



## Dursley Urban Design Framework **Final Draft** Report

March 2007



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for Vale Vision &  
Stroud District Council



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# introduction





## 1.1 Background to the urban design framework

**THE AIM OF THE DURSLEY URBAN DESIGN FRAMEWORK IS TO CAPTURE AND EXPLOIT THE TOWN'S STRENGTHS AND REALISE OPPORTUNITIES BY SETTING OUT A PHYSICAL STRUCTURE THAT WILL ACCOMMODATE CHANGE TO THE BENEFIT OF THE TOWN OVER THE NEXT GENERATION AND BEYOND. THE FRAMEWORK ASPIRES TO BE ADOPTED AS PLANNING GUIDANCE AND AS A PART OF THE FORTHCOMING LOCAL DEVELOPMENT FRAMEWORK FOR THE STROUD DISTRICT.**

### The Urban Design Framework

In July 2006, Roger Evans Associates were commissioned by the Vale Vision partnership to produce an Urban Design Framework (UDF) for the town centre of Dursley. Vale Vision is a community partnership which aims to deliver the Market and Coastal Towns Initiative in the Cam and Dursley Area. It comprises representatives from:

- Dursley Town Council,
- Stroud District Council,
- Gloucestershire County Council,
- South Regional Development Agency,
- Gloucestershire Local Strategic Partnership,
- Dursley Town Trust,
- Gloucestershire Market Towns Forum,
- Dursley Chamber of Commerce, and
- other local community representatives.

The vision statement of the project's steering group is as follows:

*The Vale Vision area will be the centre of a vibrant, working community, offering a variety of local jobs that reflect the outward looking nature of employers, large and small, whilst capitalising on the many visitors that enter the area via the Cotswold Way and providing good access to quality services.*

The brief for the commission outlines the following key themes:

- **The integration of new residential and employment communities;**
- **The integration of a new supermarket;**
- **The promotion of the heritage and conservation area within the heart of the town with a re-designed public realm;**
- **The identification of key physical opportunity sites;**
- **Raising the role of the Cotswold Area of Outstanding Natural Beauty, including maximising its tourist potential.**

The UDF will provide a physical vision for the town centre, along with an implementation programme (see annex to the report) to guide the steering group through the next steps of resourcing and decision making in the follow-up to this commission. In responding to the brief therefore, this report contains four main items:

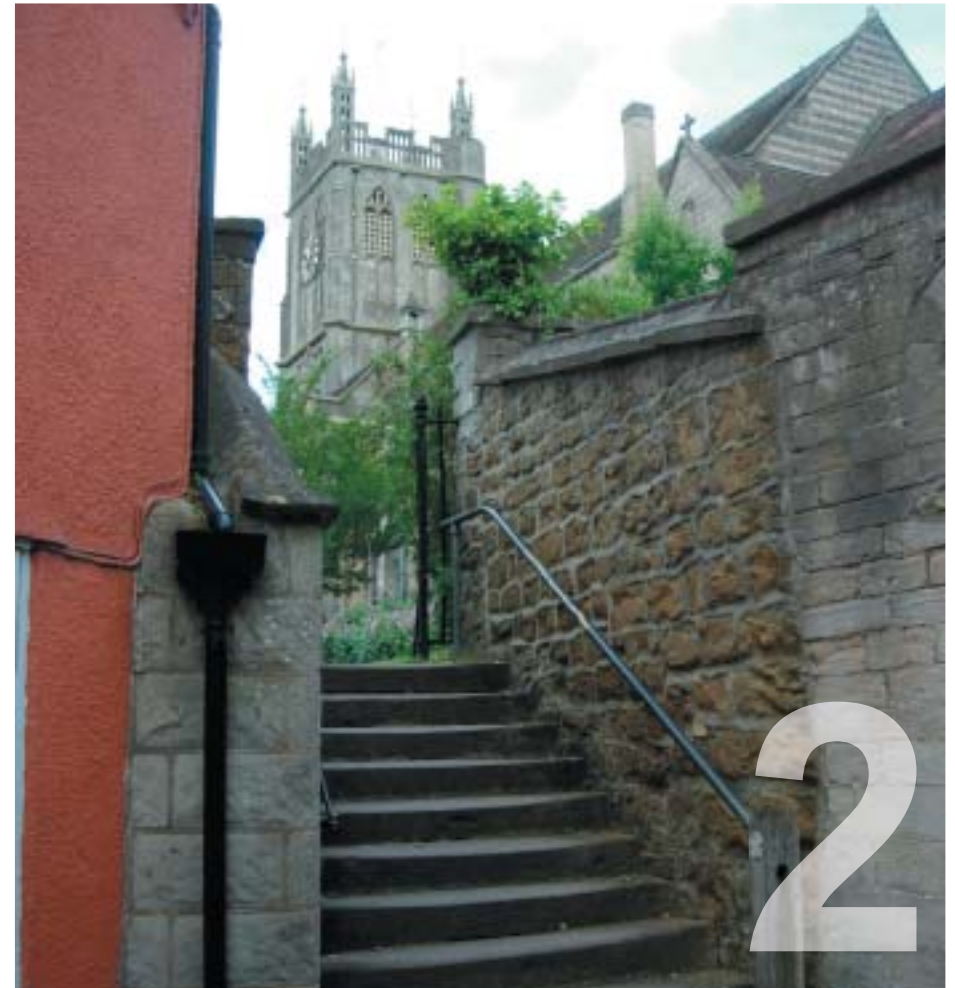
- **A contextual design audit of the town;**
- **A written approach to urban design intervention;**
- **A spatial plan and detailed study area design;**
- **An implementation programme.**

The report includes a précis of the public consultation event that was held in November to display the draft proposals to the local community.

Further details on the aims and ambitions of Vale Vision and the objectives for this commission can be found in the Dursley Town Centre Vision and Strategic Design Framework brief.







## dursley in context

## DURSLEY IN CONTEXT



Fig 1. Townscape plan



## 2.1 Built form and townscape

### **A TRADITIONAL AND HISTORIC MARKET TOWN, DURSLEY HAS SUFFERED FROM BADLY THOUGHT-OUT 20TH CENTURY INTERVENTION, AND PHYSICAL DECLINE RESULTING FROM ECONOMIC CHANGES IN THE TOWN.**

Dursley has developed as a traditional market town - typical in ways of many market towns in the region. The historic town centre 'spine' of Silver Street - Market Place - Parsonage Street and Kingshill Road lies on a route running from Uley to Cam. Other connecting streets in the town centre - notably Long Street and May Lane - mark the start of additional inroads into the landscape around Springhill and Stinchcombe Hill respectively.

Consequently, this spine has developed as the focal point of the town, along which lie the Market Hall and Market Place, St James' Church (both on high ground at the junction with Long Street), the Methodist Chapel and the traditional economic centre along Parsonage Street.

Dursley's position, amongst the various landforms that trace the line of the Cotswold Escarpment, means that views from the town and approaches to it can be dramatic and beautiful. Probably the finest of the approaches are from Uley and Whiteway, whilst the best prospects are from May Lane looking due south-west to Park Wood, Castle Street and Parsonage Street looking due north-west to Stinchcombe Hill, and from Market Place toward Peaked Down, to the north-east.

Within the town there are also notable views and vistas. Market Hall, in a pivotal position typical of many market towns, is a major landmark from Silver Street, Parsonage Street and Long Street. The Methodist Chapel and St James' Church are

revealed as one turns the eastern crescent of Castle Street. These are all important as they contribute to the sense of arrival and character on major gateways and through-routes in the town.

There are two further views that are significant for the same reason, although they require major improvement to perform in the same way. The journey along the eastern end of Kingshill Road is attractive and anticipatory until the junction with Parsonage Street / May Lane is revealed. A clutter of signage and some low-grade, blank facades causes a major anti-climax, and under performs as a gateway to the town. Similarly, the view from Market Place toward the barren sweep of Castle Street and The Knapp severely detracts from an otherwise fine collection of buildings and views at this key location.

The Castle Street area itself is the most dominant 20th century intervention in Dursley, and in townscape terms does little for the town at the street scale. An engineering solution to traffic congestion on Parsonage Street was to pedestrianise the latter and build a bypass through Castle Farm. Today, the area is traffic-dominated and physically distinct from the town; a handful of pavilion buildings and car parks are set far back from the road and the unattractive rear elevation of Parsonage Street defines the southern edge. As a major through-route and arrival point in the town, the area requires significant environmental improvement. It will soon undergo major change with the redevelopment of the Fire Station site as a supermarket.



*Dursley lies in a spectacular landscape setting*



*Many approaches to the town are impressive*



*May Lane; the new library is an intriguing prospect, viewed against the landscape backdrop of Park Wood.*



*Kingshill Road is an elegant approach to the town from Cam*



*Market Hall is a landmark from several points in the town (example - Silver Street)*



*A major opportunity for a new strong frontage or marker building; the view of Castle Street from Market Place severely detracts from an otherwise impressive space.*

In townscape terms, Parsonage Street – though quite different – also requires improvement. Though a handsome and traditional high street in many ways, time has taken its toll and many shop fronts and displays suffer from poor maintenance and care.

In May Lane, the intriguing sight of the new library building set against a fine view of Park Wood – along with the attractive Old Spot pub – contrasts severely with the desolation of the bus depot (another 'gateway' location) and several other vacant and derelict sites.

Finally, the Broadwell area is perhaps the most intriguing and forgotten part of the town centre. An historic – probably medieval - area based around St Jame's Church precinct and Broadwell Spring. Today the waterways are lost under a maze of car parks, vacant sites and buildings and service accesses to buildings on Long Street. The area is in close proximity to major new residential development currently taking place at the end of Water Street. Together with Market Place, the area has been identified in the Framework as an area of special character in the town.



