












# CAM FIELDS

DESIGN AND ACCESS STATEMENT - OUTLINE APPLICATION

## CLIENT TEAM

	
Housebuilder	Developer

## CONSULTANT TEAM

				
Masterplanning and Landscape Strategy	Environmental Impact Assessment	Transportation	Ecology	Noise
				
Flood Risk/Drainage	Landscape and Arboriculture	Archaeology	Air Quality	Ground Investigation

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001f	GH	PD	--	--
001g	GH	PD	--	--

FRONT COVER: Abstracted artist's impression of Cam Long Down



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# CONTENTS

## CHAPTER 1: INTRODUCTION

1.1	Document Purpose and Structure	1
1.2	Site Location	4
1.3	Site Description	6
1.4	Vision	8
1.5	Key Objectives	9

## CHAPTER 2: EVALUATION

2.1	Planning Context	10
2.2	Local Design Guidance	14
2.3	Local Connectivity and Existing Facilities	16
2.4	Settlement Evolution	18
2.5	Settlement Pattern and Local Character	19
2.6	Local Character - Form and Architecture	20
2.7	Locally Distinctive Character - Snickets	28
2.8	Locally Distinctive Character - Sylvan Character and GI	30
2.9	Landscape and Visual Assessment	32
2.10	Ecology	33
2.11	Arboriculture	34
2.12	Heritage	35
2.13	Transport	36
2.14	Ground Conditions	38
2.15	Flood Risk and Drainage	38
2.16	Utilities	39
2.17	Air Quality	39
2.18	Noise	39
2.19	Constraints and Opportunities	40
2.20	Early Consultation	42

## CHAPTER 3: THE DESIGN STORY

3.1	Key Design Influences	44
3.2	Environmental Principles	46
3.3	Built Form Principles	47
3.4	Framework Masterplan	48

## CHAPTER 4: DESIGN PROPOSALS

4.1	Land Use and Amount	52
4.2	Density	54
4.3	Scale and Building Heights	56
4.4	Movement	58
4.5	Landscape Strategy	60

## CHAPTER 5: SUMMARY

5.1	Overview of Proposal	64
5.2	Conclusion	64





Great Western  
Railway Line

Cam and Dursley  
Station

M5 Motorway

Robert Hitchens Ltd Site

River Cam

Persimmon Site

DRAYCOTT

Woodland Lane

Jubilee Fields

A4135

Manor Avenue

To Cam  
Centre

Figure 1: Site Overview

N.B. Diagrams and drawings within this document may contain a simplified version of the red line application boundary. Please refer to stand alone plan for definitive boundary extents.



# Chapter 1: Introduction

## 1.1 Document Purpose and Structure

This Design and Access Statement (DAS) has been produced on behalf of Persimmon Homes and Robert Hitchins ('the applicants') and forms part of the Outline Planning Application materials for the Land West of Draycott ('the site').

In line with requirements set out within the National Planning Practice Guidance (Paragraph: 031 Reference ID: 14-031-20140306), the purpose of this Design and Access Statement is two-fold:

(a) explain the design principles and concepts that have been applied to the proposed development; and

(b) demonstrate the steps taken to appraise the context of the proposed development, and how the design of the development takes that context into account.

The DAS also explains the approach to access and how relevant policies have been taken into account, how any consultation relating to access has informed the design, and explain how any specific issues which might affect access to the proposed development have been addressed.

The DAS also demonstrates how the design responds to the Ministry of Housing, Communities and Local Government National Design Guide (NDG) ten characteristics of well-designed places [Figure 2]. This approach recognises that well-designed places have individual characteristics which work together to create its physical character. Embracing these ten characteristics helps to nurture and sustain a sense of community and positively address environmental issues affecting climate, and contribute towards meeting the themes for good design set out in the National Planning Policy Framework (NPPF).

Figure 3 on Page 2 and Figure 4 on Page 3 show how the DAS relates to the site allocation and the future planning applications of the applicants.

This document is structured as follows:

### Chapter One: Introduction

Chapter One sets out the structure and purpose of the DAS and describes the applicants' over-arching vision for the site.

### Chapter Two: Evaluation

Chapter Two summarises the findings of technical studies undertaken by the consultant team across a range of disciplines which accompany the planning application. From these technical studies, a series of constraints and opportunities have been identified which have formed the basis of the design process. This Chapter also includes a brief summary of feedback received during early consultation and the stakeholder engagement process.

### Chapter Three: The Design Story

This chapter documents the evolution of the design proposals from conceptual work leading up to the final Concept Masterplan. The key influences are summarised along with the design decisions which have shaped the proposals.

### Chapter Four: Design Proposal

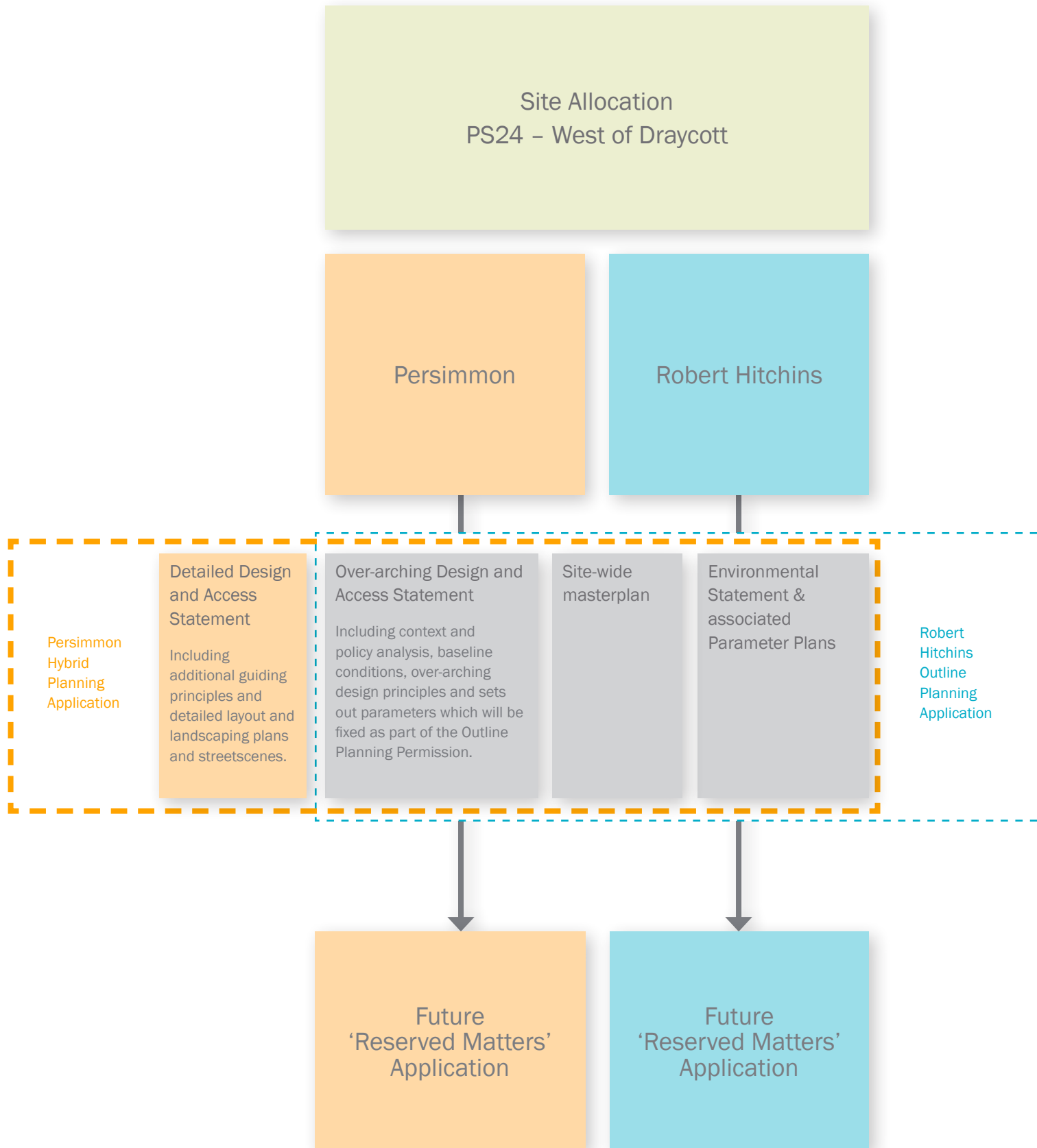
Chapter Four sets out in detail what the development proposals comprise and the elements of the proposals which are 'fixed' (parameters).

### Chapter Five: Summary

Chapter Five provides a concise summary of the key features and benefits of the proposals.



Figure 2: NDG 10 Characteristics of Well-designed Places



The site is a draft allocation under the emerging Local Plan. Stroud District Council and Cam Parish Council would like to see a cohesive development come forward across the whole site. The emerging plan states “A development brief incorporating an indicative masterplan, to be approved by the District Council, will detail the way in which the land uses and infrastructure will be developed in an integrated and co-ordinated manner” [emphasis added].

The site is in multiple ownership, and is currently controlled by two separate developers. The Robert Hitchins planning application will be for up to 235 dwellings and the Persimmon application will be for up to 795 dwellings without a school, or 715 dwellings if a school is included. In order to respond to the Local Authority’s desire to prepare a co-ordinated masterplan, the parties are working closely together and have jointly commissioned the preparation of an Environmental Statement and over-arching masterplan and DAS that covers the entire draft allocation. However, both parties intend to submit separate planning applications for their respective sites.

An Environmental Statement is required that covers the entire site. Robert Hitchins Ltd intend to submit an Outline Planning Application with all matters reserved for a more detailed application at a later date. Persimmon Homes intend to submit a Hybrid Planning Application, with permission being sought for Phase 1 in detail, except for the potential school site, with the remainder of their site seeking Outline Planning Permission. As a result, the Persimmon DAS will include the same information as the over-arching DAS but will also include additional guiding principles, which will form the design criteria for future Reserved Matters applications, along with the detailed layout and landscaping plans and streetscenes for the Phase 1 application.

Figure 3: Planning Permission Pathway



-  Site Boundary
-  Robert Hitchins Ltd Controlled Land
-  Persimmon Homes Ltd Controlled Land
-  Persimmon Phase 1 Detailed Proposals

Figure 4: Site Location/Ownership



## 1.2 Site Location

The site is located on the western side of the settlements of Draycott and Cam within the Stroud District of Gloucestershire. Cam adjoins the town of Dursley to the south, and together they make up the second largest population in the Stroud District. The site is located approximately 11km to the south-west of Stroud and 19km south of Gloucester and sits at the edge of the Cotswold Area of Outstanding Natural Beauty (AONB) as shown in **Figure 5** and **Figure 6**. The settlement of Cam and Dursley are a focus for the South Vale area of Stroud District with a concentration of services, facilities, jobs and infrastructure, including the Cam and Dursley train station on the main Bristol-Birmingham railway line which is located approximately 0.5km to the east of the site.

