

City Plan

Places, Sites, City Centre
Strategy Consultation
May 2013



Gloucester
City Council
Transforming Your City

Contents

- 1 Introduction**
- 2 Development Needs and Context**
- 3 Development Opportunities**

Appendix 1: Development Opportunities Maps

Appendix 2: Land East of Waterwells Options Maps

Appendix 3: City Centre Boundary for consultation

Appendix 4: Primary Shopping Area for consultation

Gloucester's City Plan Consultation – Places, Sites, City Centre Strategy Consultation

Have your say!

The City Council wants to hear your views on this document of the City Plan, which will guide the future development of Gloucester City.

The Council is preparing its City Plan alongside the Joint Core Strategy (with Cheltenham Borough and Tewkesbury Borough Councils). Together, they will provide a comprehensive plan for Gloucester up to 2031.

The City Plan will provide a clear understanding of how communities within the City are operating, what is working well and where the issues lie. It will set out how the development requirements for the City will be delivered in the City and look at opportunities through the planning process to address local issues. This positive approach to planning will help influence discussions and negotiations on future development opportunities and help to ensure community needs are met through the development process.

What does this document cover?

- Section 1: An Introduction to the City Plan
- Section 2: Development Needs and Context
- Section 3: Development Opportunities including a 'SWOT' (Strengths, Opportunities, Weaknesses, Threats) analysis of each ward, and a City Centre Vision and Strategy

Sustainability Appraisal

In progressing its development plan, the City Council must undertake an appraisal of the sustainability impacts of its policies and proposals. All potential development sites have been through the sustainability appraisal processes which assesses environmental, social and economic impacts. This allows the Council to identify and minimise potential harmful impacts and maximise beneficial impacts.

Making comments

The consultation document has been made available online at www.gloucester.gov.uk/cityplan. Printed copies have also been made available at all local libraries, the Guildhall and Tourist Information Centre.

Please pass on your views by completing the questionnaire and respond in the following ways:

- On line at www.gloucester.gov.uk/cityplan
- Downloading and completing the PDF response form from our website
- Completing a response form at one of the local libraries, The City Council offices, the Guildhall and Tourist Information Centre)

Completed questionnaires should be sent to:

Planning Policy Manager,
Gloucester City Council,
Herbert Warehouse,
The Docks,
Gloucester,
GL1 2EQ

Email: spatialplanning@gloucester.gov.uk

This consultation closes 12th July 2013 and questionnaires should be submitted/returned by this date.

What happens next?

Your comments on this consultation document will be used to inform the next stage in this process, the preferred option City Plan. The Council anticipates the next version of the plan being published by summer 2014 which will be the preferred approach for identifying sites and policies.

This consultation provides the opportunity to influence the direction of the City Plan document before the preferred approach is published.

1. Introduction to the City Plan

The Council is in the process of preparing its new development plan for Gloucester. This will set out the development framework for the City until 2031 and replace existing planning documents. It will comprise two separate documents:

- Joint Core Strategy; and
- The City Plan

Additional Neighbourhood Plans may be prepared by communities in Gloucester in accordance with the Localism Bill and where prepared will sit beneath the City Plan. The Localism Act (2012) has given new powers to communities to prepare their own Neighbourhood Plans. If communities wish to prepare a Neighbourhood Plan, it would need to conform to the development plan and would sit underneath the City Plan.

The Joint Core Strategy

The Joint Core Strategy (JCS) is being prepared jointly by the authorities of Gloucester City, Cheltenham Borough and Tewkesbury Borough. It will set out the strategic planning framework for the three authorities and establish the amount of development along with broad principles for how it should be accommodated up to 2031. The following consultations have already take place:

- Issues and Key Questions November 2009
- Developing the Preferred Option Document December 2011

It is expected that a Preferred Options JCS will be published in the Summer of 2013. Further information on the JCS is available at www.gct-jcs.org.

The City Plan

The City Plan will be a locally specific planning document for the City that will sit beneath the Joint Core Strategy. It will need to be in general conformity with the Joint Core Strategy and set out how the Council will deliver its ongoing Vision and influence the regeneration of the City as an attractive place to live and work. It will also establish a range of planning policies to manage wider development in the City.

The City Plan is being prepared in three interlinking parts:

- Part 1 provides the overarching development challenges and development principles. This was consulted on earlier in 2011/12.
- Part 2 will provide development management policies; and
- Part 3 will take a locally based approach to places and site opportunities

Supporting the City Plan will be a number of Supplementary Planning Documents, some of which are already adopted on an interim basis for development sites in the City. The content of some Supplementary Planning Documents will eventually be incorporated into the new City Plan where appropriate, while others will remain in place linked to the emerging City Plan proposals.

More information in relation to the City Plan and consultation undertaken to date is available at www.gloucester.gov.uk/cityplan.

City Plan Part 3: Public Consultation

This consultation is focussed on Part 3 of City Plan which takes a place-based approach to development focussing individually on the City's wards and sites within them. 'Ward Profiles' have been prepared which analyse a range of ward information and provide a summary of how the ward is operating, what is working well in the area and where any issues lie.

This sound understanding of how areas in the City are function is important when addressing site opportunities and how new development can complement and fit into an area. It is important that developments do not make existing local issues worse. It may be that solutions to local problems (where they are impacted upon by development proposals), can be found through negotiation with the developers of the sites, for example around provision or upgrading of open space and community facilities.

In addition to the ward information, this part of the City Plan provides details on potential development sites which are required to meet the City's future development needs. These sites will be shown as allocations and will set out the Council's proposals (sites over ten residential units) that are likely to be subject to development proposals during the lifetime of the Plan. Site allocations will be identified for particular uses, for example, homes, business, retail and mixed-uses and will provide clarity to planning applicants and the community on uses that, in principle, will be acceptable to the council on specific sites. Through this consultation there will be some sites where various options have been identified and feedback is sought on a preferred approach. However, it must be noted that the inclusion of a site in this document does not mean that the site will be identified in the Preferred Options for development. The purpose of this document is to provide options for public consultation and does not prejudice the Council's decision as to whether to include a site or not, at a later stage of the City Plan's preparation.

Development opportunities have been identified following a thorough assessment of sites in the Strategic Housing Land Availability Assessment and the Strategic Employment Land Availability Assessment processes. These studies concluded with identifying deliverable and developable sites which are capable of accommodating development within the plan period. These studies are available on the Council's website. In addition, sites have been determined in accordance with an assessment against national and local planning policy and an assessment through the Sustainability Appraisal process.

These allocations will seek to address Gloucester's challenges and build on strengths and opportunities. They will deliver the development principles contained in Part 1 of this Plan as well as the spatial strategy and policies contained in the emerging Joint Core Strategy which seeks a concentration of growth in the urban areas including Gloucester City.

It should be noted that while the JCS is yet to determine the City's housing and employment requirement, it is clear that the City will be unable to meet all its growth needs within its own boundary. It will therefore need to work with its JCS partners to look at additional land outside but adjacent to its boundaries through the strategic allocations in the Joint Core Strategy.

2. Development Needs and Context

Gloucester is well on the way to transforming itself into a thriving 21st Century City having attracted and committed significant investment over the last few years bucking the national trend and weathering the economic recession.

This investment includes the delivery of Gloucester Quays with further associated developments planned to provide a leisure area, 10-screen cinema and restaurants, delivery of a high-quality retail and business park at the Railway Triangle, and significant investment within the Docks area improving the City's residential and office offer. Work is also progressing well on delivery of a multi million pound redevelopment at Kings Quarter which will add real value to the retail experience on offer within the City. In addition between 2010 – 2012 over 370 businesses have started-up, relocated or expanded in Gloucester.

It is important that looking forward the City Plan supports and maintains this momentum. It needs to capitalise and build on Gloucester's positive investment successes and provide certainty and clarity to the market on its future development priorities and opportunities to 2031.

Delivering the Growth Agenda in Gloucester

Gloucester's population is set to continue growing over the next twenty years. Work is underway through the Joint Core Strategy to establish the overall growth levels for the City as well as a development strategy for meeting future needs.

This population increase will require new housing and job opportunities along with additional retail provision and other infrastructure requirements including community, education, health and transport facilities. In addition it is also important that areas of built heritage, landscape and biodiversity value are protected from development to ensure these areas are retained for all to enjoy.

It is the role of the City Plan to provide the framework which manages this balance between protection of the built and natural environment whilst meeting future growth requirements and delivering a sustainable and regenerated City over the next twenty years.

The City Plan requires a City Centre first approach to development, seeking new developments which support and strengthen the role and function of the centre and regenerate and redevelop its brownfield areas. A summary of the City's main growth drivers are provided below. The City Plan will need to provide the framework and sites to deliver these requirements during the plan period to maintain Gloucester's regeneration journey.

Employment Provision

The City's current employment provision is principally focussed within the Bristol Road corridor, the City Centre, the Eastern Avenue gateway and at Waterwells Business Park. These areas should be retained as a focus for jobs and principally B class employment uses.

In meeting a growing population it is imperative that jobs are secured for the City and existing employment areas are protected and strengthened. There is a presumption against the redevelopment of existing employment land. This is informed by a review of all employment land in the City through the Strategic Employment Land Availability Assessment (SELAA). Development on employment land for non B class uses will require demonstrable justification. Focus needs to be devoted to attracting and supporting business in the urban centre so that it can grow and develop. Supporting the City's growth agenda will in turn support the economic performance of the County.

According to the 2011 Business Register and Employment Survey (BRES), Gloucester's core sectors, in terms of employment, are:

- Health
- Retail
- Education

- Public administration and defence
- Business Administration and support Services.

These 5 sectors equate to approximately 55% of Gloucester's employment. The same sectors in Gloucestershire and Great Britain account for about 46% and 45% of employment respectively.

Looking forward Gloucester's economy needs to continue to restructure from the traditional manufacturing base and build on its knowledge based economy. The knowledge intensive and innovative sectors of aerospace and advanced engineering, healthcare and life sciences, creative industries, environmental technologies and microelectronics sectors are seen by the Government as playing a key role in driving future economic growth, rebalancing the economy and creating a greener, low carbon economy.

In addition Gloucester currently has a growing creative industries sector with the establishment of the incubator facility Quays Creative, in the Docks, the relocation of Gloucestershire Media Group, the location of various arts and crafts facilities and the continued use of the City as a film location.

Gloucester's growth sectors in terms of employment growth, according to the Local Economic Forecasting Model (LEFM) 2011 (Cambridge Econometrics and The Institute for Employment Research forecasts, 2011) are forecast to be:

- Professional services
- Business services
- Computing services
- Recycling
- Insurance
- Tourism (hotels & catering)
- Banking & finance
- Construction
- Retail
- Health & social work
- Education

The City Plan needs to provide the development opportunities to encourage and attract these growth sectors. In addition support needs to be given to the City's manufacturing sector, which will remain important to the City. The City's industrial estates, especially along the Bristol Road, are performing well and serve the City and county strongly. In addition within the manufacturing sector there are knowledge growth sub-sectors in electronics and mobile and broadcast technologies. Also the pharmaceutical sector is the largest Research and Development investor in the UK. These growing sub-sectors are drivers of future growth within the manufacturing sector and these need to be supported and encouraged to invest and grow in Gloucester/Gloucestershire.

Opportunities also exist to the south of the City at Quedgeley where a significant existing employment consent is located. There are also opportunities for the more efficient use of existing employment land off Bristol Road and Eastern Avenue.

Investment in these employment growth areas will be encouraged in conjunction with development of the necessary skills in the workforce as well as measures to build enterprise, creativity and innovation.

Retail

The City Centre is where the majority of existing retail is concentrated, offering a wide range of different shops, services and facilities. It is focused around the 'gate' streets, Kings Walk and the Eastgate Shopping Centre. Cultural and leisure activities and the evening economy uses are clustered in the more peripheral areas within the gate streets.

These are challenging times for all City Centres having to respond and adjust to the impacts of the recession, the rise of internet shopping and competition from out of centre retailing. Gloucester City Centre is performing fairly well as a retail centre but there are underlying weaknesses. In the short to

medium term, the Kings Quarter regeneration area provides the opportunity to address these through new retail development along with other uses such as restaurants, cafes and leisure.

In addition, support needs to be given to proposals that widen the retail offer e.g. specialist shopping opportunities as well as new developments which complement and add value to the mix of uses in the City Centre. Together these will enhance the overall visitor experience and help in delivering a strong and vibrant City Centre.

It is estimated that approximately half of the overall jobs forecast for the City over the next twenty years will not be in the traditional industrial sectors. This will be partly delivered through retail focused developments at Kings Quarter.

Bulky goods retail is primarily focused at St Oswalds Retail Park, the Peel Centre and Eastern Avenue, with other units dispersed elsewhere in the City.

Gloucester Quays Designer Outlet Centre is located to the south of the Docks and provides discount retail offer.

The City Council has a long established principle of seeking to provide additional bulky retail floorspace as close to the City Centre as possible with good accessibility, rather than development coming forward in a more dispersed approach.

Elsewhere, there is a network of smaller district and local centres that provide for more localised everyday needs, including for example Quedgeley district centre and Barton Street local centre.

Offices

Major office premises are dispersed throughout the City Centre, and include Gloucestershire County Council at Westgate Street, various warehouses at the Docks and Ecclesiastical at Brunswick Road. There is also a concentration at Bruton Way adjacent to the railway station.

Elsewhere in the City there are major employment areas, primarily office focused, at Barnwood and Quedgeley.

Through discussions with agents there is an identified need for good quality, centrally located, modern office accommodation with its own car parking provision. This requirement needs to be provided centrally with office workers playing an important part in supporting the role and function of the City Centre. It is considered that this need could be provided within the Great Western Road area as well as Blackfriars.

Tourism

Given Gloucester's significant and important heritage, tourism is extremely important to the both the City and wider County economy. The latest tourism figures show that 1.69m day visits to Gloucester were made in 2010 with a total visitor spend of £126m (that is spending on accommodation, food, shopping and other related activities).

There are key visitor attractions including the Cathedral, Gloucester City and Folk Museum and Soldiers of Gloucester, National Waterways Museum, and Gloucester Park. The City also boasts sporting facilities of regional and national status including Gloucester Rugby Club, the Ski and Snowboard Centre, and GL1 Leisure Centre, all of which provide strong building blocks upon which to grow. The City also offers a strong events programme that supports the tourism sector and spans the year – the Tall Summer Festival, Victorian Market, Gloucester Festival, Food Festival, and Home and Garden Party as well as various history and music festivals. The ongoing refurbishment programme for Blackfriars Priory, a key historic building, and its opening for tours and events, further enhances the City's cultural offer.

Whilst Gloucester is a popular tourist destination, there are issues which need to be addressed including a need for more quality hotels in the City Centre and a limited choice of things to do in the

evening and at night. Key heritage assets such as Llanthony Priory and features such as the waterfront need to reconnect with the wider City Centre.

Housing

In order to attract and diversify the local economy the right environment and facilities are sought by businesses. This will include high quality housing, leisure, cultural, retail, educational and community facilities. Good quality family housing is required alongside an increase in affordable housing provision to improve the type and mix of Gloucester's housing offer. In addition further housing is sought in the City Centre to support and strengthen its role and function. A mix of sites have been identified throughout the City to meet this need.

Open Space

It is important within urban areas to maintain good access to areas of open space, sport and recreation to ensure that residents have access to high quality of environments and enjoy the health benefits associated with these uses. The City also has access to key areas of wildlife and recreation, particularly Alney Island Nature Reserve and Robinswood Hill. Both of these are highly accessible and their continued enhancement and protection along with other important areas will be a component of the City Plan going forward.

3. Development Opportunities

This section provides a detailed understanding of how different areas within the City function based on a range of local ward data. The information gathered provides an indication of what is working well at the local level and where issues exist. It is important to understand this baseline position from a planning perspective before additional growth is planned for. For example it is useful to understand how the local area fares with respect to open space provision, how its community facilities are used or not and the education provision as these are all areas that need to be addressed where impacted on by potential future developments. New developments must not exacerbate existing problems and should look to address any issue of this kind through the planning application process. In addition this information will provide a useful justification for the City's approach to its Community Infrastructure Levy and how funds are justified and eventually spent at the local level.

Each ward is taken in turn and includes a summary of how the area is currently functioning as well as an indication of the development opportunities that have been identified through the evidence based studies that have been undertaken. In addition for the City Centre a vision and development strategy approach has been included to justify the ongoing development framework which is proposed for the central area of the city.

The Development Opportunities in this document are presented in alphabetic order, however, given the importance of the City Centre this is presented first, alongside a draft Vision and Strategy for the City Centre itself.

City Centre (Westgate)

Westgate ward is located to the north west of the city and includes two distinct parts; the city centre and Hempsted. The city centre forms the historic core for Gloucester with Roman occupation commencing in AD 65 – 70. The basic layout of the city centre, with the 'gate' streets, was laid out at this time and is present to this day. Over time the city centre grew and was influenced by the Anglo-Saxons, Normans and Tudors to name but a few. This includes the Docks, which have been in existence since 1390 but only started to grow rapidly from 1827 following the completion of the Gloucester to Sharpness Canal.

Today the city centre forms the commercial centre for Gloucester. The 'gate' streets (particularly Eastgate Street) are characterised by a high proportion of retail units and are home to many high street names such as Debenhams and Marks and Spencer. The city centre is also home to some of the city's most significant tourist attractions, including the cathedral, museums and the Docks.

Westgate Street and the wider Blackfriars area are now establishing themselves as the creative/cultural quarter, including for example the Arts and Craft Centre, Treasure Seekers and Quays Creative and Blackfriars Inn.

Residential uses are an important component of the city centre, particularly at the periphery of the main 'gate' streets but also above shops in the commercial core and, more recently, in the Docks. The former technical college sites (known as GlosCAT) have also been granted planning permission for 254 new residential units.

There are a number of issues specific to the city centre, including for example the lack of a high quality hotel or, at the other end of the spectrum, a youth hostel. There has been a lack of significant investment in new modern retail floorspace in recent years and as a result the stock of units attractive to modern retailers. In addition, the evening and night-time economy is limited and skewed towards night clubs and bars. Recent surveys show the environmental quality (e.g. paving, street furniture etc) to be a particular issue with shoppers.

A key opportunity however relates to the regeneration areas that exist in the city centre. Perhaps the most important of these is the Kings Quarter area, which will provide a significant number of new retail units as well as other uses such as restaurants and cafes. The Council has signed a developer agreement with Stanhope Plc, and a clear timetable for delivery is in place. As mentioned above, Greater Greyfriars already has planning permission for a residential-led scheme. The other major regeneration area is Greater Blackfriars, which is longer term but will fill an important void between the city centre and Gloucester Docks/Quays and reconnect the city centre with the riverside, and may be assisted with the closure of Gloucester prison.

The city centre with its residential areas does not have any issues with the availability of community facilities.

Analysis of City Centre

<p>Strengths</p> <ul style="list-style-type: none"> • Compact and navigable city centre. • Wide range of high street stores, with good representation from national multiple retailers. • There has been a good level of 'churn' (reuse of vacated retail premises). • Historic and cultural assets, including Gloucester Cathedral, The Guildhall, Blackfriars Priory, Gloucester Docks and a large number of scheduled monuments and Listed buildings. • Solid number and range of community facilities open to all members of the community. • New residential development helping to populate the city centre and support shops, services and facilities. • Gloucester Quays Designer Outlet as an attractor of people to the city. • Centrally located bus/rail interchange. • Successful themed and other markets. • Successful festivals throughout the year, for example the Summer Festival, Tall Ships Festival and Heritage Weekend. 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Lack of a high quality hotel and youth hostel. • Lack of significant investment in new retail floorspace (and other town centre uses). • Limited range of small, independent stores. • Gaps in retail provision e.g. fashion stores. • Poor public perception of environment and range of offer. • Limited range of restaurants and other evening and night time economy facilities. • Lack of certain cultural facilities, such as a theatre • Located in the top 10% of wards in the county for the number of benefit claimants. • Image and perception. • Poor quality of certain areas of the city centre • Poor quality bus station, providing an unwelcoming gateway to the city. • Some unwelcoming, poor quality surface car parks. • Limited numbers of people living in the city centre. • Lack of modern, high quality office accommodation. • Lack of connectivity and integration between the city centre and the waterfront and Alney Island. • Full potential of historic and cultural assets not realised. • Some poor quality routes into, out of and around the city centre. • Poor quality developments detracting from the historic character.
<p>Opportunities</p> <ul style="list-style-type: none"> • Identification of good levels of future retail floorspace requirements. • Provision of a wider mix of housing tenures. • Historic and cultural assets, including Gloucester Cathedral, Blackfriars Priory, Gloucester Dock and a large number of scheduled monuments and Listed buildings. Superb cultural and historic base to build upon. • Significant brownfield development opportunities which, through redevelopment, can have a positive impact on the city centre and the city more widely and address many of the identified weaknesses and threats. Specific opportunities include King's Quarter, Greater Blackfriars and the wider Gloucester Docks/Quays area, • Reconnect the city centre with The Quay, River Severn and Alney Island. 	<p>Threats</p> <ul style="list-style-type: none"> • Inappropriate out-of-centre retail proposals adversely impacting on the vitality and viability of the city centre and investment interest in key city centre schemes. • Changing structure of shopping habits (e.g. internet shopping) and the effect this will have on the high street. • Increasingly dated paving in the 'gate' streets.