*Some shop fronts on Parsonage Street require better care and attention.*



*Vacant sites on May Lane cause breaches in the urban fabric and should be dealt with through thoughtfully designed development frontage.*



*The Broadwell (above) and Water Street (above, right) area is packed full of character, but it is hidden and cut off from the town.*





DURSLEY IN CONTEXT

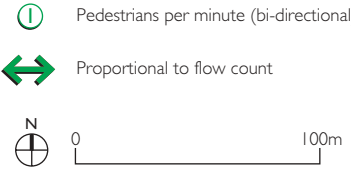
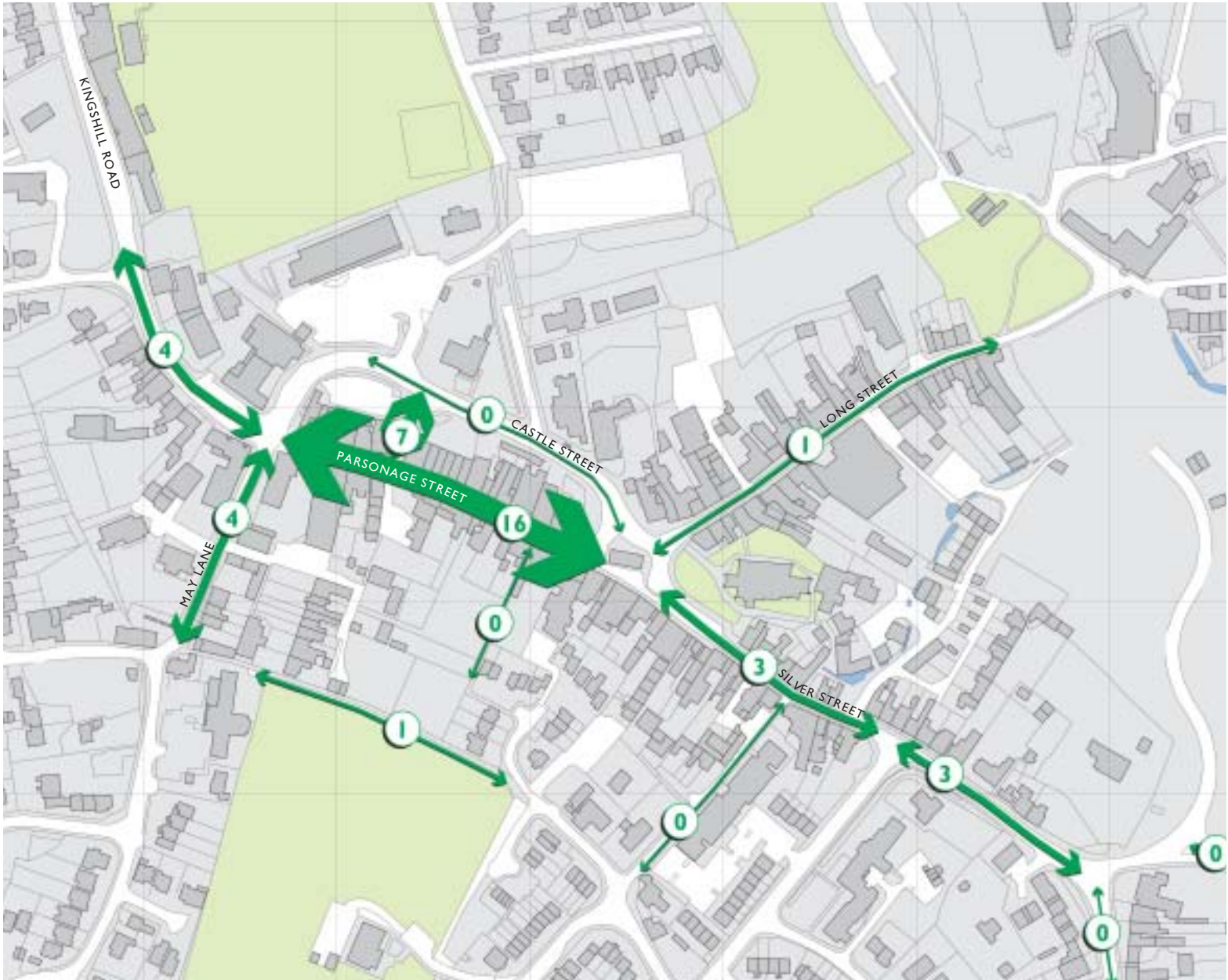


Fig 2. Pedestrian movement in Dursley town centre



## 2.2 Pedestrian movement

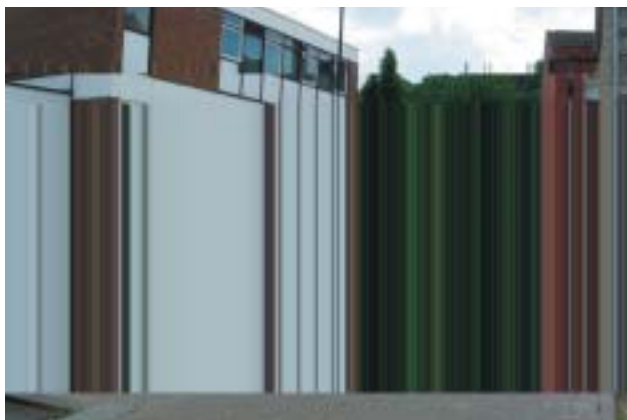
### PEDESTRIAN MOVEMENT IS GENERALLY FOCUSED ON PARSONAGE STREET AND THE LINK THROUGH TO CASTLE STREET.

The pedestrian movement plan shows the strongest line of movement along Parsonage Street. This is predictable, as it is the main retailing centre and only single large pedestrianised space in the town. There is also a relatively heavy flow of pedestrians between Parsonage Street and the car park and swimming pool on the other side of Castle Street. This represents a strong desire line between the retailing centre and car parking areas, and consequently many large numbers of pedestrians need to traverse the heavy traffic flow on Castle Street.

Castle Street itself accounts for very little pedestrian traffic considering its town centre location – none were counted during the survey. There are very few destinations along its length that would encourage people to walk along it in preference to the far more comfortable Parsonage Street.

The arterial approaches to the town centre from Silver Street, Kingshill and May Lane are also comparatively busy. This is likely to be generated by linked trips between the town centre, other key destinations such as the May Lane car park, surgery and bus station, and the shops on Silver Street and Kingshill Road. That said, the striking contrast between numbers on Parsonage Street and all other areas would suggest that many people still tend to focus on Parsonage Street without venturing any further into the town.

*The pedestrian counts were calculated from a mean figure of two counts taken mid-morning and mid-afternoon on a weekday in July.*



*The Castle Street - Parsonage Street link is important.*



*Parsonage Street is the focus of pedestrian activity in Dursley.*



*May Lane is also well-used by pedestrians.*

## DURSLEY IN CONTEXT

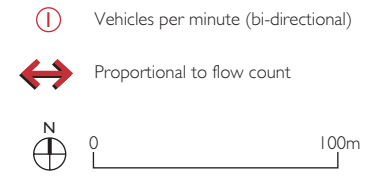
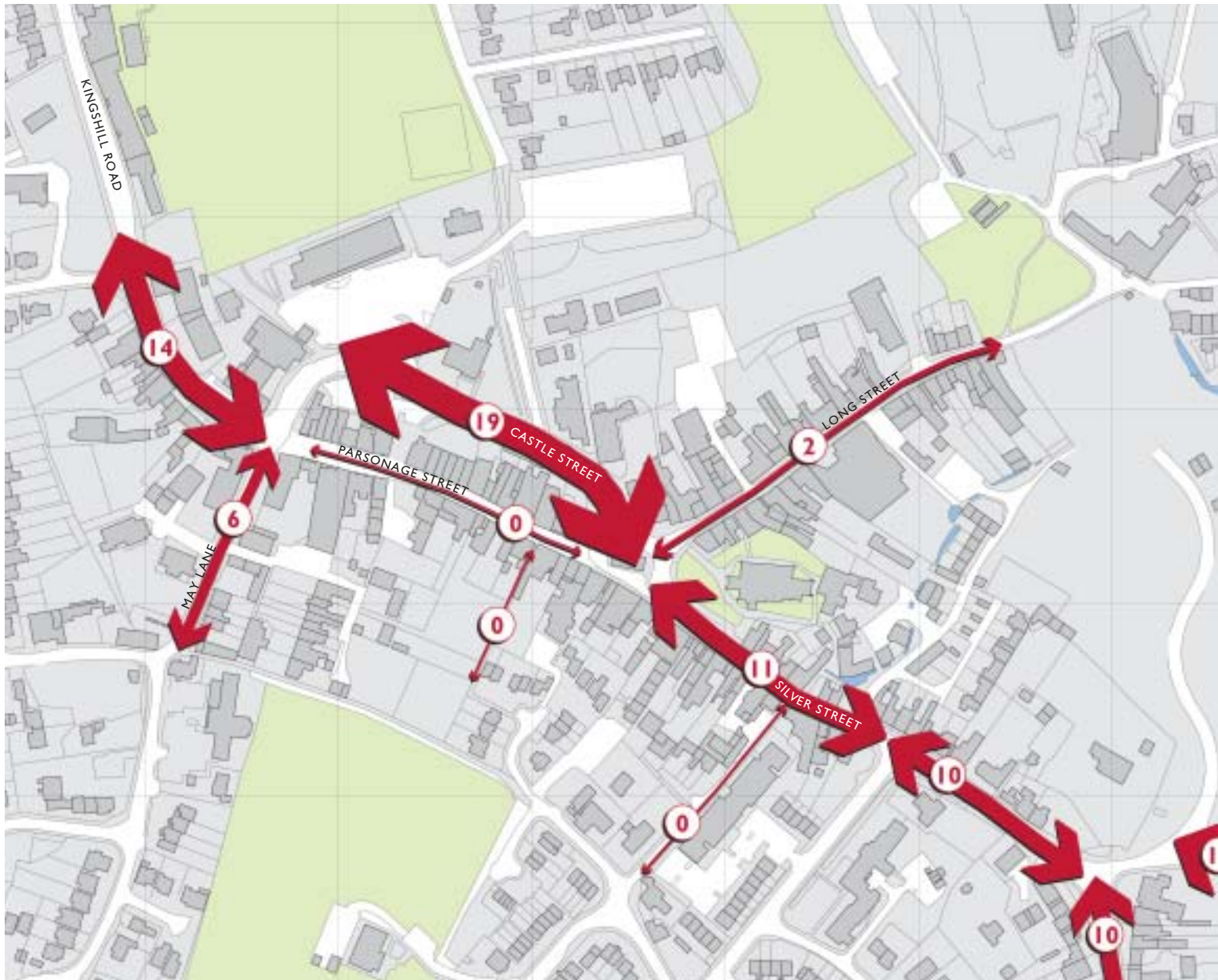


Fig 3. Vehicular movement in Dursley town centre

## 2.3 Vehicular movement

### VEHICULAR MOVEMENT IS HEAVIEST ALONG CASTLE STREET AND THE ARTERIAL APPROACHES OF SILVER STREET AND KINGSHILL ROAD.

The bulk of the vehicular traffic in Dursley is focused on the Silver Street - Castle Street – Kingshill route. The majority of traffic travelling both to and through the town will use this route as a principal means of access.

This has varying impacts on the town centre. Along Silver Street, where the road is narrow and several retail premises rely on the street for front-servicing and deliveries, it causes significant congestion and an impediment to pedestrians. Castle Street, which was purpose built for the relief of congestion on Parsonage Street, contains the weight of traffic well, though a conflict does emerge at the access to the Swimming Pool car park, where cars attempting to pull out onto Castle Street tend to back up into the car park. The only conflict with pedestrians comes at the crossing point, which is used by many to access Parsonage Street from cars parked at the Swimming Pool.

Long Street contains very few cars, probably due to a low level of activity. It is now principally a residential area, with no significant destinations beyond. May lane is comparatively busy on account of the car park and surgery, which are both located at the southern end of the street.

*The vehicular counts were calculated from a mean figure of two counts taken mid-morning and mid-afternoon on a weekday in July.*



*Silver Street experiences regular congestion.*



*Castle Street is a heavily engineered transportation solution in the town centre.*





Some parts of the town are cluttered with signage and furniture. This example at Parsonage Street is a main gateway to the town.



May Lane over-provides for cars with an unnecessarily wide carriageway.



Market Place is dominated by a carriageway, making it unuseable as a market place.