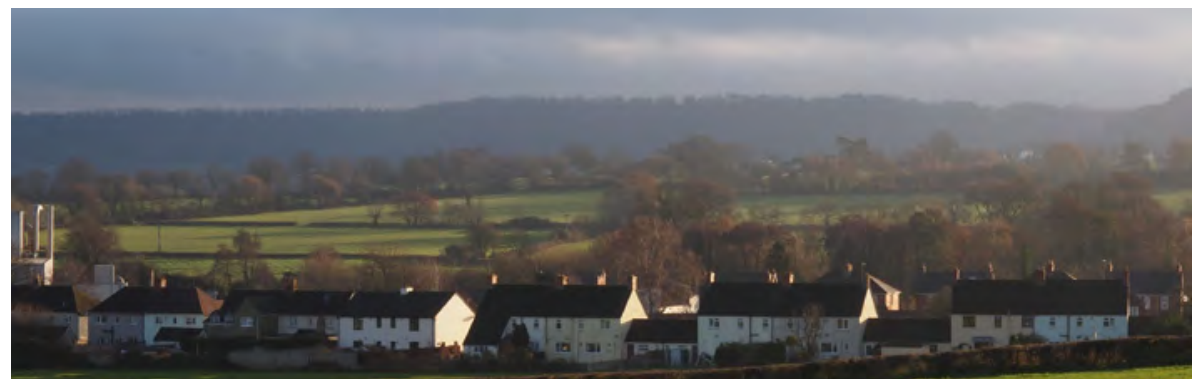
The site forms the entirety of a draft strategic allocation in the emerging Stroud District Council Local Plan Review [PS24], which is an allocation that is currently proposed for approximately 900 homes, a primary school, strategic landscaping and Green Infrastructure (GI) and associated community and open space uses. The draft Local Plan identifies Cam as one of a number of district settlements that are to be the primary focus of growth and development in Stroud District because of its excellent transportation infrastructure and role as a jobs and service centre.

The site lies to the west of the A4135 which links the site to the surrounding villages to the north, and to the centre of Cam and Dursley further to the south. The site is also adjacent to the M5 with Junction 15 (Stroud) located 5km to the north and Junction 14 (Dursley) located 10km to the south.

The site is therefore ideally located to provide sustainable residential development to serve the anticipated growth in the area and to take advantage of the existing and future road, footpath and rail network.



Figure 5: Regional Context



View from near Jubilee Fields, looking eastwards toward the Cotswold escarpment of the AONB over the residential development of Cam



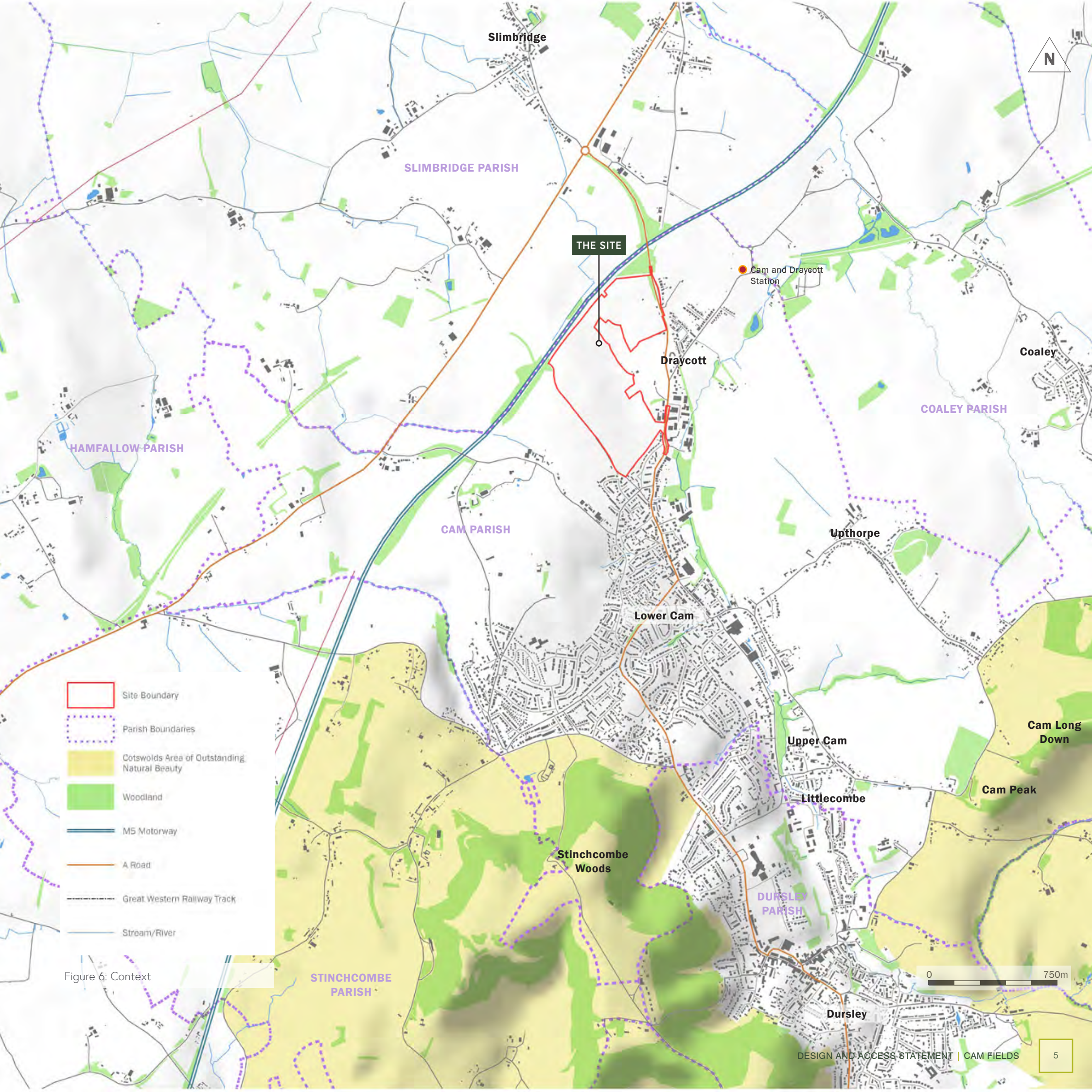


Figure 6: Context



### 1.3 Site Description

The site is located on the western side of Draycott and Cam and is predominantly agricultural arable land and rough pasture covering an area of 39.03 hectares (ha) excluding highways land, as shown in **Figure 7**.

The site slopes gently from the south-west towards the north-east with the high point of the site at approximately 45.5m above Ordnance Datum (aOD) at the south-west boundary [1]. The lowest part of the site is located toward the north with these fields at approximately 26m aOD. The steepest slopes are to be found on the three fields adjacent to the south-west boundary (approx. 1 in 15 gradient), with the remainder of the site being relatively flat in comparison (approx. 1 in 75).

An existing public right of way (PRoW)/byway runs along the hedgerow that forms the site's south-west boundary [2] which connects to footpaths that cross the site and to the wider footpath network. This byway also provides access from Manor Avenue to Jubilee Fields, which include sports fields and play areas and is one of the main areas of open space for Cam [3].

The north-west boundary is dominated by the M5 motorway which is partially screened by an existing wooded buffer on the motorway embankment [4]. A PRoW runs along the bottom of the motorway embankment connecting the A4135 in the north and points west under the M5. The Great Western Railway runs immediately adjacent to the northern boundary [5] passing underneath the M5 and the A4135, with the Cam and Draycott station located a short distance to the east of the site.

The eastern boundary is mainly bordered by the existing residential development of Draycott and Cam [6], the A4135 and existing agricultural uses and fields.

Several public rights of way cross the site (footpaths 23, 24 and 25) and provide additional linkages for pedestrians to the wider pathway network [5].

The site includes several large mature trees, most of which are located within the field boundary hedgerows, and which contribute to the landscape setting.



View from Jubilee Fields car park, looking north-east



Public right of way/byway at south-western boundary



Jubilee Fields



View of M5 and embankment on the north-east boundary



Great Western rail line and A4135 road bridge



Existing residential development on the eastern boundary



Public Footpath 25, looking north-west



Existing mature trees on the southern part of the site








-  Site Boundary
-  Public Right of Way Footpath
-  Restricted Byway

Figure 7: Site Location

0 200m



## 1.4 Vision

*To create an attractive neighbourhood integrated as part of the north-western extension of Draycott and Cam. This is to be based around a series of public open spaces and routes responding to the local landscape.*

*The layout will retain existing site features to create a naturalistic environment which enhances biodiversity and extends green open space corridors through the site for a connected development.*

*A network of low-speed and distinctive streets will promote walking and cycling and together with safe and convenient pedestrian connections will link the new neighbourhood with Draycott and Cam.*



## 1.5 Key Objectives

The key design objectives for the site are summarised below, which align closely with the objectives of the emerging Cam Neighbourhood Plan and respond to NDG's 10 key characteristics (Context, Identity, Built Form, Movement, Nature, Public Spaces, Uses, Homes and Buildings, Resources, and Lifespan), which have been woven into the site specific objectives described below.



### Create a distinctive place that responds to its surroundings

Integrate the scheme with adjacent development in a manner that reflects the positive characteristics of Cam to root the development in its context.

Ensure that the design of new development protects and enhances the existing distinctiveness of Cam Parish by creating distinctive character areas by providing a range of high-quality dwellings of varying density that echo the urban form and architectural style of the area and aid wayfinding.

Create a well-designed place with an appropriate mix of building types, forms and scale of buildings that establish a coherent development that people enjoy. Maintain the distinctive views and visual connectivity with the surrounding countryside and protect the landscape setting, in particular the setting of the Cotswold AONB.

Incorporate an appropriate and distinct landscape palette, with associated changes in block pattern and building placement to create distinctions between different areas.

Provide a hierarchy of public open spaces, linear parks and routes to further distinguish character areas and continue the locally distinctive pattern of 'snickets', allowing people to move easily around the community.

Vigorously promote and encourage early, pre-application community involvement by developers/applicants.

### Create multi-functional green space

Create an attractive naturalistic environment that protects and extends the GI network across the Parish, ensuring a functional and well connected resource that contributes to a high quality environment for people and wildlife.

Protect and enhance Cam's distinctive sylvan, wooded character by retaining trees/hedges as primary place-making landmarks, to provide green linkages between areas of higher ecological value and to soften the visual impact of the new development from the AONB and views from adjacent rights of way.