A new City Centre Vision to 2031

In order to achieve a thriving and prosperous City Centre this document seeks your views on the following vision for the City Centre

'Gloucester will build on its strengths as one of the country's most important historic cities to create a city centre in which Gloucester people are proud, that makes the most of its past and is positive about its future. It will have regained its position as a top performing city centre and will be a strong and connected destination for shopping, leisure, cultural, business, as well as a place for living and entertainment throughout the day and evening. The City will provide a vibrant, exciting and enjoyable experience for its communities and visitors, drawing on its unique and varied heritage'.

Objectives

To deliver the above Vision a series of Objectives are set out below. By focusing on these the City will be able to drive forward its plans to be a thriving and prosperous City for the future.

- To strengthen Gloucester City Centre as a regional shopping destination and improve its retail ranking.
- To maintain and improve the vitality and viability of the city centre.
- To draw on Gloucester's strengths as an historic city to create a hub for culture, tourism and leisure.
- To maintain and enhance the city centre as a location for business, skills and learning.
- To deliver a sustainable mix of complementary city centre uses which ensure vibrancy throughout the day and evening.
- To improve linkages within the city centre, encouraging the use of sustainable modes of transport whilst providing well located car parking.

A Strategy for the City Centre

The following sets out the key components of a City Centre Strategy and your views are sought on this.

- Apply the 'city centre first' approach to all proposals for main town centre uses in the context of the tests set out in national planning policy.
- Focus future city centre retail floorspace capacity at sites located within or adjacent to the defined Primary Shopping Area.
- Deliver a 'step-change' in the retail performance of the city centre through the realisation of the major regeneration scheme at Kings Quarter, which will deliver high quality, modern retail floorspace, quality urban spaces and other main city centre uses adding critical mass to the shopping centre.
- Deliver through the Kings Quarter development a new high quality bus station, well linked with the city centre and the train station which will provide a key gateway feature into a historic city.
- Strengthen the commercial and historic role of the Cross and Gate streets as well as its central point of pedestrian activity.
- Encourage the development of appropriate new uses within the Primary Shopping Area that compliment and support the wide retail focus offered and maintains a critical mass of people using the city centre at different times of the day and evening. Diversify the range of activities of the evening and night-time economy.
- Increase the range and quality of employment opportunities available to local people.
- Improve the quality of life for residents and promote urban living through residential development in the city centre.
- Maintaining and building upon the quality of the built environment.
- Cultural, leisure and tourist facilities must continue to be improved in the city centre to create a city centre destination serving visitors, residents and businesses and contributing to economic potential.

- Strengthen Gloucester's position as a city of great historic importance by reconnecting historic assets with the wider city centre.
- Maximize opportunities for the wider city centre from major visitor attractions, for example Gloucester Cathedral and Gloucester Quays.
- Deliver new high quality development that respects and enhance the historic context of the city centre and protects and enhances views of the Cathedral.
- To use regeneration opportunities to reconnect the city centre with the waterfront and Alney Island

Planning policy approaches for accommodating development in the City Centre

Draft Policy Approach: Delivering Sustainable Development

Development in Gloucester City Centre should positively contribute to achieving sustainable development. Development in the city centre should therefore seek to address the principles of sustainable development, including:

- Achieving a mix of land uses;
- Adopting high standards of design and in construction standards;
- Protecting and enhancing the existing historic, built and natural environment;
- Promote the use of sustainable modes of transport and reduce the need to travel;
- Support the creation of jobs;
- Contribute towards healthy lifestyles.

When considering development proposals in the city centre the Council will take a positive approach that reflects the presumption in favour of sustainable development as set out in the National Planning Policy Framework.

Draft Policy Approach: City Centre Development

The City Centre is defined as the area predominantly occupied by 'main town centre uses' (retail; leisure, entertainment facilities and more intensive sports and recreation uses; offices; and arts, culture and tourism uses) and includes the Primary Shopping Area (PSA). The proposed extent of the City Centre is provided at Appendix 3.

Within the City Centre boundary (but excluding the PSA), all 'main town centre uses', excluding A1 retail, will be supported, subject to consideration of their impact on local amenity.

Draft Policy Approach: Primary Shopping Area, Primary Frontage and Secondary Frontage

The 'Primary Shopping Area' (PSA) is where most of the city's retail development is concentrated. It covers the four 'gate' streets, and the existing shopping centre at 'Into Eastgate' and Kings Walk, as well as areas around the proposed developments at Kings Quarter and Greyfriars, Worcester Street and Kimbrose Triangle. The proposed extent of the PSA is shown at Appendix 4.

Within the PSA, a 'Primary Retail Frontage' has been identified. This represents the area with the highest concentration of retail uses and which attracts the highest levels of footfall. A 'Secondary Frontage' has also been identified, which are areas characterised by a wider range of different uses, including for example bars, financial services and hotels.

Our strategy is to continue the focus of new investment into the city centre whilst acknowledging that the nature of retailing is changing. The proposed policy approach to proposals within the PSA is:

- New retail development that maintains and enhances the vitality, viability and attractiveness of the PSA as a shopping destination will be encouraged, as will enhancements through refurbishment and redevelopment of existing units.
- Units at ground floor level within the Primary Frontage restricted to uses A1 (retail), A2 (financial and professional services) and A3 (restaurants and cafes);

- Units at ground floor level within the Secondary Frontage restricted to A1 (retail), A2 (financial and professional services), A3 (restaurants and café), A4 (drinking establishments), A5 (drinking establishments) and B1 (office).
- Proposals for the change of use of units outside of the use classes identified for the Primary and Secondary frontages will be considered on their merits having regard to: whether it can be demonstrated the proposal would maintain or enhance the vitality, viability and attractiveness of the area; the impact of the proposal on the street scene; and mix of existing uses in the area; and the market attractiveness for the retention of the unit for A1 use.

Draft Policy Approach: Proposals for new retail development outside the Primary Shopping Area

Proposals for new retail development located outside of the PSA will be considered in the context of the key tests set out in the National Planning Policy Framework (NPPF), namely the sequential test and the impact test.

Draft Policy Approach: Residential development in the City Centre

Residential development can play an important role in supporting the health of city centres, and has positive impacts in terms of helping people feel safe. The Council will continue to support the change of use of existing upper floors to residential.

Development opportunities in the City Centre

The following table sets out all identified development opportunities in the City Centre.

Development opportunities site table for Westgate North

City Plan Ref	Site	Area ha	Character	Constraints	Relevant Planning History	Previous options considered	Proposed use(s)	Additional Comments - SA / Inspectors Report/Current work
WN1	Land fronting St Oswalds Road	1.0	Urban	Flood risk.	None	None	Residential/ Employment	The site is a former orchard so there are important biodiversity implications to be considered. Limited flood risk concerns. Site not previously considered through LDF SA. Limited family housing supported through 2012 SHLAA panel. High archaeological potential for Roman period burial and settlement activity. Archaeological mitigation may then be required by condition.
WN2	Greater Blackfriars: Incorporating The Fleece Hotel; Surface Car Park East; Surface Car Park West; County Council/The Quay;	11.14	Urban	Listed buildings. Conservation Areas Area of Principal Archaeological Interest. A number of scheduled monuments	Former proposals for significant retail expansion and other town centre uses (Arrowcroft scheme).	Adopted Greater Blackfriars Planning Brief. Mixed-use redevelopment to include office, retail, hotel, leisure, cultural, café, restaurant, and drinking establishment	Mixed-use development (town centre uses - office, retail to support role and function of the City Centre, leisure, cultural, café,	Performs well from an SA perspective, as the redevelopment of the site as allocated would lead to the development of a vacant and brownfield site for range of town centre uses which has positive effects for the vitality and viability of the City Centre, the reuse of historic buildings, investment, the creation of job

Gloucester Prison	0.16	Urban			uses. Reconnection of city centre with waterside.	restaurant, and drinking establishment some residential uses.)	opportunities and new residential development including affordable housing. Mixed use of area supported through 2012 SELAA and SHLAA panels. Extensive, complex and nationally important archaeological remains throughout. Archaeological mitigation likely to be a requirement of any development.
WN3	104 Northgate Street	Urban		Expired planning permission for residential development.	None.	Residential development with retail/commercial at ground floor.	Performs well from an SA perspective. The site is brownfield and its redevelopment will have positive effects for the wider built environment. It would also have positive benefits for the vitality and viability of the city centre through the provision of residential units and additional retail floorspace. Supported by 2012 SHLAA panel. High archaeological potential for Roman period burial and settlement activity. Archaeological mitigation may then be required by condition.
WN4	Kings Quarter / Bus Station and Market Parade	Urban		None	Adopted 'King's Quarter' Concept Statement.	Retail-led mixed-use development with other	Performs well from an SA perspective. The redevelopment of the Kings Square and bus station area

WN5	Car Parks, Hampton Way	0.2	Urban	Flood Risk. Eastgate and St Michael's Conservation Area.	None.	Residential.	Comparison goods retailing and other associated town centre uses.	main town centre uses	<p>would lead to the creation of a significant amount of new retail floorspace and other town centre uses that would have a positive impact on the vitality and viability of the city centre. It would also, amongst other positive effects, lead to the creation of a new. Modern bus station facility and the regeneration of a significant brownfield site in the heart of the city centre.</p> <p>Supported by 2012 SELAA panel. Extensive, complex and nationally important archaeological remains throughout. Archaeological mitigation likely to be a requirement of any development.</p> <p>Considered as part of Greater Greyfriars allocation. Proposal for residential development performed well in terms of provision of new residential accommodation in a central location, with positive effects for the wider city centre. Also positive effects through the provision of affordable housing.</p> <p>Supported by 2012 SHLAA panel. High archaeological potential for Roman period burial and settlement activity. Archaeological mitigation may</p>
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WN6	Gloucester Docks: Incorporating Land adjacent to Dry Dock; West Quay; Land adjacent to Llanthony Warehouse; Southgate Moorings	11.39	Urban	Flood Risk. Docks Conservation Area. Area of Principal Archaeological Interest. Location adjacent to Listed buildings	None.	Mixed-use development	Mixed-use development – retail to support role and function of the city centre leisure, hotel, café, restaurant, and drinking establishments	then be required by condition. Performed well from an SA perspective, as the development of this site would provide enhancements to an historic asset, improvement to a tourist attraction, provide inward investment, additional job opportunities. Supported by 2012 SELAA panel. Conservation Area policy CA3/2 – Quality of new development Multi-phase archaeological potential throughout this site.
WN7	Land at corner of Southgate Street and Trier Way	0.2	Urban	Flood Risk. Southgate Street Conservation Area.	Expired planning permission for 49 apartments (subject S106). Application for Dementia Village submitted	None.	Residential development.	Performs well from an SA perspective. Site is brownfield and its redevelopment would help to reinstate an important gateway into the City Centre and provide a better relationship with the adjacent Gloucester Park. Supported by 2012 SHLAA panel. Designated Conservation Area at Risk by English Heritage

WN8	Land at corner of Southgate Street and Trier Way	0.2	Urban	Flood Risk. Southgate Street Conservation Area.	Expired planning permission for 49 apartments (subject S106). Application for Dementia Village submitted	None.	Residential development.	Performs well from an SA perspective. Site is brownfield and its redevelopment would help to reinstate an important gateway into the City Centre and provide a better relationship with the adjacent Gloucester Park. Supported by 2012 SHLAA panel. Designated Conservation Area at Risk by English Heritage
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Abbey

Abbey ward is an area of established housing located to the east of the City of Gloucester. It enjoys low levels of deprivation, open green spaces and wide verged distributor roads giving the ward an open and spacious character. Within the ward there are views to the south of Robinswood Hill and to the east of the Cotswold escarpment. The ward has a district centre with a large convenience store and smaller shops providing an estate agents, take away, opticians, chemist, hairdressers and dentists. The district centre serves the wards of Abbey, Hucclecote, Matson and Robinswood and Barnwood as well as Upton St. Leonards which lies in Stroud District.

Adjacent to the district centre are a church, doctor's surgery, vets, public house and community centre. The ward is well served by strategic footpath and cycle networks that provide good connectivity and permeability through the residential areas.

The west and southern parts of the ward are known as Abbeydale. This area feeds Heron Primary school and relates well to the district centre. The northern and eastern part of the ward falls within Abbeymead, an area of more recent residential development. This area feeds Abbeymead Primary School and relates to the local centre of Abbeymead which lies to the north of Abbey in Hucclecote ward as well as to the Abbeydale District Centre.

The ward enjoys the highest mean income across the whole city and deprivation indicators are low. Pupils enjoy good academic success at the end of Key Stage 4 in comparison to other wards in the City. Two lower super output areas to the south of the ward have a high number of households with existing health problems and one area to the north of the ward has residents who present with symptoms that indicate they may be harbouring future health problems.

Despite the green and spacious character of the area the ward does have an under provision of public open space, equipped play spaces for children and sports pitches.

Incidences of crime in the ward are focused in and around the district centre.

Analysis of Ward

<p>Strengths</p> <ul style="list-style-type: none"> • Mature residential area predominantly characterised by family housing but also providing areas of bungalow and sheltered housing for the elderly resulting in a mixed cohesive community. • Good number of footpaths and cycle routes through the ward linking residential areas with adjacent neighbourhoods and shopping centres • A prosperous ward with the highest average income of all wards in the City • A relatively healthy ward in comparison to others in the City • A good local centre with large convenience store, doctor's surgery, dentist, optician, church & community centre • A well used and active community centre • A ward with a high level of community involvement 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Severe under provision of playing pitches • Slight under provision of public open space, and equipped children's play areas. • A high rate of households with existing health problems living in the south of the ward. • Less than the national recommended level of community facilities within the ward. Abbeymead School provides an additional facility on the edge of the ward which is well used by Abbey residents however it is located in Hucclecote ward. • Loss of local pub
<p>Opportunities</p> <ul style="list-style-type: none"> • County council owned site provides a potential opportunity in the ward for additional open space/allotments/new development • Existing areas of informal public open space provide opportunities for community use and informal recreation • New community facility off Lobleys Drive (within Hucclecote Ward) 	<p>Threats</p> <ul style="list-style-type: none"> • Limited development opportunities in the ward restricts opportunities to address playing pitch & open space shortfalls • Extreme rainfall events may result in river or surface water flooding

Development opportunities site table for Abbey ward

City Plan Ref	Site	Area (ha)	Character	Constraints	Planning History	Previous options considered	Proposed use(s)	Additional Comments - SA / Inspectors Report/Current work
	Land at the Wheatridge	2.28	Open scrub & grass land	None	Identified in 2002 2 nd Deposit as potential school site.	Residential and open space in LDF	Residential and open space	LDF - SA work <ul style="list-style-type: none"> Site retained for informal recreation in an area deficient of Public Open Space Ownership: County Council Supported by 2012 SHLAA panel.
	Land adj, Abbeydale District centre	1.19	Overgrown scrub land with mature trees on site	Whole site in Flood zone 3 except for frontage	1.Historic permission for a Petrol Station on frontage (expired) 2.Recent consultation for extension to Glevum Medical Centre for car park (12/00868/MOD)	Use of land identified for community purposes ie: library/police station in 2002 2 nd Deposit Local Plan Not considered in LDF	Retain for community purposes given S.106 requirements to retain for community purposes	Ownership: County Council own the rear portion of the site closest to Community Centre Police Authority own part of site Morrison's own remainder of site

Barnwood

Barnwood ward is a large area to the east of the City that has both established residential and employment areas. The ward contains a number of distinct residential communities. The communities of Coney Hill and Barnwood, each of which have their own primary school and church.

The ward has one local centre at Coney Hill and good pedestrian and cycle links to a Sainsbury's superstore at Barnett Way, Hucclecote local centre, Abbeydale District centre and Lidl's on Eastern Avenue.

Despite its geographical size and level of population the ward does not have a centrally located health centre or community centre.

The ward experiences pockets of deprivation with associated issues of unemployment, poor health and low educational achievement. Only 55% of those aged 16 in the ward achieved 5 GCSE grade C's including Maths and English in 2011.

The ward enjoys good open space provision and is well served by public transport providing access to both Gloucester and Cheltenham.

At the time of writing the ward has an active Community Partnership and Residents Association and some successful active Friends groups.

Analysis of Ward

<p>Strengths</p> <ul style="list-style-type: none"> • Relatively stable community defined by family housing • Adequate amount of existing open green space in the ward • Good permeability and accessibility through ward by foot and cycle • Good access to retail and employment areas at Eastern Avenue and Barnett Way • Proximity to frequent bus services serving Gloucester and Cheltenham • Children's centre and local authority youth club at Coney Hill • Significant retail and employment base 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Level of attainment of students at GCSE including maths and English – less than 55% of 16 year olds achieved 5 GCSE C grades including maths and English in 2010/11. • Pockets of deprivation with attendant issues of unemployment, poor health & crime • A large ward split into distinct communities by arterial route ways. • No centrally located health facility in the ward, despite it's size and population • Increases in reported crime in the ward • Highway capacity issues on main routes at peak times and at Walls and C&G roundabouts • Shortfall of playing pitches in the ward
<p>Opportunities</p> <ul style="list-style-type: none"> • High numbers of children living in the ward • County Council run Youth club at Coney Hill • Amount of open green space in the ward • Large area of allotment space at Coney Hill/Saintbridge which could be better utilised for community food growing • Three primary schools and 1 girls' Secondary School within the ward • Active community groups • Secure high quality open space infrastructure. 	<p>Threats</p> <ul style="list-style-type: none"> • Proximity of watercourses to residential dwellings • Pressure to build on remaining open spaces

Development opportunities site table for Barnwood Ward

City Plan Ref	Site	Area	Character	Constraints	Planning History	Previous options considered	Proposed use(s)	Additional Comments - SA / Inspectors Report/Current work
B1	Land adj Walls Factory	9.8	Leisure uses including gym, bowling, hotel and pub plus green field site	Site of nature conservation and some flood zone 3 on green field part of site	Centre Severn developed in early - mid 1990's.	Green field part of site identified for employment in LDF (2006)	Retain whole area for employment purposes	Site previously considered through LDF SA process, some flood plain and biodiversity issues identified. Retention for employment land supported by SELAA 2012
B2	Fire Station Eastern Avenue	0.6	Former fire station and training facility, dwellings to south and east, A38 to west	Possible contamination South west of site in Flood zone 3	None	None	Existing employment land to be retained for employment purposes	Site ownership: Gloucestershire Constabulary Site not previously considered through LDF SA. Retention for employment land supported by SELAA 2012
B3	Royal Mail Distribution centre Eastern Avenue	2.2	Railway to western boundary and A38 dual carriageway to east. Site located in an area predominantly used for employment purposes.	Possible contamination Walls & C&G roundabouts have capacity issues at peak hours.	None	None	Existing employment land to be retained for employment purposes. It has also been suggested for mixed use.	Site Ownership: Royal Mail Site not previously considered through LDF SA. Retention for employment purposes supported by 2012 SELAA Panel.

Barton and Tredworth

Barton and Tredworth ward has the largest population in the City. It is well located close to the City Centre and geographically is at the heart of the city.

The area has its own well established shops and services. The ward developed rapidly with the industrial revolution and has an abundance of Victorian architecture.

