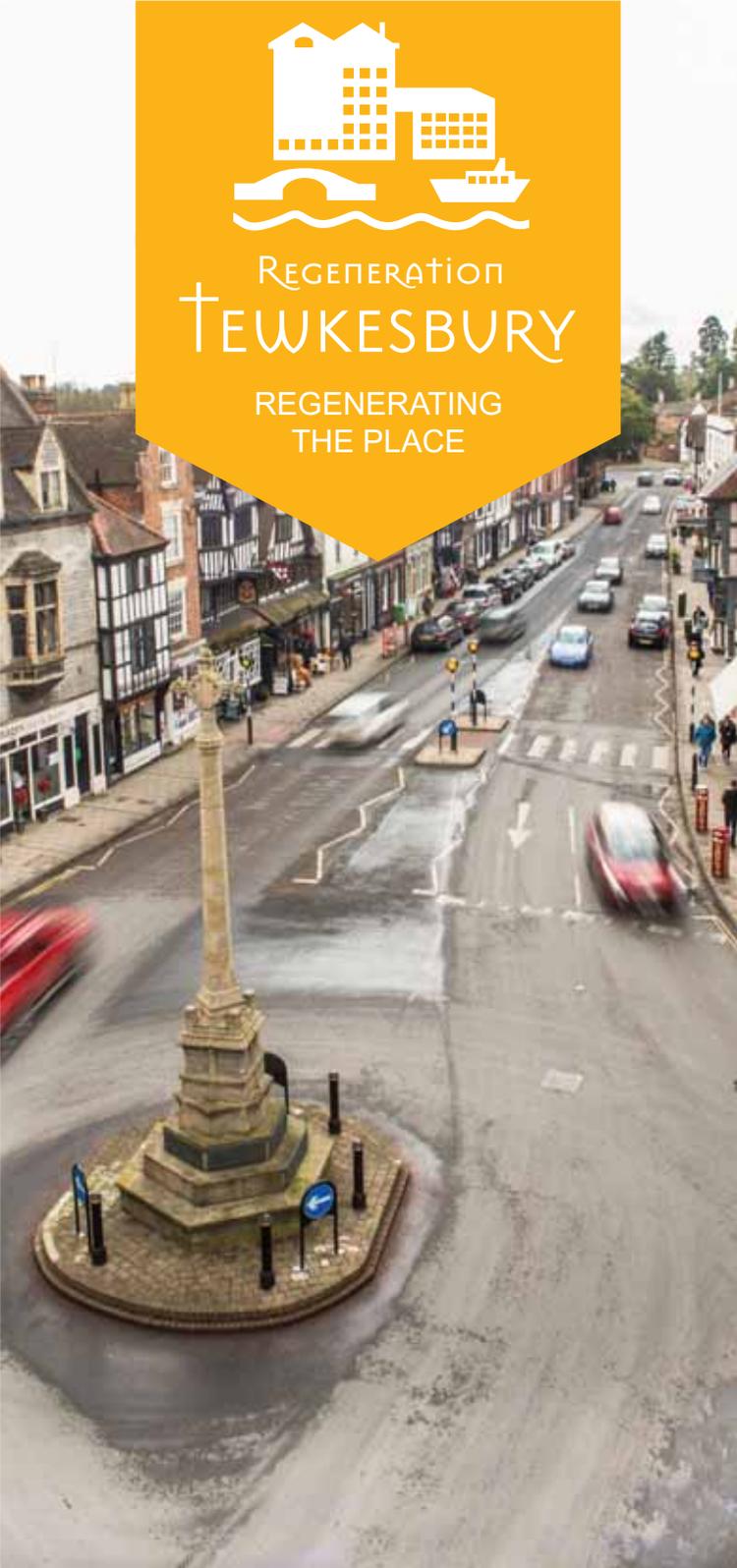


REGENERATION  
**TEWKESBURY**

REGENERATING  
THE PLACE



Tewkesbury  
Town Council



Tewkesbury  
Borough Council

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# Tewkesbury Town Regeneration

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Supplementary Planning Document

March 2019



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# Tewkesbury town regeneration

“Tewkesbury has a unique structure due to its proximity to the rivers”

## 1.0 Introduction

### 1.1 Context

Tewkesbury is a historic medieval town, located on two major rivers; the Severn and the Avon, and located at Junction 9 of the M5 motorway.

Tewkesbury has a unique structure due to its proximity to the rivers. Its medieval core remains intact, protected by floodplain. Due to the floodplain constraints, modern developments have taken place beyond the historic core.

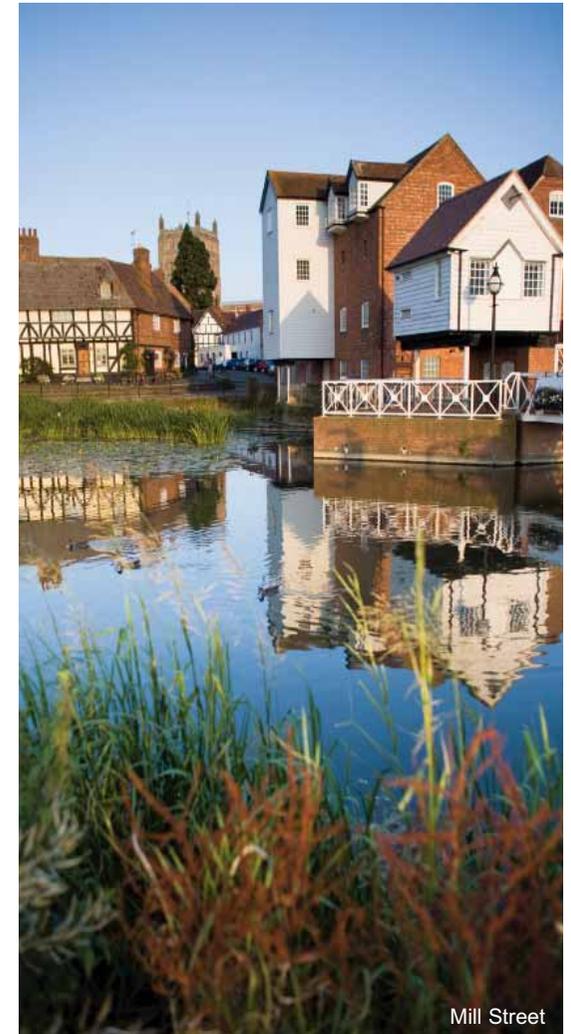
Tewkesbury is strategically located with good links to the M5, allowing easy access to much of the country, with Bristol and Birmingham being within an hour's travel.

The planned development at Junction 9 provides Tewkesbury with the opportunity to widen the retail opportunities in the area, complimentary to the town centre.

Tewkesbury has many development opportunities within and beyond the town centre that are covered within this masterplan. It will be important that any development is well planned and designed to help deliver the vision, aspirations and principles as set out in this document.

The Masterplan consists of two areas:

- Town centre – the traditional town centre.
- Area of influence - Tewkesbury town – defined by the wider built up area, its landscape setting and strategic links.





# Tewkesbury town regeneration



“Tewkesbury has many development opportunities within and beyond the town centre”

### 1.2 Work to date

The council first started to develop a Tewkesbury Town Centre Masterplan over a number of months in 2010 which was adopted in July 2012. Prior to the Masterplan process, a number of reports and strategies had been written about different aspects of Tewkesbury and the future of the town. These documents were reviewed to identify common issues, aspirations and opportunities.

These were then developed into 10 themes which became the basis for a programme of public and stakeholder consultation during the summer of 2010. Questionnaires completed by visitors to the public consultation were evaluated and this provided guidance for the following stakeholder event.

Vision Twentyone were contracted to facilitate a stakeholder event in July 2010. Over 60 representatives attended. The event was workshop based and the outcomes from the workshops, along with the public responses were collated to form a Tewkesbury Masterplan Consultation Statement. The identified priorities established the vision for the town.

The vision was adopted by Tewkesbury Borough Council in November 2010.

Following the adoption of the 2012 masterplan, a number of the identified themes and projects have been successfully completed.

- The leisure centre was completed May 2016
- The Riverside Public Realm Strategy was completed December 2014
- The missing link was completed Summer 2016
- High Street improvements
- Wayfinding and tourism signage
- Tewkesbury branding, including visitor and business website
- Successful marketing and investment campaign

### 1.3 Purpose of this document

This document is intended to be an update to previous work, it will analyse the constraints and opportunities within the study areas and identify key design principles for all new development opportunities.

The document will describe and analyse each identified project in more detail, setting key parameters and principles for each one. Actions and future work will then be identified.

It is intended for this document to be used as a planning tool to guide redevelopment and regeneration within the town and wider area. It will also help to promote economic investment and vitality within the opportunity sites identified and promote the town as a great place to invest.

### 1.4 Planning policy context

This document is a supplementary planning document and is a material planning consideration when assessing planning applications.

This document should be used by prospective developers to guide development and by planning officers when assessing planning applications.

This document provides advice to support the policies in the development plan, that set out the quality of development that will be expected for the borough.

The National Planning Policy Framework states that permission should be refused for development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions.