Establish landscaped buffers to the north-western boundary to maintain a green edge to development envisioned in the Stroud District Local Plan and provide open space and noise attenuation benefits.

Create a sequence of attractive walking routes and public amenity spaces incorporating equipped play areas, using more natural materials and trim trails where possible.

Use surface water attenuation features offering habitat with seasonal diversity. The variety of these spaces will create a rich mosaic of habitat conditions for both flora and fauna to thrive.

### Provide safe and convenient connections

Maintain and improve connections for pedestrians and cyclists and promote pedestrian and cycle links to local services and facilities.

Establish car parking and pedestrian access to the south of the site to enable additional parking for visitors to Jubilee Fields.

Create attractive pedestrian routes through the open spaces of the site that link to the existing PRoW and adjacent settlement and provide car free ways of moving around the community.

Provide combined bicycle and pedestrian routes through the main spine road linking the neighbourhoods in the development to Draycott and Cam and the potential future planned cycle route along the Cam River and the train station.

Provide an attractive central boulevard linking all development parcels combining a paternoster of more semi-formal green spaces and squares to complement the more informal rural edge conditions around the periphery of the site.

Incorporate tree-lined streets, where possible, that enhances the naturalistic character of the garden neighbourhood, providing buffers for pedestrians and cyclists from vehicles, whilst offering shade, aesthetic appeal and wildlife habitat.

### Develop Sustainably

Utilise best practice and guidance to provide a suitable range of sustainable energy efficient new homes, with an integrated mix of housing tenures and types to meet local need and to suit people at all stages of life and well-integrated housing designed to be tenure neutral and socially inclusive.

Promote local food production by providing allotments, orchards and incorporating 'edible' landscaping to better connect residents to nature.

Provide convenient play facilities that adequately serve the new and expanding population at a range of ages.

Incorporate a bus route to allow easy transit to and through the development that connects to the surrounding Gloucestershire communities.

Provide homes that enable home working with internet-ready designs.

Provide homes for new residents that can easily access and contribute to the economic vitality of Cam and help support its thriving village centre.

Provide a compact and walkable neighbourhood that reduces the demand for energy and supports health and well-being by using land efficiently, helping to sustain the natural ecosystems whilst minimising flood risk and air pollution.



# Chapter 2: Evaluation

## 2.1 Planning Context

### National Planning Policy

The National Planning Policy Framework (NPPF) was revised by the Ministry for Housing, Communities and Local Government in February 2019. It sets out the Government’s planning policies for England and how these should be applied. The NPPF is a material consideration in planning decisions.

The NPPF at paragraph 7 states that “The purpose of the planning system is to contribute to the achievement of sustainable development”. Paragraph 11 of the NPPF states that for decision-taking this means approving development proposals in accordance with an up-to-date development plan without delay.

Where relevant, advice in National Planning Practice Guidance has also been taken into account, particularly the placemaking characteristics in the National Design Guide and National Model Design Code.

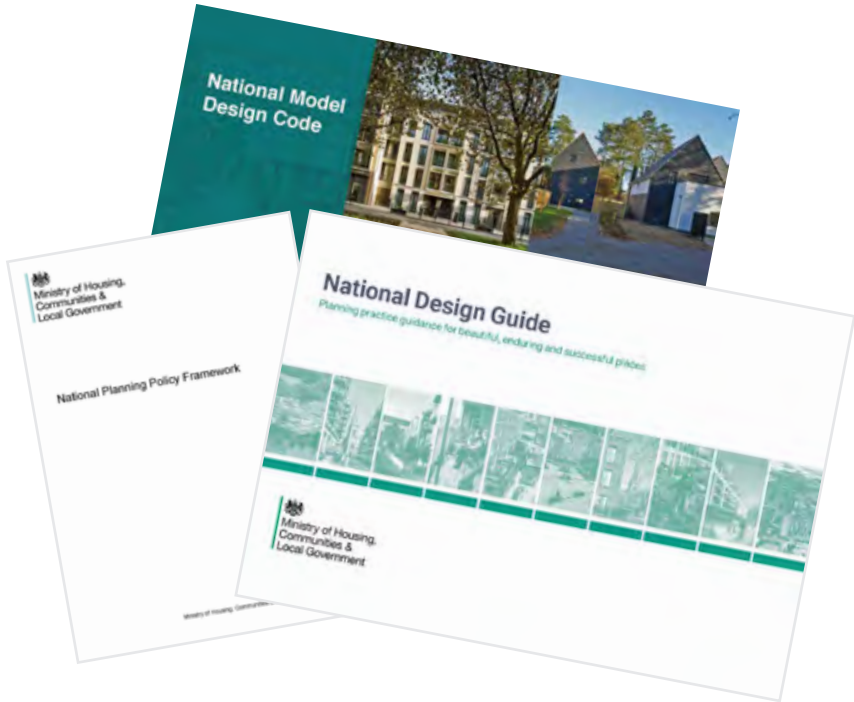


Figure 8: NDG 10 Characteristics of Well-designed Places

“The underlying purpose for design quality and the quality of new development at all scales is to create well-designed and well-built places that benefit people and communities. This includes people who use a place for various purposes such as:

- to live, work, shop, for leisure and recreation, and to move around between these activities; and
- those who visit or pass through.

It also includes people at different stages of life and with different abilities – children, young people, adults, families and older people, both able-bodied and disabled.

The National Design Guide addresses the question of how we recognise well-designed places, by outlining and illustrating the Government’s priorities for well-designed places in the form of ten characteristics.”

[Source: National Design Guide]



## Local Development Plan

Section 38 (6) of the Planning and Compulsory Purchase Act (2004) finds that development should be in accordance with the development plan unless material considerations indicate otherwise. The extant development plan relevant to the proposed development site comprises:

- Stroud District Local Plan 2031 (2015).

Although the site does not form an allocation within the extant Local Plan, it does identify Cam and Dursley as a main settlement and in tier 1 (top tier) of the District's Settlement Hierarchy (Policy CP3), and as such the primary focus for growth and development. Land north-east of Cam is allocated for 450 dwellings and 11.4 ha of employment land (Policy SA3).

Table 1 provides a comprehensive list of policies within the development plan which are applicable to the consideration of the proposed development.



TABLE 1: STROUD DISTRICT LOCAL PLAN 2031 POLICY SUMMARY

POLICY	TOPIC
CP1	Presumption in favour of sustainable development
CP2	Strategic growth and development locations
CP3	A hierarchy for growth and development across the District's settlements
CP4	Making Places: a Spatial Vision for the Stroud District
CP5	Principles for the siting, design and construction of strategic development
CP6	Infrastructure and developer contributions
CP7	Lifetime communities
CP8	New housing development
CP9	Affordable Housing
CP14	High quality sustainable development
EI11	Promoting sport, leisure and recreation
EI12	Transport choice
EI13	Cycle routes
EI16	Public transport facilities
ES1	Energy efficiency and sustainable construction
ES3	Quality of Life within Environmental Limits
ES4	Flood Risk & Water Resources
ES5	Air Quality
ES6	Biodiversity and Geodiversity
ES7	Landscape Character
ES8	Trees and Hedgerows
ES10	Historic environment
ES12	Better Design of Places
ES13	Protection of Open Space
ES14	Provision of Green Space
ES15	Outdoor Play Space
ES16	Public art



## Emerging Development Plan

The adopted Local Plan is currently under review. This is currently at Regulation 19 stage where a Pre-Submission Draft Plan has been approved for publication, following agreement at Stroud District Council's Full Council Committee meeting on 29th April 2021. A consultation on the Pre-Submission Plan is expected to take place in Summer 2021, with Adoption indicatively proposed in Winter 2022.

The emerging development plan is comprised of:

- Stroud District Local Plan Review (Pre-Submission Draft May 2021); and
- Cam Parish Neighbourhood Development Plan 2019-2031 (Referendum version 2020). [Note that Referendum cannot take place before May 2021 due to Covid-19].

### Stroud District Local Plan Review 2040 (Draft November 2021)

Of key relevance is the emerging Local Plan Review (Pre-Submission Draft May 2021) which is a material consideration and once adopted, the emerging Local Plan Review will supersede the existing development plan documents. The emerging Local Plan includes the site as a draft allocation for approximately 900 dwellings, known as Policy PS24 Cam North West (West of Draycott) and shown in **Figure 9**. The full text of the draft allocation is reproduced in the box to the right.

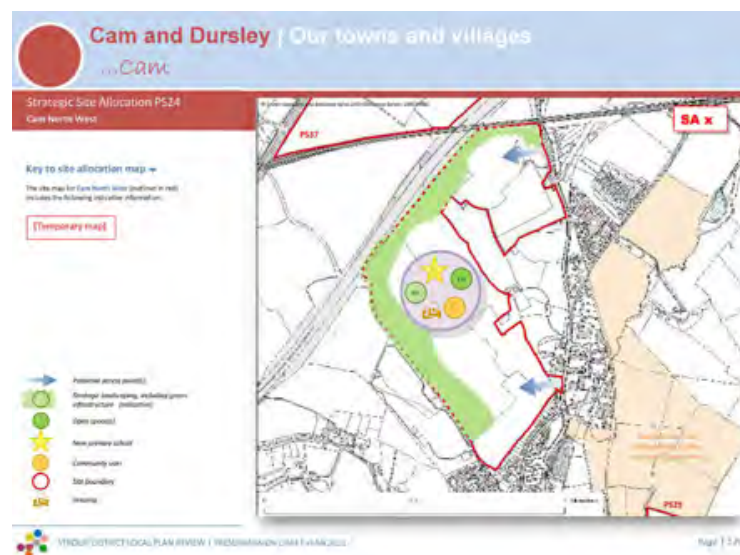


Figure 9: Draft Local Plan Allocation

### PS24 – West of Draycott

“Land west of Draycott, as identified on the policies map, is allocated for a strategic housing development, including residential and community uses. A development brief incorporating an indicative masterplan, to be approved by the District Council, will detail the way in which the land uses and infrastructure will be developed in an integrated and co-ordinated manner.”