Parking on-street in the Victorian road network is an ongoing problem for local people. Streets are heavily congested with parked vehicles. The density of development in the Victorian street network also means that the area has a significant lack of public open spaces and parks.

Unfortunately the ward suffers from high levels of deprivation and crime.

The population is culturally rich and diverse. The ward is the most ethnically diverse in the City. The area is well served by community facilities and active community groups.

Analysis of Ward

<p>Strengths</p> <ul style="list-style-type: none">• Strong historic character due to the large number of Victorian properties, historic street patterns and industrial heritage.• Most ethnically diverse ward.• Good mix of housing tenures.• Strong communities• Well served by community groups and community facilities.• Good amount of shops and services.	<p>Weaknesses</p> <ul style="list-style-type: none">• High levels of deprivation• High levels of crime• Highest level of benefit claimants in the County. (Nov 2012) = high unemployment.• Parking issues – narrow streets unsuitable for current levels of parking• Many original boundary treatments to properties lost. This creates a lot of variety and visual clutter which reduces the quality of the appearance of the area.• Inconsistency in quality and design of retail conversions to residential.• 22.4% of properties without central heating (2001 census)• Energy efficiency of city council housing stock 'C rating' (2005)• Serious short fall of open space, play and sports provision• No allotments• Relatively low percentage of social homes compared to population.• 731 private homes do not meet the Decent Homes Standards• Education, Skills and Training deprivation.• High numbers of people with English as a second language.• Air Quality Management Area Order on Barton Street• Erosion of historic shop fronts and features• Significant increase in future health issues.• Potential instances of fly tipping in the local area
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Opportunities	Threats
<ul style="list-style-type: none"> ● Encourage reintroduction of boundary treatments to Victorian properties ● Parking policies specific to Barton and Tredworth ● Redesign highway to accommodate more parking - Home zones ● Public realm improvements - Street furniture, street lights, paving ● Improve signage to open spaces and sports provision in adjacent wards ● Create a space for allotments ● Growing at home scheme ● Provide high quality play facilities at Napier Street, St James Park - potential for full Multi Use Games Area (MUGA) ● Provide new play area, MUGA or other sports pitch at Aylard Gardens ● Create free opportunities for outdoor fitness ● Conversation with Muslim community about their desire to stay in Barton and Tredworth. Is there any desire to move to other areas of the city? Are there any culturally specific planning issues ● Seek ways to improve the air quality associated with buses using Barton Street ● Protecting locally important details of local history such as the old signage on corner shops etc Engage with local group to compile evidence ● Greater protection of historic features ● New public open space to be provided at Gardener Denver site ● To encourage and built upon the cultural opportunities within the local area 	<ul style="list-style-type: none"> ● Future provision for high numbers of children and young people ● Understanding and providing for new communities in the area. Information is limited. We need to know more about new communities and their needs. We also need to help new communities establish without detriment to existing communities. ● Unemployment levels ● Lack of jobs and opportunities ● Potential future health issues identified ● Lack of open space and allotments and future implications to health ● Implications on health of air pollution ● Erosion of historic character of the street scene by inappropriate alterations such as UPVc windows and doors, loss of historic boundaries

Development opportunities site table for Barton and Tredworth

City Plan Ref	Site	Area	Character	Constraints	Planning History	Previous options considered	Proposed use(s)	Additional Comments - SA / Inspectors Report/Current work
BT1	Tarrington Road	0.86	Former Victorian brick built industrial buildings located in residential area characterised by terraced dwellings.	Flood zone 3 along northern boundary of site EA require existing culvert to be opened up in any redevelopment of site Locally important industrial buildings.	Site identified in LDF as a development opportunity	Mixed use redevelopment for residential and employment	Redevelopment for residential purposes	LDF SA process identified the site is within walking distance of local shops, services, school and POS. Site is also close to public transport routes. SELLA panel 2012 agreed not suitable for employment use and SHLAA panel 2012 identified as suitable for residential development.

Elmbridge

Elmbridge is considered an attractive ward and a pleasant place to live.

As one of the smaller wards, Elmbridge has a close relationship with the neighbouring wards of Barnwood and Longlevens. Despite its size Elmbridge is able to support a number of its own shops and businesses.

The ward accommodates three schools and five community facilities.

Although the ward lacks formal play areas and allotments, it does have some good open spaces and access to Armscroft Park in the neighbouring ward of Kingsholm and Wotton.

One of the main challenges facing the ward would appear to be reducing the social inequality between pockets of deprivation and the rest of the ward.

Generally crime levels are low, and children in the ward achieve higher than average GCSE results. Household income is also above the UK average.

Analysis of Ward

<p>Strengths</p> <ul style="list-style-type: none"> • GCSE results for A*-C including English and Maths higher than County norm. • Less children than the County average eligible for Free School Meals. • Low crime rates • 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Serious short fall in formal play areas yet higher than norm numbers of children under 17 years old. • No allotments or community gardens • Higher than 'norm' spending on tobacco • Higher than 'norm' accident admissions • Higher than 'norm' low birth weight babies • Social inequality may be an issue as the deprivation indicators are varied. This suggests that there are pockets of deprivation. • The majority of properties along Coronation Grove, Armscroft Crescent, Windfall Way and the Leazes have below average or poor heat loss. • High levels of deprivation in relation to education, skills and training in The Leazes
<p>Opportunities</p> <ul style="list-style-type: none"> • Improved pedestrian and cycle links through Armscroft Park to link north and south • Creating allotments in an under used part of an existing open space • Provide high quality play equipment and sports facilities • Improve wildlife habitat along Horsbere Brook and Wotton Brook • The future of the two manufacturing units on Sisson Road • Opportunities to improve community cohesion and address issues of deprivation. 	<p>Threats</p> <ul style="list-style-type: none"> • Unaddressed health issues – including the provision of play equipment and allotments may have a negative impact in the future. •

Development opportunities site table for Elmbridge

City Plan Ref	Site	Area	Character	Constraints	Planning History	Previous options considered	Proposed use(s)	Additional Comments - SA / Inspectors Report/Current work
E1	Bohanan House & Elmscroft Community Centre	1.15	Occupied and functioning elderly care home and community facility located in a predominantly residential area – large area of POS to west	Flood zone 3 adjacent to west of site	None	None	Residential redevelopment to include new community facility	Site not previously considered by LDF SA. Residential development supported by SHLAA panel 2012.
E2	Helpebs Sisson Road	1.6	Occupied and functioning industrial site. Railway to east, residential & POS to north and west	Locally important industrial buildings which could be reused.	None	None	Residential	Occupied and functioning industrial site. Contamination issues. Surrounded by industrial, rail, residential uses and public open space. Development may impact on local industrial heritage. Supported by SELLA panel 2012. This site has some potential for Roman period archaeological remains.

Grange

Grange ward lies to the south of the City and is a predominantly self contained and established residential ward lying within the boundaries of the mainline railway, the A38 Cole Avenue and the Daniel's Brook.

The ward has two primary schools, a secondary school, local retail centre, library, community centre, sports centre including swimming pool and three places of worship, despite being the second smallest ward in the City for population. The level of service provision reflects the fact that historically the services in the ward have also provided for the populations of Podsmead ward to the north of the A38, Tuffley ward to the east of the railway and in more recent years Quedgeley Fieldcourt to the south.

The ward has low educational achievement at the end of Key Stage 4 in comparison to other wards in the City , a low level of household income and high levels of existing illness in the westernmost lower super output areas.

Given the number of community and sports facilities in the ward and the strong presence of faith communities it is considered that the ward is well placed to engage in community development programmes and extended school provision to help address the deprivation indicators that present as issues in this area.

Analysis of Ward

<p>Strengths</p> <ul style="list-style-type: none"> • Two primary schools & one secondary school within the ward • Local retail centre with low vacancy rates • Large amount of public open space • Local sports centre within ward • High percentage of owner occupied dwellings • High percentage of people are satisfied with the area in which they live 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Low percentage of 16 year olds gaining 5 GCSE A-C's including maths & English compared to rest of City • High level of existing illness across ward • Low level of average household income across ward
<p>Opportunities</p> <ul style="list-style-type: none"> • To improve green infrastructure and watercourses in the ward • To provide more public playing pitches • To provide more local play areas for children • To improve health in the ward • To improve educational achievement in the ward and improve skill development amongst adults • To improve average household income across the ward 	<p>Threats</p> <ul style="list-style-type: none"> • Flooding from freak rainfall events

Development opportunities site table

There are no sites being promoted within this ward as opportunity sites at this stage.

Hucclecote

Hucclecote ward is an established residential area to the east of the City which abuts the administrative boundary with Tewkesbury Borough. The ward includes the community of Hucclecote with its local centre, library, community centre and churches, plus the more recent development of northern Abbeymead, with a primary school and parade of local shops.

The ward does not contain an established employment area but is located adjacent to the Barnett Way employment area in Barnwood to the North West and is in close proximity to Gloucester Business Park in Brockworth to the east.

The ward has a high level of community facilities and low levels of deprivation, however educational achievement of 16 year olds at GCSE does not match achievement in other wards in the City with a similar low deprivation profile eg: Quedgeley Severnvale, moreover there are high levels of existing ill health in the ward compared with other wards in the City with a low deprivation profile. This can be explained by the fact that the ward has an area of bungalow and flatted housing that is suitable and convenient for the elderly and is in close proximity to local services. Hucclecote ward is one of the top three wards in the City, alongside Grange and Tuffley, for the percentage of population aged 65 plus.

The ward has a shortage of open space, playing pitches and equipped children's play areas. Incidences of crime in the ward are fairly low and mostly focused in and around the main Hucclecote Road.

Hucclecote Green area is also partly designated as a conservation area.

Analysis of Ward

<p>Strengths</p> <ul style="list-style-type: none"> • Attractive part of the City with a settled community characterised by family housing. • Attractive living environment with most dwellings having back gardens and amenity space • Housing stock generally performs well with regard to thermal insulating capacity • High levels of community facilities including well used community centre, library, 3 churches and 3 pubs. • Local centre in Hucclecote with low vacancy rates amongst retail units & small retail parade in Mead Road with no vacant units • Two primary schools serving Hucclecote with good or above Ofsted reports. One primary school serving Abbeymead with good Ofsted rating. • Good level of local services and facilities including doctors surgery • Located on a high frequency bus route between Gloucester and Cheltenham • Conservation area centred around Hucclecote Green 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Severe lack of playing pitches, public open space or children's play areas • One super output area with more than 200 households with existing acute ill health • In 2010/11 less than 75% of 16 year olds achieved 5 GCSE C grades including maths and English. • Lower levels of car ownership and higher rates of unemployment than might be anticipated • Hucclecote can only be accessed via the Hucclecote Road or Churchdown Lane – little connectivity with rest of City. • Some residential streets used as rat runs • Some highway safety and parking issues in the ward • Some deteriorating road surfaces
<p>Opportunities</p> <ul style="list-style-type: none"> • To deliver new open space and play facilities or playing pitches through new development • Opportunities to improve green infrastructure along Horsbere & Wotton Brooks • To provide community allotments to help improve health and activity in the ward • To seek opportunities to improve educational achievement at Key Stage 4 • To provide a new community facility off Lobleys Drive to benefit southern part of ward and Abbey ward in particular • Located adjacent to King George V playing field, Greenways and Kingstone Avenue play areas and Hucclecote Hay Meadows to the south • Gloucester Business Park employment area and Brockworth District Centre lie to east of the ward in Tewkesbury Borough 	<p>Threats</p> <ul style="list-style-type: none"> • Increased levels of unemployment affecting household income and possible health in the ward • Climate change rainfall events resulting in increased surface water flooding and fluvial flooding from streams and watercourses in ward • Continued use of front gardens for car parking having adverse impact on character of street scenes • Potential increase in private housing at Brockworth impacting on facilities and services in Hucclecote

Development opportunities site table for Hucclecote Ward

City Plan Ref	Site	Area	Character	Constraints	Planning History	Previous options considered	Proposed use(s)	Additional Comments - SA / Inspectors Report/Current work
	Hucclecote Resource Centre	2.3	Previous secondary school site most recently used by County Council for training purposes	Archaeology; noise from M5; drainage; floodplain to the north	11/00742/OUT 53 dwellings and POS permitted subject to S.106	None	Residential and POS	Not previously considered so no previous work or SA Supported by SHLAA panel 2012. Previous archaeological investigations have identified Roman period settlement activity within this site.

Kingsholm and Wotton

Kingsholm and Wotton is a varied and interesting ward. It has a mix of uses, a wide variety of house types, and a range of distinctive character areas and architectural styles. The area includes four designated conservation areas.

The ward contains the Gloucestershire Royal Hospital which serves the City and the wider County area.

The ward is located adjacent to the City Centre and as such benefits from excellent connectivity to the facilities located there. The area is well served by public transport and contains the City's railway station. Despite being located close to the centre the ward also sustains many of its own facilities and services such as local independent restaurants, takeaways, pubs and some shops.

There are high levels of community facilities but the area is lacking in open spaces and playing pitches. The open spaces that are available are generally well used and supported by the local community. Of note are Hillfield Gardens which has its own friends group and Sebert Street Recreation Ground that was recently improved thanks to the dedication of local parents.

There appear to be pockets of deprivation as there are high levels of benefit claimants and evidence of deprivation around education, training and skills, in some areas of the ward. However overall there are above average GCSE results, suggesting that some areas of the ward are performing very well.

The ward is home to the Kingsholm Rugby Stadium. Rugby is an important part of the City's cultural heritage and identity.

The area is also partly designated as conservation areas - Kingsholm and Denmark Road

Analysis of Ward

<p>Strengths</p> <ul style="list-style-type: none"> • Connectivity with City centre • Good mix of housing tenures • Variety in architectural character from Edwardian to modern. • Ethnically diverse - third most diverse ward in the City. • Rugby stadium • High level of community facilities • Low deprivation in education, training and skills in central north and east of ward. • As a ward, above average GCSE results. • Designated Conservation Areas. • City centre living, yet close to the rural area • Designated conservation area 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Lack of open space • Lack of playing pitches • Top 10% in county for benefit claimants • Crime, particularly anti social behaviour high in some parts of the ward. • Education, training and skills deprivation along London Road and in social housing areas. • Household income lower than county norm. • Inappropriate replacement windows appearing in Listed Buildings particularly in Worcester Street. • Satellite dishes on buildings that are Listed and/or in the Conservation Area
<p>Opportunities</p> <ul style="list-style-type: none"> • Develop under utilised sites for allotments? • Great Western Road? Redevelopment of area to improve gateway into City? • Improving linkages from railway corridor to City centre and residential areas? • Signage to Plock Court open space? • Wildlife corridor along Wotton Brook to connect to Plock Court? • Protect historic architectural details? • Protect front gardens? • Providing successfully for an elderly population and its needs. Highest number of 85 + year olds than any other ward 	<p>Threats</p> <ul style="list-style-type: none"> • Potential future health problems remain high in some areas • Loss of more original features and historical details on Listed Buildings? • Continued loss of large family accommodation to flats or care facilities?

Development opportunities site table Kingsholm and Wotton ward

City Plan Ref	Site	Area (Ha)	Character	Constraints	Planning History	Previous options considered	Proposed use(s)	Additional Comments - SA / Inspectors Report/Current work
KW1	Civil Service Sports Club	3.6	Former sports & social club (demolished). Residential to south, east and west, arterial route way to north	Conservation Areas to west, south and east	Recent permission for demolition of buildings on site	None	Residential with provision of new POS	Not considered in LDF SA. Loss of playing pitch needs further consideration in light of playing pitch strategy evidence; impact on conservation areas; in close proximity to City Centre and sustainable transport options. Supported by 2012 SHLAA panel. Very high potential for Roman period settlement activity - need for desk-based assessment and evaluation (incorporating geo-physical survey)
KW2	Industrial Units Alvin Street	0.2	Mix of residential, employment and small scale retail uses	Adjacent to conservation area	None	None	Redevelop for residential	Not considered in LDF SA. Adjacent to City Centre and sustainable transport options. 2012 SELAA panel support residential redevelopment at site. Very high potential for Roman period settlement activity - need for desk-based assessment and evaluation (incorporating geo-physical survey)

KW3	67-69 London Road	0.35	Large concrete vacant office block adjacent to other office uses to west. Residential to south, east and north	Within London Road Conservation Area and adjoining Denmark Road Conservation Area to north	None	None	Retain for employment purposes	Not considered in LDF SA. Adjacent to high frequency bus routes and close to City centre transport interchanges. 2012 SELAA panel support retention of offices for employment. High potential for Roman period settlement activity
KW4	Wessex House	0.3	Hospital to the north, railway and Gloucester Station to the south, employment sites to east and west	Culvert runs beneath the site Possible contamination	None	None	Possible mixed use scheme with adjacent site – Telecom House	LDF CAAP PO SA supports development along the railway corridor owing to opportunity presenting to make best use of land in a sustainable location. 2012 SELAA panel support retention of site for employment purposes.
KW5	Former Telecom House Site	0.6	Hospital to the north, railway and Gloucester Station to the south, employment sites to east and west	Culvert runs beneath the site Possible contamination	Temp consent for use of site as temporary commuter car park	Site safeguarded in local plan for new magistrates court	Magistrates Court/ Possible mixed use scheme with adjacent site –Wessex House	LDF CAAP PO SA supports development along the railway corridor owing to opportunity presenting to make best use of land in a sustainable location. 2012 SELAA panel support retention of site for employment purposes.
KW6	Warehouse GWR	0.6	Railway to south and hospital campus to north, commercial and employment area	None	None		Possible redevelopment for employment purposes as part of wider Great Western Road regeneration proposals	LDF CAAP PO SA supports development along the railway corridor owing to opportunity presenting to make best use of land in a sustainable location. 2012 SELAA panel support retention of site for employment purposes.

KW7	GWR Sidings	4.5	Underused railway sidings and railway to south, hospital campus to north	Contamination & existing sidings need to be relocated to southern triangle	In LDF CAAP PO for employment led redevelopment	Employment led mixed use redevelopment	Employment led mixed use redevelopment	LDF CAAP PO SA supports development along the railway corridor owing to opportunity presenting to make best use of land in a sustainable location. 2012 SELAA panel support retention of site for employment purposes. Archaeological remains of Roman date have been identified within the site
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Longlevens

Longlevens is a mature residential suburb to the north of the City. It is an attractive, safe place to live. It has good quality housing stock and good access to facilities. It is well served by its own library, primary schools, and shops.

The people of Longlevens are among the least deprived in the City. Car ownership is high and unemployment is the lowest in the City. Household income is above the UK average.

Private rented housing stock and affordable housing numbers are among the lowest in the City which may make accessing the Longlevens community difficult for first time buyers or people wishing to rent in the area.

The ward has good levels of open space, community facilities and sports facilities. The people of Longlevens support a number of well regarded community groups and sports clubs.

The ward is also home to the University of Gloucestershire.

The ward benefits from good public transport links to the City Centre and also to Churchdown and Cheltenham.

Analysis of Ward

<p>Strengths</p> <ul style="list-style-type: none"> • Low unemployment • Low deprivation • Good quality housing stock • Attractive mature street scene • High levels of provision of open space and sports provision • Active community groups • High levels of school children achieving 5+ A*-C grades at GCSE • Low levels of crime • High number of community facilities 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Lack of quality of park infrastructure and facilities • Lack of secure fencing to allotments • Historic instances of anti-social behaviour around the local centre on Cheltenham Road • Low percentage of social rented and private rented homes – difficult for first time buyers and those wishing to move to the area. • High volumes of traffic on Cheltenham Road and roundabout • Top 11-25% in County for some issues relating to Children and Young People (crime against under 20 year olds, accidents under 5 year olds, children in need, Lone parent benefit claimants) • Elmbridge Court Roundabout most congested junction in the County
<p>Opportunities</p> <ul style="list-style-type: none"> • Potential development of part of Leven Close pitch? Contributions from this development to fund open space and sports equipment? Or provide allotments? • Improvements to Green Infrastructure – Horsbere Brook and Wotton Brook? • Pedestrian cycle connection from Plock Court to Longford. • Park and ride to be constructed to the east of Longlevens may ease congestion on Elmbridge Court roundabout? • Development of the former Bishop's College? • Improvements the local centre with a view to designing out opportunities for crime? • Remove previous designation of cordon sanitaire to the north of Brionne Way? • Engaging with Children, Young People and Lone Parents in any development processes, particularly consultation activities? • Expanding areas of high quality play and sports facilities 	<p>Threats</p> <ul style="list-style-type: none"> • Pressure of development to the north – will sufficient services and infrastructure be provided? • Physical barrier of A40 restricts growth and connections to the north. • Provision of secondary schools? • Potential loss of secondary school site and playing fields at former Bishops College?