### Principle M1:

**Applicants will be required to prepare design proposals in line with the relevant guidance throughout this document. This will be outlined in the Design and Access Statement which will form part of a planning application.**

### 1.5 Vision

Economy	Regeneration	Community	Environment
<p>Identify opportunities to help Tewkesbury further establish itself as a desirable place to live, work and visit.</p> <p>Grow business and tourism opportunities to help encourage investment.</p>	<p>Ensure that existing social, environmental and economic assets are utilised for the benefit of the town and surrounding borough.</p>	<p>Enable effective and transparent community and partner engagement.</p> <p>Establish and promote a vibrant and inclusive local community.</p>	<p>Protect and enhance our distinct natural and historic environment.</p>

“ Maximising Tewkesbury’s unique assets, building on the quality of our town and **delivering regeneration opportunities** to make it a better place to live, work and visit.



L to R: Healings Mill; historic aerial view over Tewkesbury; lower High Street glimpse; extract from Ghent manuscript 'Battle of Tewkesbury'; Abbey Mill; Tewkesbury Abbey

### 2.1 Historic context

Tewkesbury is an ancient settlement at the meeting of the rivers Severn and Avon. The surrounding rivers and flood plain have prevented the old town from expanding so that its long thin profile has hardly altered since the middle ages. Tewkesbury presents one of the best medieval townscapes in England with its fine half-timbered Tudor buildings, overhanging upperstoreys and ornately carved doorways.

It has a historic street pattern including many small alleyways which connect the high street with the river.

Preserving and enhancing this important heritage is an important principle throughout this document and is an essential part of any development.

The town centre has a large conservation area, further details of which can be found in the conservation area appraisal.

Positive contributors to the town's character have been identified, but also those areas which are of poor quality. Oldbury Road and land to the east have been identified as having an ill-defined character as a result of previous demolitions. This has left open areas, now used as surface car parking and modern

developments which are often out of scale with the character of the town.

Opportunities to redevelop these important areas of the town are identified later in this document. These projects have the opportunity to deliver significant heritage improvements, such as recreating lost east-west links and the historic grain of the town.

The two plans, presented on page six, show how Tewkesbury has expanded in the last 100 years. New suburbs have been added and the size of the town has increased.



### Principle M2:

**Heritage assets and historic landscapes should be celebrated, enhanced or preserved where appropriate for the enjoyment of existing and future residents.**

**Applications responding to the historic environment, should refer to the JCS and Borough Plan policies for more specific advice.**



# Tewkesbury town regeneration

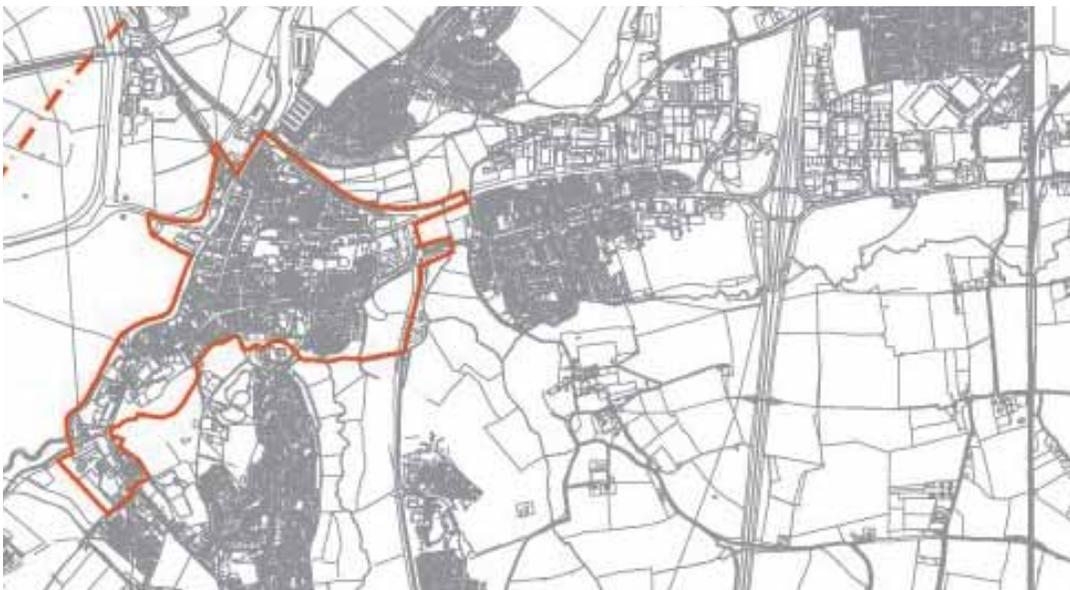
## 2.0 Analysis and design principles

### Historic context



### 1903

- Development was clustered around the High Street and closely linked to the river.
- The railway line was operating.
- Outlying villages are clearly separate settlements.



### Today

- Development has spread north/east and north along key routes and allowing for flooding.
- Outlying villages have been absorbed into the built area of the town.
- The railway line is now disused.
- The motorway was developed in the late 1960s/70s.

### 2.2 Green infrastructure

Well designed, accessible landscapes and public open spaces can improve social cohesion, health and wellbeing within an area.

Every settlement has a variety and hierarchy of spaces. New and existing landscape and open spaces should be linked to form green networks. Where direct links are not possible, it may be appropriate to link these together through green routes, shared surface streets and boulevards.

A key aim of this document is to utilise development opportunities to enhance existing green infrastructure, create new green spaces and create links between new and existing green infrastructure.

The key public open spaces within the town are;

1. Victoria Gardens
2. Vineyards
3. Tewkesbury Nature Reserve
4. The Ham



Strategic green infrastructure



Key pedestrian desire lines



### Principle M3:

Applicants should demonstrate how the landscape structure has been considered from the outset of the design process and as an integral part of the proposal.

Development should seek to enhance and expand existing green infrastructure, retain important landscape features, mature trees and planting and therefore possible incorporate these features into the landscape structure.

Existing public rights of way should be incorporated into the movement network.

Applicants should link existing and proposed landscapes and open spaces together to form open space networks.

Applicants should demonstrate within their application how proposed open spaces contribute and respond to the hierarchy of existing landscapes and open space networks.

### 2.3 Access and Movement

A movement framework is the network of connected streets within a town or development.

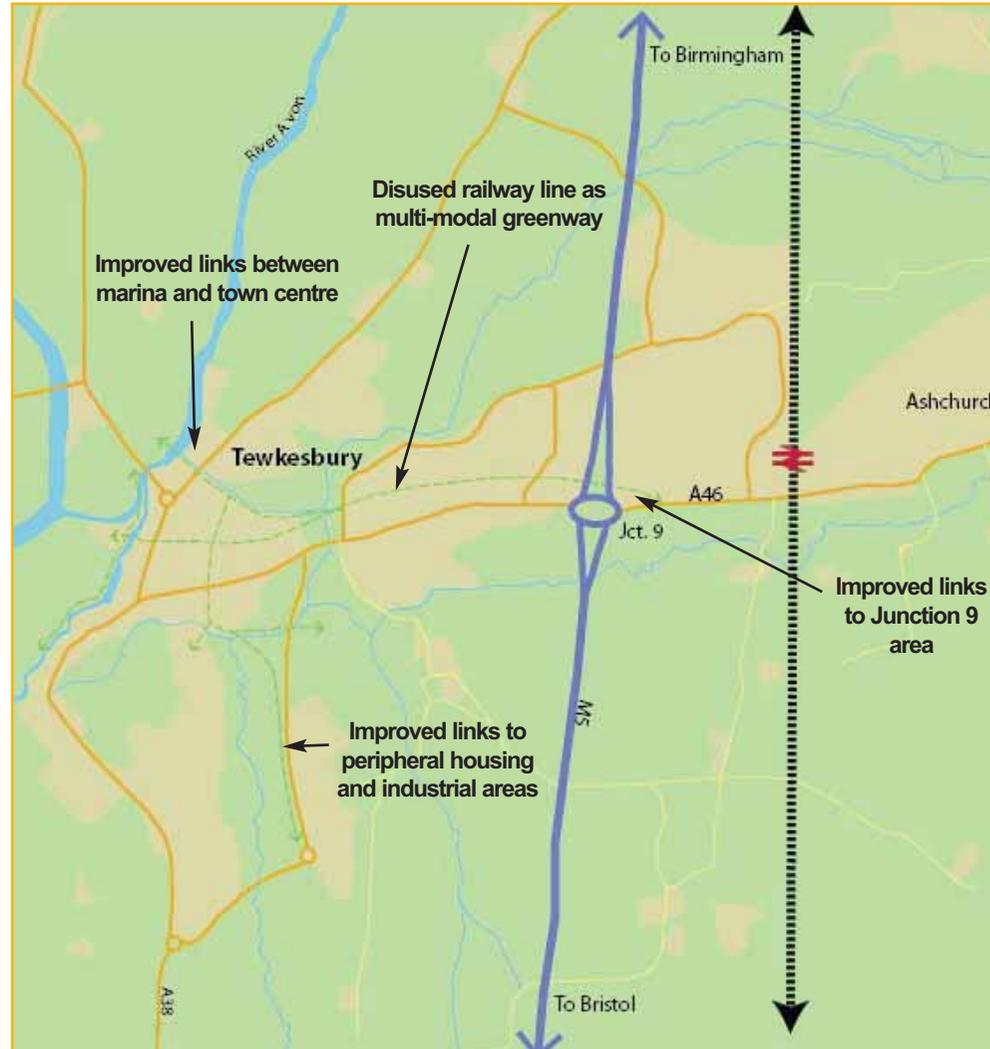
A successful network provides,

- A number of routes, offering choice for how people make their journeys.
- A range of street types that facilitate all users and encourages walking and cycling.
- Makes clear connections to existing routes and facilities.