This will address the following:

1. Approximately 900 dwellings, including 30% affordable dwellings, to address tenure, type and size of dwellings needed within the Cam and Dursley cluster area;
2. A 2 form entry primary school (incorporating early years' provision) on a 2 hectare site and contributions towards secondary school and further education provision;
3. A contribution towards the extension of existing health facilities at Cam to support the development;
4. Accessible natural green space providing a net gain to local biodiversity and public outdoor playing space, including on-site community building or access improvements and contributions to Jubilee Fields and contributions to off-site indoor sports and leisure facilities, in accordance with local standards;
5. Structural landscaping buffer along the northern and western boundaries incorporating existing and new native hedgerows and trees and linking with existing green infrastructure;
6. On site and, if appropriate, off site work to mitigate against the identified impacts of development upon the Severn Estuary SAC/SPA/Ramsar site;
7. The acceptable management and disposal of surface water, including sustainable drainage systems (SuDS);
8. Adequate and timely infrastructure to tackle wastewater generated by the development, in agreement with the relevant water company;
9. A layout, density and built form and character which conforms to the Cam Neighbourhood Plan Design Code;
10. A layout which prioritises walking and cycling and access to public transport over the use of the private car by, for example, providing a network of internal walking and cycle routes that are shorter in distance than the highway network, in accordance with Manual for Streets;
11. High quality and accessible walking and cycling routes within the site including the retention and diversion of existing footpaths as necessary, the provision of a pedestrian and cycle crossing on the A4135 for safer access to/ from Cam and Dursley station and Cam local centre and contributions towards the enhancement of off-site walking and cycling routes to key destinations including to Cam local centre, Draycott Business Park and Draycott Mills, local schools, the A38 and the Cam and Dursley Greenway;
12. Contributions and support to sustainable transport measures on the A38 and A4135 sustainable transport corridors;
13. A bus loop through the site and bus stops and shelters at appropriate locations within the development to access existing diverted and new bus services and contributions to enhance bus service frequencies to key destinations including Dursley, Gloucester, Stroud, and Stonehouse;
14. Electric vehicle charging points in accordance with local parking standards;
15. Behavioural change measures to encourage sustainable travel by way of new and improved infrastructure and implementation of a Travel Plan.
16. Primary vehicular access from the A4135, with necessary improvements to the existing highway network;
17. Any associated infrastructure enhancements required and identified in the Stroud Infrastructure Delivery Plan in this location;
18. Phasing arrangements to ensure that community provision is made in a timely manner.”

[Source: Stroud District Council Local Plan Review Pre-Submission Draft May 2021]



TABLE 2: EMERGING STROUD DISTRICT LOCAL PLAN POLICY SUMMARY

POLICY	TOPIC
DCP1	Delivering Carbon Neutral by 2030
CP2	Strategic growth and development locations
CP3	Settlement hierarchy
CP4	Place making
CP5	Environmental development principles for strategic sites
CP6	Infrastructure and developer contributions
PS24	Cam North West (West of Draycott)
CP7	Inclusive communities
CP8	New housing development
CP9	Affordable Housing
DHC1	Meeting housing need within defined settlements
HC1	Detailed criteria for new housing developments
DHC5	Wellbeing and healthy communities
DHC7	Provision of new open space and built and indoor sport facilities
EI11	Providing sport, leisure, recreation and cultural facilities
EI12	Promoting transport choice and accessibility
DEI1	District-wide mode-specific strategies
EI16	Provision of public transport facilities
CP14	High quality sustainable development
ES1	Sustainable construction and design
DES3	Heat supply
ES3	Maintaining quality of life within our environmental limits
ES4	Water resources, quality and flood risk
ES5	Air Quality
ES6	Providing for biodiversity and geodiversity
ES7	Landscape Character
ES8	Trees, hedgerows and woodlands
ES10	Valuing our historic environment and assets
ES12	Better design of places
DES2	Green infrastructure
ES16	Public art contributions

The relevant Pre-Submission Draft Planning Policy of the emerging Local Plan Review is outlined in Table 2 below (policies as numbered in the May 2021 Draft).

### Other Material Considerations

### Supplementary Planning Documents

Relevant Supplementary Planning Documents (SPD) and Supplementary Planning Guidance (SPG) will be considered as part of development proposals. A detailed assessment of relevant development plan policy and other material considerations is included within the planning statement, however, design related SPGs include:

- Stroud District Residential Design Guide (November 2000); and
- Stroud District Residential Development Outdoor Play Space Provision SPG.

### Stroud Sustainable Transport Strategy

The Sustainable Transport Strategy (STS) forms part of the evidence base for Stroud District Council's Local Plan Review and sets out plans for achieving the connectivity and mobility needed to support growth, in as sustainable a manner as possible. The STS also sets out the key opportunities, issues and sustainability measures required for the Cam North West area, which will help guide the masterplan for the site.

### Summary

In summary, whilst the development site is not included in the adopted development plan, it is identified as an area for future growth in the emerging strategy recognising the suitability of this location as a sustainable development and its contribution to the growth agenda and spatial strategy of both Cam and the wider Stroud District.



## 2.2 Local Design Guidance

### Cam Parish Neighbourhood Plan 2019-2031

The Cam Parish Neighbourhood Development Plan 2019-2031 is advanced having been subject to an independent examination, which concluded on the 20th February 2020 with the recommendation that the plan, once modified, can proceed to referendum. Stroud District Council decided on 4th June 2020 that the plan can proceed to referendum, which can take place no sooner than May 2021. This will also form part of the development plan once 'made'.

The emerging Cam Parish Neighbourhood Development Plan 2019-2031 recognises that together with Dursley, Cam Parish represents a significant conurbation and an important second focus for the District, therefore strategic allocations are proposed in Cam Parish in the emerging draft new Local Plan. As such the Parish commits to an early review of the Cam Neighbourhood Plan once the new Stroud Local Plan is in place.

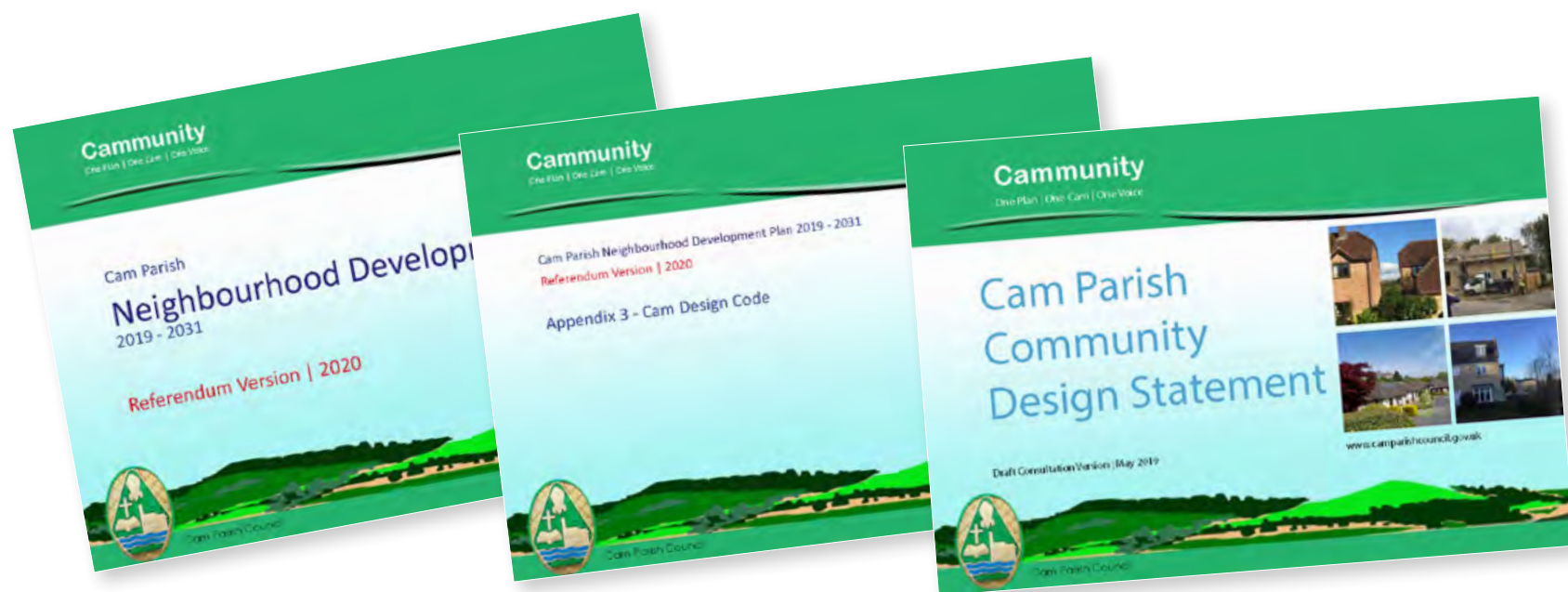
Furthermore, it is acknowledged in the emerging Neighbourhood Plan that land to the north, including the development site area, is less constrained in landscape terms for future development and the M5 forms a strong edge to the west, where it is visible at points when not screened with trees or bunds.

Cam's Neighbourhood Plan has been drawn up in accord with the NPPF and Stroud District Council's Local Plan, which was adopted in 2015. It covers the same time frame as Stroud District's emerging Local Plan, up to 2031. The Neighbourhood Plan also contains the Cam Design Code, and this code is focused on providing direction and guidance to enable development and investment proposals to protect and strengthen Cam's distinct character through an informed and joined-up approach to delivery of environment, character and movement policies.

It is understood that this Neighbourhood Development Plan contains policies and recommendations in respect of future development (see Table 3) and this DAS will extract the relevant policies and demonstrate how the design will meet these policies and recommendations.

TABLE 3: RELEVANT POLICIES FROM CAM NEIGHBOURHOOD PLAN

POLICY	TOPIC
CAMES1	Green Infrastructure and Biodiversity
CAMES2	Parish Landscape Character
CAMES3	Valued Views
CAMCD1	Locally Distinctive Design
CAMCD2	Cam's Trees, Woodlands and Hedgerows
CAMCD3	Sustainably Designed Homes and Places in Cam
CAMCD4	Pre-application Community Engagement
CAMMC1	Improving and Enhancing Connections for Cyclists and Pedestrians
CAMCF1	Retention of Community Facilities
CAMCF1	Local Green Space Designations
CAME1	Encouraging Startup, New Businesses and Home-working





The masterplan will therefore need to be guided by the following principles:

- The scheme would need to be designed with a strong influence from the Parish Councils Neighbourhood Plan, its accompanying Design Code and the comments the Parish Council;
- One key element of the Design Code is the relationship of the settlement to the Cotswold AONB, as well as other landscape features in the vicinity, which are highly visible from Cam as well as Cam being highly visible from them;
- The Parish Council and community are also very proud of the ability for people to walk through Cam along non-vehicular routes and connections which they term “snickets”;
- It is also readily evident in all the neighbourhood plan documentation and from Parish Council comments to date that trees are a fundamental part of new developments and for any scheme to be considered high quality it will need to retain existing trees and make the most of focal trees throughout development; and
- On the basis of the above, the scheme needs to have excellent permeability with plenty of opportunities for walking and cycling through the site in all directions via non-vehicular and green routes. All trees and hedgerows should be retained where possible.