Development opportunities site table Longlevens ward

City Plan Ref	Site	Area	Character	Constraints	Planning History	Previous options considered	Proposed use(s)	Additional Comments - SA / Inspectors Report/Current work
L1	Former Bishops College Site	9.18	Former secondary school with associated playing fields	Flooding to very north of site	08/00143/FUL Erection of a 15m high wind turbine	No	Retain as a school site for the future given proposed development to the north of Gloucester or allow for redevelopment for residential and open space	Gloucestershire County Council to confirm future use of site Not previously considered by LDF SA Playing pitches at site could have a further role in playing pitch strategy. 2012 SHLAA panel support limited redevelopment of site for residential purposes. Very high potential for Roman period activity
L2	Land off Leven Close	0.4	Former playing pitch	None	Sites considered in LDF Site Allocations Preferred options documents.	Development off Leven Close for residential.	Open space with limited residential as informed by emerging playing pitch strategy	SA process identified the creation of POS will have positive benefits including helping to improve health, community cohesion and activity. The site is well located in respect of the local centre on Cheltenham Road. 2012 SHLAA panel support residential use at site.

Matson and Robinswood

Matson and Robinswood ward is located to the south east of the city, with the southern boundary abutting the M5 motorway. The ward developed primarily in the post-war era, particularly for social housing. The built form of the ward is heavily influenced by Robinswood Hill, which dominates the western third of the ward, and forms an important recreational facility for the city as a whole.

Today the ward is almost entirely composed of residential development, with dispersed employment uses, most importantly the 4* Hallmark Hotel and the Gloucester Ski and Snowboard Centre. The ward is home to the Gloucester Academy which is currently undergoing significant development works.

The ward has one designated local centre, located off Matson Avenue, which is performing well and makes an important contribution in providing for the everyday needs of the local community. Further south of the ward, outside the administrative area of the city, planning permission has been granted for a new Motorway Service Area, linked with the M5. This facility, once constructed and operational, will provide an important source of employment for Matson and Robinswood and the wider area.

Given the built up nature of the area, there are few development opportunities. However, land at Winnycroft Farm and Corncroft Lane has been promoted to the Council for residential use.

The ward has a number of issues including concentration of deprivation, low household incomes and high numbers of benefits claimants, low household incomes and a lack of local employment opportunities.

Particular positives however include good levels of community facilities, good access to public open space and its setting adjacent to the Cotswold Escarpment and Area of Outstanding Natural Beauty (AONB).

Analysis of Ward

<p>Strengths</p> <ul style="list-style-type: none"> • Strong local centre providing for the everyday needs of the local community. • Good public transport links to and from the city centre, some of which are high frequency. However, fares are expensive and affect the ability of local residents to utilise. • Good levels of community facilities against the recommended standard. • Good access to public open space and informal recreation at Robinswood Hill and the wider area. • Only 4* rated hotel in the city located in the ward. • Setting in the context of the AONB and Cotswold Escarpment. • High thermal efficiency of social housing stock. • Designated heritage assets of Winneycroft Farm and Matson House • 	<p>Weaknesses</p> <ul style="list-style-type: none"> • High concentrations of deprivation to the south eastern third of the ward and to the northern tip. • Existing and potential future health issues. • Limited local employment opportunities. • Low average household incomes. • Located in the top 10% wards in the county for the number of benefit claimants. • Poor connectivity with the rest of the city by public transport (e.g. all bus journeys must be made via the bus station). • Lack of social amenities (e.g. restaurants, pubs/bars, cafes). • Undersupply of play areas and playing pitches against the national standard. • Shortage of allotments. • Lack of childcare provision. • Poor access to Robinswood Hill from the east. • Access issues to local services and facilities resulting from hard barriers such as Finlay Road. • Bus fares are expensive and affect the ability of local residents to utilise. • Low car ownership and high bus fares affect ability of the community to reach other parts of the city (or beyond).
<p>Opportunities</p> <ul style="list-style-type: none"> • Increased use of Robinswood Hill for informal recreation. • Qualitative improvements to park infrastructure and facilities. • Increase balance if housing tenures and types through new development. • New employment and business opportunities linked with the construction and subsequent operation of the new Motorway Service Area (to the south of the Ward is Stroud District) – these benefits are likely to be greater than citywide. • Small development opportunities that cumulatively could have large impact. 	<p>Threats</p> <ul style="list-style-type: none"> • Potential future health issues. • Continued high levels of deprivation.

Development opportunities site table Matson and Robinswood ward

City Plan Ref	Site	Area ha	Character	Constraints	Relevant Planning History	Previous options considered	Proposed use(s)	Additional Comments - SA / Inspectors Report/Current work
MR1	Land at Corncroft Lane	8.8	Rural	Listed buildings and impact on setting of designated heritage asset. Key wildlife site. Biodiversity.	Planning permission granted on part of site for change of use of farm buildings and part farmland to create a retail farm shop with a replacement Dutch barn, the erection of a retail storage and demonstration buildings, in association with animal and rural attractions and for educational purposes, together with the part conversion of cider barn to manager's work/live unit and conversion of threshing barn to cafe. Formation of a new pedestrian and vehicular access.	None.	Possible residential development, open space, community benefits.	Greenfield site located to the periphery of the city. Significant biodiversity assets and veteran trees and appropriate mitigation would be required. Limited access to local shops, services and employment facilities. Development could offer an opportunity to address the existing undersupply of play areas and playing pitches. Supported by 2012 SHLAA panel.
MR2	Winneycroft Farm	20.2	Rural	Listed buildings. Key wildlife site. Biodiversity.	None	None	Residential development open space, community benefits.	Greenfield site located to the periphery of the city. Significant biodiversity assets and veteran trees and appropriate mitigation would be required. Limited access to local shops, services and

Moreland

Moreland ward is located in the centre of Gloucester city, to the south of the city centre. It primarily developed between the early twentieth century and the 1950's, being linked with industrial and subsequent population growth.

Today the ward is still characterised by residential and employment development, which is essentially split by Bristol Road, with employment development to the west and residential development to the south. The Bristol Road employment area makes an important contribution to the city being one of few areas in the city providing for traditional industrial uses such as manufacturing.

Moreland has a designated local centre at Seymour Road and other well-performing non designated parades along Bristol Road and Stroud Road that make an important contribution to providing for the everyday needs of the local community and the wider business community.

Given the built up nature of the ward there are very few development opportunities, with the exception of the former Star 66 Youth and Community Centre and the former Vicarage, both located on the junction of Frampton Road and Seymour Road, and Clifton Road Triangle, located further to the north.

The ward has less than the recommended amount of community facilities open to all of the community (since the closure of Star 66), lacks a public library and has a serious shortage of public open space. There are also deprivation issues and, because of the nature of the housing, issues of parking congestion in parts.

Analysis of Ward

<p>Strengths</p> <ul style="list-style-type: none"> • Healthy designated local centre at Seymour Road. • Strong heavy industrial employment base, benefitting the city as a whole. • Vibrant non-designated commercial area along Bristol Road. • Close proximity to the city centre and with regular high frequency bus services. • Strong character within the built up residential areas. 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Less than the recommended amount of community facilities open to all of the community • Low average household incomes. • Located in the top 10% wards in the county for the number of benefit claimants. • Traffic congestion, including HGVs, along Bristol Road. • On-road parking congestion. • Significant undersupply of designated public open space. • Poor access to canal frontage. • Limited development opportunities. • Poor energy efficiency of ageing housing stock. • Bristol Road approach has a lot of visual clutter such as advertising hoardings and many variations in boundary treatments and signage. This does not give a positive first impression.
<p>Opportunities</p> <ul style="list-style-type: none"> • Star 66 Youth Centre as a potential community opportunity. • 'Clifton Road Triangle' as a potential development opportunity. • Designation of Bristol Road commercial area as a local centre. • Improve the visual environment of Bristol Road as an important gateway into the city. 	<p>Threats</p> <ul style="list-style-type: none"> • Intensification of vehicular traffic along Bristol Road. • Increased pressure for on-road parking. • Erosion of local character of the street scene through inappropriate developments

Development opportunities site table

There are no sites being promoted within this ward as opportunity sites at this stage.

Podsmead

Podsmead may be the smallest ward in the City and suffer from some of the highest levels of deprivation, but it also has a lot of strengths and plenty of potential and future opportunities.

Podsmead has good levels of public open space and playing pitches, good community facilities, views to Robinswood hill, access to the canal, good public transport links and a successful employment area.

Most importantly Podsmead has a motivated and active community. The community has been instrumental in securing funding for the area – including 'Big Local' community development funding over the next ten years and British Heart Foundation funding to increase healthy heart awareness over the next three years.

Previous consultations have shown that residents like living in Podsmead because of its 'sense of community spirit' and 'good neighbours'. With the right planning policy framework, any new development in the area could contribute to tackling the deprivation issues that matter most to the community.

The ward has the highest proportion of social rented housing in the City and lacks new private homes or private rented housing stock.

Podsmead is a learning site in the City for Asset Based Community Development (ABCD).

Analysis of Ward

Opportunities

- Improve visual environment of Bristol Road - an important gateway into the City
- To redevelop aging Local Authority housing stock
- Links between unemployed residents and successful business area could be informed
- Designing out crime with strong design policies in emerging City Plan
- New allotments to be developed
- Remove advertising hoardings
- Design improvements to Bristol Road to improve the area and the approach to the City centre
- Secure high quality park infrastructure (paths, seats, bins etc), play and sports facilities
- Promote health improvements through allotments or community gardening
- Create a new green corridor between Bristol Road and Tuffley Avenue
- Reconfirmation of protection of employment area
- Any redevelopment near canal to make use of water based heat pump
- New developments to make use of sustainable energy including solar hot water and PV panels
- Use of the former 'Y-POD' building for wider community uses
- Support for carers. The ward has double the county average.

Threats

- Age and condition of housing stock.
- Limited overlooking to link footpaths and parking areas to the rear of Radburn properties - potential for crime and the fear of crime
- No designated local centre to protect shops and services.
- If low population numbers continue then services will be difficult to secure.
- Limited designations in current local plan - balance needed between residential and employment land uses.
- Providing education/training/job opportunities to a growing number of boys and young men.

Strengths	Weaknesses
<ul style="list-style-type: none"> ● Excellent community spirit and drive to improve the ward. ● Established community centre and active community groups. ● Active business group representing Bristol Road ● 'Big Local' funding which will see community development continue over the next ten years. ● Views to Robinswood Hill ● Good amount of public open space and pitches. ● A good mix of employment and residential uses. ● Good public transport links to city centre. ● Few empty units on Bristol Road ● Residents view area as quiet place to live ● British Heart Foundation funding to increase healthy heart awareness for three years ● Podsmead is a learning site in the City for Asset Based Community Development (ABCD) 	<ul style="list-style-type: none"> ● Smallest ward in terms of population making it difficult to attract services such as shops and health care. ● Access to some services may be difficult for some residents. ● Lack of private rented housing stock ● Highest proportion of social rented housing in the city. ● Lack of new private homes developed. ● High levels of crime ● High deprivation indicators - children in need, academic achievements, free school meals, benefit claimants. ● Housing stock layout generally lacks dining room or study space to allow private study at home. ● Concern from residents over lack of youth services ● Concerns from residents over lack of health facilities ● Lack of equipment on open spaces. ● Bristol Road approach has a lot of visual clutter such as advertising hoardings and many variations in boundary treatments and signage. This does not give a positive first impression. ● Under utilised amenity spaces serving flats.

Development opportunities site table for Podsmead ward

City Plan Ref	Site	Area (ha)	Character	Constraints	Planning History	Previous options considered	Proposed use(s)	Additional Comments - SA / Inspectors Report/Current work
P1	Former Jet & Whittle	0.3	Former public house & car park. Residential to north and west, employment to west and south	Protected tree	09/00879/FUL Expired permission for 30 dwelling units	None	Residential	30 dwellings included in commitments in 2012 SHLAA New scheme currently under consideration Supported by 2012 SHLAA panel.

Quedgeley Field Court

Quedgeley Fieldcourt is the southern most ward in the City and comprises part of the larger southern suburb of Gloucester of Quedgeley. The area has grown considerably since the 1970's providing large areas of residential accommodation and new employment land for the City plus the associated shops, services and schools that such a community requires.

More recently the large urban extension of Kingsway on the former RAF Quedgeley site has begun to be delivered providing new homes including social housing, a new local centre and new primary schools.

The ward is effectively subdivided by the A38 dual carriageway which runs north south through the ward. Connectivity between Kingsway and Quedgeley District centre is provided via a restricted underpass that passes underneath the dual carriageway.

Waterwells Business Park has provided new employment within the ward and is home to Gloucestershire Constabulary's flagship headquarters as well as local manufacturers and national distribution companies. New employment land remains to be delivered at Kingsway.

The ward has a younger population profile than other wards in the City and a very high rate of children under 4. There are a high number of lone parent benefit claimants and a high rate of children eligible for free school meals in the ward.

Analysis of Ward

<p>Strengths</p> <ul style="list-style-type: none"> • Demand for retail units outside identified district/local centres • Delivering a high number of new homes for the City including affordable housing • Delivering new employment opportunities and inward business investment at Waterwells Business Park for the whole City. • Sites remain for new employment development on Kingsway at Framework 5. • Good infrastructure for sustainable modes of transport, including walking and cycling • District centre well served by public transport to both Gloucester and Stroud. • Area does not suffer from congestion at peak times • Strong community groups and sense of community identity • Designated heritage assets of Manor Farm and barns associated moat 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Not enough sites for retail/services within identified retail centres. • No guarantee to be able to see a doctor within the ward – maybe need to travel to Stroud Road to Pavilion medical centre • A predominantly young adult population with a high number of children under the age of 5 • High number of families on lone parent benefit • High numbers of children qualifying for free school meals • Geographical access to services in the far south of the ward is identified as an issue • Distance of the ward from the services and facilities available in the City Centre • Difficulty in expanding district centre owing to lack of vacant units •
<p>Opportunities</p> <ul style="list-style-type: none"> • To expand the number of services and facilities available to children, young people and families in the ward. • To deliver allotments and new play space through delivery of Framework 4 on Kingsway • To deliver new employment opportunities in Framework 5 at Kingsway and Waterwells Business park • To integrate bus service to Kingsway with that serving the neighbouring ward of Grange • To address parking issues • To work with Stroud District and Stroud Parish Councillors with regard to development abutting the south of the ward. 	<p>Threats</p> <ul style="list-style-type: none"> • High rainfall events resulting in surface water and fluvial flooding from Daniel's Brook and Dimore Brook • Piecemeal urban sprawl to south of ward in Stroud District placing increased pressure on existing services and community infrastructure in Quedgeley.

Development opportunities site table for Quedgeley Field Court ward

City Plan Ref	Site	Area	Character	Constraints	Planning History	Previous options considered	Proposed use(s)	Additional Comments - SA / Inspectors Report/Current work
QF1	Land east of Waterwells Business Park	15ha	Largely greenfield site, with dispersed dwellings and employment uses.	Dimore Brook runs through site. Vehicular access to the site. Tree Preservation Orders in middle and to east of site	Draft allocation for employment in LDF. Expired outline permission for employment use on part of site. Recent consents in area include an extension to a small manufacturing unit and an extension to an existing residential workshop.	Strategic employment allocation Travelling Showpeople's Site	A number of employment options are being consulted upon please see below.	LDF SAD SA 2006 Potential loss of natural habitat. If policy is not pursued may miss the opportunity to bring forward a larger area for employment development. Land East of Waterwells SPD

The allocation, Land East of Waterwells, is being reviewed and four possible options along with their associated pros and cons have been identified for consideration through this consultation. Maps for each of these options are set out in Appendix 2.

Option 1

A status quo position, employment to North of Brook, enabling residential to the south linked to provision of road infrastructure to open up employment land and open space.

Pros	Cons
Comprehensive development of remaining land at Waterwells	Multiple landownership – difficult to achieve land assembly
Upgrade to road infrastructure to open up and improve the quality of employment land	Delivery of site at risk due to overall expectations re land values leading to an unviable scheme.
Provides good quality employment land	Some residents are concerned that the existing proposal makes it difficult to sell their properties

Option 2

A minor redraw to the allocation to remove the residential properties and part of the gardens from the allocation.

Pros	Cons
Comprehensive development of remaining land at Waterwells	Multiple landownership – difficult to achieve land assembly
Provides good quality employment land	Delivery of site at risk due to overall expectations re land values leading to an unviable scheme
Upgrade to road infrastructure to open up and improve the quality of employment land	
Gives more certainty to existing residents that existing properties will be retained and reduce the perception that it is difficult to sell properties in this area.	

Option 3

A complete review option with the removal of the new road and therefore housing requirement and the allocation of land off Marconi Drive for employment opportunities. The highway authority have concerns regarding the capacity of Naas Lane to accommodate any additional employment land adjacent to that land being identified.

Pros	Cons
This option is deliverable as it is not reliant on delivery of the road and on an agreement being reached between individual landowners.	Does not maximise the employment potential
Gives more certainty to existing residents and reduces the perception that it is difficult to sell properties in this area.	Does not achieve a comprehensive development approach to the area

Are there any other land use or access alternatives that can be considered?

Quedgeley Severn Vale

Quedgeley Seven Vale is a suburb of Gloucester containing predominately family housing and some employment land. The ward has a high number of children and young people and lone parent households.

The ward is lacking in its own shops, services and community facilities but the population tend to use the facilities in the neighbouring Quedgeley Fieldcourt ward.

The area is also lacking in public open spaces, play areas and sports pitches. However the open spaces that are available are attractive and varied. The area is linked to the docks via the canal path, and has views across to open countryside.

Analysis of Ward

<p>Strengths</p> <ul style="list-style-type: none"> • Large numbers of children and young people • Lower than County 'norm' Anti Social Behaviour rates. • Lower than County 'norm' rates of burglaries. • Area between canal and river identified as a regional asset in the emerging Green Infrastructure Strategy • Canal – providing a water and pedestrian route to Docks and City centre beyond. • Close to the amenities in Fieldcourt ward • Close to open countryside • Well served by public transport 	<p>Weaknesses</p> <ul style="list-style-type: none"> • No community facilities located in the ward itself. • Relatively low numbers of social and private rented properties. May make the area difficult to access for those not wishing to buy. • Crime victims under 20 years old 2010-11 was slightly higher than the County 'norm' • Shortage of public open space • Shortage of play areas • Shortage of sports pitches • No allotments • Empty office space
<p>Opportunities</p> <ul style="list-style-type: none"> • Establish whether or not the community would like their own community facilities or are they happy using the facilities in Quedgeley Fieldcourt? • Improving signage to neighbouring open spaces? • High quality park infrastructure on existing open spaces? • Energy efficient SAP rating for homes could be improved? • Developing allotments? • Ensuring adequate services and facilities for a large number of children and young people? • Ensuring adequate services, facilities and support for lone parents? • Is there a need for Severn Vale to have its own facilities? 	<p>Threats</p> <ul style="list-style-type: none"> • Pressure on services if more development permitted to the south of the City in Stroud District? • Potential future health problems indicated

Development opportunities site table for Quedgeley Severn Vale ward

City Plan Ref	Site	Area	Character	Constraints	Planning History	Previous options considered	Proposed use(s)	Additional Comments - SA / Inspectors Report/Current work
QSV1	Clearwater Drive	2.09	Open Greenfield site used as informal open space owned buy County Council – surplus school site. Canal to north west, residential to north, south and east.	Part of site in Floodplain	None	Residential development & public open space	Residential and public open space	LDF SAD PO SA Partial development of site offers potential to protect nature conservation interests whilst ensuring accessibility to public for recreational use as public open space. Schools and health care within walking distance of site. County Council Ownership Supported by 2012 SHLAA panel.

Tuffley

Tuffley ward is a residential suburb of Gloucester and is very much seen as part of a wider area including the ward of Grange and to some extent Podsmead. Tuffley has its own primary school and faith based secondary school. There is a small parade of shops and an area of allotments.