The bus depot is an unimpressive introduction to the town.



Links between Parsonage Street and The Slade can be intimidating.

## 2.4 Landscape and spaces

**DURSLEY HAS CONSIDERABLE POTENTIAL FOR A HIGH QUALITY PUBLIC REALM THAT HELPS TO REVEAL THE TOWN'S HANDSOME UNDERLYING CHARACTER. AT THE CURRENT TIME THOUGH, SOME BADLY ORGANISED SPACES AND TATTY DETAILS TEND TO DETRACT FROM IT.**

In its position amidst the Cotswold Escarpment, Dursley is closely linked to a natural and scenic landscape, which is clearly visible from several locations in the town. It is an essential part of the town's character, and routes to the east and south lead directly into the Cotswold Area of Outstanding Natural Beauty.

Closer in toward the town centre, the recreation ground provides the one major piece of public green space in the town. It is located in close proximity to the Swimming Pool, though it is relatively secluded behind buildings and trees, and its presence is not at all obvious from Castle Street. Other key public green spaces are the Church precinct, around St James' Church and the small garden located just off Parsonage Street, opposite Barclays Bank.

Dursley has considerable potential for more and better civic urban spaces. Whilst Parsonage Street, and to a degree Market Place, are functional pedestrianised spaces, environmentally they require improvement. There are numerous examples of poor quality surface detailing, overly-cluttered signage and furniture and conflicts arising between cars and people. The latter is particularly the case at Market Place, where numerous raised curbs and parking areas essentially rule out any use of the space as a functioning town square.

Elsewhere, the quality of streets, spaces and pavements from

a pedestrian point of view is variable, and some problems and potential improvements can be identified.

Silver Street, where a major conflict arises between traffic and pedestrians, is very cramped and inconvenient for the pedestrians. The area around Broadwell and Water Street has major potential for a high quality series of paths and spaces that contain the waterway and provide a more appropriate setting for the historic architecture in the area. May Lane - with its wide carriageway - over-provides for the small amount of traffic that flows through, and the pavements could possibly be wider to assist the many pedestrians that use the street to access the library and surgery. The bus station, as a key pedestrian focal point in the town and in its current state is an unimpressive introduction to the town. The important pedestrian links between Parsonage Street and The Slade, which connect outlying residential areas directly with the town centre, are intimidating routes to use, particularly after dark.

Castle Street is a generally inhospitable place for pedestrians, and the important Toucan crossing point and link through to Parsonage Street are both functional, yet fairly low-grade and uninviting.

Generally across the town, the level and quality of furniture – bins, benches, information points etc - and tree planting could be improved in order to help reveal the more handsome side of the town's character.



*Broadwell has considerable potential for public realm improvements;...*



*...much of the area is dominated by Tarmac surface car parking.*



*The waterway is mainly hidden amongst overgrown shrubs and bushes.*



*The twin entrances to Broadwell from Silver Street....*



*.... require major improvement.*



*The Castle Street - Parsonage Street link could be more inviting.*





Fig 4. Planning Policy Designations

## 2.5 Planning policy audit

**IN THE CONTEXT OF A CHANGING PLANNING SYSTEM, THE URBAN DESIGN FRAMEWORK MUST PERFORM A DUAL FUNCTION – AS A MATERIAL CONSIDERATION FOR CURRENT APPLICATIONS, AND AS AN EVIDENCE BASE FOR A FUTURE DEVELOPMENT PLAN DOCUMENT FOR DURSLEY.**

Stroud District Council is the Local Planning Authority for Dursley. Currently the key policy document in this regard is the Adopted Stroud District Local Plan.

### Current Planning Policy in Stroud

The following is a brief précis of the current Local, County and National policy context to the Urban Design Framework. Detailed extracts from key policy documents in support of the following summaries are contained in appendix A.

#### Adopted Stroud District Local Plan

The Stroud District Local Plan was adopted by the District Council in November 2005. It sets out policies and proposals for future development and land use in the District to 30th June 2011. The Local Plan provides the District Council's most up-to-date approved strategy and policy framework for making decisions on planning applications. Gloucestershire County Council has given written notice that the Stroud Local Plan is in full conformity with the adopted Gloucestershire Structure Plan.

General policy priorities that are relevant to the Urban Design Framework are summarised below.

- **Town centre regeneration through mixed use development.**
- **Integrating new housing provision within mixed use developments at higher densities (30-50 dwellings per hectare and above)**

- **Locating housing in sustainable locations such as town centres and near public transport.**
- **Spatial strategies and high standards of urban design for town centres.**
- **The fostering of heritage industries and related tourism.**
- **To reduce the need to travel by locating housing in sustainable locations.**

Much of the Urban Design Framework study area falls within the Dursley Conservation Area and the Dursley town centre boundaries. The eastern end of Parsonage Street is designated Primary Shopping Frontage.

In specific relation to Dursley, the Local Plan states the following proposal priorities.

- **Protection and enhancement of pedestrianised Parsonage Street and Market Place as the main retail area.**
- **Encouragement of the efficient and appropriate use of vacant and under-used premises.**
- **The promotion of public transport use, cycling and walking both to and within the town centre.**

- **Improvements to the town's general environment, including building frontages, street surfaces, landscaping, the maintenance of public areas/facilities and the introduction of public art.**
- **The provision of appropriate tourist attractions and facilities within the town centre.**
- **Trading initiatives aimed at local retailers.**

It goes on to say that;

*It is considered vital that Dursley's ability to compete with other town centres should be enhanced by the construction of a supermarket, but that this must be in a location within the town centre, where linked trips to the supermarket and the rest of the town centre are a real likelihood. In connection with this proposal, the two most important obligations are ensuring good pedestrian links with the town centre, and contributing to off-site highway works should they prove necessary. (see Policy SH8)*

#### Gloucestershire Structure Plan 2001-2016: Third Alteration Deposit Draft

The existing Gloucestershire Structure Plan Second Review was adopted in November 1999. The Plan sets out the County's approach to fulfilling the aims and objectives of sustainable development, to which Local Authorities are expected to conform. The latest proposed revisions and modifications to the Plan are contained in the Third Revision which is currently on deposit for consultation.



The leading policy themes in the Plan which are relevant to the UDF can be summarised as follows:

- **The need to provide 7,590 new dwellings in Stroud District within the Plan period;**
- **The requirement to target sustainable locations, such as town centres, for residential development;**
- **The need to develop at residential densities of 50 dwellings per hectare and above in such locations.**

Planning Policy Guidance Notes and Statements are the government's key policy advice tool for planning. All local and county authorities are required to pay regard to these in the formulation of their development plans. Those that are most relevant to the Dursley Urban Design Framework are:

- Planning Policy Statement 1: Delivering Sustainable Development
- Planning Policy Guidance Note 3: Housing
- Planning Policy Statement 6: Town Centres
- Planning Policy Statement 13: Transport

### **Stroud Local Development Framework (LDF)**

Under the new planning system, the existing Local Plan will be replaced by a series of documents, collectively known as the Local Development Framework (LDF). The LDF will consist of

the following documents:

- Local Development Scheme (LDS). Produced each year, the LDS sets out SDC's rolling project plan for the production of LDF documents over a three year period.
- Statement of Community Involvement (SCI)
- The Core Strategy
- Development Plan Documents (DPDs) and Supplementary Planning Documents (SPDs), covering particular policy topics or area-specific plans.
- Annual Monitoring Reports

The Core Strategy and other LDF documents will set out the spatial strategy for the District and will detail the authority's policies relating to the development and use of land in its area. As many DPDs and SPDs as are necessary can 'hang off' the Core Strategy and slot into the LDF. Each DPD or SPD is accompanied by relevant supporting documents. Sustainability Appraisals (SA), Strategic Environmental Assessments (SEA) and Consultation Statements are prepared for each. Each LDF document must be prepared in accordance with the Council's SCI.

The Stroud District Local Plan 2005 will continue to be the leading policy document whilst the LDF is being prepared. As it develops, increasing reference will be made to the LDF as it supersedes existing local plan policies. Various DPDs and SPDs will be prepared and adopted between now and then.

In addition, local policy documents (Supplementary Planning Advice, SPA) may be adopted by the Council. These are non-statutory and sit outside the LDF itself, but can have a role in supporting its application and interpretation.

### **Summary – the role of the Dursley Urban Design Framework**

The aspirations set out in the Dursley Urban Design Framework would be viewed as a material consideration for use in development control. Subject to advice from SDC Strategic Planning, the document could be used to inform the LDF.





# design approach



## 3.1 The Stakeholder Event

**A STAKEHOLDER CONSULTATION EVENT LAUNCHED THE PROJECT WORK PROPER, AND ESTABLISHED A SET OF DESIREABLES FOR THE URBAN DESIGN FRAMEWORK TO DELIVER.**

A stakeholder event was held in Dursley on 17th July 2006. An invited audience comprising local residents and traders, officers and members and key service providers turned out to take part in an interactive ideas workshop. The event was a crucial part of the baseline analysis stage of the commission, and allowed the design team to record ideas and aspirations for the future of the town from key players and stakeholders.

With the assembled audience having been formed into a number of focused break-out groups, a SWOT analysis was carried out (Strengths, Weaknesses, Opportunities, Threats). This gave rise to a number of priorities that the stakeholders wished to see addressed by the Framework. These ranged from detailed improvements to more strategic initiatives for change, and a great many were related or overlapped. They can be summarised into the following ten 'commandments':

- 1. Create opportunities for the proposed supermarket to be an anchor for linked trips to and in the town centre.**
- 2. Address the congestion and narrow pavements on Silver Street.**
- 3. Mixed and integrated development so families can live and work in the town.**
- 4. Create opportunities to cater for a new town centre population and their lifestyle and family needs.**

- 5. Major improvements to May Lane, Market Place, Parsonage Street, Castle Street.**
- 6. Create a development opportunity for a new multi-use community building**
- 7. Exploit Dursley's tourism potential and heritage-related 'USP', and stimulate linked trips and lingering.**
- 8. Maintain current level of free and convenient parking.**
- 9. Create a focal point for the town.**
- 10. Improve signage, street furniture and the quality of the street environment for pedestrians.**

These ten commandments have been used, alongside the objectives of the Consultants Brief, as the basis for the Framework approach. This is explained in detail in the sections that follow.

A precis of the results of the SWOT analysis are contained in the appendix.



*Local community representatives feed back from their break-out groups on ideas for physical change in the town*



## 3.2 Aims and objectives

**THE KEY PRIORITIES FOR THE FRAMEWORK ARE ENVIRONMENTAL IMPROVEMENTS IN KEY AREAS AND INTEGRATING RECENT DEVELOPMENTS AT LITTLECOMBE AND CASTLE STREET.**

Taking the aspirations of the stakeholder group as a key point of reference, the Urban Design Framework will set out proposals to deliver the following 4 key objectives:

- To create a vibrant and exciting town centre
- To make the supermarket a part of the town
- To create direct links to new housing areas
- To create pleasant and attractive streets and squares

The urban design priorities that will deliver these aims are set out on the right hand side. Following each priority are of list of 'commandments' from the stakeholder workshop that the priority directly addresses.