### The Cam Design Statement and Design Code

In 2018, the Cam Community Design Statement was prepared to provide a comprehensive evidence base recording the unifying characteristics of the village and the particular characteristics within identified character areas.

The Cam Design Code (2019) builds on this with detailed evidence and guidance to inform the delivery of any new development that may be proposed in Cam Parish. The Cam Design Code should be used to inform a locally distinct and sensitive approach to delivering well designed places in Cam.

As Cam continues to be considered a strategic housing location, outside of the scope of its Neighbourhood Plan, Cam Parish Council wish to ensure the community's stated understanding of its distinct character is given great weight in all stages of the allocation and design of development.

The Code is part of the Cam Neighbourhood Development Plan and underpins policies on environment, local character and distinctiveness and access and movement.

### Cam Parish Open Space and Green Infrastructure Report

Prepared in 2019, this report provides a source of information and evidence concerning the existing GI assets in support of the Neighbourhood Plan but also as a guide to planners, landowners and developers. It identifies areas and potential project areas to enhance the GI of the parish in the future and provides an overview of the GI network and its environmental, biodiversity and health and wellbeing benefits.

### Relevance to the Proposals

Core Policy CP4 of the Local Plan (see box below) requires that all development have regard for local guiding principles, as enshrined in the Cam Neighbourhood Plan. As such, it is essential that this DAS provides an appropriate assessment and design narrative with evidence to demonstrate how the design has taken into account the Cam Parish Community Design Statement and Neighbourhood Plan. This evidence will show how the proposals have been shaped by the good work contained within both the Design Code and Design Statement to enhance the positive local and distinctive characteristics of Cam.

It is applauded that Cam Parish recognise that whilst development and more people can bring challenges and concerns, it also brings opportunities and positive change. Evaluating the site based on a full understanding of the Neighbourhood Plan and Design Code will ensure the masterplan and design strategies for the site fulfil the aspirations of the community that have shaped the Neighbourhood Plan.

### Core Policy CP4: Placemaking

All development proposals shall accord with the Mini-Visions and have regard to the Guiding Principles for that locality, as set out in this Plan and shall be informed by other relevant documents, such as any design statements adopted as Supplementary Planning Documents. Proposals will be expected to:

1. Integrate into the neighbourhood (taking account of connectivity, be located close to appropriate levels of facilities and services, reduce car dependency, improve transport choice, support local community services and facilities and meet local employment or housing requirements in terms of mix, tenure and type).
2. Place shape and protect or enhance a sense of place; (create a place with a locally-inspired or distinctive character – whether historic, traditional or contemporary – using appropriate materials, textures and colours, locally-distinctive architectural styles, working with the site topography, orientation and landscape features; as well as protecting or enhancing local biodiversity, the historic environment and any heritage assets).
3. Create safe streets, homes and workplaces (where buildings are positioned with landscaping to define and enhance streets and spaces, assist finding your way around with focal points or landmarks, provide permeability, reduce car domination of the street and reduce vehicle speeds, provide shared or social spaces on the streets (where appropriate), create safe well managed attractive public and private amenity spaces, and provide adequate external storage space for waste bins, recycling materials and bicycle storage).

Source: Stroud District Local Plan (2015-2031)

*[This policy remains unchanged in the emerging Local Plan]*



## 2.3 Local Connectivity and Existing Facilities

The villages of Draycott and Cam are well served by a range of community facilities, services and public transport and is regarded as fulfilling a strong retail role in the draft Local Plan, with several neighbourhood shopping areas and a range of local shops serving the community. Cam, together with the neighbouring town of Dursley, are identified as a first tier local service centre for the southern part of Stroud District.

The centre of Cam is also identified as a District Centre in the draft Local Plan and regarded as a sustainable settlement appropriate for growth. The centre of Cam is located at the intersection of High Street, Chapel Street and Cam Pitch within a 10-15 minute walk of the site and is well served by local bus services.

The community facilities and services on offer are shown in **Figure 10** and include:

- Several local shopping areas (centre of Cam, Phillimore Road, and Kingshill Road (Dursley));
- 2 no. Primary schools (Cam Everlands Primary School, Cam Hopton Church of England Primary School);
- Junior and Infants School (Cam Woodfield Infant and Junior School);
- Rednock Secondary School (Dursley);
- 2 no. Medical Centres (Orchard Medical Centre, Vale Community Hospital (Dursley));
- 4 no. Community Halls/Hubs (Arthur S. Winterbotham Memorial Hall, GL11 Community Hub, Woodfield Community Centre, Ashmead Village Hall);
- Post Office;
- Various churches (Quarry Chapel, St. Bartholomew's Church, One Church, Cam Methodist Church, St. George's Church (Dursley), 3C Community Church (Dursley)); and

- Various eateries including 2 no. public houses, restaurants/take-aways and cafe/coffee shops.

Most of the local facilities in Cam are situated within 1.2km of the site, or a 15 minute walk. There are several existing bus stops within close proximity to the site (between 50-200m) along the A4135 and Manor Avenue which can be easily reached on foot and provide public transport access to facilities and services in Cam, Dursley and beyond.
















Bus routes include:

- The 60 Route provides a two-hourly service between Gloucester, Dursley and Thornbury with stops at the Cam and Dursley Train Station and along the A4135;
- The 61 Route provides an hourly bus service between Dursley and Stroud with several stops along the A4135;
- The 62 Route provides a two-hourly bus service between Dursley and Bristol (via Sharpness) with stops in Lower Cam; and
- The 65 Route provides a weekday service between Stroud and Cam/Dursley with buses every 2-3 hours and stops in Lower Cam, Coaley and Ashmead Green.

Additional stops are proposed and will be provided within the site to improve connectivity.

The Cam and Dursley train station is located on Box Road approximately 0.5km to the east of the site and is on the main Bristol to Birmingham line, with regular train service to destinations in Gloucestershire and beyond. The train station is served by local bus routes and offers park and ride facilities for cars.

Key for **Figure 10** Opposite

	Site Boundary
	Walking Isochrones
	Bus Stop
	Bus Route
	Churches
	Local Shops/Petrol Station
	Public House
	Restaurant/Take Away/Cafe
	Schools
	Medical Centre/GP
	Post Office
	Village Hall/Community Building
	Allotments
	Playing Fields/Play Area
	Train Station



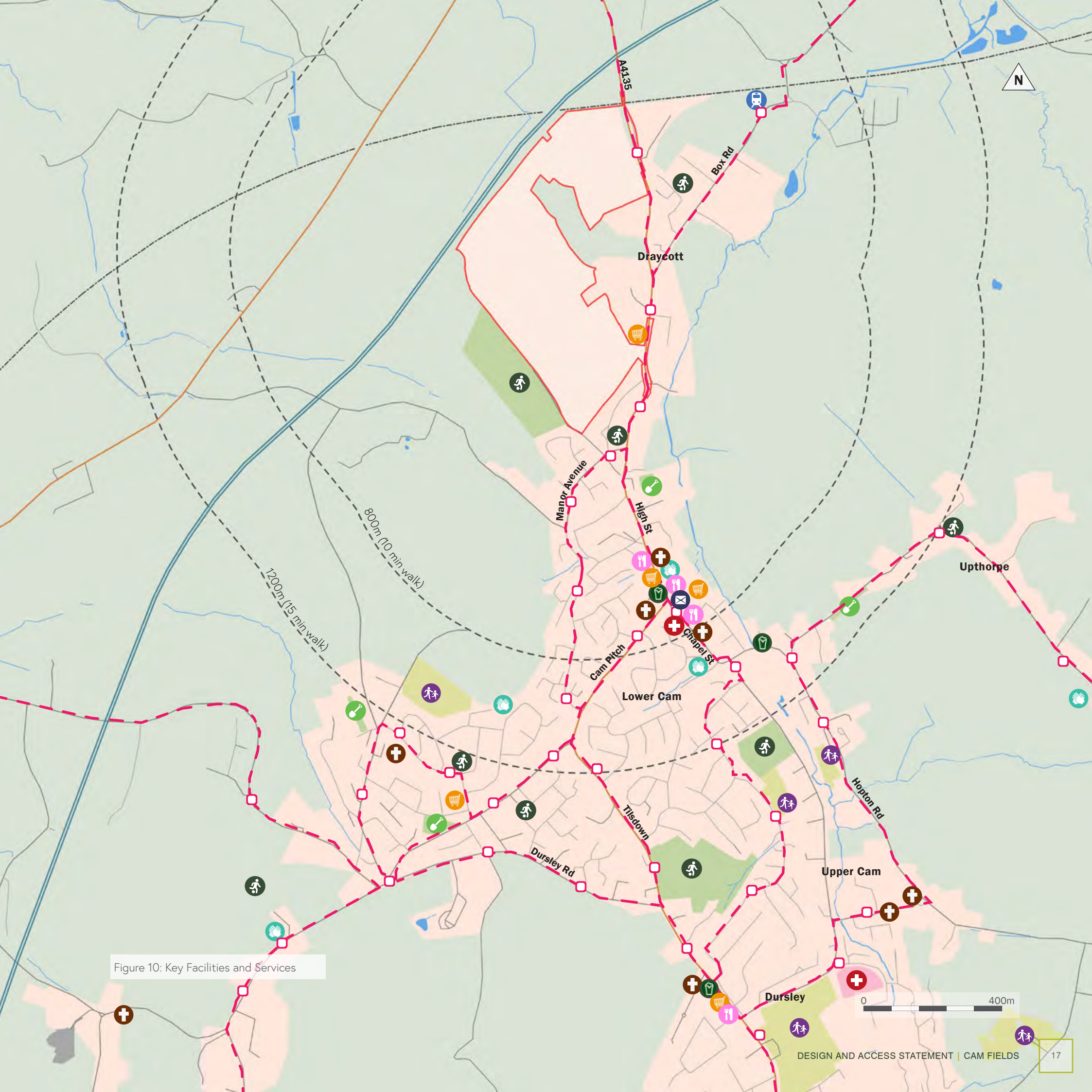


Figure 10: Key Facilities and Services



## 2.4 Settlement Evolution

Cam is recorded as an existing settlement within the 1086 Domesday survey, where it is recorded as Camma, meaning river in the valley. By the 12th Century, church records suggest that the settlement of the Parish of Cam is likely to have been dispersed and existing as hamlets supporting a largely agrarian economy, with the site likely to have been part of the agricultural hinterland.