Providing new development that integrates and connects with the existing settlement benefits both new and existing residents. Providing convenient access to existing facilities for new residents and to new facilities for existing residents.

The more direct these links are (vehicular or otherwise) between residents and local facilities and public transport the more viable those services become.

A key aim of this document is to utilise development opportunities to re-establish and enhance the historic street pattern and to create and improve links between currently separated areas of the town.



### Principle M4:

The movement network should be designed to follow natural desire lines, link to existing streets, open spaces, local facilities or destinations. It should also respond to topography and landscape features and existing or historic street patterns.

Design a network of connected streets and public spaces that provides choice and follows a spatial and visual hierarchy. The character of streets should reflect its position in the hierarchy and respond to local characteristics.

New development should link with existing routes and access points, creating direct and attractive connections between public transport, footpaths, cycle routes and local facilities.

New development should link new pedestrian and cycle routes with 'strategic' networks such as 'safe routes to school' and the national cycle network.

### 2.4 Local character analysis

As part of the contextual analysis to inform the proposals, a study of the town and built form has been undertaken. This has helped to inform the vision, masterplanning process and development strategies.

These case study areas have been chosen for their proximity to the project sites, ensuring that when used as a reference, future development can take reference from local context. The positive aspects that inform local character together with more specific characteristics that differentiate them in terms of built form, architectural merit and function are summarised here.

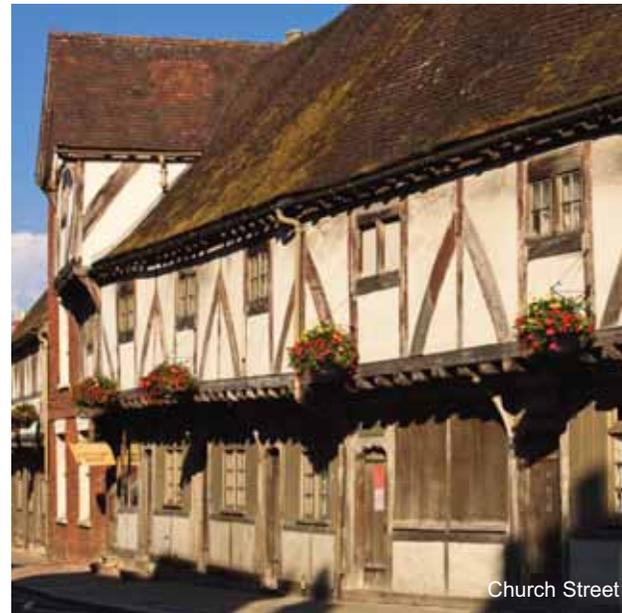
The case study areas are;

- The riverside
- Tewkesbury town centre
- Suburban Tewkesbury

The analysis of each of the following case studies is broken down into three categories;

- Street character
- Built form
- Architectural feature and materials

The applicant must understand and respond to the specific context of their site. The applicant will be required to demonstrate a clear link between their appraisal of the context, any applicable planning designations, the character of their site, physical constraints and opportunities and their development proposals. This rationale will need to be articulated through the design and access statement.



Church Street

### Principle M5:

**Applicants must prepare a Character Study that identifies the context within which the application site is set. This should consider the structure and history of the settlement within which it is located, the character of the landscape, the streets and spaces and the built form. Applicants will be required to demonstrate how the study informs the design proposals. The Character Study will form part of the Design and Access Statement that supports a planning application.**



### The riverside

#### Street character

Simple historic buildings, continuous frontage and varied heights and roof form.

#### Built form

Attached properties directly abutting the footway.

#### Architectural feature and materials

Simple architectural palette.  
Mixed pallet of materials, including red brick, render and timber frame buildings.



### Tewkesbury historic core

#### Street character

Historic continuous frontage, mixed use buildings with a varied hight and roof form.

#### Built form

Historic burgage plots within the High Street area.  
Small terraced properties predominant within the conservation area.

#### Architectural feature and materials

Simple architectural palette.  
Mixed pallet of materials, including red brick, render and timber frame buildings.



### Suburban Tewkesbury

#### Street character

Informal suburban character, properties set back from the highway, regular building line and spacing of buildings.

#### Built form

Medium density, generally two stories.  
Largely semi-detached and detached dwellings.

#### Architectural feature and materials

Common use of brick.  
Variation of architectural details, buildings more reflective of the era in which they were built rather than any local context.

### 2.5 Constraints and opportunities

One of the fundamental objectives of this document is to ensure that new development respects, responds to and enhances the unique characteristics of the borough, to ensure that new development shares common characteristics with its locality, integrates and functions as a natural part, or extension of existing settlements and contributes in a positive manner to the character of the borough.

The plan on page 12 shows the key constraints and opportunities associated with the town centre.

**Flood risk** - this impacts much of the town centre area adjacent to the river, the main development site affected is Healings Mill, development here is, however, encouraged with appropriate mitigation. SuDS should be considered from the outset of detailed design proposals. Further details on this specific site are covered under the project on page 21.

**Conservation** - The conservation area covers much of the town centre and there are numerous listed buildings. This historic heritage and character should be fully considered and responded to when considering development options.

**Pedestrian routes** - The town has a number of historic alleys which form key pedestrian routes east west across the town. Many are neglected with a poor public realm. Opportunities for improvement will be encouraged and supported. This will also help to improve the linkages from the high street to the riverside, generally improve walking and cycling opportunities by improving connections within the town.

**Riverside** - The riverside is considered to be an under utilised resource, the public realm is poor and the links to the high street are mostly illegible. There are opportunities to improve links, improve the public realm and encourage and support riverside enterprises to increase vitality. The Ham is the largest area of public open space within the town centre, better use should be made of this asset while protecting and respecting the important ecology and history of this area.

**Public realm** - The quality of the public realm within the town centre is generally poor. Pedestrians routes are often poor and vehicles take priority. There are opportunities for improvement to public spaces and to improve the sense of arrival to the town to aid legibility.

**Landscape and green infrastructure** - Tewkesbury has a unique relationship between the rivers, landscape and urban form. The rivers and associated flooding have shaped the

development of the town and created its distinctive structure and large areas of green space. Development proposals should retain important landscape features, mature trees and planting wherever possible and incorporate these features into the landscape structure. All open space should have a purpose and be of a size, location and form appropriate for that use.

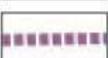
**Urban form** - Tewkesbury has a wealth of historic buildings and a strong medieval street network. The rivers have been key in shaping the wider form of the town. This historic identity is key to giving Tewkesbury its sense of place and character, however, there are more recent developments that have eroded this structure and form. New development needs to respond to this historic street pattern and there is the opportunity to restore it where possible.

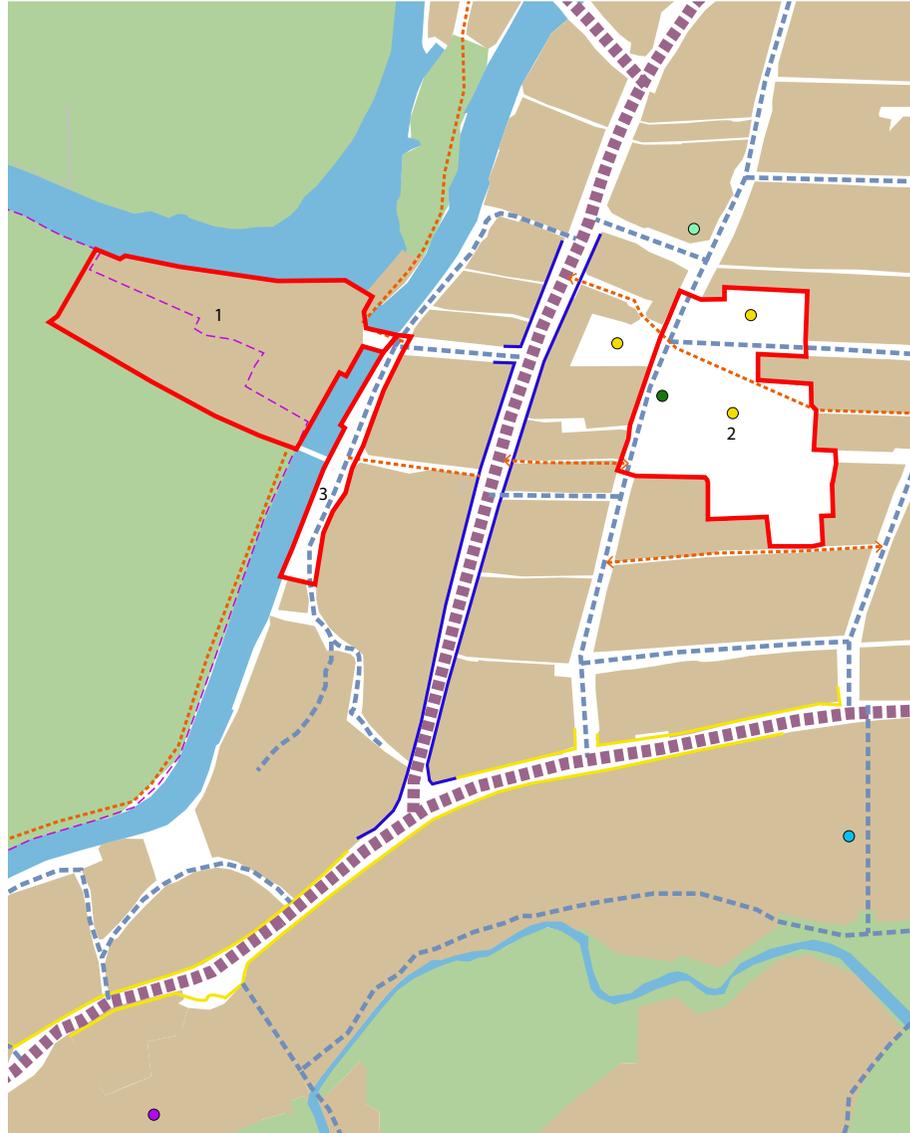
**Transport links** - Tewkesbury is well located close to Junction 9 of the M5. The A38 forms the main route through the town. This route is constrained and congested within the town centre, particularly around The Cross, where access is narrow. There are air quality and noise issues along this area and high street. There is the opportunity to improve links to the M5 and railway station to the east of the town.