The ward does have some deprivation issues, most noticeably relating to low household income, high benefit claimants, issues relating to children and young people and also crime. These appear to be in pockets rather than across the ward as a whole.

The ward itself is lacking in public open space, play equipment and sports provisions. It does however have access to Robinswood Hill Country Park. The park offers walks, wildlife and impressive long distances views. Within the park is an old quarry that is designated as a Site of Special Scientific Interest.

The ward also benefits from good public transport links to the City centre and to the neighbouring district of Stroud. There are routes through Tuffley that are heavily used by commuters into the City and the A4173/B4072 is subject to increasing congestion which are subject to a number of 'pinch points' that prevent widening or the introduction of bus lanes.

Analysis of Ward

<p>Strengths</p> <ul style="list-style-type: none"> • Access to Robinswood Hill Country Park • Access to Tuffley Community Association • Regular bus services with links to city and Stroud • Allotments • Lower than average numbers of burglary victims, theft victims and serious road traffic collisions. • High proportion of owner occupation • Public art on Robinswood Hill • Views and aspect over the Stroud Valley. • Low number of people in fuel poverty. 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Low number of private rented homes • Pockets of deprivation • Serious short fall of public open space • Serious short fall of play equipment • Serious short fall of playing pitches • High levels of some crimes • Low household income
<p>Opportunities</p> <ul style="list-style-type: none"> • Improving signage and access to Robinswood Hill and Randwick Park • Development of private housing for rent taken over further developments of affordable housing • Making more of Robinswood Hill – tourism, promotion, events, café 	<p>Threats</p> <ul style="list-style-type: none"> • Developments in Stroud District and pressure that would place on infrastructure and services • Protecting Robinswood Hill from development

Development opportunities site table for Tuffley ward

City Plan Ref	Site	Area	Character	Constraints	Planning History	Previous options considered	Proposed use(s)	Additional Comments - SA / Inspectors Report/Current work
T1	Land south of Grange Road	16.41	Greenfield site, residential to north and railway and residential to the west. Open agricultural land to south and east.	Floodplain to very south of site	Site identified in LDF I&O SAD 2005	Residential	Possible residential	<p>Considered in the LDF issues and options Site Allocations Document SA process.</p> <p>Site lies in close proximity to local schools and would result in a proportion of affordable housing being delivered. The Site is remote from employment opportunities and there are no cycle routes in the vicinity.</p> <p>Supported by 2012 SHLAA panel.</p> <p>Grange Road currently provides a very defensible boundary to this area.</p> <p>It is, however, further development to the South of the City on the periphery and is an encroachment on the open countryside in this arealt is also potentially linked to an area of land promoted as an urban extension to the City as part of the Regional Spatial Strategy</p>

Westgate South (Hempsted)

Hempsted also has a long history, with occupation of recorded in the Domesday book. The area grew as a village and was originally part of Stroud District, being absorbed into Gloucester City in 1967. Since then Hempsted has gradually grown and now forms part of the wider built up area of the city.

Hempsted Village and the recently developed areas around Monk Meadow are almost entirely residential. There are however important areas of employment along Secunda Way (South West Bypass) as well as a sizeable Sainsburys and Marston's pub. There are no designated local centres in Hempsted but a small shop/post office is located in the original Hempsted Village.

Given the pleasant living environment in and around Hempsted it's unsurprising it has been and is subject to development pressure. Other issues include a lack of local health care facilities in walking distance, insufficient capacity at the primary school to accommodate new pupils and peak time parking issues. Hempsted has a good quality community hall and community spirit.

Analysis of Ward

<p>Strengths</p> <ul style="list-style-type: none">• Setting within landscape.• Conservation area and character of the older part of the village.	<p>Weaknesses</p> <ul style="list-style-type: none">• Whilst having overall a very good supply of community facilities open to all, there is a lack of facilities in an easily accessible location for those living in new housing developments to the west of Secunda Way.• Lack of community shops, services and facilities in walking distance, though located fairly close to Sainsburys at Gloucester Quays and the city centre.• Lack of healthcare facilities in walking distance.• Local primary school at capacity.• Parking issues at peak times (school drop-off /pick-up)
<p>Opportunities</p> <ul style="list-style-type: none">• Improvements to public open space.• Increased school capacity linked with new housing developments.• Subject to satisfactory remediation of flood risk issues, the return of the city's football club to the Sudmeadow Road site.• Re-use (through the creation of an events space) of Llanthony Priory.	<p>Threats</p> <ul style="list-style-type: none">• Loss of 'village' character through large scale development proposals.

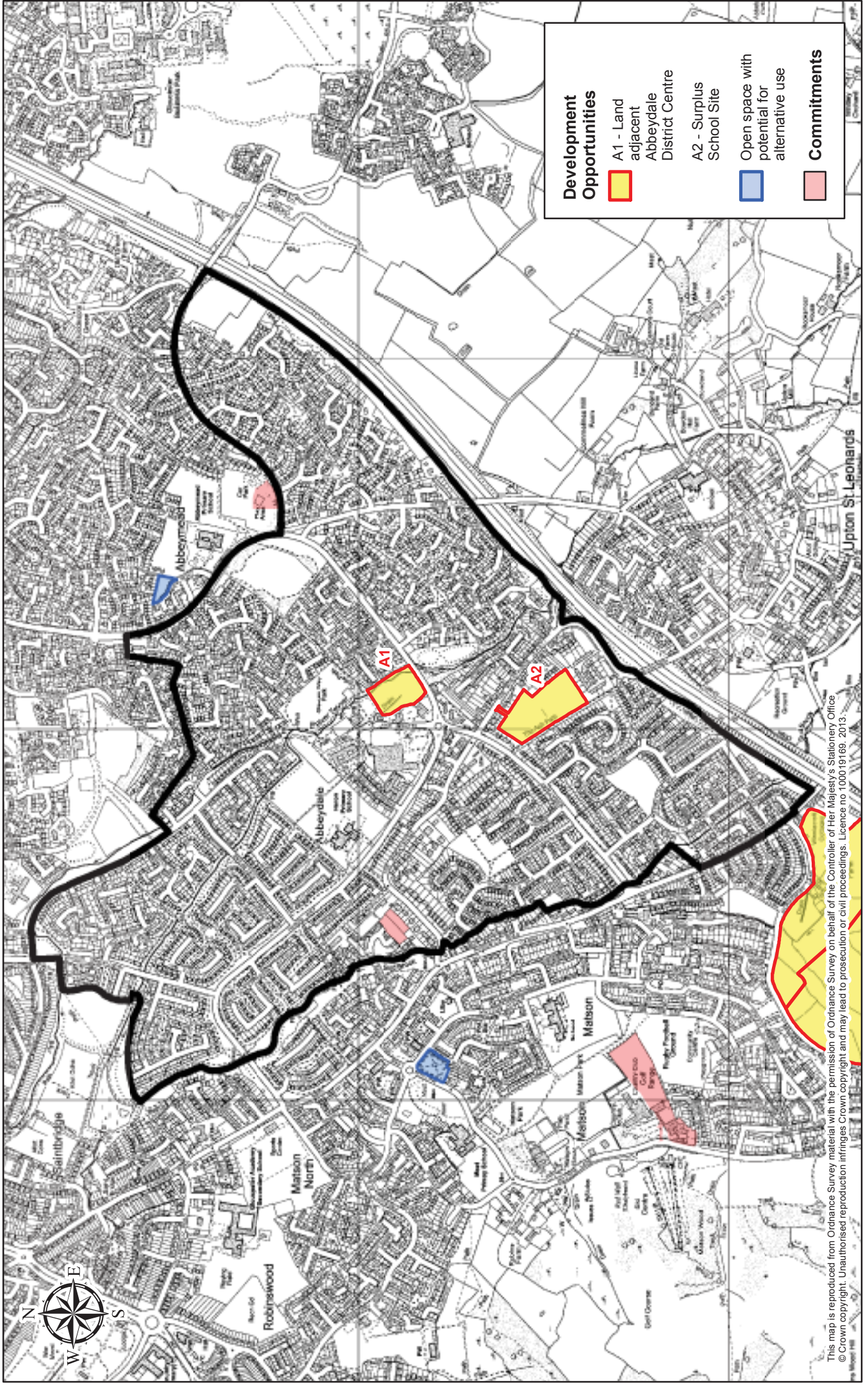
Development opportunities site table for Hempsted Ward

City Plan Ref	Site	Area ha	Character	Constraints	Relevant Planning History	Previous options considered	Proposed use(s)	Additional Comments - SA / Inspectors Report/Current work
WS9	26 Hempsted Lane	1.14	Urban	Flood risk. Setting of Hempsted Conservation Area. Contamination. Impact on the setting of Newark House Listed building.	Planning application submitted for the reconfiguration and extension of the site as a commercial vehicle repair and sales centre.	None.	Employment use.	Brownfield site located in close proximity to industrial uses and landfill. Flood risk. Development compatible with constraints could provide positive effects. Supported by 2012 SELAA panel.
WS10	Former Oil Storage Depot, Hempsted	3.89	Urban	Flood risk. Setting of Hempsted Conservation Area. Contamination. Impact on the setting of Newark House Listed building.	Planning applications submitted for residential development – none permitted. New application currently being considered by the City Council.	Residential development on part of site.	Residential development.	Previous proposal performed well from an SA perspective. It would lead to the redevelopment of a vacant largely brownfield site and the provision of housing, including affordable housing. Site fairly well located for access to shops, services and facilities. Supported by 2012 SHLAA panel.
WS11	South West Bypass Site	0.7	Urban	None.	None.	Office and/or light industrial use.	Office and/or light industrial use.	Previous proposal performed well from an SA perspective. The redevelopment of the site for employment purposes would provide inward investment and create new job opportunities, including small local firms. The site is fairly well located for access to shops, services and facilities. Supported by 2012 SELAA panel.

WS12	Land East of Hempsted	3.42	Suburban	Prime Biodiversity Area. Landscape sensitivity. Setting of Listed buildings. Important views and impact on setting. Restrictions upon further development upon Hempsted lane See policy 9.2 of Management Policies within Appraisal.	None.	None.	Opportunity for limited residential development with provision of public open space. This site was subject to a separate consultation exercise in 2011 the response of which is available on the councils website.	Greenfield site located at Hempsted. Redevelopment opportunity could provide limited new residential development with public open space gains. Also opportunity to improve access with the wider Hempsted area. Supported by 2012 SHLAA panel.
WS13	Land at Rectory Lane, Hempsted	0.2	Rural	Landscape sensitivity. Adjacent to Hempsted Conservation Area impact on setting.	None	None	Residential development.	Greenfield site located on the edge of the urban area. Formerly designated Landscape Conservation Area and likely biodiversity assets. Supported by 2012 SHLAA panel.
WS14	Land at Rea Lane, Hempsted	1.45	Rural	Landscape sensitivity. Adjacent to Hempsted Conservation Area impact on setting.	None	None	Residential development.	Greenfield site located on the edge of the urban area. Formerly designated Landscape Conservation Area and likely biodiversity assets. Supported by 2012 SHLAA panel.

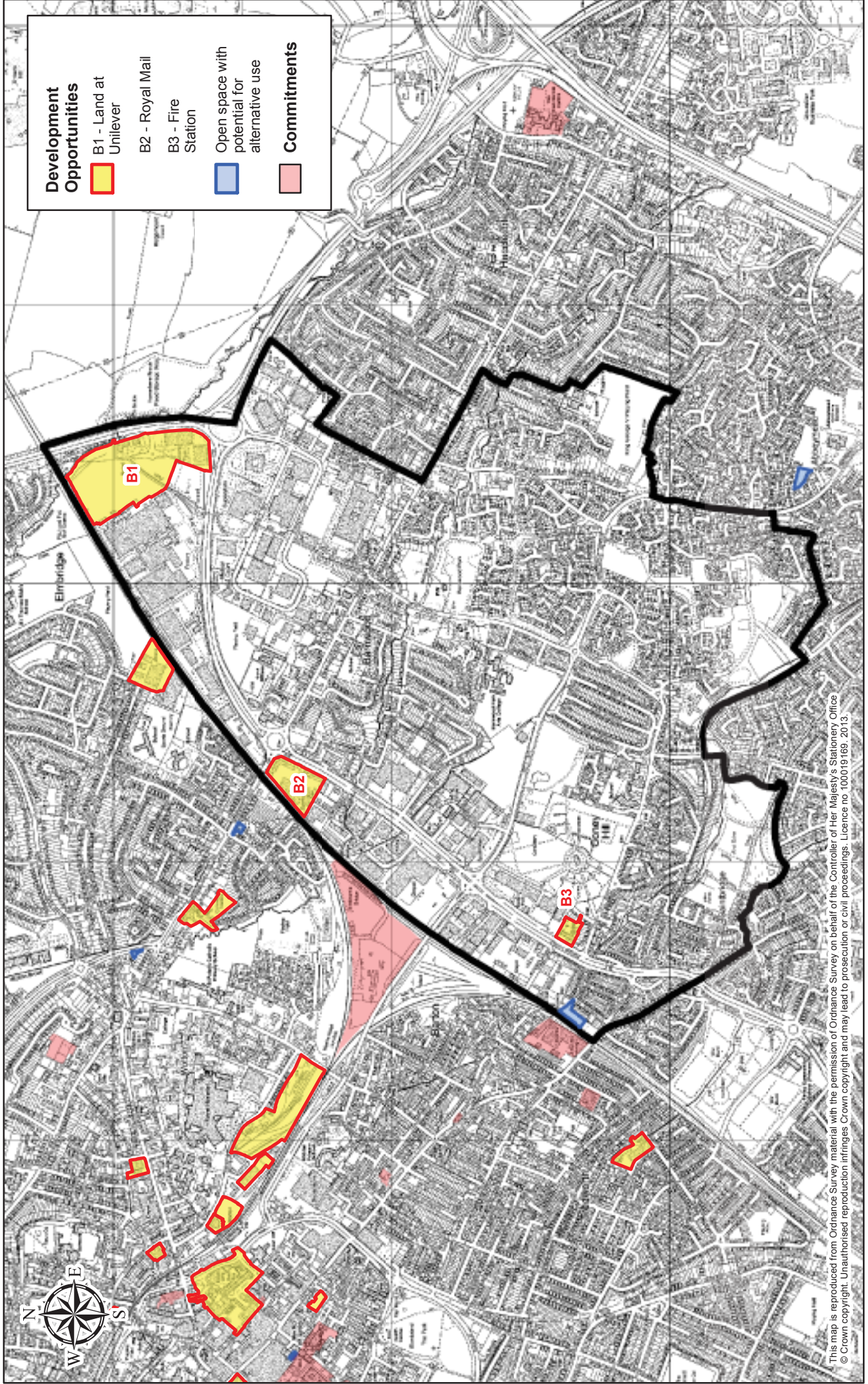
Appendix 1 Development Opportunity Maps

Abbey - Development Opportunities



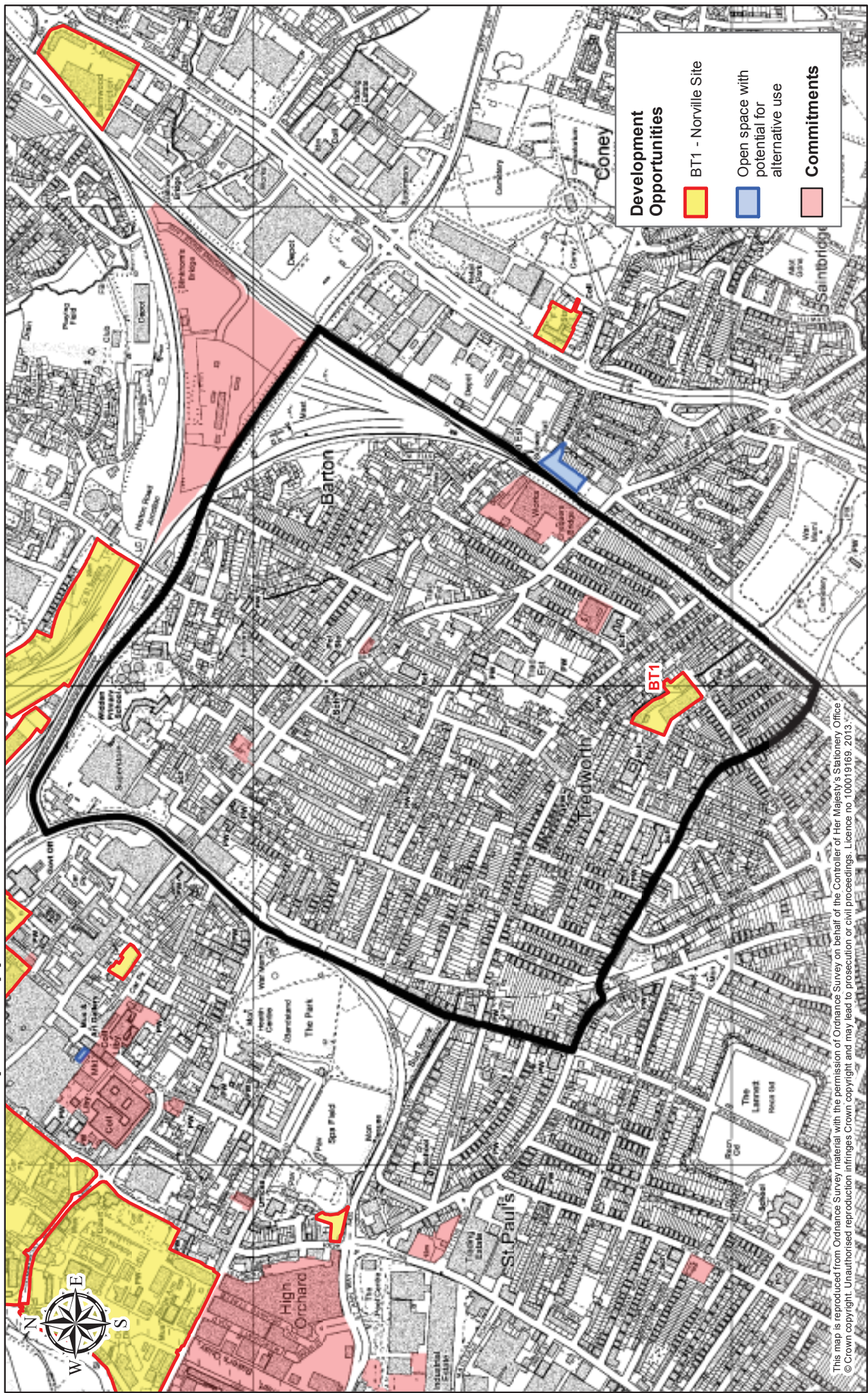
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Barnwood - Development Opportunities