By the 16th Century, the wool trade was firmly established in the River Cam valley, reflecting the good supply of fast flowing water from the Severn Valley tributaries. Cam, together with the adjacent town of Dursley, is historically a centre for cloth manufacturing in the area which by the 17th century had become an industrialised activity that contributed greatly to the economic and population growth of Cam. Records from 1686 show that out of a total of 121 able-bodied men, 62 were engaged in the cloth trade. As a result, a significant concentration of mills were established within Cam.

In 1844 the broad-gauge Bristol and Gloucester Railway was built by the Midland Railway Company; its construction related to the growth of the textile business and provided reliable and quick methods of transporting goods for sale to the town of Gloucester and for export to the port of Bristol. The original line bypassed Cam, but despite this, a branch line was constructed by private enterprise (largely funded by the local mill owners in Cam). Stations were built at Coaley Junction, Cam and Dursley and they were brought into use when the line opened fully on September 18th, 1856. The Dursley branch line route loosely followed the River Cam (now disused) and is located to the east of the modern A4135 (see approximate location in **Figure 11**).

Whilst the site retained its agricultural use, Draycott and Cam continued to experience population increase related to the expansion and continued function of the mills. As a result, in the early 20th century settlement density increased within the core of Draycott and in Cam particularly to the west of High Street and around Cam Mills.

Post-war and mid 20th Century residential development continued to expand the village of Cam, and by the 1970s the village had expanded significantly to the north and west (particularly the Norman Hill, Summerhayes and Woodfield areas). In the late 20th Century, additional residential development occurred mostly with the Fairmead area to the west of the village centre.

In the 21st Century, development has mostly consisted of in-fill development/redevelopment and residential development to the north of Draycott on Box Road. Currently, new residential development is under construction on Box Road near the Cam and Dursley train station as part of the urban extension of Cam.

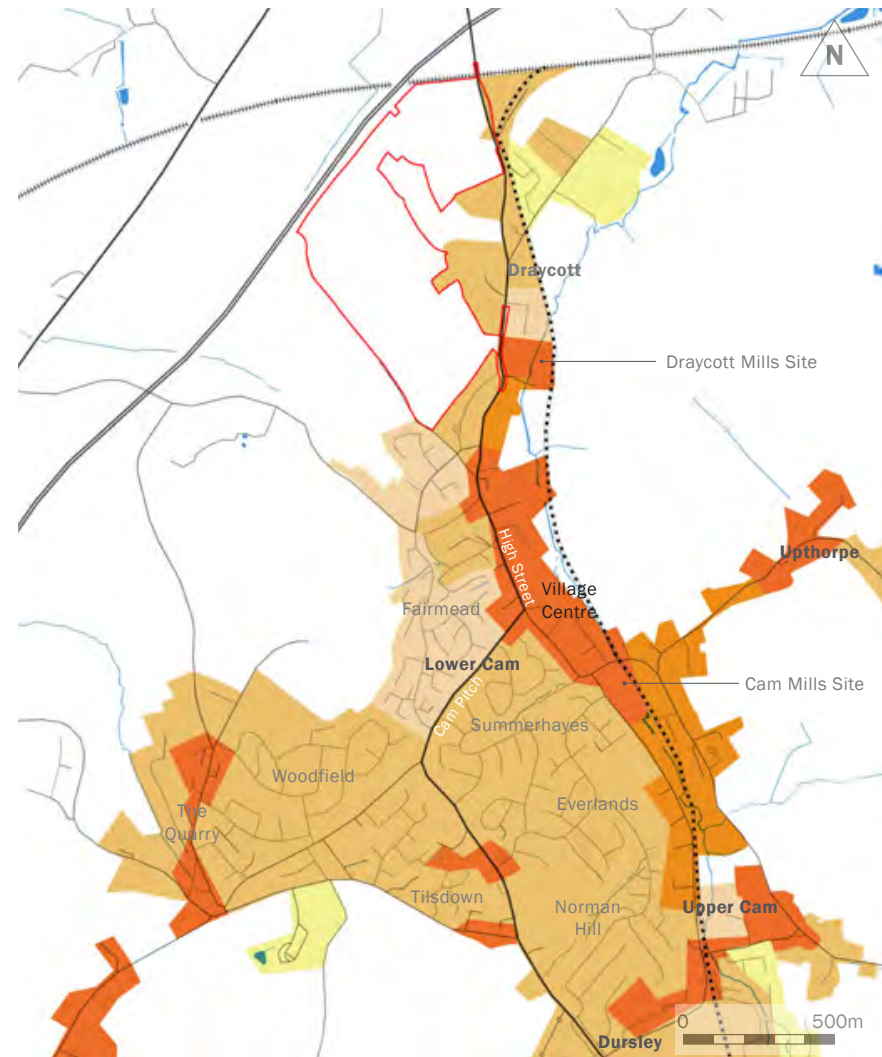
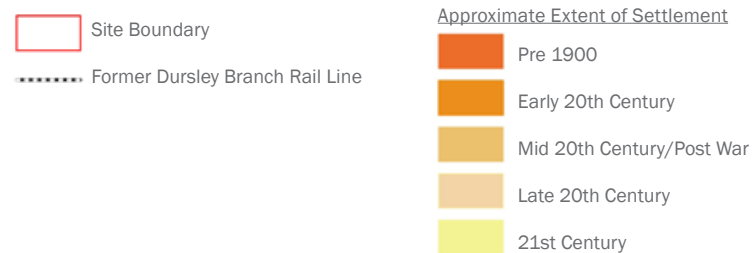


Figure 11: Draycott and Cam Settlement Evolution, Pre 1900 to Present



Draycott Flour Mill - Circa 1895



Draycott and Draycott Flour Mill - Circa 1920



Cam Pitch from Tilsdown - Circa 1953



## 2.5 Settlement Pattern and Local Character

Cam has a distinctive landscape setting due to its location below the escarpment that forms the edge of the Cotswold AONB, with the surrounding hills forming a backdrop to the settlement in many places. Furthermore, the network of GI and mature trees in the settlement give Cam a green 'garden suburb' character, which is identified as a strong feature of the settlement in the Cam Neighbourhood Plan.

The River Cam creates a strong edge to the east, with little development to its east side with green corridor separating Cam from the settlement of Upthorpe to the east. Draycott and Cam consists of a fragmented and linear development with modern industrial development featuring at the northern end of the community around Draycott along the A4135. With the exception of the mix of commercial and service uses in the village centre, residential development forms the dominant characteristic of the remainder of the settlement in Lower and Upper Cam. Reflecting the different eras through which the settlement developed, much of the existing development along the A4135 and the older parts of Cam is more eclectic and varied in its form and scale. In the residential estates built after the second world war, a more consistent and homogeneous pattern of development exists.

Considerable previous work has gone into identifying the character areas in Cam as part of the development of the Cam Neighbourhood Plan and the Cam Parish Community Design Statement. In those documents, the Cam Parish Council, identifies components 'that create a consistent quality of place, distinct to Cam', which they summarise as follows:

- The landscape of the parish provides a dramatic backdrop to most of the settlement;
- The ancient wooded slopes of Stinchcombe Hill and the distinctive conical Cam Peak and Cam Long Down are valued local landmarks;
- In historic areas the use of local stone and brick for walls with locally characteristic detailing around the windows;
- Trees are a key feature throughout the settlement, providing important landmarks, marking gateways and contributing to sense of place;
- A network of snickets, some ancient, thread through different areas of the village providing important shortcuts and links throughout; and
- A spacious green layout that contributes to sense of a 'garden suburb' in many areas.

The Neighbourhood Plan also includes an assessment of the settlement's character, and resulted in eight character areas being identified in the community (**Figure 12**). These eight character areas broadly fall within four broad character types (**Figure 13**), identified in the Cam Neighbourhood Plan as:

- Linear and Historic Cam;
- Cam's 20th Century Estates;
- Outer Cam; and
- The 'Centre' of the Parish.

In the following pages, the architectural form and character of these areas will be summarised. Additional information can be found by referring to the Cam Neighbourhood Plan and the Cam Parish Community Design Statement.

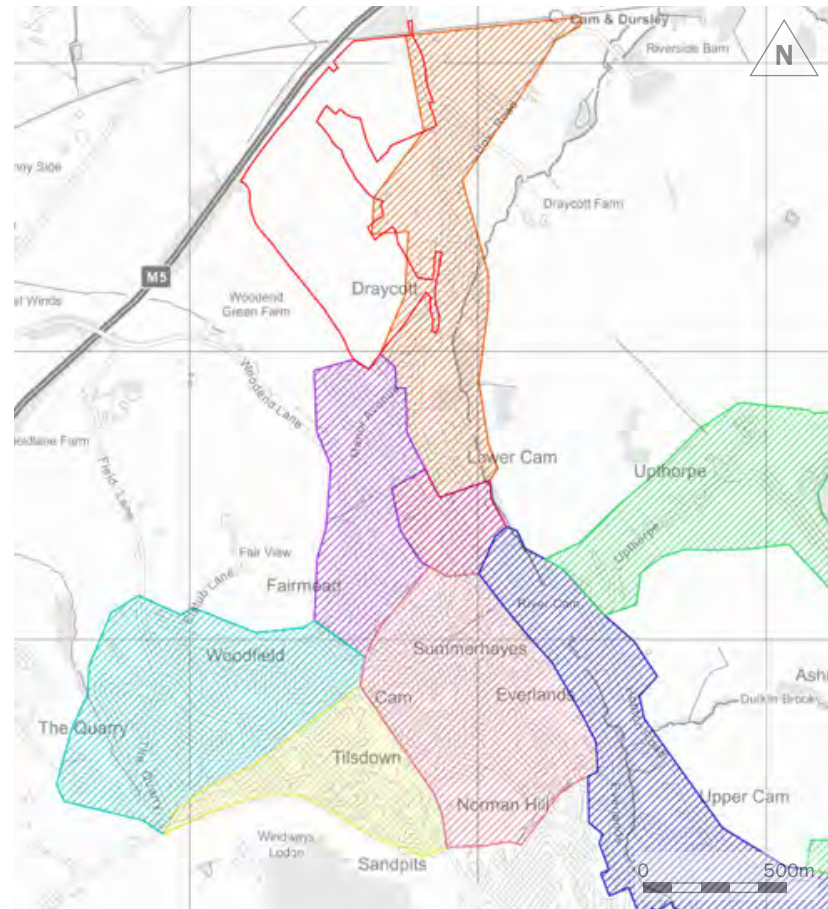


Figure 12: Cam Character Areas [as defined in the Cam Neighbourhood Plan]