**Mop Fair** - All developments should give full consideration to the terms of the Royal Charter of 1610, giving the town the right to hold the annual Mop Fair in its streets.



### Constraints and opportunities

-  SSSI BOUNDARY
-  SECONDARY STREETS
-  PEDESTRIAN ROUTES
-  PRIMARY STREETS
-  PRIMARY SHOPPING FRONTAGE
-  SECONDARY SHOPPING FRONTAGE
-  CAR PARK
-  ROSES THEATRE
-  PUBLIC TOILETS
-  TEWKESBURY ABBEY
-  HOSPITAL



### Principle M6:

Applicants must carry out a site appraisal that identifies the physical aspects of their site and identifies key constraints and opportunities that will help to inform their proposals. The site appraisal will form part of the Design and Access Statement that supports a planning application.

### 2.6 Key urban design principles

Tewkesbury has many features that make its built and natural environment characterful and memorable; from its unique relationship with its rivers and surrounding landscape, to its medieval street network and its wealth of historic buildings.

It is therefore important that the character, strengths and weaknesses of the urban fabric are understood, to enable an informed and strategic approach to the improvement of the urban environment to be put in place.

The following principles are best practice and should be applied to all development opportunities in order to ensure the highest quality is achieved.

These principles are outlined in more detail in policy SD4 of the Joint Core Strategy.

Following analysis of the constraints and opportunities of the town, the plan on page 14 shows key opportunity areas for improvements to the town.

All development should demonstrate how it achieves the following principles. This is a requirement within the Design and Access Statement.

**Continuity and enclosure** - a place where public and private spaces are clearly distinguished.

**Quality of the public realm** - a place with attractive and well used outdoor areas.

**Ease of movement** - a place that is easy to get to and move through.

**Character** - a place with its own identity.

**Legibility** - a place that is easy to navigate through.

**Adaptability** - a place that can change easily.

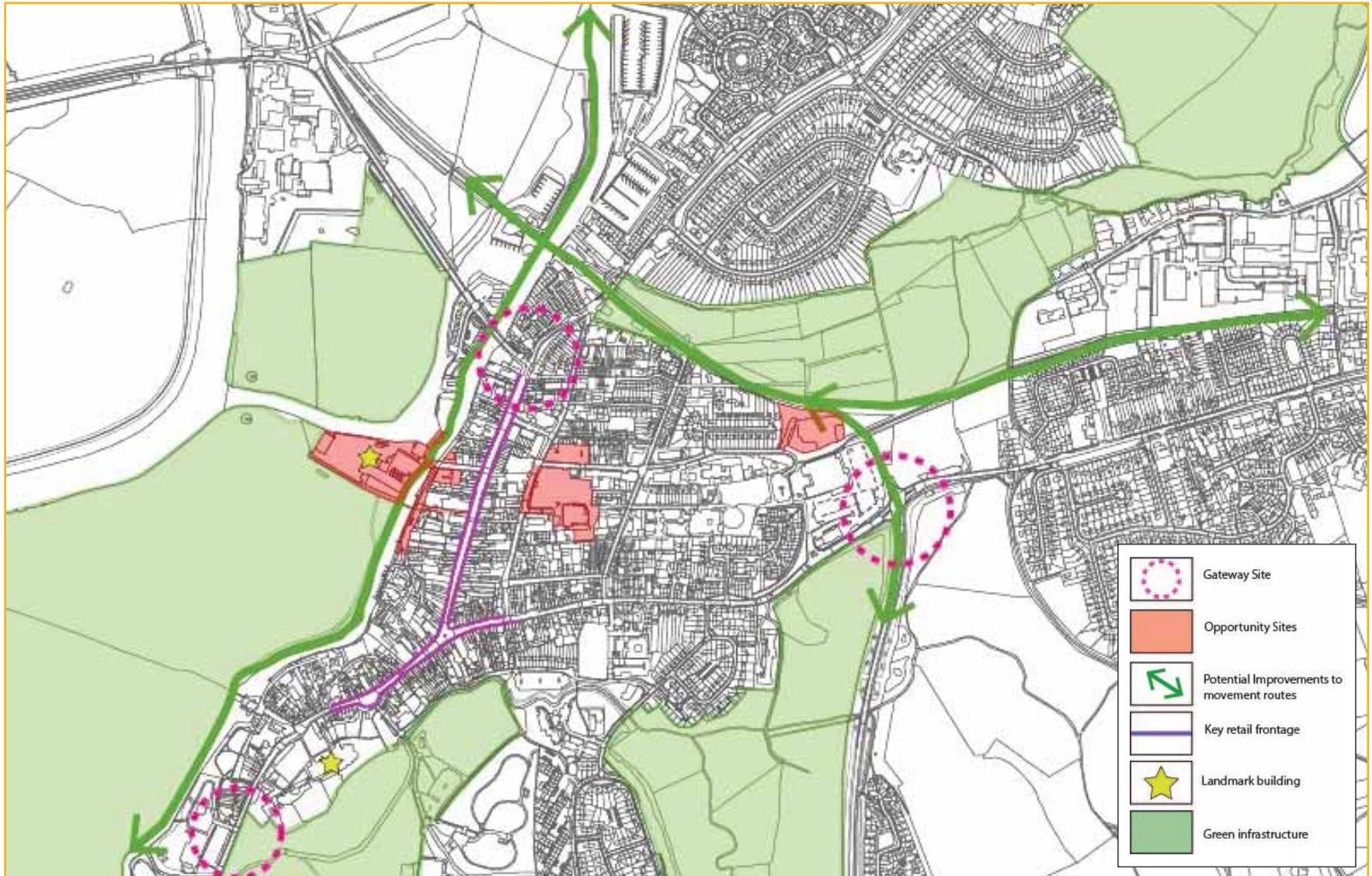
**Diversity** - a place with variety and choice.

**Active design** - a place that supports and encourages a healthy and active lifestyle.

**Landscape** - demonstrate how the landscape structure has been considered from the outset of the design process and as an integral part of the proposal.



Urban design analysis



### 3.1 Back of Avon

The Back of Avon area is one of the town's only riverside areas of public open space.

Currently the area has a poor quality and cluttered public realm, with overly dominant car parking. There is a lack of clear signage and the connections to the area are unclear.

One of the main objectives for this document is to embrace the riverside, enhancing access to and along the river and increasing riverside activity.

The potential to improve the riverside is seen as a key priority to help regenerate the town's economy. The Back of Avon area is the key priority area.

#### Development principles and parameters

**Public realm** - Streets should be designed as social spaces with the needs of pedestrians, cyclists and public transport users put above the car. Particular attention should be paid to improving the quality of the relationship between the riverscape and the townscape. Public realm improvement to the key alley links is encouraged. Street clutter should be minimised by reducing road markings, street signs, unnecessary posts or street furniture.

**Vitality** - Any new development should actively seek to encourage and increase the social and economic activity and vibrancy of the riverside environment. The Back of Avon area should become one of the premier public realm assets of the town as identified in the Tewkesbury Town Regeneration vision. Improvements to moorings and additional moorings are encouraged.

**Community facilities** - Breakingstone Meadow, potential to improve use as a community facility, e.g. as venue for events/festivals.

**Connections** - New development should link with existing routes and access points, creating direct and attractive connections between public transport, footpaths, cycle routes and local facilities. Potential location for new pedestrian footbridges and improvement to alley links to the High Street, including Quay Street and Smiths Lane. Vehicle access for business needs to be maintained. Opportunities to also connect to the Ham.

**Public art** - Artwork should be incorporated into the public realm, to give a sense of place and character. It can also aid legibility. Proposal should identify suitable locations for public art. Provision should be made for the maintenance of the art.

**Public space** - Streets should encourage pedestrian movement through generous pavement widths. This area should incorporate an area of public space that has the potential to accommodate markets or events.

**Landscaping** - Tree planting and soft landscaping should be provided here. Long term maintenance and management of landscape elements needs to be demonstrated through a management and maintenance plan.

**Lighting** - Lighting columns should be kept to a minimum and wherever possible light fittings should be located on existing or new buildings. Light fittings should be designed to avoid light pollution.