- 1 **Improve the approaches** to - and routes through - the town, so as to create a better sense of arrival in Dursley for visitors and residents, and to enhance the role of the town as a focal point in the surrounding Area of Outstanding Natural Beauty (*Com. no's. 5, 7, 9, & 10*).
- 2 Improve the town centre in terms of its functioning as a **local centre** for the area, including development floorspace for new services and shops (*Com. no's. 1, 3, 4, 6, 8, 9, & 10*).
- 3 Improve the **accessibility** of the town centre through better parking and linkages, especially to new and existing residential areas (*Com. no's. 1, 2, 3, 4, 7, 8, & 10*).
- 4 Reveal and exploit the **cultural heritage** of the town, through thoughtful planning and design (*Com. no's. 5, 7, 9, & 10*).
- 5 Ensure the **supermarket** development is integrated physically and contributes to the viability, vitality and attractiveness of the town centre, and does not work in isolation from it (*Com. no's. 1, 3, 4, 5, & 7*).
- 6 Make **environmental improvements** and develop vacant and derelict sites in key areas of the town centre such as Water Street, Parsonage Street and May Lane (*Com. no's. 3, 4, 5, 6, 7, & 10*).



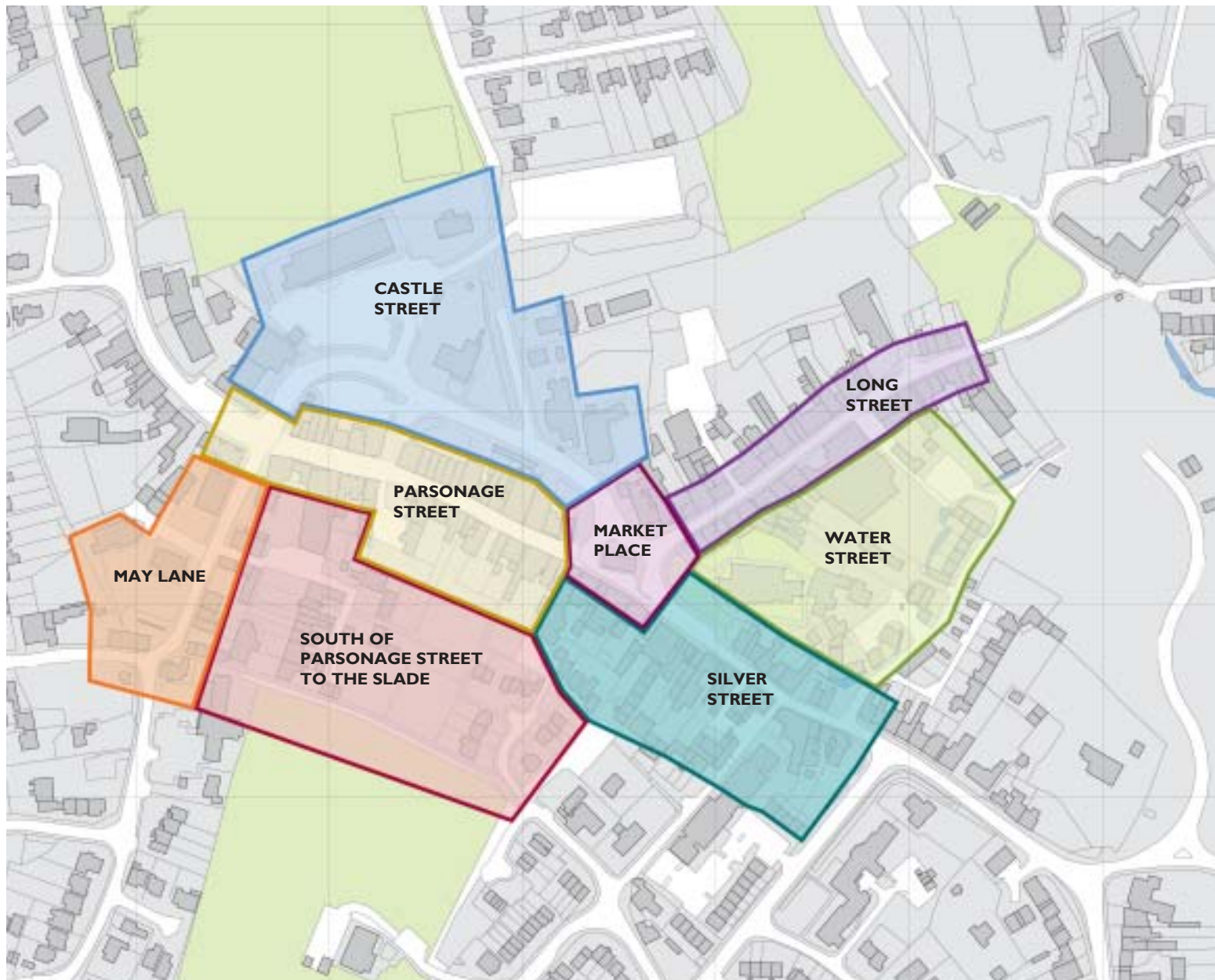


Fig 5. Character areas



## 3.3 Character areas

**CHARACTER AREAS ARE THE KEY TO FORMULATING AND TARGETING DESIGN OPTIONS THAT DRAW OUT AND STRENGTHEN THE CHARACTER OF THE TOWN.**

The Urban Design Framework identifies 8 character areas in the town centre. The character areas have been identified through a combination of:

- analysing the strengths of the town's existing character, and
- identifying appropriate potential improvements or changes in order to respond to the Urban Design Framework aims.

The inherent character of the town is one of Dursley's key assets and will act as a 'Unique Selling Point' as a destination both for the local population and for tourists. The character areas are shown in Figure 5.

### Castle Street

The proposed supermarket development will be the key to transforming Castle Street into a proper piece of town. The supermarket development must be made to be a focal point, and an anchor for linked trips to Parsonage Street. The level of traffic that the road handles is not a constraint on making this happen; many traditional, elegant streets in market towns handle this level of traffic and more. The key priorities are to:

- **Create attractive development frontages to enclose and animate the street;**
- **Improve pedestrian links across the street, particularly between Parsonage Street and the supermarket site.**

### Parsonage Street

Parsonage Street remains the focus for shops and services in the town centre and should be upheld as such through the Urban Design Framework proposals. With a new population arriving in the town at Littlecombe, its role as a local centre might be strengthened by providing for modern lifestyle demands such as the evening economy and 'top-up' and specialist shopping. The area should also be targeted for enhancing the role of the town as a focal point for tourist facilities in the AONB.

With the Market Hall at one end, and dramatic views of the surrounding landscape at the other, the street's basic form is elegant; a traditional high street along an historic route at the heart of the town. The street is, though, let down by some poor shop frontages, occasional vacant sites and a confused jumble of signs and furniture in places. The key priorities are to:

- **Improve links to Parsonage Street from the supermarket site and surrounding new and existing residential development.**
- **Improve the quality of the street as a space for spending time in - for visitors and locals.**
- **Make improvements to the shop frontages.**
- **Create opportunities on vacant, derelict or underused sites for new retail frontage and floorspace to contain new shops, services, restaurants, cafés or homes.**



*A possible model for Castle Street - high quality active frontage makes a busy street a real 'piece of town' (example - Didsbury, Gtr. Manchester).*



*A possible model for Parsonage Street - high quality surfaces, small 'pocket' squares and areas for outdoor seating (example - Dorking, Surrey).*

### South of Parsonage Street to The Slade

The back-land areas to the West of Parsonage Street that lead up to The Slade have recently been the location of new residential development on infill sites. The area contains some key links which allow direct pedestrian access from the residential areas - both new and established - to Parsonage Street and May Lane. This may contribute to the buoyancy of the traders on Parsonage Street. Other potential sites and links exist, though they might be locked up by complicated land ownership issues and hence will be long term objectives to achieve. Key priorities are:

- **Identify potential new infill sites for further residential development in the town centre, including vehicular access to those sites.**
- **Identify new ways of linking the residential areas directly to Parsonage Street, and existing links that should be improved.**

### Market Place

Together, the Market Place and Market Hall areas are possibly the most significant urban spaces in Dursley. The market building itself is typical of market towns in the region, and contributes a great deal to Dursley's character. The space is adjacent to – and draws together – other key buildings in the town, such as St James' Church, the Heritage Centre and Jacob's House. It lies on the high ground at the centre of town at the end of several key sightlines and approaches.



*A possible model for Market Place - public realm designs focused on the Market Hall create a destination and an 'event' at the gateway to the town centre. Branded signage (foreground) enhances the sense of arrival and orientation, and assists visitor lingering (example - Reigate, Surrey).*

Whilst the space is highly characteristic, the quality of some surrounding buildings and frontages, as well as the dominance of traffic in the space, all detract from what could be a much more elegant feature in the town - a real landmark and focal point and from it are stunning views of the surrounding AONB. The key priorities for the space are as follows:

- **Identify ways of improving the area as a public space, which can function as a location for events and markets.**
- **Target buildings and frontages which relate to the space for architectural improvement and redevelopment.**
- **Enhance the quality of the wider space as a meeting and crossing point for pedestrians and a link to the surrounding buildings.**

### May Lane

The May Lane area contains many of the key development opportunities in Dursley. It is an area that stakeholders most desired to see improved. The recent library building acts as a proud new focal point and landmark, visible to the many people travelling west along Castle Street and Kingshill Road, and set against the dramatic backdrop of the surrounding landscape.

The neighbouring bus depot, however, is of a very poor quality and is an inefficient use of space in a town centre. Other vacant and derelict sites close by require improvement and/or

## DESIGN APPROACH

development to create a proper street frontage. The car park on Hill Road is a key destination in the town and so May Lane for many is a key arrival point. The Old Spot pub is one of the region's best and attracts many visitors to the town. Priorities for May Lane are:

- **Identify development options for vacant and derelict sites which piece together a proper street frontage.**
- **Identify options to use the bus depot more efficiently.**
- **Improve the quality of the street as an arrival point and location for local services.**

### Silver Street

Silver Street is one of the two busiest approaches to the town. It is physically more constrained than Kingshill Road to the west, and the servicing of shops from the street combine with this to cause regular disruption to both pedestrian access along the pavements as well as traffic flow. The Market Place junction also causes traffic to back-up. Stakeholders identified these as major issues to be addressed. As an approach though, it does have several important attributes.