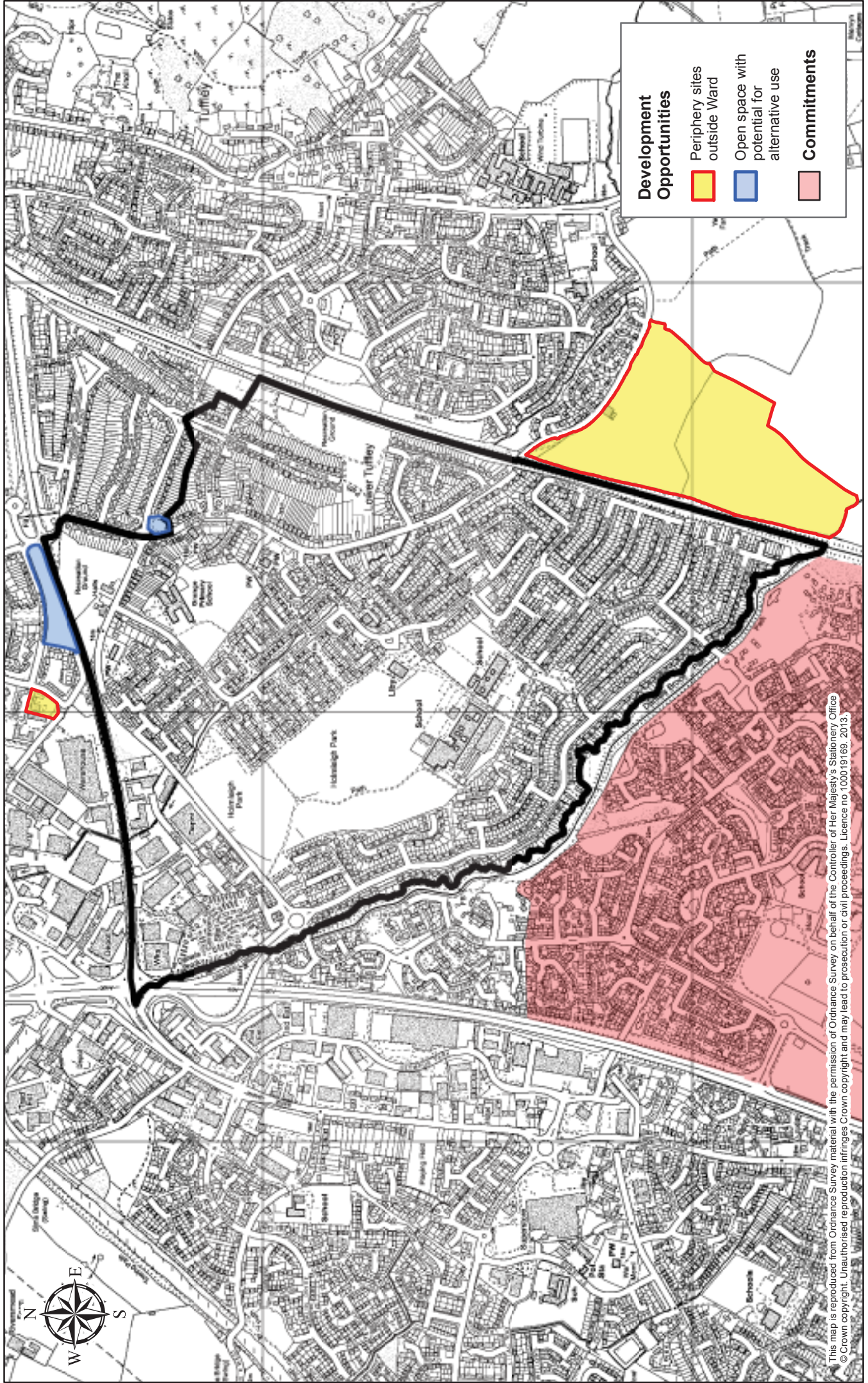
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Barton & Tredworth - Development Opportunities



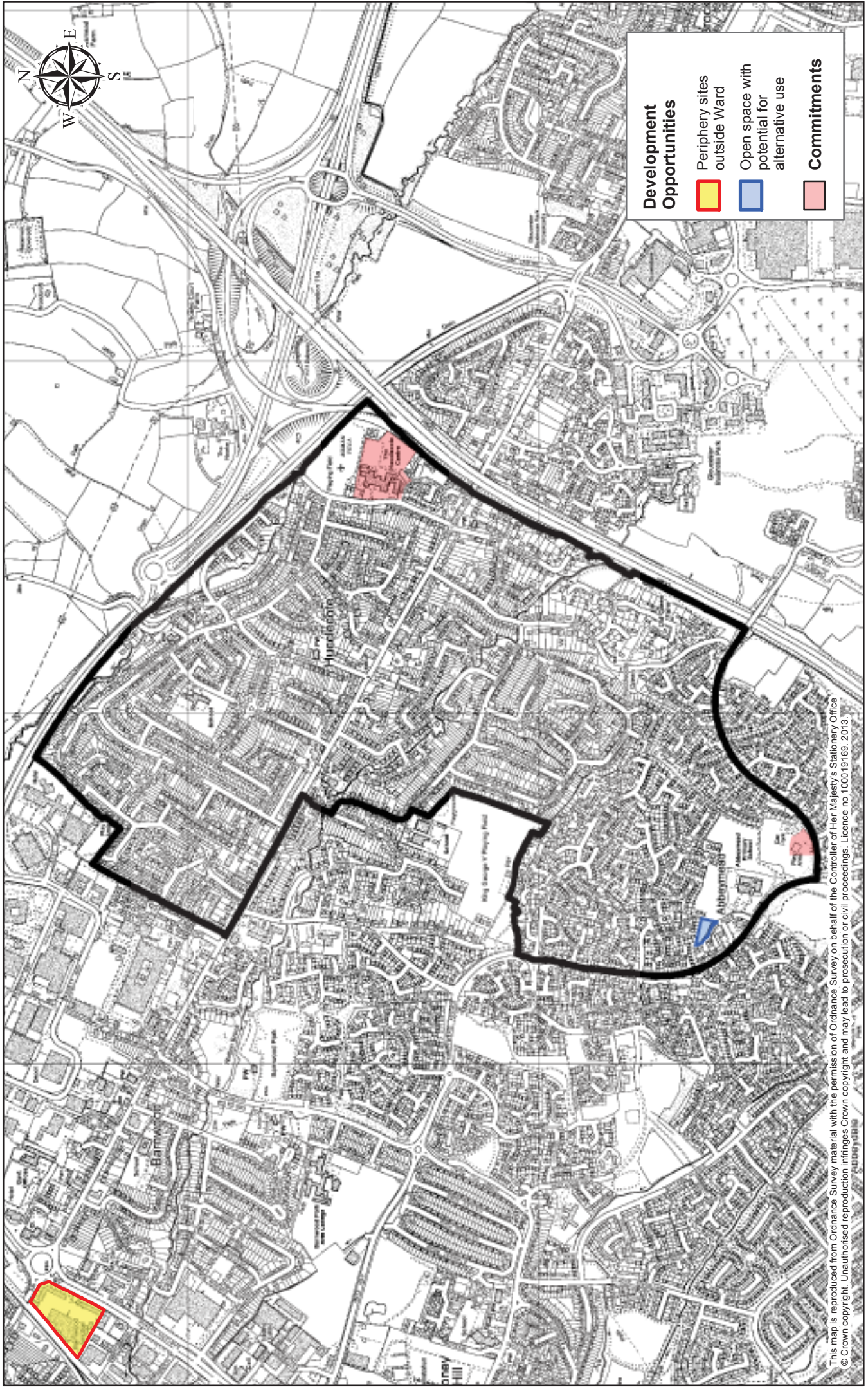
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Grange - Development Opportunities



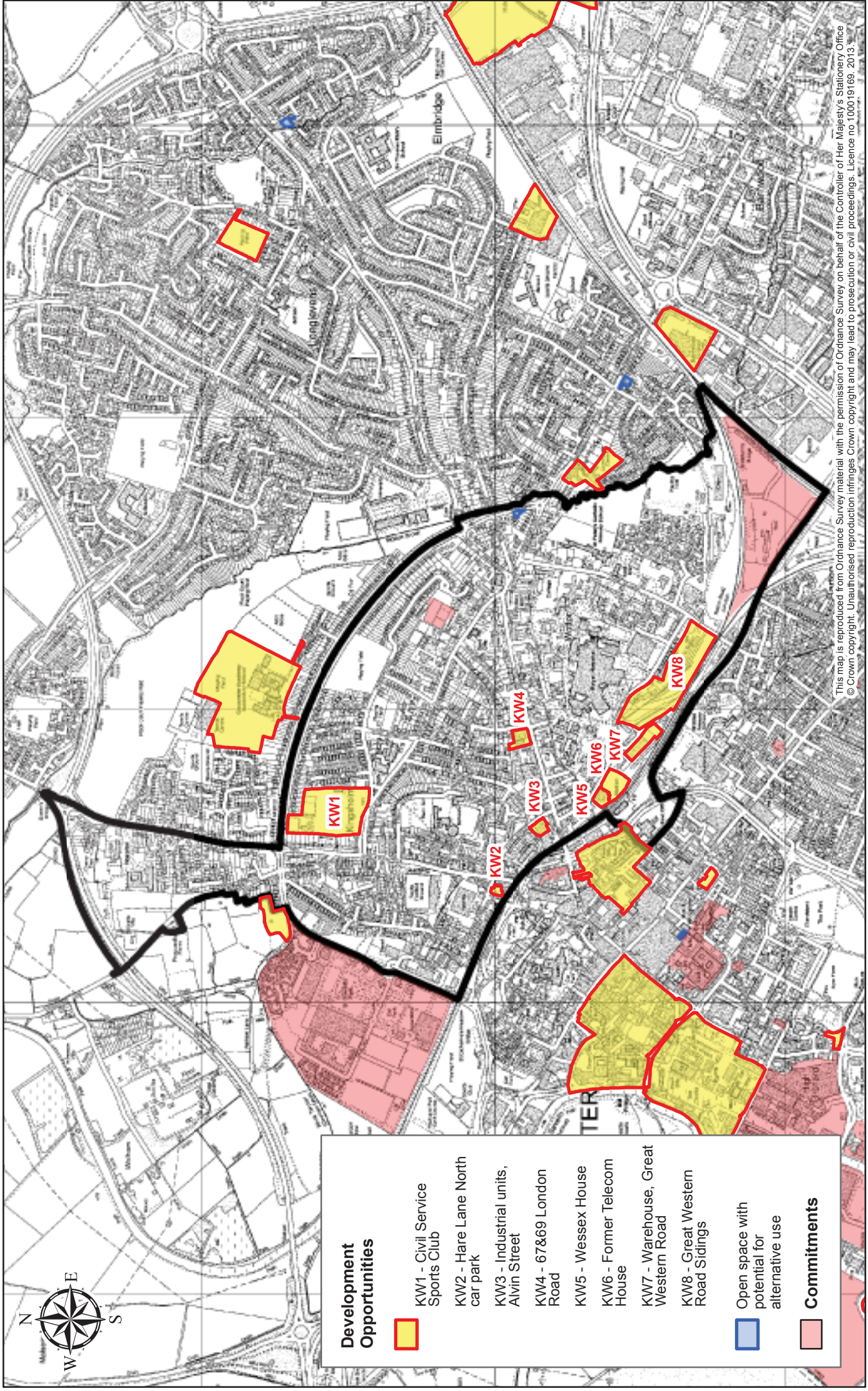
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Hucclecote - Development Opportunities



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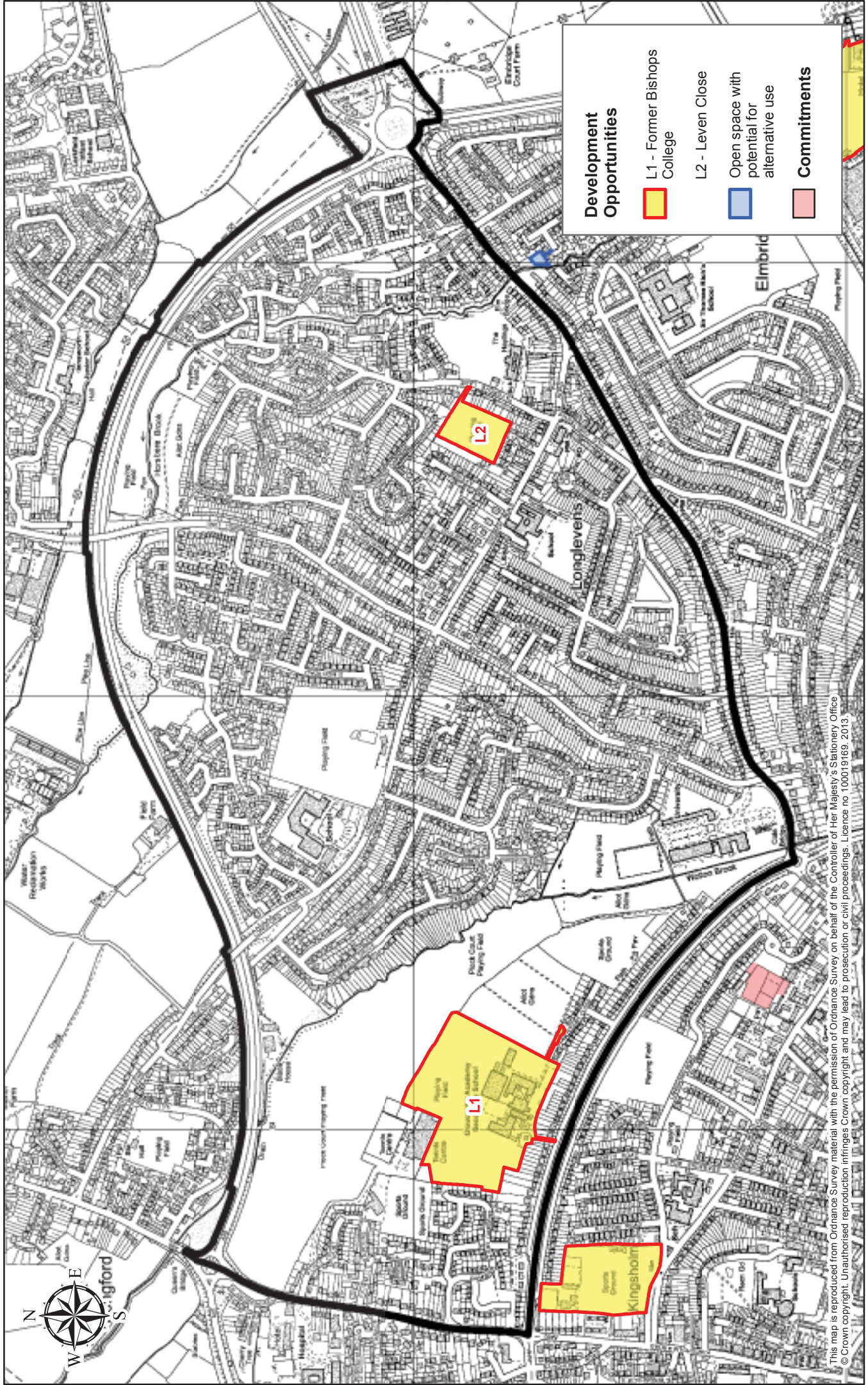
Kingshomb & Wotton - Development Opportunities



Development Opportunities	
	KW1 - Civil Service Sports Club
	KW2 - Hare Lane North car park
	KW3 - Industrial units, Alvin Street
	KW4 - 67&69 London Road
	KW5 - Wessex House
	KW6 - Former Telecom House
	KW7 - Warehouse, Great Western Road
	KW8 - Great Western Road Sidings
	Open space with potential for alternative use
	Commitments

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Longlevens - Development Opportunities

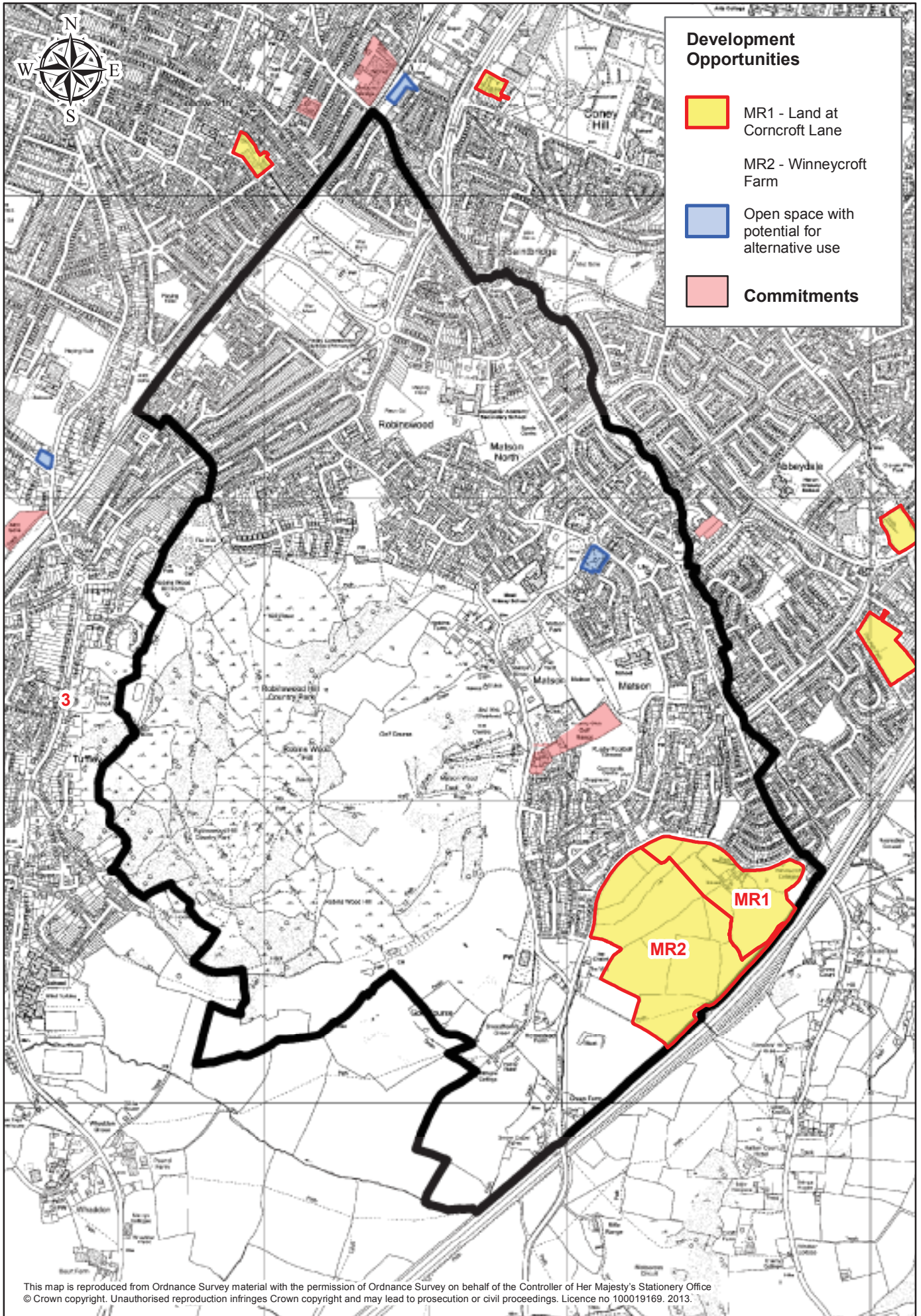


Development Opportunities

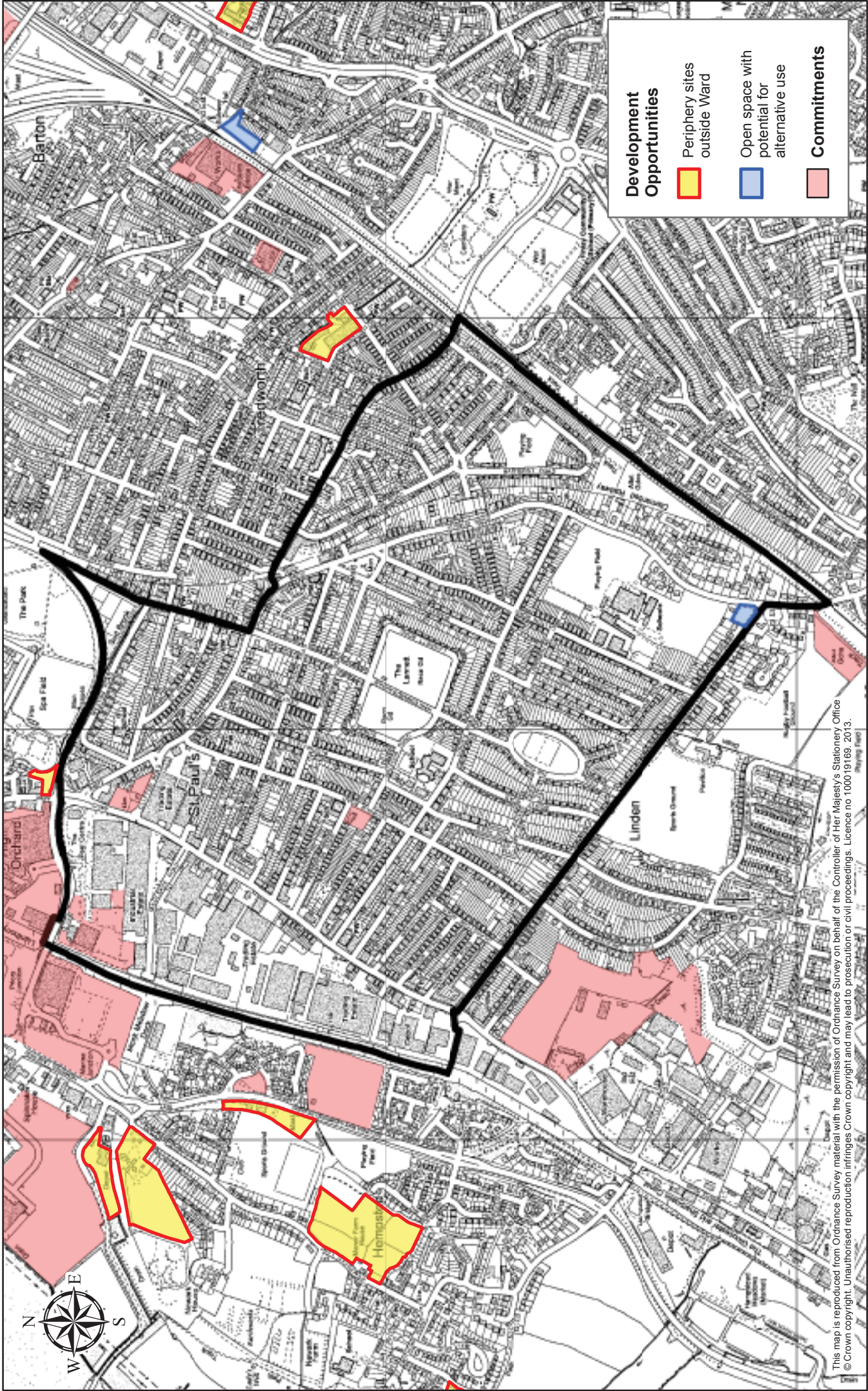
- L1 - Former Bishops College
- L2 - Leven Close
- Open space with potential for alternative use
- Commitments