**Street furniture** - Street furniture should be restricted to essential items and function should be combined where possible. Furniture should be simple, high quality and robust. Seating and other furniture should be considered in an integrated way into the design of the landscape.

**Materials** - Keep it simple. A context appropriate palette of good quality materials should be used. Preference is for local materials. Durability is important. Avoid reconstituted materials, particularly in conservation areas or other sensitive locations.



New seating along the riverside



Shared space, slows traffic and gives pedestrians priority



The riverside footpath in Tewkesbury



Blue brick is characteristic of Tewkesbury

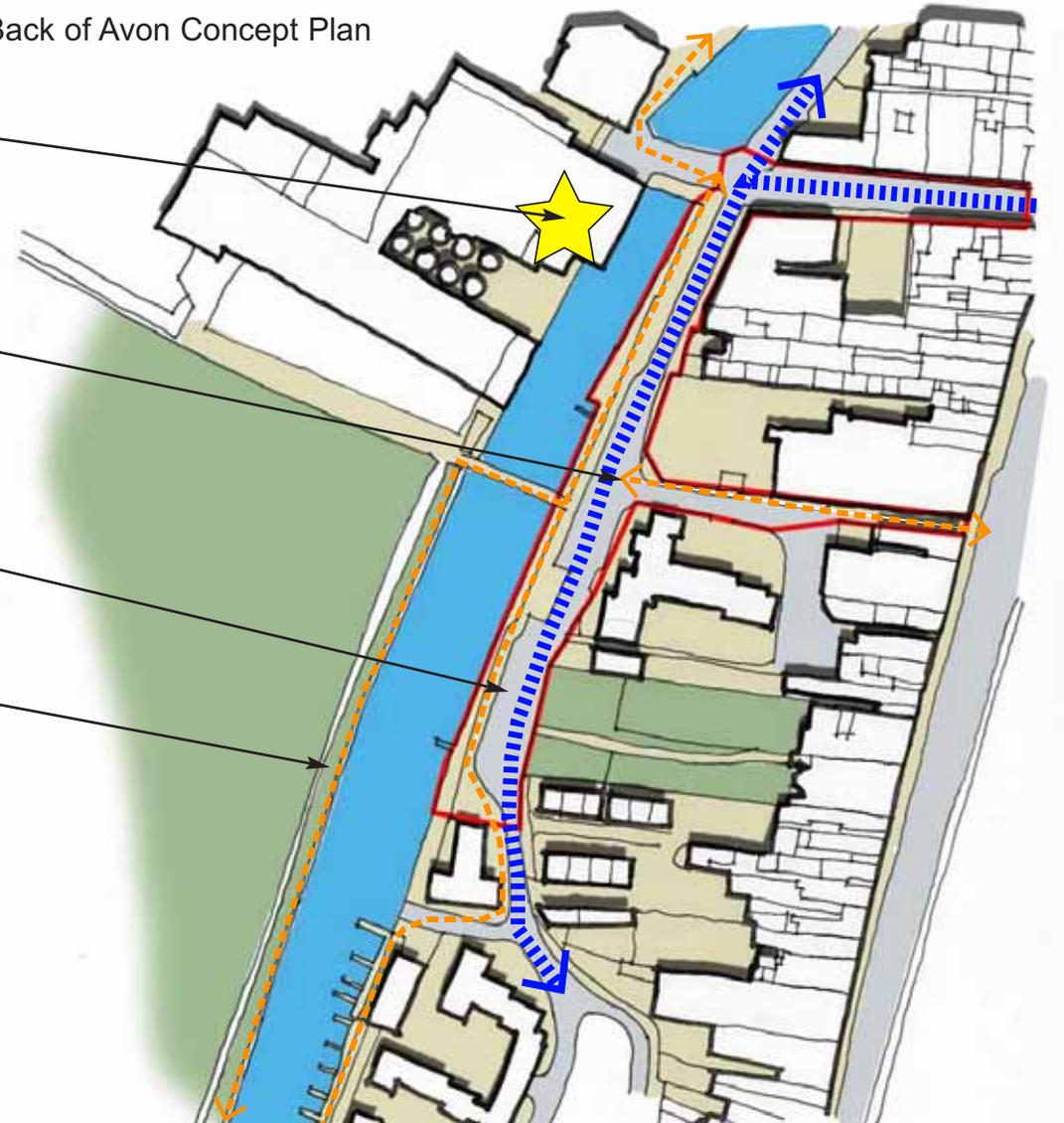
Healings Mill is a key landmark building in this area

Key links to High Street and along river maintained and enhanced

Existing car parking to be reduced or removed to improve public realm

Pedestrian/ cycle routes

Back of Avon Concept Plan



### 3.2 Alleys, Courts and Lanes

The alleyways of Tewkesbury are a unique historic feature of the town. They provide important links across the town centre, linking the riverside with the High Street and beyond.

Each alley is unique. However some have a poor public realm and the connectivity that they provide is not always evident.

There are unifying characteristics of the alleys such as blue bricks.

Improving the appearance of the alleys and their legibility is an important element that will also help to achieve the wider aim of improving pedestrian and cycle links within the town.

#### Development principles and parameters

**Connections** - Development should respond to existing movement patterns, desire lines and rights of way. Repairing the historic grain, to improvement east west connections with the high street and residential areas.

**Public realm** - Streets should be designed as social spaces with the needs of pedestrians, cyclists and public transport users put above the car. Street clutter should be minimised by reducing road markings, street signs,

unnecessary posts or street furniture.

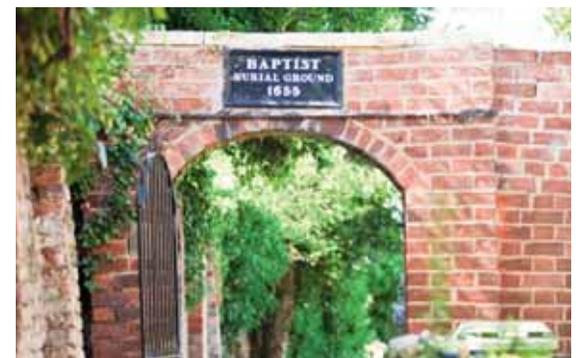
**Heritage** - Preservation and enhancement of Tewkesbury's unique built heritage. Architecture and layout should respond to the historic context and street pattern.

**Public art** - Artwork should be incorporated into the public realm, to give a sense of place and character. It can also aid legibility. Proposal should identify suitable locations for public art. Provision should be made for the maintenance of the art.

**Lighting** - Lighting columns should be kept to a minimum and wherever possible light fittings should be located on existing or new buildings. Light fittings should be designed to avoid light pollution.

**Street furniture** - Street furniture should be restricted to essential items and function should be combined where possible. Furniture should be simple, high quality and robust. Seating and other furniture should be considered in an integrated way into the design of the landscape.

**Materials** - Keep it simple. A context appropriate palette of good quality materials should be used. Preference is for local materials. Durability is important. Avoid reconstituted materials, particularly in conservation areas or other sensitive locations.