The view of St James' Church and then the Market Hall as one enters the town from the south are beguiling, and the Water Street area to the immediate east has potential for major improvement (see below). Key priorities for the area are:

- **Assess the feasibility of pavement widening along the street.**
- **Improve frontages and spaces along the street and thus its quality as an approach to the town.**

### Water Street & St James' Church

The area that lies between Water Street and Long Street has arguably the best undiscovered potential for development in the town. There are several intriguing aspects to the area; the hidden waterways, the church precinct, old industrial buildings and level changes are examples. Coupled with this are a number of derelict or vacant sites. New residential development to the north and east will transform the area from a peripheral one, to one that is en-route to the town centre for a significant number of new residents. Key priorities are:

- **Investigate development opportunities which can reveal more of the hidden urban heritage of the area.**
- **Create new and improved links throughout, and to the town centre and new residential development beyond.**

### Long Street

Long Street will be the most obvious pedestrian link between the new residential development at Littlecombe and the town centre. It is an attractive street to walk along, and reveals pleasant views in both directions; to Market Place and to the hills to the east. Some vacant buildings and unkempt shop frontages do detract from it. Priorities for Long Street are to:

- **Identify ways of improving the quality of the street as a route from Littlecombe to the town centre.**



*A possible model for the Water Street area - sensitive residential development incorporates high quality pedestrian links through an historic quarter of the town - in this case, a redundant industrial quayside (example - Emsworth, Hampshire).*







urban design framework proposals

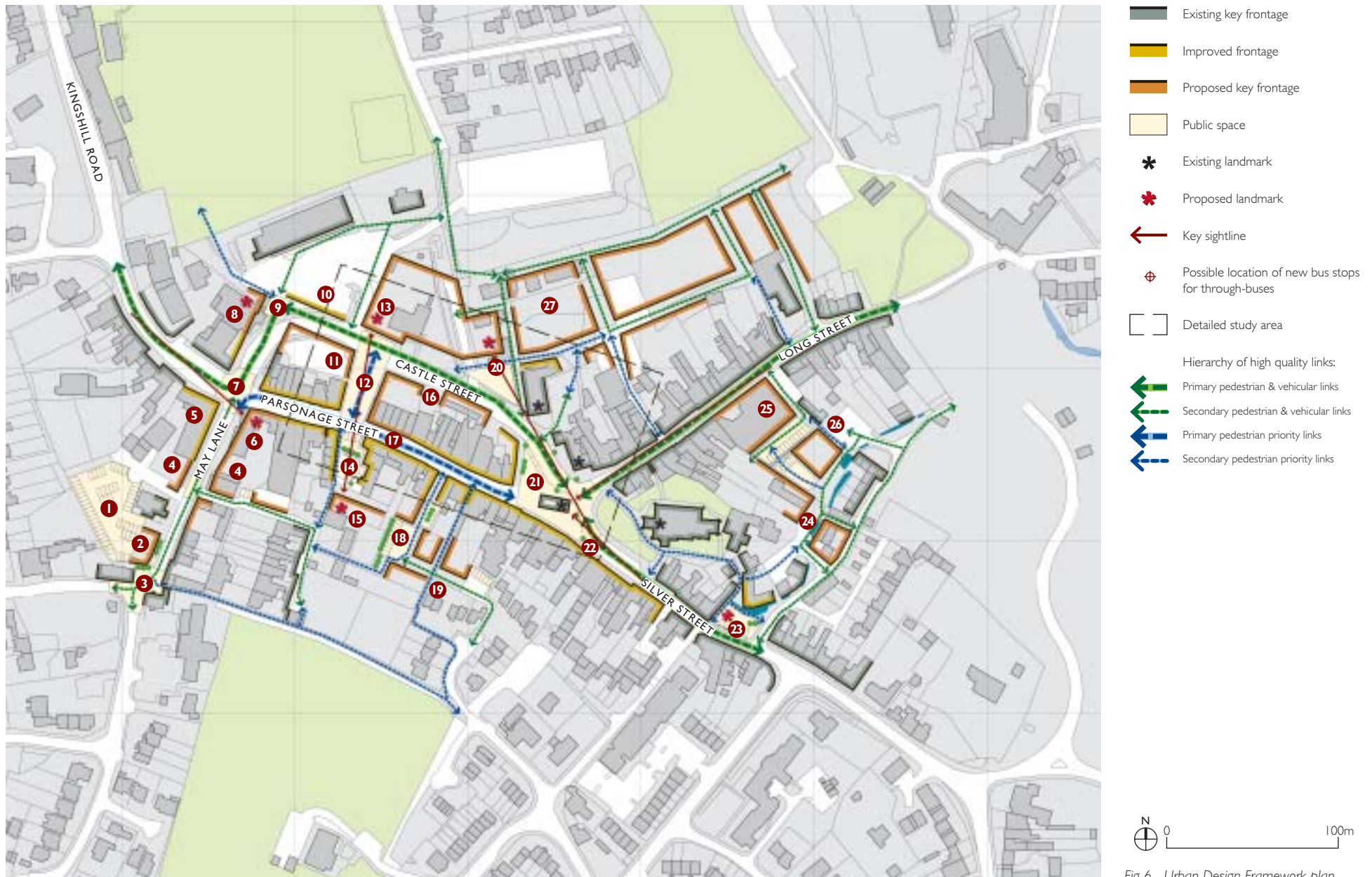


Fig 6. Urban Design Framework plan

## 4.1 The urban design framework plan

**THE FRAMEWORK PLAN SETS OUT THE SPATIAL STRATEGY FOR THE WHOLE TOWN. THE FOLLOWING ARE A SELECTION OF ACTIONS WHICH WOULD ADDRESS THE ISSUES IDENTIFIED FROM THE CONSULTATIONS AND RESEARCH. A DETAIL STUDY AREA, FOCUSSEING ON PARSONAGE STREET AND CASTLE STREET HAS BEEN SELECTED FOR FURTHER DETAILED CONSIDERATION.**

- 1 Possible new use of the bus depot as a public car park, centrally located close to the library and other uses on May Lane. Bus stops relocated to Castle Street
- 2 Frontage development to May Lane which contains the car park behind. Possible use as a community building.
- 3 Improvements to the junction where The Slade emerges to meet Hill Road and May Lane. Might include space for benches on the south facing frontage or gable of The Old Spot pub. Key location for a new 'branded' signage strategy.
- 4 Frontage development on May Lane to improve the street. Possible community uses. Links to the rear of Parsonage Street.
- 5 Refurbishment of the prominent corner building on Kingshill Road.
- 6 Redevelopment of the prominent corner building on Parsonage Street
- 7 Major public realm improvements to the May Lane / Castle Street junction including rationalised street signage (as part of an overall strategy), raised table and better pedestrian crossing points; a much improved 'gateway' to the town centre.
- 8 Possible redevelopment site creating a landmark building on Castle Street and an active frontage to pedestrian link.
- 9 New road alignment and junction with the access to the car park. Improved pedestrian link to the Recreation Ground, including possible demolition and relocation of the toilet block.
- 10 Street trees or similar to improve the edge of Castle Street. Cycle parking facilities outside the supermarket.
- 11 High quality frontage to Castle Street and the new public square. Deeper site created by a new road alignment. Proposals could include improved car park with tree planting, or possible future active development frontage.
- 12 New public square as a link between Parsonage Street and the new supermarket surrounded by new development to replace the Barclays building. Space for pavement cafes and other 'spill-out' uses. Cycle parking facilities, signage and public art.
- 13 Location of entrance and marker detail on the supermarket building to terminate the sightline from Parsonage Street.
- 14 Improvements to the pocket garden off Parsonage Street; seating, lay-by for servicing and planting.
- 15 Possible redevelopment of the surgery site for residential and/or services.
- 16 Possible new frontage development on Castle Street. May require moving the carriageway. Service access is maintained.
- 17 Improvements to shop fronts, lighting and public realm on Parsonage Street.
- 18 New infill development between Parsonage Street and The Slade, accessed from The Slade and/or May Lane.
- 19 Improvements to footpaths linking The Slade with May Lane, particularly lighting.
- 20 Key location for a landmark building, visible from Market Place - a possible extension of the supermarket building. New pocket square with an opportunity for heritage-related artwork.
- 21 Public realm improvements to Market Place including flush surfaces for market stalls, feature lighting of the Market Hall and branded signage.
- 22 Improvements to shop fronts on Silver Street.
- 23 Create a new pocket square focusing on Broadwell and its historic buildings. Possible location for a tourist information point and short term parking.
- 24 Residential infill development which reveals the waterways to the public realm.
- 25 Redevelopment of Listers social club building with a new frontage to Long Street.
- 26 New and improved pedestrian links between Long Street and Water Street.
- 27 Major new links directly into the Littlecombe development. Further residential development. Retention of the mature tree line as a natural habitat and amenity space.





Fig 7. 3D sketch model of detailed study area



## 4.2 Detailed study area

**THE CASTLE STREET / PARSONAGE STREET / MARKET PLACE AREA IS THE MOST CRITICAL AREA TO TACKLE. THE ANNEX TO THIS REPORT CONTAINS DETAILED COSTINGS AND AN IMPLEMENTATION PROGRAMME FOR THE DETAILED PROPOSALS.**



Fig 8. Detailed study area



Fig 9. New Town Square on Parsonage Street, looking due north



Fig 10. Market Place, looking due west.





## 4.3 The public exhibition

**THE EXHIBITION WAS AN OPPORTUNITY TO SHARE THE FINAL DRAFT PROPOSALS WITH THE GENERAL PUBLIC, AND TO FIELD REACTIONS AND COMMENTS.**

A public exhibition was held to display the proposals on the 2nd November 2006 in Dursley Methodist Church. The exhibition was attended by members of the local communities of Dursley, Cam and the surrounding area. Copies of the exhibition boards are contained in appendix B and are also now available to view online ([www.valevision.org.uk](http://www.valevision.org.uk)). The event was widely publicised with flyers, posters and a local press campaign.

In order to gauge reaction to the proposals from those who attended, a feedback form was devised which every attendee was asked to complete. The feedback form asked which 5 of 11 key proposals the attendee considered the highest priority for action:

In total, 77 completed forms were received. Table 1 shows the tabulated results. The priorities have been weighted by a factor of 5-1 depending on which was named first, second, third, fourth or fifth priority. The weighted results show that in order of priority, the projects were ranked as follows:

- 1 Turning Castle Street in to a proper 'street' with buildings, trees and wide pavements**
- 2 A high quality pedestrian link from the supermarket and the car parks to Parsonage Street**
- 3 Turning Market Place into a proper town square**

- 4 Widening pavements – where possible – along Silver Street**
- 5 Direct links between Littlecombe and the town centre**
- 6 Development on vacant sites around May Lane**
- 7 A new town centre car park on May Lane**
- 8= Improvements to signage and street furniture**

**8= Heritage trail and improvements around Water Street & Broadwell**

**10 Bringing buses into the heart of the town and closer to Parsonage Street**

**11 Residential development around Water Street and Broadwell**

In addition to the list of projects, a space was allowed for further comments. The comments are listed in Table 2, along with a response by the design team.