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Matson & Robinswood - Development Opportunities

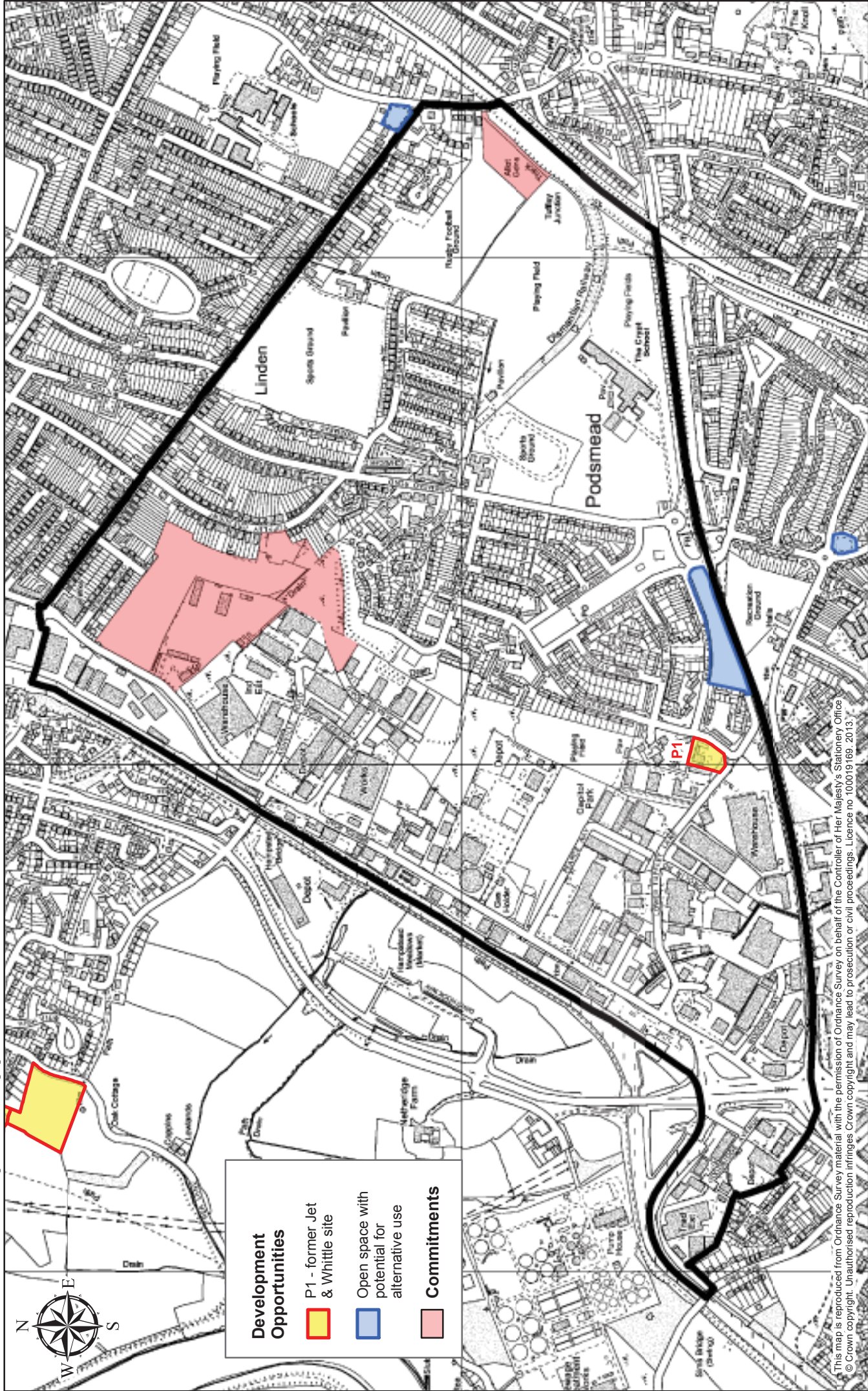


Moreland - Development Opportunities

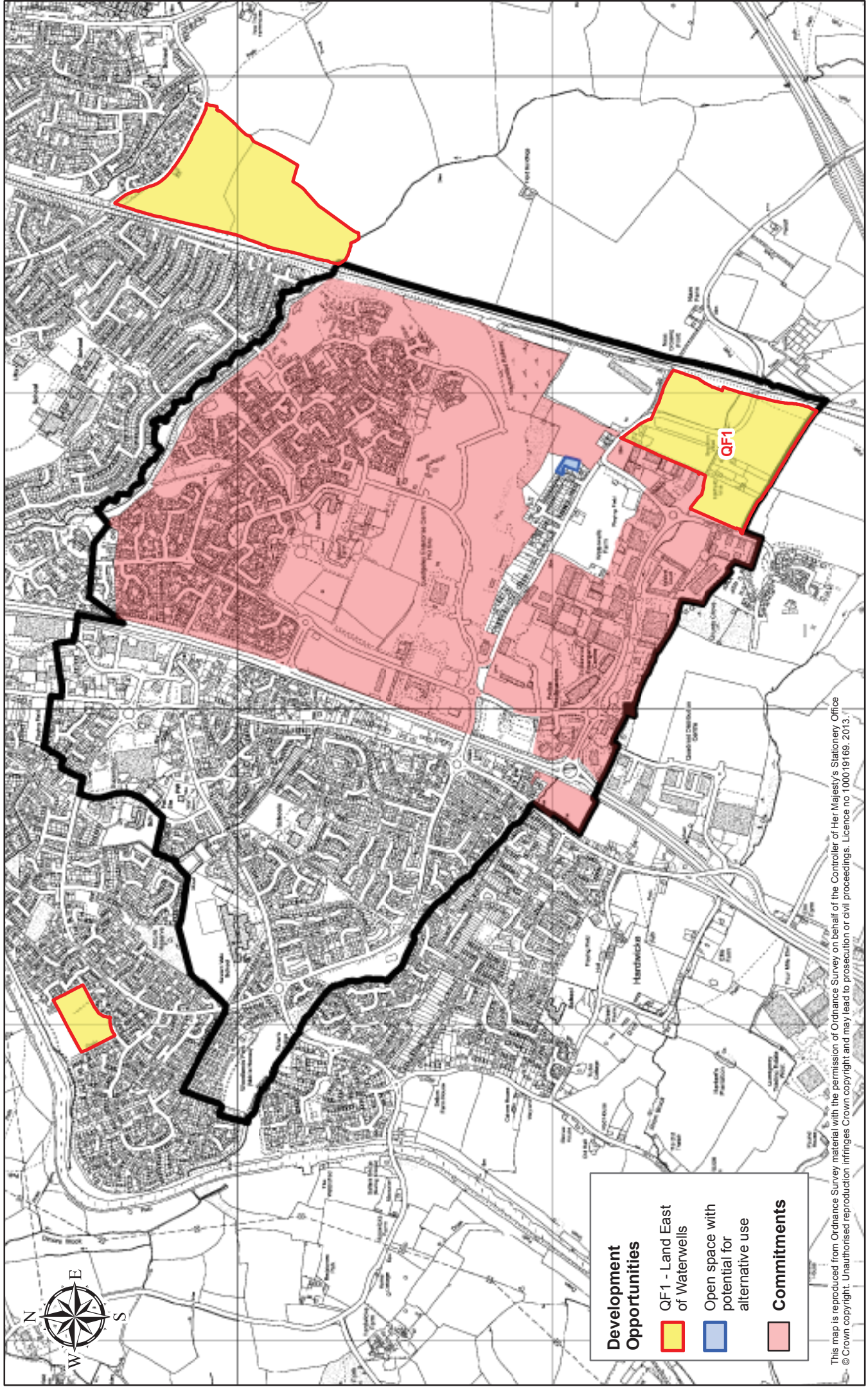


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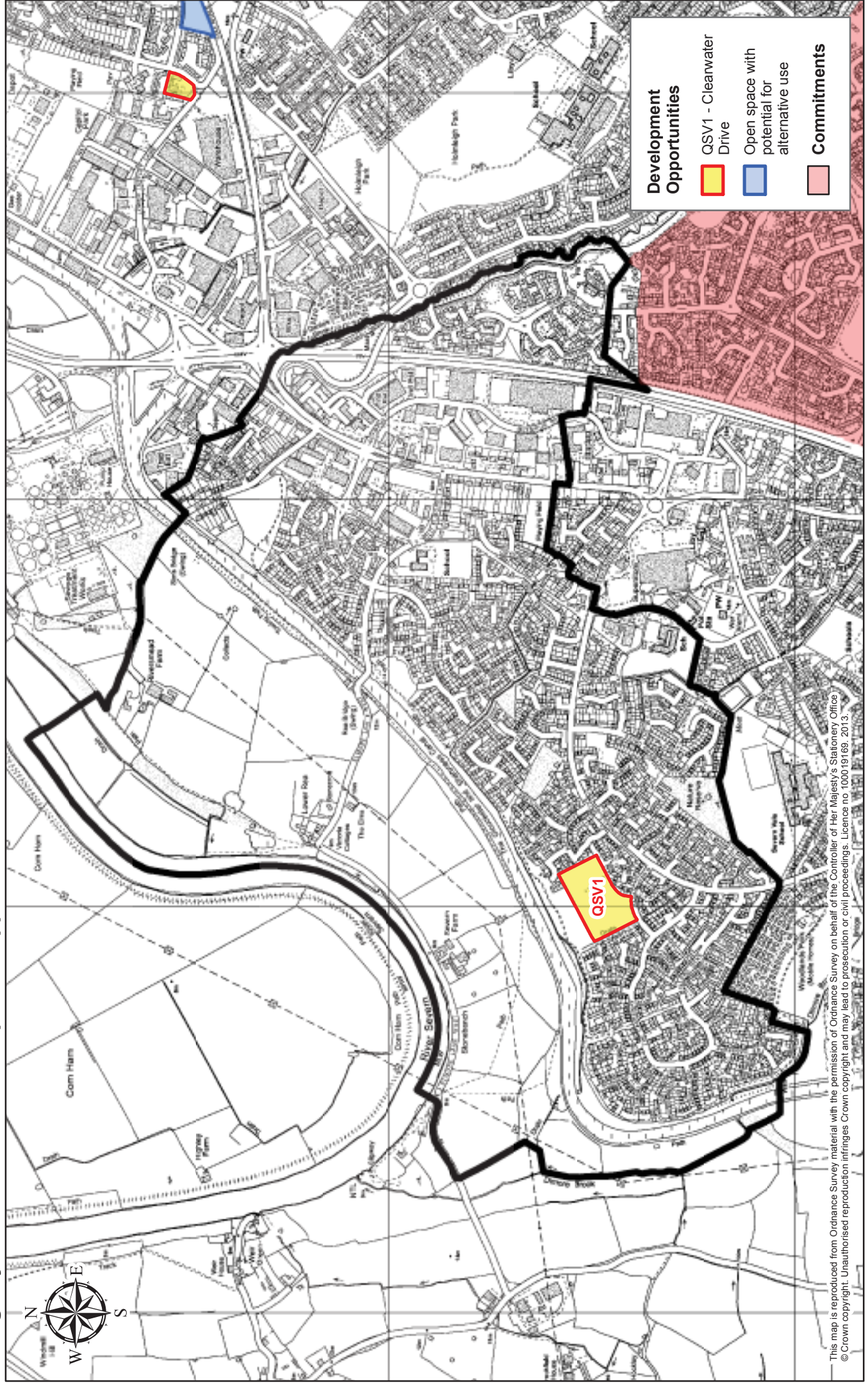
Podsmead - Development Opportunities



Quedgeley Fieldcourt - Development Opportunities

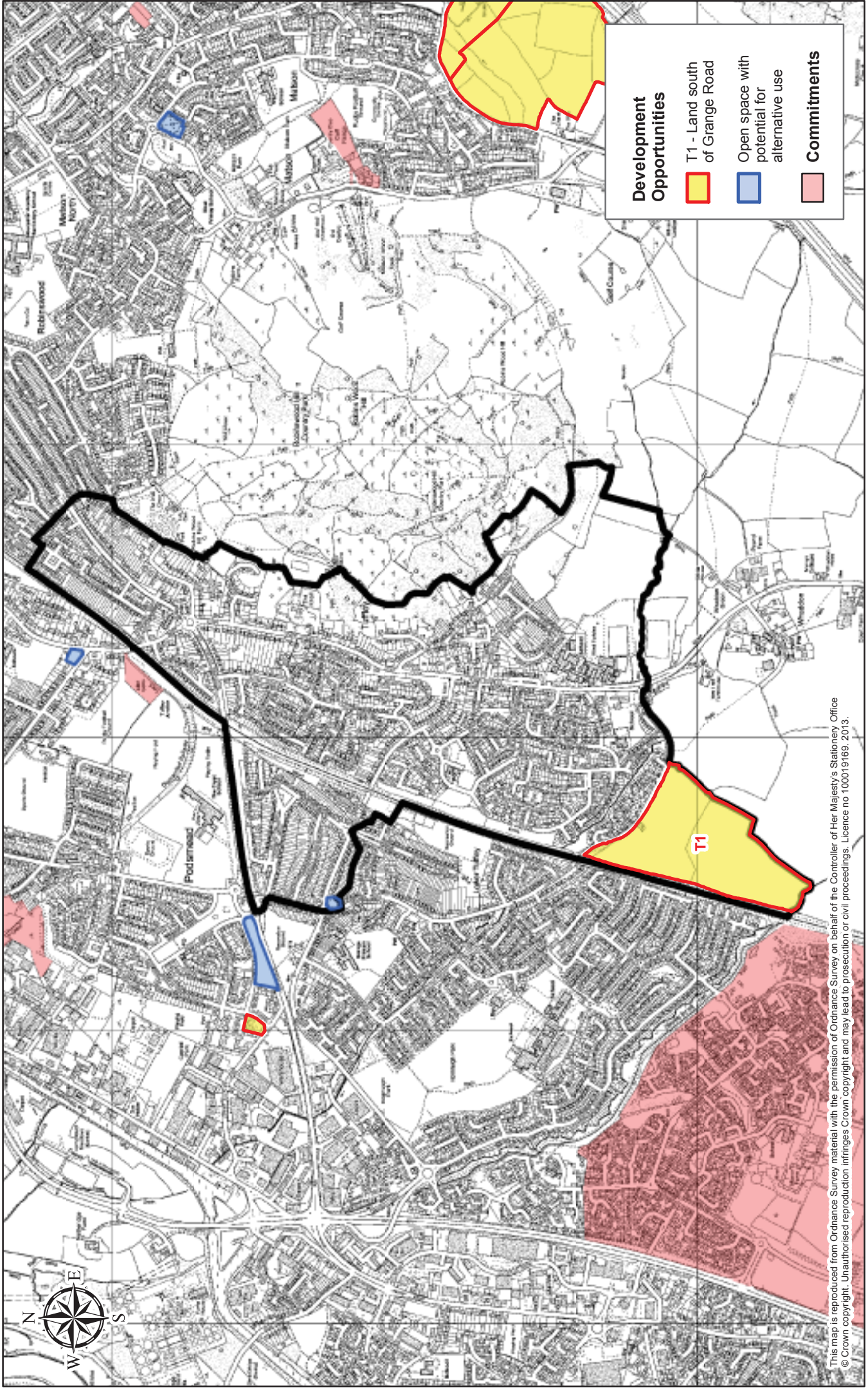


Quedgeley Severn Vale - Development Opportunities



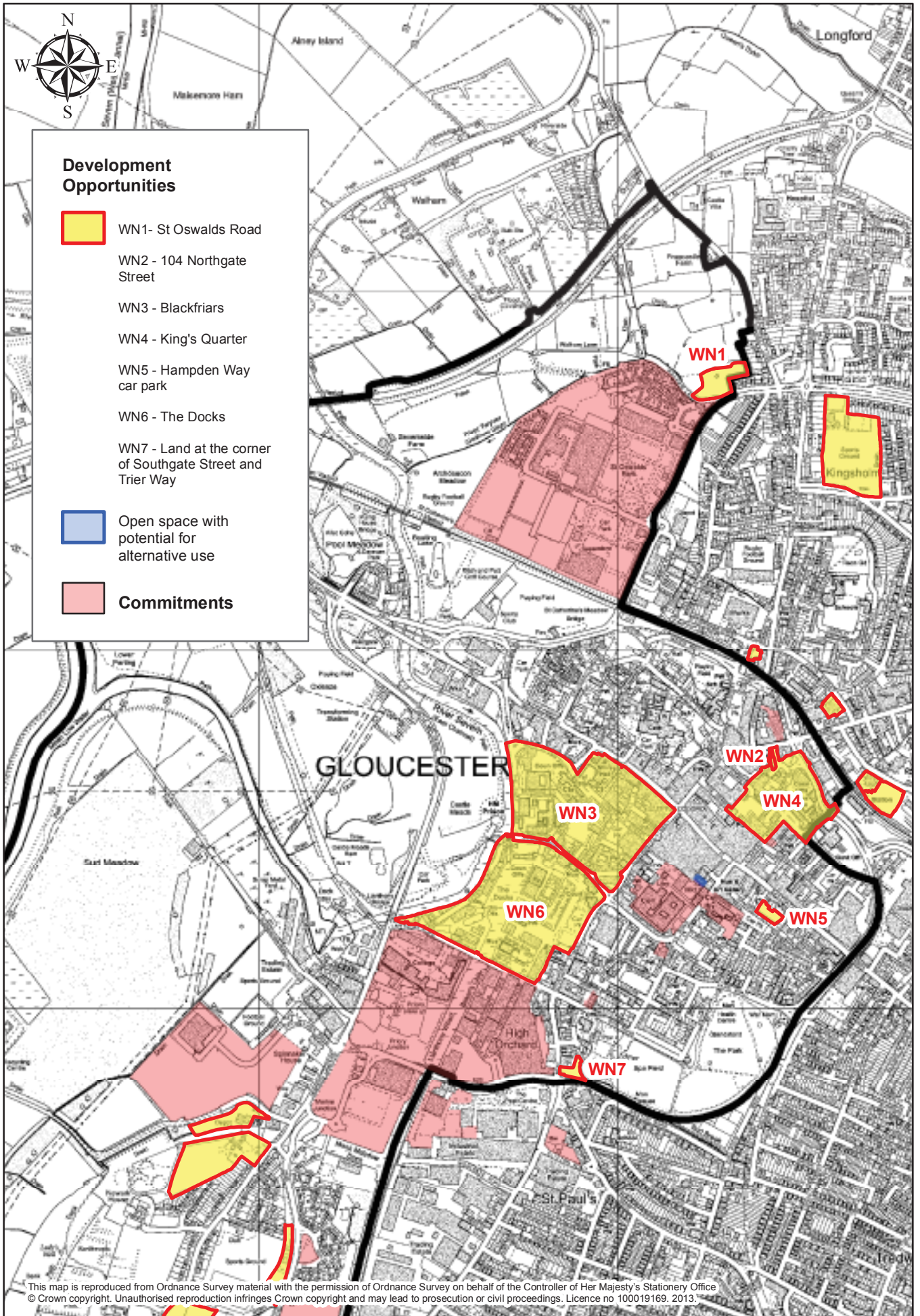
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Tuffley - Development Opportunities