# Tewkesbury town regeneration

## 3.0 Projects

### Alleyways



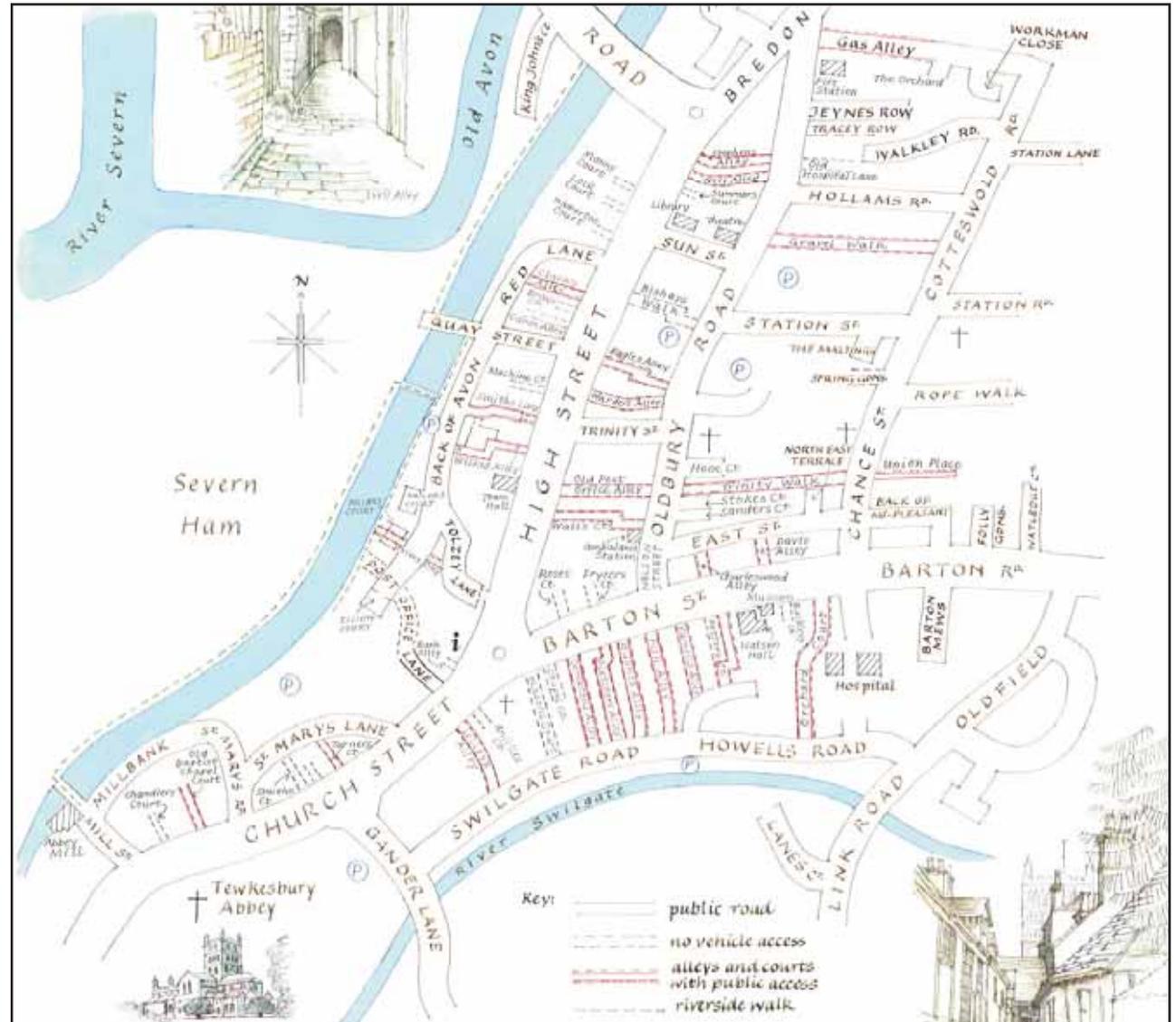
Signage aids understanding



Blue bricks are characteristic of the alleys



Lighting can be combined into bollards to reduce clutter



### 3.3 Spring Gardens and Oldbury Road Car Park

This is a key town centre area, which previously included the town cattle market and a bus depot. Until recently the site held the Cascades Leisure Centre, the leisure centre has now been relocated leaving the site vacant.

The site, which is owned by the Borough Council, is currently a surface car park and there is a public toilet block. There are a mixture of uses surrounding the site including retail, residential, office and a church. The site is also utilised as the location for the town's weekly market and the annual Mop Fair.

Applicants will be required to demonstrate how they achieve the following principles.

#### Development principles and parameters

**Connections** - New development should link with existing routes and access points, creating direct and attractive connections between public transport, footpaths, cycle routes and local facilities. Development should respond to existing movement patterns, desire lines and rights of way. Repairing the historic grain, to improve east west connections with the high street and residential areas.

**Mixed-use** - Main town centre uses, including

residential, public realm, office, retail and leisure, which help to add life and vitality of the town will be incorporated as part of new development. Public space should also be provided for markets and other events.

**Conservation** - Preservation and enhancement of Tewkesbury's unique built and natural heritage is a priority. Architecture and layout should respond to the historic context.

**Form** - New development should respond to the grain of the existing settlement. Taking cues from block sizes, patterns of plot subdivision and relationship between built and non-built space. Maintaining and mending the continuity of building frontages to enclose streets and other public spaces and to ensure lively and safe streets.

**Public realm** - Facilities should be clustered around a high quality public space. Streets should be designed as social spaces with the needs of pedestrians, cyclists and public transport users put above the car. Street clutter should be minimised by reducing road markings, street signs, unnecessary posts or street furniture.

**Sustainability** - Encouraging resource and energy efficient construction. Improving town centre facilities, reducing the need to travel by car.

**Parking** - A comprehensive parking strategy should be produced. It should contain a combination of parking solutions. Parking should be provided for residents and visitors. Applicant should consider non-allocated, shared parking to improve efficiencies and reduce parking numbers.

**Design** - Location, height, massing and materials of new buildings should respond to the character and context of the site. Design should be of a high quality, ensuring a development which creates a strong sense of place. Larger non residential footprints such as supermarkets should be wrapped with active development.

**Public art** - Artwork should be incorporated into the public realm, to give a sense of place and character. It can also aid legibility. Proposal should identify suitable locations for public art. Provision should be made for the maintenance of the art.

**Density** - Density should be appropriate to the location, respond to and/or enhance the character of the existing settlement.

**Landscaping** - Tree planting and soft landscaping should be provided. Tree size and maturity should be appropriate to the location. Long term maintenance and management of landscape elements needs to be demonstrated through a management and maintenance plan.



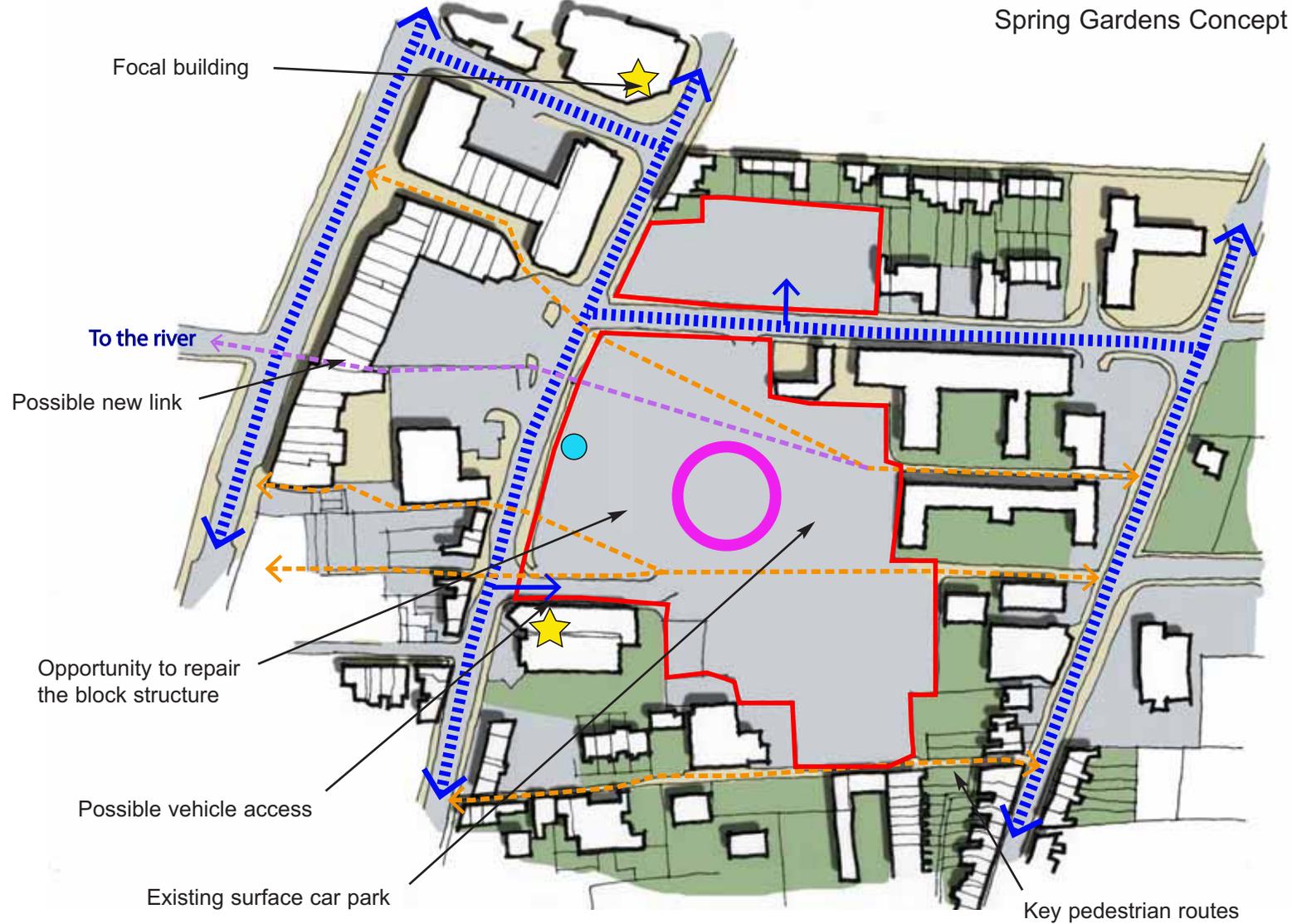
A successful mixed use scheme, with modern architecture, creates an attractive public realm just off the High Street



Public square with a mix of uses allows for activity and vibrancy. Modern architecture designed to respect a historic setting



A well designed street with uncluttered and well places street furniture



Spring Gardens Concept



## Tewkesbury town regeneration

### 3.0 Projects

#### 3.4 Healings Mill

Healings Mill is a site of approximately 1.53 hectares (3.78 acres) and was a functioning flour mill until 2006. The vision for this site is a high quality mixed use development. The buildings opposite the Mill buildings, on Quay Street and Red Lane are also former mill buildings and are included within this brief.

Healings Mill is located within Tewkesbury town centre, adjacent to the River Avon and on an area of land known as the Ham. The site itself is currently occupied by a range of disused mill buildings. Some of which have an important historic context and character and should be retained and some which need to be demolished.

Healings Mill sits in the functional floodplain and the site has been classified by the Environment Agency (EA) as being located within Flood Zone 3b. However, the EA are willing to take a pragmatic approach in considering the future redevelopment of the site, given the existing development on the site and its current use.