RANK	PROPOSAL	RESPONDENTS PRIORITY				
		1	2	3	4	5
1	Turning Castle Street in to a proper 'street' with buildings, trees and wide pavements	18	23	7	4	4
2	A high quality pedestrian link from the supermarket and the car parks to Parsonage Street	24	6	10	7	11
3	Turning Market Place into a proper town square	9	11	16	7	8
4	Widening pavements – where possible – along Silver Street	11	12	9	5	7
5	Direct links between Littlecombe and the town centre	3	12	10	10	12
6	Development on vacant sites around May Lane	3	5	10	10	7
7	A new town centre car park on May Lane	6	4	4	8	8
8	Improvements to signage and street furniture	4	1	8	5	6
9	Heritage trail and improvements around Water Street and Broadwell	2	3	7	7	7
10	Bringing buses into the heart of the town and closer to Parsonage Street	3	4	2	9	8
11	Residential development around Water Street and Broadwell	4	1	4	4	2

Table 1. Questionnaire Analysis

COMMENTS	NO. OF RESPONSES	% OF ATTENDEES	RESPONSE / IMPACT ON THE URBAN DESIGN FRAMEWORK
Castle Street should pass behind the supermarket not in front so that it does not create a barrier.	4	5.2	This was investigated as an option at the beginning of the project, but was found not to be feasible. The design team were asked to discount the idea by the Highways Authority.
Mistake to have only parking behind the supermarket as most people won't walk the distance to other shops	3	3.9	Significant areas are also proposed along Castle Street and on May Lane.
Good link between the supermarket and town centre shops required	3	3.9	This is proposed.
Mistake to concentrate on Castle Street / supermarket. Don't let it be main focus of redevelopment	2	2.6	The design team and steering group all feel that it is a priority - due to current development proposals as well as its location at the core of the town.
The supermarket should provide cycle parking	1	1.3	The UDF has been amended to include this.
Improvement to facilities for young people, like a skate park	6	7.8	The UDF does not discount certain specific youth facilities such as a skate park. A location might be the recreation ground.
Keep bus station where it is	5	6.5	The bus station is currently a blight on the May Lane area and is an unimpressive arrival point. Whilst the proposal to move the bus stops only ranked 10th in the list of proposals, the steering group feel that using the May Lane area more efficiently and bringing buses in to the heart of the town would bring significant regeneration benefits when seen as part of a comprehensive set of proposals for the whole Castle Street area.
More employment in town centre	4	5.2	The UDF would encourage more employment opportunities.
Public realm improvements	3	3.9	These are proposed.
Too many proposed retail units, what will fill them?	3	3.9	Further feasibility work may be required, but a new population at Littlecombe and other areas of the town should bring more spending power and a stronger retail market to Dursley if properly connected and integrated.
No to extra housing, infrastructure won't support it	2	2.6	Housing in the town centre will put pressure on current infrastructure, but in return will bring a new catchment that will help fortify the town's economy. Large scale housing proposals would be subject to various cost / benefit analyses such as transport impact assessments.

Table 2. Further Comments



COMMENTS	NO. OF RESPONSES	% OF ATTENDEES	RESPONSE / IMPACT ON THE URBAN DESIGN FRAMEWORK
More hotels, B&B's	1	1.3	The UDF does not discount certain specific land uses in any new development.
Shop front improvements	1	1.3	These are proposed.
Develop around Market Place	1	1.3	This is proposed.
Maximise potential around surgery / library etc.	1	1.3	This is proposed.
Improvements to Heritage Centre	1	1.3	This is proposed, and the framework has been amended to include a proposed heritage trail in the town.
Not clear how is it linking with Littlecombe	2	2.6	The UDF contains significant new links to the Littlecombe area.
Proposals will avoid Littlecombe residents heading straight for Cam	1	1.3	This is a leading objective of the UDF.
Improved traffic flow is essential for pedestrians, cars, and cycles	25	32.5	The UDF proposes improvements to the vehicular access from the car park onto Castle Street - currently a major bottleneck. It is the leading aim of the Framework to change the nature of traffic flow along Castle Street, to become more gradual and less dominating in the town centre. Improved cycle and pedestrian links are proposed.
Silver Street major problem at the moment - should it be one-way?	10	13.0	Neither the design team nor the steering group would advocate the introduction of a one-way system in a small market town, as this would perpetuate car use. It is a leading aim of the Framework to contribute to reducing the need to travel by car.
Parking is a major issue	7	9.1	Parking spaces across the town are being increased.
Link to behind Parsonage Street should be off May Lane	2	2.6	The UDF has been amended to include this.
Rail link between Cam and Dursley	1	1.3	This would be a major benefit to the town, but such infrastructure proposals are outside the scope of the UDF.
Field off Boulton Lane would make an ideal park	1	1.3	The UDF does not discount this as a possibility.
SDC should address 'grote spots' in their ownership	1	1.3	All underused, vacant and derelict sites in the town centre are being addressed through the UDF.





implementation programme



## 5.1 Implementation Table

### THE TABLE THAT FOLLOWS DETAILS THE KEY DELIVERY AND IMPLEMENTATION ASPECTS TO EACH ELEMENT OF THE URBAN DESIGN FRAMEWORK PLAN

The table sets out, for each proposal listed on page 35, the key policy references, commandment to which the proposal responds, phasing details and critical path to delivery, key players and next steps.

#### Early win

*Projects that are able to proceed immediately.*

#### Core project

*High priority projects that are not immediately able to proceed, yet are key catalysts for the delivery of the UDF. Other projects are probably reliant on them.*

#### Medium-term

*High priority projects that usually require significant further feasibility work and/or negotiations. Probably not critical to enabling other projects to proceed.*

#### Back-burner

*Longer term aspirations that require significant further feasibility work or negotiation. Lesser priorities than Core projects or medium-term projects.*

POLICY CONTEXT				IMPLEMENTATION				
PROJECT	PPG / PPS	STROUD LOCAL PLAN	PROJECT AIMS/ COMMANDMENTS	PRIORITY	PHASING DETAILS	KEY PLAYERS / FUNDING	NEXT STEPS	ROLE FOR VALE VISION
1	PPS1-para 23(viii); PPS6-para 3.25.	TRI; TRI2.	COM'NTS: 5, 8. AIMS: 3, 4, 5, 8.	Core project	The new car park will be the catalyst to releasing key town centre sites for development and improvement, but requires further feasibility work. Integrated approach with projects 2 & 11.	Landowners, bus operators. Initial development funding through capital budget, receipt on existing Castle Street car park and revenue from project 2.	Feasibility study on alternatives for bus turning & stopping - to include UDF proposals for future bus stops on Castle Street and extended loops through Littlecombe & Highfields. Prepare planning & marketing brief for projects 1&2 (combined) and project 11.	Influencing planning applications. Partnership with GCC and bus operator investigating bus provision
2	PPS1-para 27(viii); PPS6-para 2.19.	EMI; SH10; SH11; BE1; BE2; BE3; TRI.	COM'NTS: 3, 4, 5, 6, 7, 10. AIMS: 3, 4, 5, 7.	Core project	(See project 1.)	(See project 1.)	(See project 1.)	
3	PPS6-para 2.19; PPG13-para 77.	BE1.	COM'NTS: 4, 5, 7, 10. AIMS: 7, 10.	Back-burner	Other than developing the signage strategy, this is a stand-alone project in terms of phasing; though it is an important element to the wider environmental improvements of the May Lane community and service area.	Local Highways Authority, Local Planning Authority, Old Spot pub, SDC and Dursley Town Council. Funding from capital programme and other funding bids, and possible developer contributions from other developments on May Lane or from Old Spot pub.	Initiate signage strategy. Approach Old Spot pub for possible joint venture. Work up design scheme. Subject to alignment of funds this could be easy to deliver.	Partnership - with GCC Highways, SDC and other adjacent property owners



POLICY CONTEXT				IMPLEMENTATION				
PROJECT NUMBER	PPG / PPS	STROUD LOCAL PLAN	PROJECT AIMS/ COMMANDMENTS	PRIORITY	PHASING DETAILS	KEY PLAYERS / FUNDING	NEXT STEPS	ROLE FOR VALE VISION
4	PPSI-para 27(viii); PPS6-para 2.19.	EM1; SH10; SH11; BE1; BE2; BE3; TR1.	COM'NTS: 3, 4, 5, 7, 10. AIMS: 3, 4, 5, 7.	Medium-term	Stand-alone projects. Some require detailed negotiations with land-owners whilst others are on public sector land. One owner on western side; east side contains one derelict site and the Lions building.	Landowners, Local Planning Authority, local service providers. Self-funding development projects. Some developer contributions may be levered into projects 1 and 3.	Prepare planning brief and marketing briefs for public sector sites. Contact local service providers to assess the feasibility of a combined local service building.	Commission development brief.
5	PPSI-para 27(viii); PPS6-para 2.19.	SH10; SH11; BE1; BE2; BE3; TR1.	COM'NTS: 3, 4, 5, 7, 10. AIMS: 5, 7, 10.	Back-burner	Stand alone project. Same owner as in (4) - eastern side.	Landowner, Local Planning Authority. Self-funding development project.	Initiate negotiations with landowner.	Vigilance.
6	PPS6-para 2.19.	EM1; SH10; SH11; BE1; BE2; BE3; TR1.	COM'NTS: 3, 4, 5, 7, 10. AIMS: 3, 4, 5, 7, 10	Back-burner	Stand alone project.	Landowners, Local Planning Authority. Self-funding development projects. Some developer contributions may be levered into project 7.	Initiate negotiations with landowners to devise comprehensive development options. Prepare planning brief.	Vigilance.
7	PPS6-para 2.19; PPG13-para 77.	BE1; TR2.	COM'NTS: 5, 7, 10. AIMS: 5, 7, 10.	Core project	Partly dependant on signage strategy. May be reliant on developer contributions from other projects eg. proposed supermarket.	Local Highways Authority, Local Planning Authority, Dursley Town Council. Funding from capital programme and possible developer contributions from projects 7 and 11.	Work up detailed scheme.	Influencing supermarket scheme. Commission signage strategy.
8	PPSI-para 27(viii); PPS6-para 2.19; PPG13-para 76.	EM1; SH10; SH11; BE1; BE2; BE3; TR1.	COM'NTS: 3, 4, 5, 6, 7, 10. AIMS: 3, 4, 10.	Core project	Telephone exchange building is terminus to views along Castle Street. Better quality building is appropriate to this location.	Landowners, Local Planning Authority, Local Highways Authority, Dursley Town Council. Self-funding project with developer contributions levered into project 9.	Initiate negotiations with landowners and prepare planning brief.	Commission development brief.
9	PPS6-para 2.19; PPG13-para 77.	BE1; TR2; TR3.	COM'NTS: 1, 5, 7, 10. AIMS: 5, 7, 10.	Core project	Closely linked to projects 8 and 11 as developer contributions are likely to contribute.	Local Highways Authority, Local Planning Authority. Funding through capital budget and possible developer contributions from supermarket.	Work up detailed scheme and pursue funding bids.	Influencing.