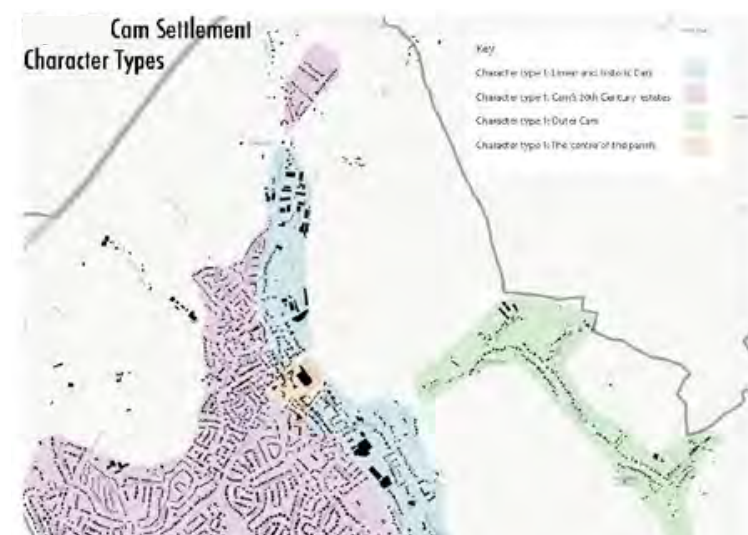


Figure 13: Cam Broad Areas [as defined in the Cam Neighbourhood Plan]



## 2.6 Local Character - Form and Architecture

### The Centre of Cam

The Neighbourhood Plan defines the centre of Cam as “the area radiating from the crossroads at the top of the High Street, Noel Lee Way, Chapel Street and the bottom of Cam Pitch”. The mini-roundabout at this crossroads is busy, providing access to the facilities and services in and around the Tesco supermarket complex. This area includes St. Bartholomew’s Church and hall, which is Grade II listed, the War Memorial, as well as several groups of shops and offices, including those clustered around Noel Lee Way. There are several terraced houses (both older and contemporary) in the vicinity, as well as a mixture of more modern semi, and detached homes. Residences are mostly 2 storey with a range of exterior finishes, such as stone, brick and render. Several pedestrian paths (snickets) provide access to and from the centre, linking the core area to the nearby neighbourhoods of Summerhayes, Manor Avenue and Upthorpe and the wider network. The Rackleaze Wildlife Reserve, located along the River Cam behind Tesco, also serves as an important route connecting pedestrians to Upthorpe and Draycott and providing important GI and wildlife habitat.



#### DISTINCTIVE FEATURES NOTED IN DESIGN STATEMENT:

- Cam Pitch is a tree lined hill feeding into the centre – a very special feature;
- Several snickets connect to this area;
- Foliage and trees are much in evidence and important green spaces include a war memorial and the Rackleaze Wildlife Area through which the River Cam flows;
- The hub of Cam, this area has a compact feeling in places with buildings and boundary features enclosing mainly narrow pavements;
- Various businesses and facilities, including, shops, pub, takeaways, Post Office, and the Parish Council offices; and
- Diverse range of building types and ages, mostly two storey and generally built close together.

Photos: [1] Noel Lee Way shops (including Tesco, Post Office, Parish Council Offices and a variety of other services), [2] Local shopping and residences on High Street, [3] Varied exterior materials and massing seen in older buildings, [4] St. Bartholomew’s Church and War Memorial, [5 & 6] Older terraces clad with stone, [7] Contemporary terrace.



## Draycott

Draycott can be characterised as a more linear development stretching from Manor Avenue to the railway line crossing to the north along the A4135. There is a diverse pattern of development, with a range of housing, as well as a recognisable concentration of industrial and business uses in the vicinity of the Shell garage. Much of the residential development along the A4135 is 2 storey, with a mix of terrace, flats and semi-detached homes, of varying sizes and built over a period stretching back to the early growth of the cloth industry. A collection of 2 and 3 storey flats and social housing with surrounding green space is also located in the area. Box Road, to the north of the character area, includes larger circa 1930s semi-detached homes, as well as several newer developments consisting of a mix of detached, semi-detached and terrace housing, ranging in height from 2, 2.5 to 3 storey.



1 Credit: Cam Neighbourhood Plan



Photos: [1] Industrial uses near Shell garage, [2] Pre-first world war terraces near Draycott Mill site, [3,4 and 5] Mix of semi-detached and detached residences built in early 20th Century, [6] Two and three storey flats, [7] Contemporary terrace, [8] Semi-detached homes on Box Road, [9 and 10] Recent new residential development on Box Road.

### DISTINCTIVE FEATURES NOTED IN DESIGN STATEMENT:

- The road here is broad but maintains a rural feel, even more so into the start of High Street, with its older stone cottages;
- A linear area with industrial sites to the north-east following the course of the River Cam;
- Many of the industrial units walls are finished in either green or brown or cream cladding. The roofs are not in the same colour, which helps to reduce the visual impact from higher viewpoints around;
- A mix of brick and stone two storey Victorian houses, flats, bungalows and cottages built over the past 150 years provide variety;
- Social housing, comprised of flats and houses are set in a wide expanse of open green space and trees, maintaining the rural feel and affording views across to Stinchcombe Hill;
- Mature trees create local landmarks which together with shrubbery in front of residences contribute to a 'garden village' feeling;
- Larger houses at the north end of Cam have large mature trees and hedges surrounding their properties;
- The majority of older houses do not have garages but do have a drive or space for off-road parking
- Court House Gardens, built in the 1990s around Court House Farm, are two storeys with brown window frames and dark brown brickwork, blending in well with the surrounding houses; and
- PRoW into the surrounding landscape are easily accessed.



## Old Cam

Upper Cam, sometimes called Old Cam, retains a much stronger rural feel and a more prominent collection of older buildings particularly along Chapel Street and Station Road. The original woollen mill on the River Cam plays an important part in shaping this character area, with associated houses built of red brick dominate some with architectural detailing around the doors and windows. Two storey terrace, semi-detached and detached buildings dominate, most of which are residential in nature. However, some 2.5 storey residences can be found, particularly along Chapel Street. Small more contemporary developments are also present in this area particularly toward the southern end of the area near Church Road and the Litticombe estate, with the occasional small commercial use interspersed. In the older parts of the character areas, homes are often closer to the street providing an enclosed public realm, this is particularly the case along Chapel Street and Station Road.



Photos: [1-5] Brick and stone clad buildings along Chapel Street, [6] Cam Mill, [7] 2.5 storey residences on Chapel Street, [8] Brick terrace on School Road, [9] Older homes on Church Road, [10] Contemporary homes on Hopton Road, [11 and 12] Litticombe Estate

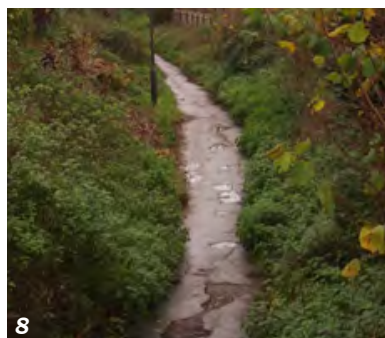
### DISTINCTIVE FEATURES NOTED IN DESIGN STATEMENT:

- Linear layout with a cluster of historic listed buildings and a rural village character;
- Many snickets connect to Summerhayes;
- Shaped by the early settlement around St George's Church (origins in 1400s) and then by woollen mills of which there is one remaining on Everlands;
- Many houses built in 1900s by mill owner using red brick and some with locally distinctive detailing around the windows with light and dark bricks;
- Infill, small cul de sac developments and new developments mean a range of building materials: red brick, Cotswold stone, render and sometimes a mixture of stone and brick;
- Back gardens are often large and front gardens generally enclosed by hedges or a small wall;
- Foliage and greenery, landmark mature trees and abundant shrubs are much in evidence;
- An ancient cricket field in Everlands;
- The higher and sloping ground affords frequent views to the rural edge and the wooded slopes of Stinchcombe Hill; and
- The River Cam is integrated and enhanced in the landscape of Littlecombe to the south.



## Manor Avenue

Manor Avenue is situated to the south-west of the village centre linking Draycott with the top of Cam Pitch, both on the A4135. The majority of the houses in the area were built in the 1980's, and are mostly two storey detached houses with red brick, although some bungalows, semi-detached and terraces exist in places. Most roads (except Manor Avenue) are cul-de-sacs, with well-tended front gardens and green spaces giving the area a semi-rural feel. Knapp Lane which pre-dated the building of the estate is historic and has an eclectic mix of listed buildings, the Upper Knapp Farmhouse and early-mid 20th Century construction. The Cam Design Statement specifically identifies the importance of the large number of footpaths (snickets) in this area, which offer links between the neighbourhood to the centre of Cam.



### DISTINCTIVE FEATURES NOTED IN DESIGN STATEMENT:

- Roads are broad and gently curving often with no road markings;
- Cul-de-sac arrangements are common in this quiet residential area of mostly two storeys houses;
- There are numerous snickets into and through the area some link into the landscape;
- Well kept gardens, some trees and views to the surrounding landscape;
- Panoramic views from Manor Avenue;
- Any boundaries use brick walls or hedgerows;
- Parking is off-street on drives and/or garages;
- Materials are mostly brick walls and tiled roofs in a prevailing light brown tone; and
- Knapp Lane is a distinct and diverse sub-area.

Photos: [1-5] Brick detached and semi-detached buildings built in the 1980s, [5] Upper Knapp Farmhouse, [6] View of Knapp Lane, [7-8] Examples of the many footpath connections (snickets) in the area, [9] Green space and front garden on Manor Avenue.



## Summerhayes and Norman Hill

The Summerhayes and Norman Hill estates are large residential areas built in the late 1950s to the early 1970s. Located on a gently sloping hill, many locations enjoy scenic views of Cam Peak, the Cotswolds AONB and Stinchcombe Hill. The main roads through this area are serpentine in nature with numerous cul-de-sac streets providing access to homes. The Norman Hill Estate (accessed via Woodview Road) is a mix of two-storey detached, semi-detached and terraced houses and bungalows with some flats. The predominant buff brick used in this area differentiates it from the Summerhayes neighbourhood to the north which predominantly consists of red brick and render exteriors. Summerhayes also consists of mostly two-storey homes, with the majority being semi-detached but with some bungalows and terraces interspersed.



### DISTINCTIVE FEATURES NOTED IN DESIGN STATEMENT:

- There is one main spine road with no road markings that weaves its way down through Summerhayes and Norman Hill between Tiltdown and Everlands, off of which most houses are built in cul-de-sacs;
- Most houses are post 1950s, two storeys with red brick and render;
- Bungalows and chalet type houses have brown tiled roofs;
- Houses are built in a line, but curves in the road break up this pattern;
- Front gardens, some open, some enclosed with lawns and plenty of foliage, plus room for 1-2 cars to park, together with pavements and grass verges add to an open, spacious layout;
- There are medium sized back gardens enclosed by hedges and fences;
- Extensive views from this hilly site to Cam Peak and Long Down;
- All parts of the area are linked with snickets; and
- Open green spaces, well used for recreational use, shops and doctors.