The site is connected to the town centre by a listed bridge over the Avon. There are also connections to public rights of way running along the river to the north and south. There are open views across most of the site to the countryside beyond.

#### Development principles and parameters

This is a complex site and as such Tewkesbury

Borough Council would require proposals to come forward as a full planning application.

**Mixed-use** - A range of uses would be acceptable on this site, including residential use, however residential use should be combined with other more active uses on the ground floor.

**Flooding betterment** - Removal of the structures and hardstanding to the rear of the site, providing betterment in terms of flooding and ecology.

**Connections** - Development should respond to the town centre and the open countryside, providing connections and links for pedestrians and cyclists, especially along the riverside.

**Parking** - A comprehensive parking strategy should be produced. It should contain a combination of parking solutions. Parking should be provided for residents and visitors. Applicants should consider non-allocated, shared parking to improve efficiencies and reduce parking numbers. Public parking and public access to the site is encouraged.

**River** - Moorings / boat hire / rowing club and other river related uses are encouraged.

**Historic context** - High quality architectural design must respect the historic context. The retention of part of the mill is essential to the success of any scheme. Conversion must retain the character and appearance of the original

building. Existing openings should be used for windows and doors. Where additional floors are introduced, they should not cut across tall windows.

**Design** - Location, height, mass and materials of new buildings should allow the original brick buildings on the site to remain visually dominant. Tall development may be appropriate here in keeping with the scale of the existing mill buildings.

**Public realm** - The treatment of the river frontage will be essential to the success of this scheme. Enough space should be given fronting the river to allow for an attractive public space and where possible to allow access down to the water. The area known as the hangings should be included within any improvement scheme.

**Density** - Density should be appropriate to the location, respond to and/or enhance the character of the existing settlement.

**Form** - New development should respond to the grain of the existing settlement. Taking cues from block sizes. Patterns of plot subdivision and relationship between built and non-built space.

**Vitality** - Any new development should actively seek to encourage and increase the social and economic activity and vibrancy of the riverside environment. Non-residential uses are strongly encouraged on the ground floor.



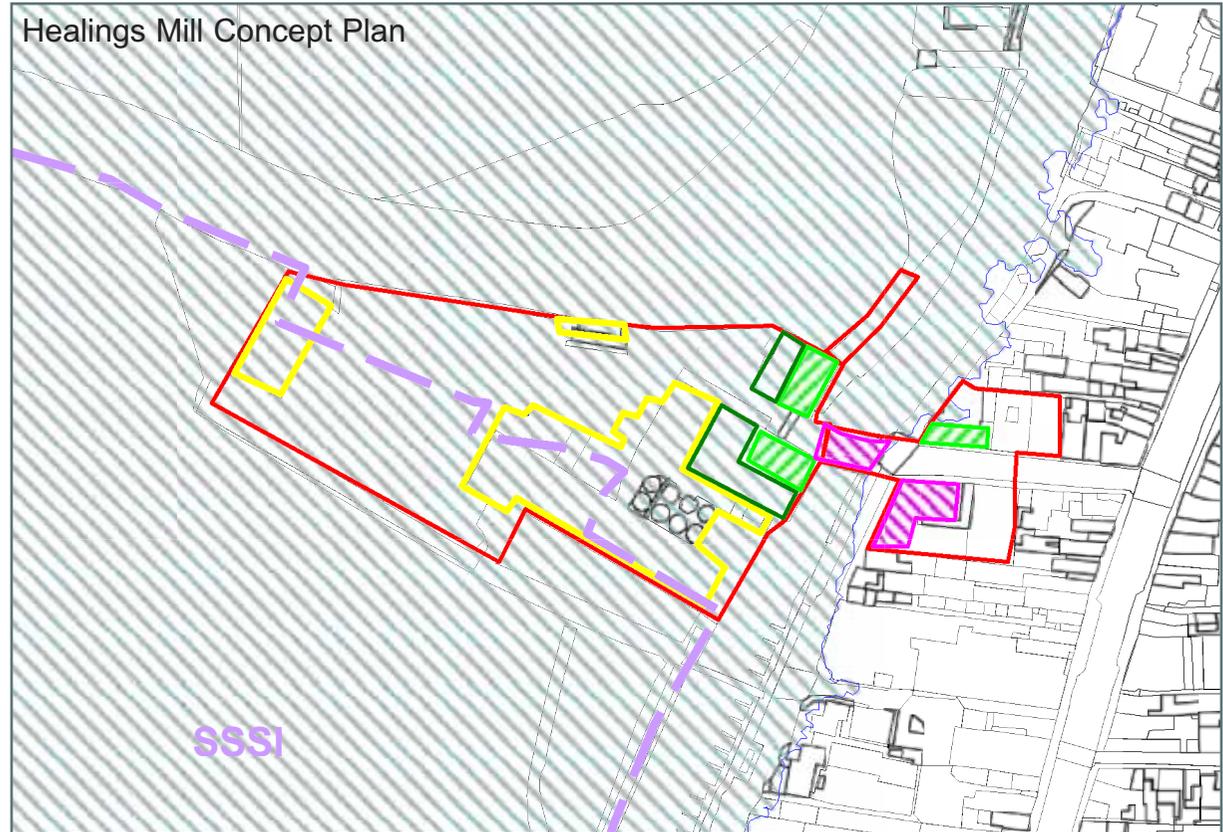
Mixed use regeneration of historic docks area in London, successfully combines old and new



A tiered approach to the river bank, allows for an attractive riverside public realm and public space



Historic industrial building, converted into luxury apartments.



- Healings site
- High value historic building
- Medium value historic building
- Modern buildings of no historic interest
- Site of Special Scientific Interest



## Tewkesbury town regeneration

### 3.0 Projects

#### 3.5 MAFF

The former Ministry of Agriculture, Food & Fisheries (MAFF) site near the disused railway line (off Station Road, to the rear of Morrisons Supermarket) is owned by Tewkesbury Borough Council. The council is promoting the redevelopment of this site for housing or care home uses.

The site is a 0.8 hectare triangular site, comprising existing concrete slab to the majority of the site area, together with tree planting to three sides. It is bounded to its southern edge by the newly formed cycle way that links east to J9 Business Park and west to Tewkesbury town centre, and by the Morrisons supermarket. This in turn is bounded by Ashchurch Road which is the primary access route from J9 of the M5 motorway. To the northern edge is a disused railway line, with allotments and open landscape beyond.

There are residential & commercial developments to the sites western side which lead into Tewkesbury town centre. The site is understood to have contamination issues associated with it.

The site is within the influence of a key wildlife site and contains three substantial trees which are protected by tree preservation orders. In accordance with policy NAT1, proposals on this

site should provide measures to avoid, mitigate against or, as a last resort, compensate for any adverse effects on the adjacent key wildlife site

The smaller parcel is currently used as surface car parking and lies within flood zone 3a. It is therefore considered unsuitable for redevelopment but could accommodate parking associated with development on the other parcel if no longer required for public parking.

#### Development principles and parameters

**Use** - This site is considered suitable for a range of uses, including, residential, affordable housing or later living. The Station Street car park site also has potential development if no longer required for parking. Development of the two sites could be combined.

**Connections** - Opportunities for improving connections for pedestrians and cyclists should be taken where possible. Development of this site would benefit from the re-creation of the disused railway line as a new strategic footpath and cycle link.

**Form** - New development should respond to the grain of the existing settlement. Taking cues from block sizes. Patterns of plot subdivision and relationship between built and non-built space. Development should provide active frontage to

both the potential cycle way and the route of the disused railway line.

**Height** - The height of development should reflect local architectural context. Taller development may be appropriate here given the context of the supermarket. Up to four stories.

**Appearance** - Architectural design should be of a high quality. Any proposals should positively respond to the sites prominent location at one of the key threshold areas of the town, and should also positively enhance local architectural distinctiveness.

**Density** - Density should be appropriate to the location, respond to and/or enhance the character of the existing settlement.

**Parking** - A comprehensive parking strategy should be produced. It should contain a combination of parking solutions. Parking should be provided for residents and visitors. Applicants should consider non-allocated, shared parking to improve efficiencies and reduce parking numbers.



Simple modern architecture, with attention to detail for a high density housing development.



Parking is well located to the rear of properties and within the street, allowing an attractive public realm even at a high density



Possible access point

Existing surface car park

Possible pedestrian access points

Morrisons supermarket

Key pedestrian /cycle route.