PROJECT NUMBER	POLICY CONTEXT			IMPLEMENTATION				
	PPG / PPS	STROUD LOCAL PLAN	PROJECT AIMS/ COMMANDMENTS	PRIORITY	PHASING DETAILS	KEY PLAYERS / FUNDING	NEXT STEPS	ROLE FOR VALE VISION
10	PPS6-para 2.19.	BE1.	COM'NTS: 1, 5, 7, 10. AIMS: 5, 7, 10.	Medium-term	Part of the supermarket development	Local Planning Authority, Local Highways Authority, Dursley Town Council. Funding through capital budget and possible developer contributions from supermarket.	Work up detailed scheme as part of supermarket scheme.	Influencing.
11	PPS1-para 27(viii); PPS6-para 2.20; PPG3-para 58.	EMI; SH10; SH11; BE1; BE2; BE3; TR1.	COM'NTS: 1, 3, 4, 5, 7, 8, 9, 10. AIMS: 1, 3, 4, 5, 7, 10.	Core project	Any change of use on this site is reliant on the re-provision of parking elsewhere in the town centre (see project 1) which in turn depends on identifying alternative bus turning arrangements. The project is also closely linked to project 9.	Landowner (GCC).	Work up detailed scheme as part of supermarket scheme.	Influencing.
12	PPS1-para 27(vii); PPS6-para 2.19; PPG13- paras 76&77.	SH10; SH11; BE1; BE2; BE3; TR1; TR2; TR3; TR4.	COM'NTS: 1, 3, 4, 5, 7, 9, 10. AIMS: 1, 3, 4, 5, 7, 9, 10.	Core project	A key catalyst for environmental improvements and economic revival in Dursley. This is the link between the new supermarket and the town centre. It is essential that this is a legible and safe route. It is also a public space which links visually with the space at 14 could be achieved by removing clutter. The delivery of a public square relies on redevelopment of the Barclay's Bank row of buildings on Parsonage Street. This will require detailed negotiations with landowners. Partly dependant on signage strategy.	Landowners, developers of the new supermarket, Local Planning Authority, Local Highways Authority, Dursley Town Council, Chamber of Commerce. The Castle Street pedestrian crossing improvements element should be delivered through developer contributions from the new supermarket development. The remainder of the public realm works should be delivered through developer contributions from Barclays redevelopment and project 11, with top-up funding coming from capital programme and other funding bids.	Work up detailed urban design and planning brief for whole area. initiate signage strategy and commission public art consultant or artist. Work up detailed scheme for Castle Street pedestrian crossing to inform developer contributions from supermarket development. Initiate negotiations with owners of Barclay's Bank building to devise comprehensive redevelopment options.	Commission development brief to influence redevelopment of Barclays site. Work with Town and District Council to remove clutter. Commission signage strategy and public art consultant / artist.
13	PPS6-para 2.19.	BE1; BE2; BE3; TR1.	COM'NTS: 1, 5, 10. AIMS: 1, 10.	Early win	Imminent. Developer contributions should be levered into the first phase of project 12 (Castle Street link).	Developers of the new supermarket, Local Planning Authority.	Negotiate Section 106 legal agreement for delivery of first phase of project 12.	

POLICY CONTEXT				IMPLEMENTATION				
PROJECT NUMBER	PPG / PPS	STROUD LOCAL PLAN	PROJECT AIMS/ COMMANDMENTS	PRIORITY	PHASING DETAILS	KEY PLAYERS / FUNDING	NEXT STEPS	ROLE FOR VALE VISION
14	PPS6-para 2.19.	BE1; BE2; BE3; TR2.	COM'NTS: 1, 5, 7, 9, 10. AIMS: 5, 9, 10.	Back-burner	Stand alone project which relies on negotiations with landowners. Refurbishing this space and decluttering at 12 will emphasise the link to supermarket.	Landowners, Local Planning Authority. Funding through a combinations of developer contributions, funding bids, Dursley Town Council and capital budget.	Work up urban design brief for wider area and initiate negotiations with landowners.	Design brief and possible HLF bid Partnership - work with owners and Dursley TC.
15	PPS6-para 2.20.	SH11; BE1; BE2; BE3.	COM'NTS: 3, 4, 5, 10. AIMS: 4	Back-burner	Closely linked to project 14.	Landowners, Local Planning Authority. Self-funding project with possible top-up funding bids for local health provision. May generate funds for project 14.	(See project 14.)	Vigilance.
16	PPS6- paras 2.19, 2.20.	SH10; SH11; BE1; BE2; BE3; TR1.	COM'NTS: 3, 5, 7, 10. AIMS: 3, 4, 5, 7, 10.	Medium-term	County owned site and pub site must be developed with a mind to a new frontage to Castle Street. Part is necessary for disabled parking. Linked to 11.	Landowners, Local Planning Authority, Local Highways Authority. Self funding projects by landowners benefiting from additional retail frontage.	Urban design brief to assess access feasibility and provide key urban design pointers.	Meet SDC Conservation & DC officers.
17	PPS6-para 2.19.	BE1; BE2; BE3; TR2; TR3; TR4.	COM'NTS: 1, 5, 7, 10. AIMS: 1, 4, 5, 7, 10.	Core project	Stand-alone project, though funding may be achieved partly through developer contributions. Linked to 22.	Stroud District Council and Dursley Town Council. Funding might be sought through developer contributions from projects 6 & 12 in addition to SDC shop front grant.	Review shop front grants scheme and target on key areas/sites for regeneration.	Partnership with SDC, Town centre Manager to identify key propoertis for grants.
18	PPS1-para 27(viii); PPG3-para 58.	HN8; SH11; BE1; BE2; BE3; TR1.	COM'NTS: 3, 4. AIMS: 3, 4.	Back-burner	Derelict site visible from Parsonage Street. Possibly difficult to achieve land assembly, so a longer term aspiration. May however be critical in providing funding for project 19.	Landowners, Local Planning Authority, Local Highways Authority. Self-funding projects that are likely to contribute funds toward project 19.	Urban design brief to establish development capacity and access arrangements. Initiate negotiations with landowners.	Design brief and possible adopt a plot to tidy it up.
19	PPG13-para 77.	TR2; TR3.	COM'NTS: 1, 4, 10. AIMS: 10	Back-burner	Probably reliant on further infill development at The Slade for funding (see project 18) so a 'back-burner' project. Could, though, be an 'early win' if other funding sources were identified.	Local Planning Authority, Local Highways Authority, Dursley Town Council. Funding through developer contributions from project 18 in addition to capital budget.	Work up outline scheme for costing.	Partnership with Gloucestershire Highways, SDC Community Safety Officer & Town Council.

PROJECT NUMBER	POLICY CONTEXT			IMPLEMENTATION				
	PPG / PPS	STROUD LOCAL PLAN	PROJECT AIMS/ COMMANDMENTS	PRIORITY	PHASING DETAILS	KEY PLAYERS / FUNDING	NEXT STEPS	ROLE FOR VALE VISION
20	PPS6- paras 2.19, 2.20; PPG13- para 77.	EM6; SH10; SH11; BE1; BE2; BE3; TR1.	COM'NTS: 1, 4, 5, 7, 9, 10.  AIMS: 3, 4, 5, 7, 9, 10.	Medium- term	Key sightline from Market Place along Castle Street. Land profiling is essential to integrating supermarket development visually.	Supermarket owners, SDC, Gloucestershire Highways Authority, Dursley Town Council.	Initiate negotiations with supermarket for external works.	Influencing planning application. Commission public art consultant / artist.
21	PPS6- para 2.19; PPG13- para 77.	BE1; BE2; BE3; TR2; TR3; TR4.	COM'NTS: 2, 5, 7, 9, 10.  AIMS: 4, 5, 7, 9, 10.	Early win	Stand alone project. A key catalyst for environmental improvement and a leading priority of the steering group.	Local Planning Authority, Local Highways Authority, Dursley Town Council and other community groups. Funding should be sought through capital programme and regeneration bids.	Work up detailed scheme.	Partnership with Gloucestershire Highways, SDC and Town Council. Commission signage strategy.
22	PPS1-para 27(viii).	BE1; BE2; BE3; BE18.	COM'NTS: 7, 10.  AIMS: 5, 7, 10.	Back- burner	Longer term aspiration that relies on town centre environmental improvement to stimulate cycle of improvement.	Stroud District Council and Dursley Town Council. Funding might be sought through developer contributions from projects 6 & 12 in addition to SDC shop front grant.	Review shop front grants scheme and target on key areas/sites for regeneration.	Partnership with SDC, Town centre Manager to identify key properties for grants.
23	PPS6-para 2.19.	BE1; BE2; BE3.	COM'NTS: 7, 10.  AIMS: 7, 10.	Back- burner	Will require further negotiation with landowners. Stand alone project.	Landowners, Local Planning Authority, Dursley Town Council, Dursley Town Trust. Budget from LHI project. New HLF bid necessary + developer contributions levered in from project 24.	Initiate heritage strategy for the Broadwell area.	Strategy and action plan. Seating area underway.
24	PPS1-para 27(viii); PPS6- para 2.20; PPG3- para 58.	HN8; SH11; BE1; BE2; BE3; TR1.	COM'NTS: 3, 4, 7, 10.  AIMS: 3, 4, 7.	Medium- term	Integrated with project 25.	Landowners, Local Planning Authority, Dursley Town Council, Dursley Town Trust. Self funded project.	Work up urban design brief for the Broadwell area. Should be linked to Broadwell heritage strategy.	Design brief.



PROJECT NUMBER	POLICY CONTEXT			IMPLEMENTATION				ROLE FOR VALE VISION
	PPG / PPS	STROUD LOCAL PLAN	PROJECT AIMS/ COMMANDMENTS	PRIORITY	PHASING DETAILS	KEY PLAYERS / FUNDING	NEXT STEPS	
25	PPS1-para 27(viii); PPS6-para 2.19.	SH1 I; BE1; BE2; BE3; TR1.	COM'NTS: 3, 4, 6, 10.  AIMS: 4, 6, 7.	Early win	The site is available for redevelopment, but urban design and heritage strategies for the Broadwell area should first be produced.	Landowners, Local Planning Authority, Dursley Town Council, Dursley Town Trust, local service providers. Self funded project.	Work up urban design brief for the Broadwell area. Should be linked to Broadwell heritage strategy. Produce planning and marketing brief for project 25.	Design brief.
26	PPG13- para 76.	TR2; TR3.	COM'NTS: 4.  AIMS: 3, 4, 7, 10.	Medium- term	Closely linked to project 24 for funding reasons.	Landowners, Local Planning Authority, Local Highways Authority, Dursley Town Council, Dursley Town Trust. Funded through projects 24 & 25.	(See projects 24 & 25).	Design brief.
27	PPS1-para 27(vii); PPS6- para 2.20; PPG13- para 76; PPG13- para 76; PPG3- para 58.	HN1; HN8; SH1 I; BE1; BE2; BE3; TR1; TR2; TR3.	COM'NTS: 1, 3, 4, 10.  AIMS: 1, 3, 4, 10.	Early win	Delivered through supermarket and Littlecombe development. High priority.Delivered as part of the scheme.	Developers of Littlecombe, Local Planning Authority, Local Highways Authority, developers of new supermarket.	Initiate alterations / additions to Littlecombe masterplan. Produce planning brief for land between Littlecombe and Castle Street.	Design brief.



