELA) in Stroud District at 1<sup>st</sup> April 2011*  
*Stroud Town Centres and Retailing Study (July 2010)*  
*Stroud Valleys Employment Study (2003)*  
*Stroud District Employment Land Review (ELR) (October 2007)*  
*Labour Market Profile (NOMIS) (web link)*  
*Annual Market Towns Monitoring Study (2003-6)*  
*Creative Industries in Gloucestershire – a study for Gloucestershire County, District Councils and partners (2005)*

### **Environmental evidence**

These documents are all available to view on our Core Strategy web page: [www.stroud.gov.uk/core](http://www.stroud.gov.uk/core) under the heading "Evidence Base (LDF)":

*Development Location Comparison and Carbon Footprinting Study (September 2011)*  
*Strategic Flood Risk Assessment (September 2008)*  
*The Stroud District Landscape Assessment (November 2000)*  
*Cotswold Area of Outstanding Natural Beauty Management Plan (March 2008)*  
*Stroud Public Realm Strategy (supplementary planning advice) (January 2009)*  
*Conservation Area Statements (supplementary planning advice) ([www.stroud.gov.uk/conservation](http://www.stroud.gov.uk/conservation))*  
*Village / Parish Design Statements (supplementary planning advice)*  
*Industrial Heritage Conservation Area Design Guide (November 2008)*  
*Industrial Heritage Conservation Area Management Proposals SPD (November 2008)*  
*Gloucestershire Biodiversity Action Plan (April 2000)*  
*Options for Enabling and Encouraging Cycling in Stroud District (February 2011)*  
*Outdoor Playing Space Provision Survey (2004)*  
*Renewable Energy Advice (supplementary planning advice)*

### **County-wide planning evidence**

These documents are all available to view on our Core Strategy web page: [www.stroud.gov.uk/core](http://www.stroud.gov.uk/core) under the heading "Evidence Base (LDF)":

*Gloucestershire Structure Plan (November 1999)*  
*Gloucestershire Nature Map (2011)*  
*Gloucestershire Local Area Agreement (September 2010)*  
*Gloucestershire Local Transport Plan 2006-2011(April 2011)*  
*Gloucestershire Community Strategy (web link)*



### 3. What happens next?

#### *A timetable for the preparation for the Local Plan:*

A new Local Plan won't finally be adopted until 2013. Since 2009, there has been ongoing contact with the District's residents and businesses, as well as key stakeholders, landowners, developers and interest groups; and this will continue as we refine the "preferred strategy", identify site allocations and put together a range of more detailed planning policies that will sit alongside the "Core Strategy". A full draft document will then be published, to allow everyone to comment and, if necessary, suggest amendments before it is submitted to the Secretary of State. This is the timetable we are anticipating:

- |                               |   |
|-------------------------------|---|
| <b>Spring 2009</b>            | <ul style="list-style-type: none"> <li>• "Issues and Options" consultation: in 2009, we published a discussion paper and questionnaire, looking at key issues for the District and what our options might be for addressing those issues.</li> </ul>  |
| <b>February – March 2010</b>  | <ul style="list-style-type: none"> <li>• "Alternative Strategies" consultation: a consultation paper and questionnaire, setting out a range of possible Strategy Options for managing the future growth and development of the District, along with a set of early draft policies</li> </ul>  |
| <b>2010 – 2012</b>            | <ul style="list-style-type: none"> <li>• Monitoring and updating evidence (including SHLAA, HLA, ELA); undertaking new studies to help refine the options and develop a preferred strategy (including Carbon Footprinting study and 'Pros and Cons' comparison of potential development locations); review of housing requirement; review of defined settlement boundaries</li> </ul>   |
| <b>24 November 2011</b>       | <ul style="list-style-type: none"> <li>• Council consider report on proposed "Preferred Strategy" consultation</li> </ul>   |
| <b>February – March 2012</b>  | <ul style="list-style-type: none"> <li>• "Preferred Strategy" consultation: public engagement on the housing numbers and preferred locations for development</li> <li>• Consultancy reports on Development Viability/Community Infrastructure Levy work</li> <li>• Completion of Stroud Infrastructure Delivery Plan (SIDP)</li> <li>• Review of saved Stroud District Local Plan policies</li> </ul>   |
| <b>April – May– June 2012</b> | <ul style="list-style-type: none"> <li>• Consideration of and report on responses to public engagement</li> <li>• Public engagement re CIL/SIDP</li> <li>• Public engagement re policies</li> <li>• Preparation of "Publication Stage" version of Core Strategy (Local Plan)</li> <li>• Preparation of Statement of Community Involvement</li> <li>• Preparation of Sustainability Appraisal/Strategic Environmental Assessment (SEA/SA)</li> <li>• Annual ELA/HLA surveys / reports; Update 5 year housing supply</li> </ul> |
| <b>July – August 2012</b>     | <ul style="list-style-type: none"> <li>• Statutory 6 week Regulation 27 public consultation on "Publication Stage" document and associated documents (final SEA/SA, CIL, Statement of Public Consultation)</li> </ul>   |
| <b>August -October 2012</b>   | <ul style="list-style-type: none"> <li>• Preparation of final submission documents</li> </ul>   |
| <b>November 2012</b>          | <ul style="list-style-type: none"> <li>• Submission of Core Strategy (Local Plan) to Secretary of State</li> </ul>  |
| <b>February 2013</b>          | <ul style="list-style-type: none"> <li>• Examination in public</li> </ul>   |
| <b>Spring 2013</b>            | <ul style="list-style-type: none"> <li>• Inspectors Report</li> </ul>   |
| <b>Summer 2013</b>            | <ul style="list-style-type: none"> <li>• Adoption of Core Strategy (Local Plan)</li> </ul>  |

*We are here*



## Core Strategy Consultation:

### A Preferred Strategy for shaping the future of Stroud District 6<sup>th</sup> FEBRUARY – 19<sup>th</sup> MARCH 2012

This is the main 'Preferred Strategy' consultation document. It is a discussion paper, which looks at the main components of the Council's proposed strategy for managing growth and development across the district up to 2026. You can see this online at [www.stroud.gov.uk/core](http://www.stroud.gov.uk/core) and at the following locations during their normal opening hours:



- Town and parish council offices that open to the public: Berkeley, Cainscross, Cam, Chalford, Dursley, Minchinhampton, Nailsworth, Painswick, Rodborough, Stonehouse, Stroud, Upton St Leonards, Wotton-under-Edge



- Public libraries at Berkeley, Brockworth, Dursley, Nailsworth, Minchinhampton, Miserden, Quedgeley, Stonehouse, Stroud, Wotton-under-Edge
- The customer service centre at Stroud District Council offices, Ebley Mill. There are computers for public internet access here as well.



- The Tourist Information Centre at the Subscription Rooms, Stroud

Please use our online consultation portal to respond to this consultation if possible ([www.stroud.gov.uk/consult](http://www.stroud.gov.uk/consult)). But you can print out **consultation response forms** from our website or pick one up from any of our consultation events. We have limited numbers of printed forms, available by request from the Planning Strategy Team (01453 754143).

Please return your completed form to the address given on the back of this document by Monday 19<sup>th</sup> March 2012.

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