Possible future strategic footpath and cycle link

Possible future town centre bypass link

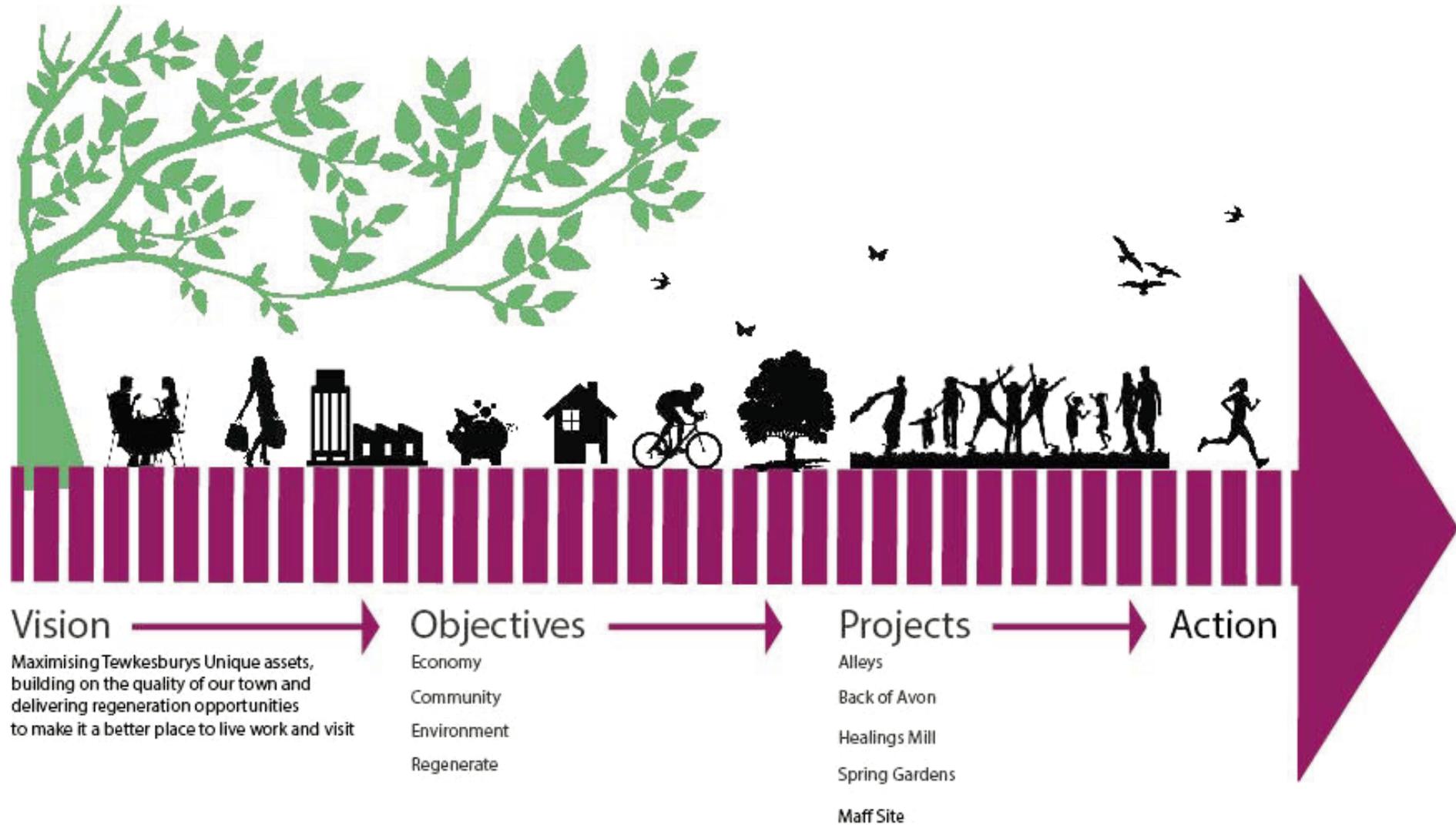
### 4.1 Future work

It is intended for this document to be used as a planning tool to guide redevelopment and regeneration within the town and wider area. It will also help promote economic investment within the opportunity sites identified and promote the town as a great place to invest.

To further support this document it is intended that individual investment prospectus for each opportunity site will be developed to help foster regeneration and investment.

Detailed action plans will also be developed highlighting specific actions for all stakeholders.





# Tewkesbury town regeneration

## 4.0 The way forward

### 4.2 Summary

This document is a working document which will be monitored and reviewed regularly to ensure that it remains a live up to date document.

The delivery of the projects in this document will be reliant on many partners, stakeholders and organisations. Everyone will have an important role to play.

Tewkesbury has many development opportunities within and beyond the town centre that are covered within this masterplan. It will be important that any development is well planned and designed to help deliver the vision, aspirations and principles as set out in this document.

“ Maximising Tewkesbury’s unique assets, building on the quality of our town and **delivering regeneration opportunities** to make it a better place to live, work and visit.



### 4.3 Reference documents

The following list of documents highlight some of the key documents which either informed the basis of the initial visioning work, or which have been developed during the Phase II process.

**Tewkesbury Town Centre Urban Design Framework** - Tewkesbury Borough Council, January 2002;

**Tewkesbury Regeneration Initiative** - Unknown;

**The Community Action Plan for Tewkesbury** - Tewkesbury Area Partnership (TAP), September 2005;

**Tewkesbury Borough Vitality, Viability & Vulnerability Study** - Hyder Consulting with Lambert Smith Hampton for Gloucestershire 1st and Tewkesbury Borough Council, July 2008

**Tewkesbury Fit to Compete 20/20 Vision** - Dr Michael McCarthy, Feb 11th 2009;

**Tewkesbury Masterplan Consultation Statement** - Vision twentyone, August 2010;

**Adopted Vision Statement** - Tewkesbury Borough Council, Nov 2010;

**Tewkesbury Conservation Area Appraisal**

**Urban Design Compendium** (2000) Homes and Communities Agency

**English Heritage** (Revised 2012) Understanding Place: An Introduction

**CABE and ODPM in association with Design for Home** (2003) The value of Urban Design and Layout; Thomas Telford, London

**CABE (June 2006) Design at a Glance:** A quick reference wall chart guide to National Design Policy, CABE

**CABE (2004) Creating successful masterplan** a guide for clients, CABE

**CABE and DETR (2000) By Design.** Urban Design in the planning System: Towards Better Practice, London, Thomas Telford Publishing

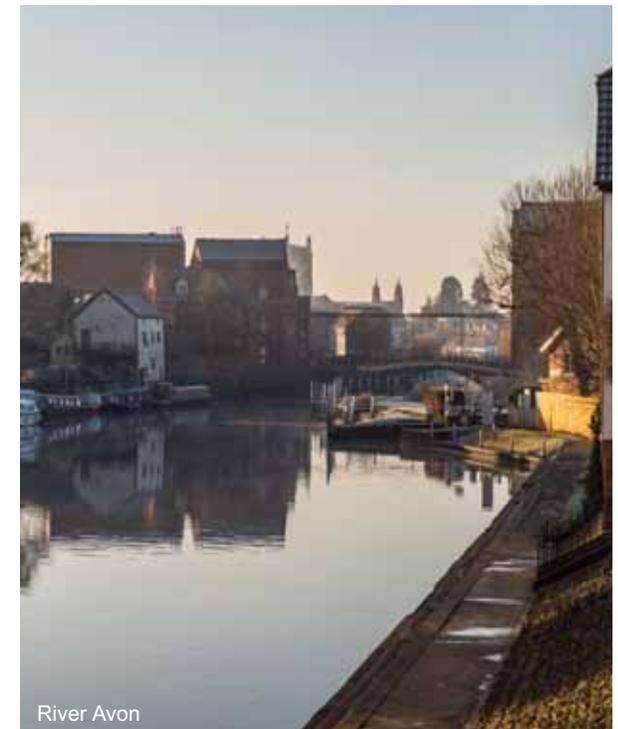
**Department for Communities and Local Government (2012) National Planning Policy Framework**

**Tewkesbury Shop Front Guide** - Tewkesbury Borough Council

**Tewkesbury Riverside Public Realm Strategy** - Tewkesbury Borough Council

**DTZ retail report** - Tewkesbury Borough Council

**Bruton Knowles** - Economic development Strategy Review 2016



### Principle M1:

Applicants will be required to prepare design proposals in line with the relevant guidance throughout this document. This will be outlined in the Design and Access Statement which will form part of a planning application.

### Principle M2:

Heritage assets and historic landscapes should be celebrated, enhanced or preserved where appropriate for the enjoyment of existing and future residents.

Applications responding to the historic environment, should refer to the JCS and Borough Plan policies for more specific advice.

### Principle M3:

Applicants should demonstrate how the landscape structure has been considered from the outset of the design process and as an integral part of the proposal.

Development should retain important landscape features, mature trees and planting wherever possible and incorporate these features into the landscape structure.

Existing public rights of way should be incorporated into the movement network.

Applicants should link existing and proposed landscapes and open spaces together to form open space networks.

Applicants should demonstrate within their application how proposed open spaces contribute and respond to the hierarchy of existing landscapes and open space networks.

### Principle M4:

The movement network should be designed to follow natural desire lines, link to existing streets, open spaces, local facilities or destinations. It should also respond to topography and landscape features and existing or historic street patterns.

Design a network of connected streets and public spaces that provides choice and follows a spatial and visual hierarchy. The character of streets should reflect its position in the hierarchy and respond to local characteristics.

New development should link with existing routes and access points, creating direct and attractive connections between public transport, footpaths, cycle routes and local facilities.

New development should link new pedestrian and cycle routes with 'strategic' networks such as 'safe routes to school' and the national cycle network.

### Principle M5:

Applicants must prepare a Character Study that identifies the context within which the application site is set. This should consider the structure and history of the settlement within which it is located, the character of the landscape, the streets and spaces and the built form. Applicants will be required to demonstrate how the study informs the design proposals. The Character Study will form part of the Design and Access Statement that supports a planning application.

### Principle M6:

Applicants must carry out a site appraisal that identifies the physical aspects of their site and identifies key constraints and opportunities that will help to inform their proposals. The site appraisal will form part of the Design and Access Statement that supports a planning application.





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