# appendices



# A Planning Policies

## National Planning Policy Guidance Notes / Statements

### PPS 1 – Delivering Sustainable Development

*'High quality and inclusive design should create well-mixed and integrated developments which avoid segregation and have well-planned public spaces that bring people together and provide opportunities for physical activity and recreation. It means ensuring a place will function well and add to the overall character quality of the area, not just for the short term but over the lifetime of the development. This requires carefully planned, high quality buildings and spaces that support the efficient use of resources.'*

### PPG 3 – Housing

*'Local authorities should promote developments which combine a mix of land uses, including housing, either on a site or within individual buildings such as flats over shops. This is important not only to accommodate new households but also to bring new life into our towns and cities. To increase housing opportunities in town centres, local authorities should identify sites or areas where housing or mixed-use development will be required... Local authorities should promote additional housing in town centres within the context of their overall strategy for each centre.'*

### PPS 6 – Planning for Town Centres

*'It is essential that town centres provide a high-quality and safe environment if they are to remain attractive and competitive. Well-designed public spaces and buildings, which are fit for*

*purpose, comfortable, safe, attractive, accessible and durable, are key elements which can improve the health, vitality and economic potential of a town centre.'*

*'Local Authorities are required to focus development in town centres to strengthen or regenerate them as appropriate. They should actively promote growth and manage change, define a network and hierarchy of centres and adopt a proactive plan-led approach to planning for town centres.'*

### PPS 13 – Transport

*'To promote more sustainable patterns of development and make better use of previously developed land, the focus for additional housing should be existing towns and cities. PPG3 requires local planning authorities to build in ways which "exploit and deliver accessibility by public transport to jobs, education and health facilities, shopping, leisure and local services". PPG3 also requires local authorities to "place the needs of people before ease of traffic movement in designing the layout of residential developments" and to "seek to reduce car dependence by facilitating more walking and cycling, by improving linkages by public transport between housing, jobs, local services and local amenity, and by planning for mixed use".'*

*'To promote more sustainable residential environments local planning authorities should "avoid the inefficient use of land" (avoiding developments of less than 30 dwellings per hectare net), encourage housing development which makes more efficient*

*use of land (between 30 and 50 dwellings per hectare net) and "seek greater intensity of development at places with good public transport accessibility, such as city, town, district and local centres.'*

## Gloucestershire Structure Plan 2001-2016: Third Alteration Deposit Draft - 2nd Revision

The existing Gloucestershire Structure Plan Second Review was adopted in November 1999. The Plan sets out the County's approach to fulfilling the aims and objectives of sustainable development. The latest proposed revisions and modifications to the Plan are contained in the Third Revision which is currently on deposit for consultation.

*'Gloucestershire is a predominantly rural area and has numerous market towns located within the four more rural Districts – namely ... Stroud District, ... These towns play an important role in the rural areas... These should be the focus for development outside the (Principle Urban Areas) and the identified Other Designated Centres for Growth, however the scale of development should be smaller than that of these larger settlements.'* (Sec.3, para.3.2.20)

*'Priority should be given to the redevelopment and re-use of land, including the conversion of existing buildings and the re-use of empty properties.'* (Policy SD.9)

*'Where development is well served by public transport and well related to local, town or city centres, housing densities should be greater, at least 50 dwellings per hectare net.'* (Policy SD.11)



*'Development will be located so as to minimise the length and number of journeys by private motor vehicle, and designed so as to encourage the use of public transport, cycling and walking.' (Policy SD.12)*

*'The overall housing provision will be distributed within the individual Districts as follows...Stroud 7,590 dwellings.' (Policy SC.2)*

### Stroud District Local Plan 2005

In relation to **town centres**, the SDLP states the following objectives:

- To sustain and enhance the vitality and viability of established town centres, district and local centres, and villages.
- To encourage and support development in appropriate locations where it sustains and enhances vitality and viability, improves the character of town centres and meets the needs of the area.
- To ensure that shopping facilities are accessible to all members of the community.
- To concentrate new retail development in locations that minimise the need to travel, promote transport choices and encourage combined visits to use other services and facilities.

- To protect and enhance the role of local shopping centres, and individual shops and village shops.
- To ensure that development in town centres is of high quality, to make them attractive places in which to live, work, and shop. (Para 6.2)

In relation to **housing**, the SDLP states that;  
*'The Council will ensure that most of the new development will take place in accordance with the search sequence set out in PPG3, concentrating firstly on identified available sites on previously developed land within built up areas.'* (Para 2.3.1)

*'The Council wishes to encourage mixed use development, down to the level of individual sites and buildings. Both in the housing allocations and other sites that come forward for development or redevelopment, for example in town centres, proposals for residential development that include the integration of other uses such as retail, commercial arts/crafts, workshops/studios, with living accommodation will be encouraged.'* (Para 5.8.3)

*'It is important that the best use is made of sites that become available for development within settlement boundaries. In many cases this may mean building at higher densities than has occurred in the recent past. Stroud District Council is committed to encouraging high standards of urban design, ...and believes that it is possible to achieve high standards whilst also building at relatively high densities.'* (Para 5.12.1)

The SDLP then states the following objectives in relation to housing (Para 5.2.1):

- To ensure that sufficient land is made available to provide for a range of dwellings in terms of location, size and density that makes the best use of land consistent with environmental considerations, and to meet Structure Plan requirements including local needs.
- To release sites for new residential development that will support and enhance the character, setting and functioning of existing settlements or surrounding countryside and that are properly located to take account of employment, environment, infrastructure and community facilities, public transport accessibility and traffic considerations.
- To ensure that housing development in the District is concentrated in accessible locations in or adjoining urban areas and principal settlements, and that the best use is made of land in sustainable locations.
- To encourage the bringing into efficient use of empty and underused property, particularly close to the District's town centres.

In relation to **tourism**, the SDLP states the following:

*The Council is supportive of tourist developments that help to develop a network of industrial heritage attractions based on the land adjoining the canals and re-using historic buildings. considering proposals across the District, preference will be given to those that provide new facilities housing activities that emphasise the special qualities of the Stroud District, such as the physical, natural or historic heritage of the area. (Para 4.12.4).*

In relation to the **built environment**, the SDLP states the following objectives (Para 7.2):

- To ensure that new development either respects and reflects the distinctive character of the District's traditional settlement patterns and built form or introduces good quality innovation in urban design and architecture where this is not detrimental to existing character, or where this will establish character where local distinctiveness is lacking.
- To provide a balance between the need for new development and the desire to protect the District's built heritage and preserve the amenities of its residents.
- To ensure that appropriate areas of the District, which are particularly rich in architectural and historic interest, have their character or appearance preserved or enhanced, but without stifling necessary and desirable development.

- To ensure that the District's rich collection of buildings of special architectural or historic interest, and their settings, are respected, whilst allowing them to meet the needs and aspirations of today.
- To find new sustainable uses for underused rural buildings within the District, whilst resisting unsustainable conversions or the re-use of insubstantial buildings and those which detract from their surroundings.

It goes on to say that (Paras 7.3.12-18);

*The Council wishes to promote a higher quality of public realm and there are a number of key aspects that new developments should address:*

- *Permeability*
- *Legibility*
- *Human scale*
- *(Good definition of) public and private space*
- *Public art*
- *(High standards of design for) landscape*
- *Roofscape and skyline*
- *Street pattern*
- *Scale and character*

In relation to **conservation areas**, it states;

*'When dealing with proposals for the demolition of an unlisted building in a Conservation Area, the value of the building will be measured in terms of the contribution it makes to the character or appearance of the area.' (Para 7.4.10)*

*'... all town centres, whether in a Conservation Area or not, must provide a high quality environment if they are to continue to be places that people wish to visit.' (Para 7.9.1)*

In relation to **transport**, the SDLP states the following objectives (Para 9.2):

- To help reduce the overall need to travel.
- To help reduce the overall length and number of motorised journeys.
- To ensure development proposals provide for alternative means of travel, at an appropriate scale, to the private car.
- To ensure that uses which generate large numbers of trips are located in places which are, or have the potential to be, served by public transport.
- To help manage traffic effectively to improve the environment, decrease congestion and limit pollution.
- To protect the existing provision, and allow the improvement of a network of footpaths and off road cycleways to encourage local journeys by foot or cycle.

- To improve the integration and interchange facilities of different modes of public transport.
- To ensure that new parking provision does not encourage high levels of car use.

It goes on to say that;

*'Traffic management is the use of physical and legal measures to control traffic movement, in order to improve safety and convenience for vulnerable road users such as pedestrians, cyclists and disabled people and reduce traffic congestion; in particular, by reducing the speed of traffic and discouraging non-essential traffic. Opportunities also arise to improve the street environment and introduce planting.'* (Para 9.7.1)

*'The District Council is committed to encouraging an increased use of cycles for a range of journeys. The provision of safe and well routed cycleways can make a considerable contribution to achieving lower levels of car use and therefore air and noise pollution within the Plan area.'* (Para 9.9.4)

## B Exhibition panels

# Dursley Masterplan

## Aims . . .

- A vibrant and exciting town centre
- Making Sainsbury's part of the town
- Direct links to new housing areas
- Public spaces and attractive streets

Vale Vision, the Town Council and Stroud District Council have commissioned a visionary new long-term masterplan for the town centre of Dursley. The draft proposals are shown here.

It will be Dursley's own long-term vision of how it will benefit from changes in the town over the next generation and beyond.

The masterplan will be used by Stroud District Council in assessing planning applications to ensure that development meets the aims of the plan.

Please enjoy the exhibition and use the feedback forms to leave your comments with the design team and steering group. They will help to determine the final proposals.

**A trip through Dursley . . .**

## The Approach . . .

**Stage One - Concept**  
After a stakeholder consultation event held in July, an initial concept of how the town should work was agreed. It includes good quality streets and spaces; good links to Sainsbury's and Littlecombe; making Cade Street a real street - not a by-pass; and creating a focal point at Market Place.

**Stage Two - Framework**  
A more detailed 'framework' plan then translated this into a plan for guiding the physical character of the town over the course of the next generation and beyond. This was then agreed again with the stakeholders. The framework plan will eventually be used as a tool in the planning system to guide development, secure funding and market plan and opportunities.

The ideas are illustrated on the map that follows...

## A vision for Market Place . . .





## A vision for Parsonage Street . . .



## A summary of the masterplan





## C SWOT Analysis

The results of the Stakeholder Workshop SWOT analysis are shown to the right. From these were derived an agreed 10 key priorities, or 'commandments', which set the initial direction of the project (see section 3.1).

STRENGTHS	WEAKNESSES
Listers - a worldwide reputation	Apathy in the community
Old Spot pub	Unemployment
Low crime	Traffic congestion
Landscape Setting / Cotswold way	Empty shops
Community spirit	Lack of public transport
History & heritage of the town	Condition of the buildings
Recreation ground	Poor quality streets
Good range of shops & facilities	No night time economy
Good Schools	bad signage
Accessible leisure walks	poor traffic management
Good demographics	Castle Street is a poor environment
Swimming pool & library	
Car parking	
Attractive buildings	
Railway station	
Jobs at Littlecombe	
OPPORTUNITIES	THREATS
Water street area	Piecemeal development
Railway line	Supermarket (on local shops)
Broadwell / Water Street	Resistance to change
Link to supermarket	Further unemployment
Heritage Centre	Becoming a commuter town
Substantial population increase	Loss of parking
Tourism / AONB	Too much parking
Bus station - development site	Littlecombe becoming isolated
Littlecombe development	Loss of Listers (Social Club)
Railway station - commuter town	