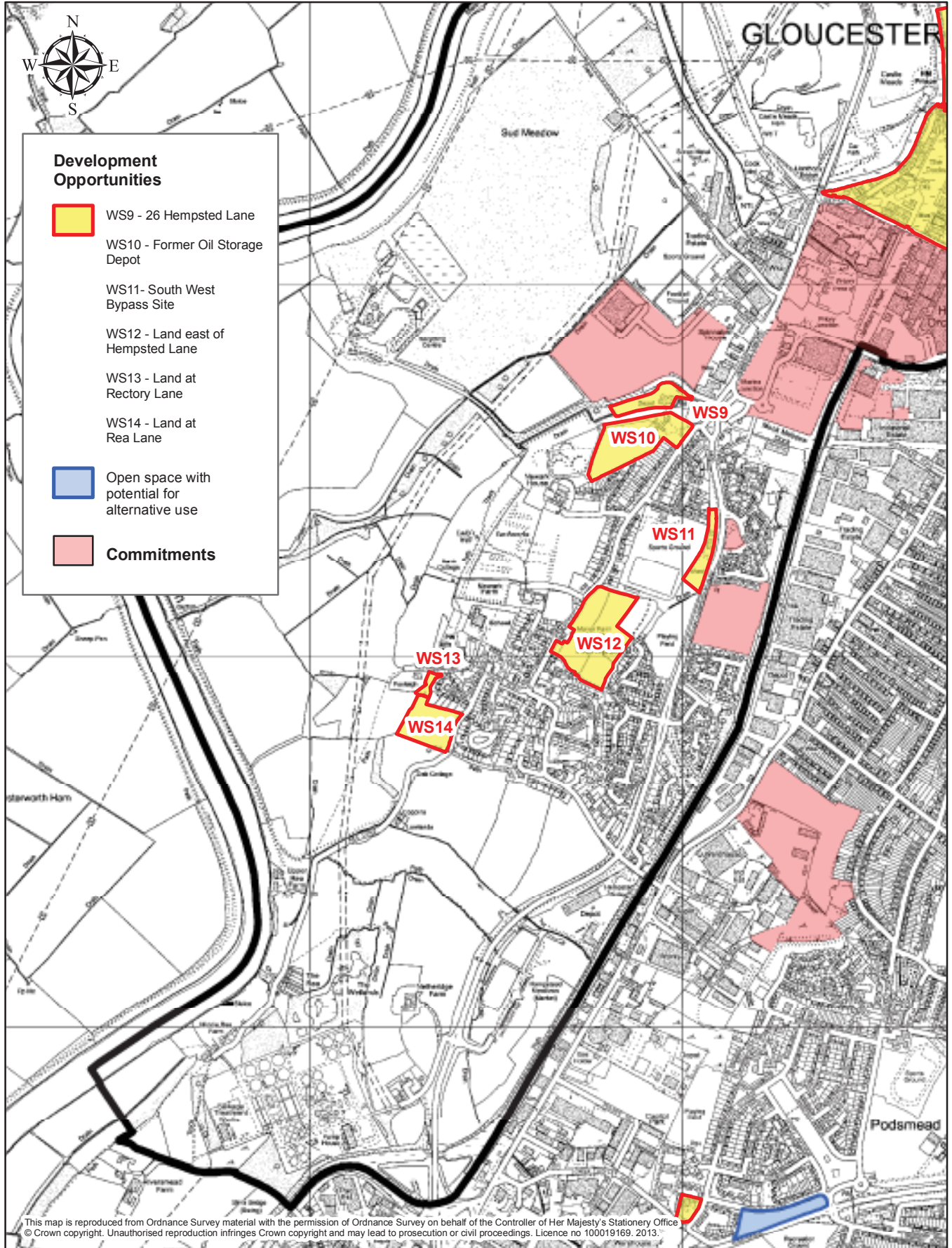


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Westgate North - Development Opportunities



Westgate South - Development Opportunities

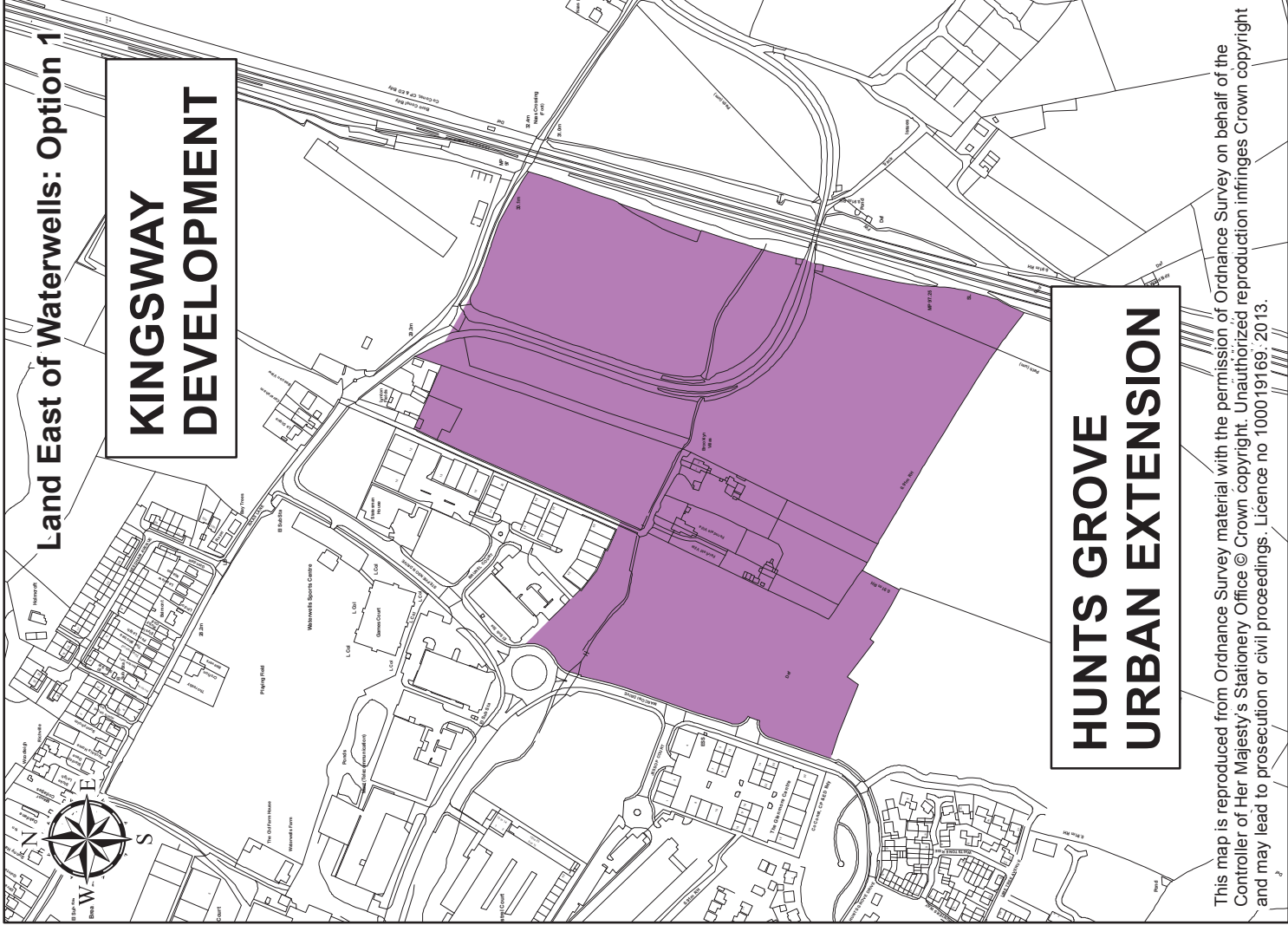


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Appendix 2 Land East of Waterwells Option Maps

Land East of Waterwells: Option 1

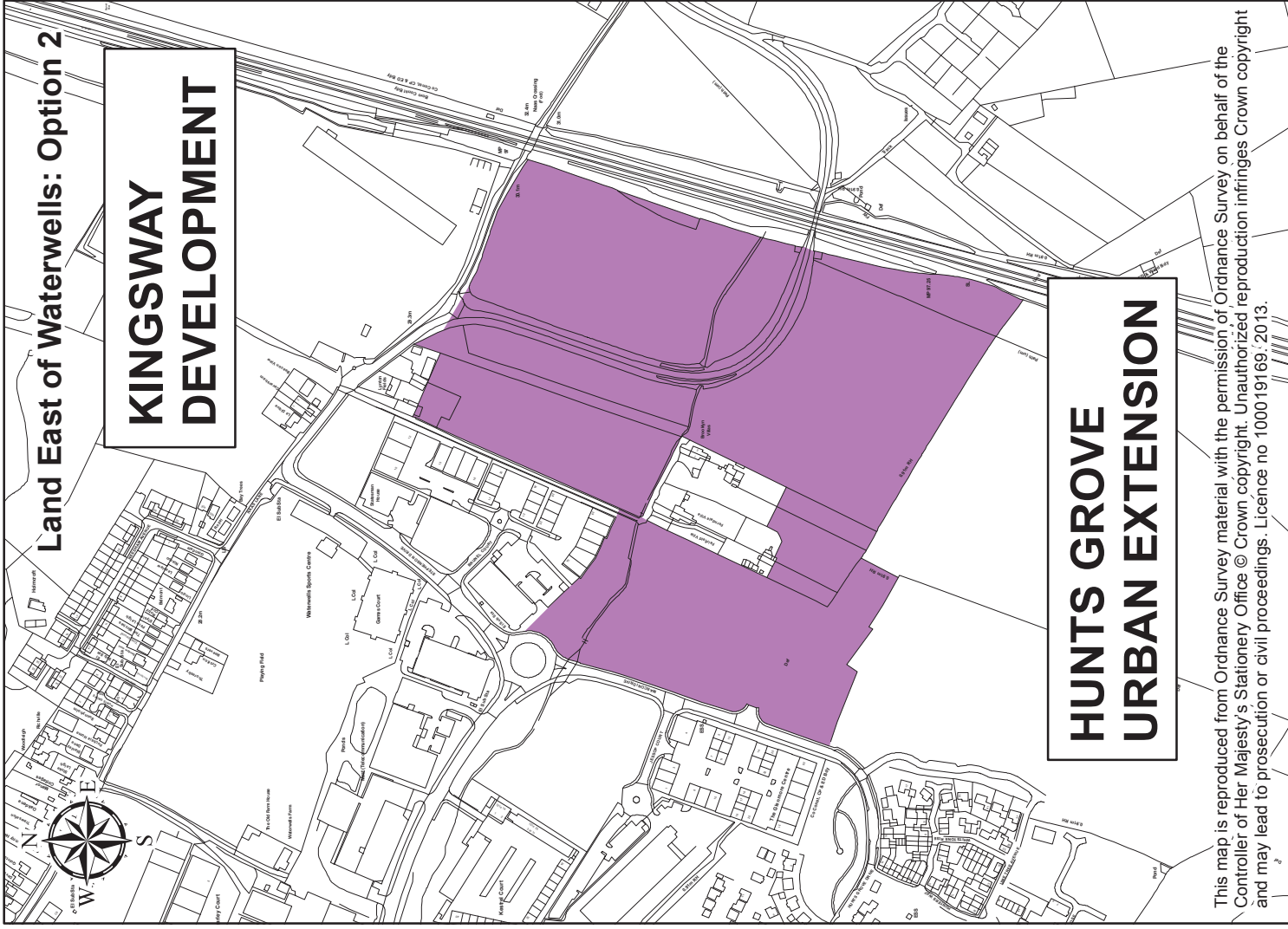
**KINGSWAY
DEVELOPMENT**



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Land East of Waterwells: Option 2

**KINGSWAY
DEVELOPMENT**

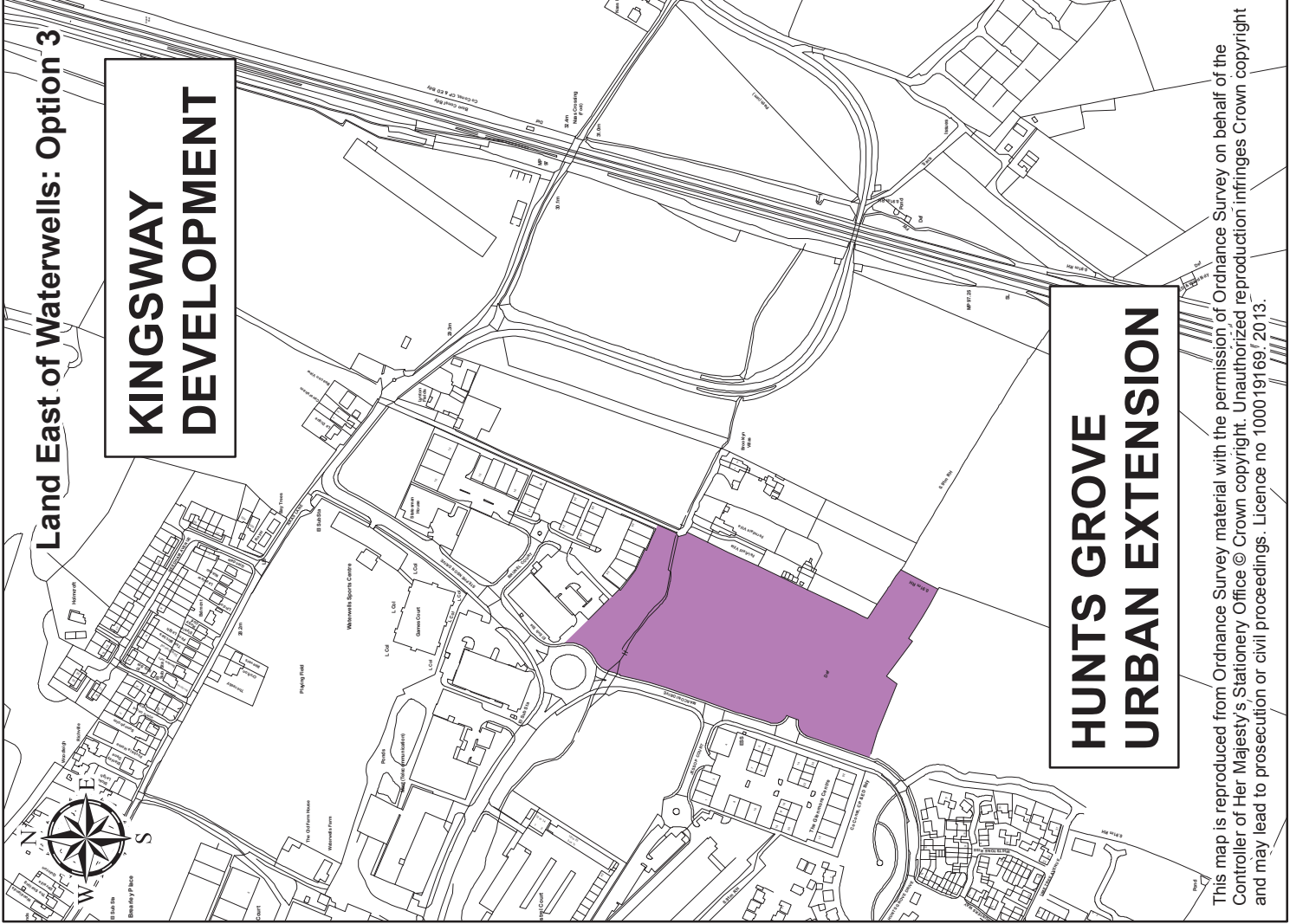


**HUNTS GROVE
URBAN EXTENSION**

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Land East of Waterwells: Option 3

**KINGSWAY
DEVELOPMENT**



**HUNTS GROVE
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Land East of Waterwells: Option 4

**KINGSWAY
DEVELOPMENT**

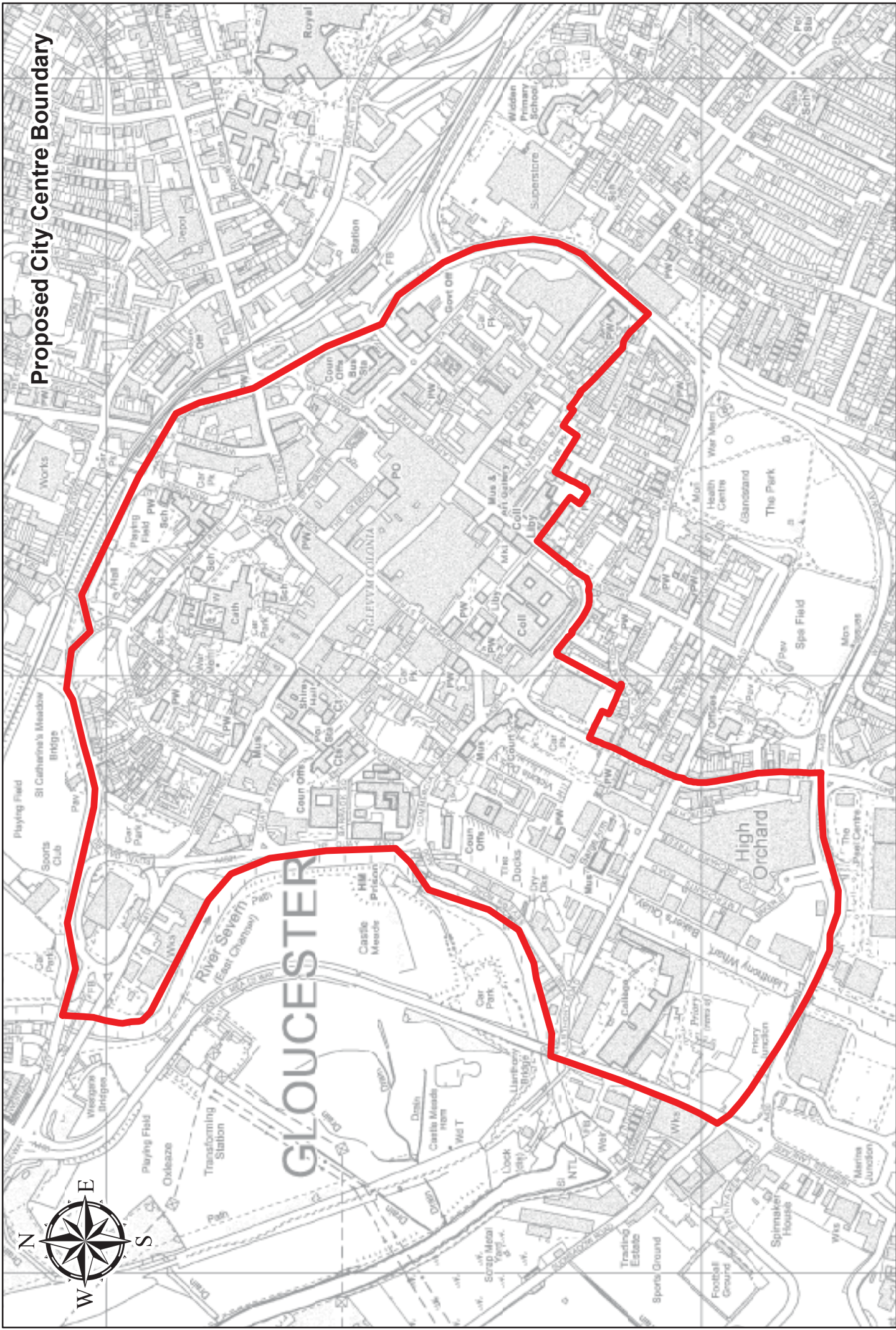


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Appendix 3 City Centre Boundary for consultation

Proposed City Centre Boundary



Appendix 4 Primary Shopping Area for consultation

Proposed Primary Shopping Area, Primary Frontage and Secondary Frontage