Photos: [1-2] Views to Cam Peak, Cam Long Down and Cotswolds AONB from Woodview Road, [3-4] Buff coloured brick predominates along the Norman Hill estate, [5] Red brick example at the Croft in Norman Hill, [6-8] Typical two storey semi-detached and 1.5 storey bungalows in Summerhayes.



## Woodfield and The Quarry

Woodfield is a distinctive area of Cam that has a much older area called The Quarry at its heart. The majority of houses in the area are post-war in construction, with a predominance of bungalows and pre-fabricated homes. Much of the post-war housing consists of terraced and semi-detached homes with red brick (of varying colour) or render exteriors. Around Phillimore Road, the mix also includes flats and a row of terraced shops. The Quarry is a very distinct part of this area and dates from the original settlement of Cam linking via a pedestrian connection at Elstub Lane. There is an eclectic mix of homes in this area, with some dating from the early 1900s, mixed in with late 20th Century development. The Design Statement identified several special features in the area, namely the primary school, the park, allotments, and small row of shops in Phillimore Road as well as the amount of greenery incorporated through hedging, small trees and verges.



- DISTINCTIVE FEATURES NOTED IN DESIGN STATEMENT:**
- Roads are gently curving often with no road markings, narrow in places and there are many quiet cul-de-sacs;
  - There are many snickets and links to footpaths through the adjacent open fields;
  - This area includes a school, with allotments, shops and a children's playpark at its centre;
  - Houses are a mixture of one and two storey, red brick and rendered, semi-detached and detached;
  - The Quarry is a distinct and historically rich sub-area;
  - With the exception of a couple of small new build sites, all houses are pre 1970s in Woodfield;
  - There are spacious front and back gardens, with much greenery and car spaces in Woodfield;
  - Pavements and street lighting are provided throughout the area;
  - Mature trees are common and provide important landmark and focal points throughout; and
  - There are extensive views south and west to surrounding backdrop of Stinchcombe woodland and hill, as well west towards the River Severn.



Photos: [1] Post war terraced housing with red brick and tile roofs on Severn Road, [2] Terraced homes with render on Frederick Thomas Road, [3-4] Terrace of shops, flats and bungalows at Phillimore Road, [5] Brick clad pre-fabricated bungalow on The Crapen, [6] Buff brick terrace at Hadley Road, [7-9] Eclectic mix of building styles and materials on The Quarry, [10] Bungalows, hedges and green verges on Field Lane, [11] United Reform Church on Chapel Court behind.



## Tiltdown

Tiltdown is a self-contained area lying in a triangle enclosed by Tiltdown, Dursley Road and Woodfield Road and has some of the most diverse character areas in Cam. The perimeter is flanked by older and some very large houses with extensive gardens, whilst the inner part comprises smaller estates of varying ages built since the 1960s. The setting under Stinchcombe Hill provides a dramatic backdrop.

There are several residential developments in the area with varying styles. Along Lambsdowne, built in the 1980s, there are mostly two-storey, detached homes clad with a mix of buff and red brick and brown tiled roofing. At Springfields, development consists of a variety of flats, bungalows, terraces and semi-detached buildings, mostly two-storey with buff brick exteriors and brown tiled roofing. Broadmere Close built in the late 1970s has mostly detached two-storey homes in buff brick, whilst the development around Tiltdown Close has somewhat unusual pre-fabricated buildings in a Cornish Type Two style with a Mansard roof and brick lower storey.



DISTINCTIVE FEATURES NOTED IN DESIGN STATEMENT:

- The central road, Springfield, is straight which is unusual for Cam. Cul-de-sac arrangements are common;
- Snickets link into and through the area;
- A diverse area with housing from the 16th century and up to early 20th century around its edges, to 1960s and more recent in its interior;
- Includes various styles of housing from 3 bedroom houses and bungalow to flats and social housing, including housing for elderly;
- Parking is on-street or off-street on drives and/or in garages;
- Any boundaries are brick walls or hedgerows, or iron railings in the older properties;
- The layout affords appealing views to surrounding mature trees, fields, woods and hills;
- The backdrop of the wooded slopes of Stinchcombe Hill provides a strong sense of connection to the landscape; and
- Foliage and trees are plentiful in general although the central road is unusually lacking.



Photos: [1-2] Examples of 19th Century stone cottages on Tiltdown, [3] Large detached homes on Dursley Road, [4] Terraces on Dursley Road, [5] Two storey brick homes on Lambsdowne estate, [6] Stinchcombe Hill and woods provide a backdrop to the Tiltdown character area, here view from Springfields, [7] Two-storey and bungalows on Springfields, [8] Two-storey detached brick homes on Broadmere Close, [9] Cornish Type Two style semi-detached homes on Tiltdown Close.



## Outer Cam

Outer Cam is a largely linear settlement that loops from Hopton Road near Cam Mill and runs along Upthorpe, Cam Green and Ashmead before turning back to the top of Hopton Road via Springhill. It is a very rural area with views of Cam village, Cam Peak and the Cotswolds AONB, especially across the large green belt between Cam Green and the village.

The majority of the dwellings in this character area are detached, with very few semi-detached homes and no terraces. Most homes on Upthorpe are larger, detached two-storey homes, with single storey bungalows being more prominent along Cam Green and Ashmead. Much of Springfield is not settled.

Buildings here range in age, some from the 1600s and others built in the early 21st Century.



Photos: [1] Detached home with large garden on Upthorpe, [2] Larger detached stone clad homes on Upthorpe Lane, [3] Play area at Ashmead Park, Upthorpe, [4] Bungalows along Cam Green, [5] Newer two-storey homes in Ashmead Green.

### DISTINCTIVE FEATURES NOTED IN DESIGN STATEMENT:

- Narrow winding lane with housing positioned generally close to the road in long plots;
- Distinct gaps between the main settlement of Cam and this area, with sections of no housing;
- There are many footpaths going between Cam village and areas within the AONB and in one case an ancient bridal way that has been in existence since Roman times;
- It lies on the western edge of Cam with a distinct rural atmosphere;
- Extensive views across fields to Cam Village, Cam Peak, Long Down and across to Stinchcombe;
- Varied styles of houses from old farms to modern bungalows. Most houses are detached;
- Front gardens are hedged in, often with trees and driveways; and
- There are no shops but there is a village hall, post box, a children's play area and two red telephone boxes.



## 2.7 Locally Distinctive Character - Snickets

As mentioned previously, and evidenced throughout the Cam Neighbourhood Plan, Design Code and specifically Policy CAMMC1, the Parish Council and community are very proud of the numerous footpaths that form a network of non-vehicular routes through the community. These routes have been locally termed “snickets”, which derives from the old English word ‘snican’ (to creep) and is used to identify narrow pathways or alleys connecting parts of the village. The Neighbourhood Plan has identified around 90 snickets in the community (see **Figure 14**).

Although the quality, design and accessibility varies, these snickets not only allow local residents to walk along desire lines through Cam but also provide the additional benefit of providing wildlife corridors, benefiting the community. As such, they play a valuable role in connecting the community and help shape the locally distinctive character.



Photos: [1] Connection between Draycott Close and Everside Close (Snicket 26), [2] Public right of way connection to site from Draycott Crescent, [3] Connection between groups of flats in Draycott, [4] Link to Summerhayes from Tilsdown A4135 (Snicket 16), [5-6] Snickets off Woodview Road (Snicket 38), [7] Snicket connecting Cam Pitch to Woodfield neighbourhood (Snicket 77), [8] Manor Avenue connection to Elstub Lane (Snicket 2).

### SUMMARY OF SNICKET DESIGN GUIDANCE (see Cam Design Code for details)

#### 1. Connected and Convenient

- A continuous and coherent network and hierarchy of routes should be integrated, ensuring a permeable environment with ease of access to all neighbouring areas;
- The network should be comprehensive, offering a choice of routes to greenspaces, local facilities and public transport;
- The network should utilise existing linear features where possible, creating opportunities for wildlife threads; and
- Provide for safe crossings where intersecting with roads.

#### 2. Comfortable

- The width of the snicket should be sufficient to provide habitats, wildlife routeways and surfaces for people. Where feasible, the surface for people should be between 1.5 - 2 metres or 3 metres if dual use with a bike;
- A machine laid sealed surface should be the first choice for surface material; and
- Sustainable Drainage Systems (SuDS) should be applied with verges finished lower than the path edge to allow for any surface water run off.

#### 3. Attractive and Multi-functional


- Edges or verges should be planted to both create a safe, attractive and biodiverse thread. Where width permits it, the directly adjacent areas should be mown to maintain a clear visual route and usable width, and the remainder of the verge should be utilised to provide a variety of habitats appropriate to the location;
- Trees should be integrated along snicket routes, and at gateways to the routes where possible;
- The approaches to snicket design should reflect different hierarchy of use and characteristics; and
- Where appropriate, seating, sculptures or play areas should be incorporated along a snicket way.

#### 4. Conspicuous and Safe

- The areas immediately adjacent to the path should be free from tall grasses and vegetation that can impact upon visibility. Taller vegetation and hedge lines should be set back by at least 1 metre, and always allow room for growth; and
- Snickets should be sensitively lit (balancing safety and the need to consider light pollution in the rural environment) and where possible overlooked.





 Site Boundary


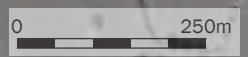
 Scenic Route (numbered per Neighbourhood Plan)



Figure 14: Location of Snickets in Cam





## 2.8 Locally Distinctive Character - Sylvan Character and GI

The Neighbourhood Plan and Design Code also emphasise the importance of the existing trees and green spaces to the community in contributing to the Parish sense of place. It is clear from Parish Council comments to date that trees are a fundamental part of creating successful new developments. Therefore, for any scheme to be considered high quality it must seek to retain existing trees and make the most of focal trees throughout development (Policy CAMCD2).

Tree canopies in the community provide an important connection to the surrounding landscape, but also play an important role in placemaking in the community by marking gateway locations and helping to define key focal spaces and routes. The Neighbourhood Plan also recognises the importance of trees and green spaces in promoting health and wellbeing in the community and their potential for supporting wildlife and providing local air quality improvements.

The sylvan character is formed by trees and GI at a variety of scales, and includes groups of trees and hedges, wildlife reserves, and individual landmark and focal point trees but also green verges and trees in private front gardens. Detailed guidance on how new development contributes to this character is provided throughout the Cam Design Code.



Photos: [1-2] Landmark/gateway trees at Knapp Lane/High Street intersection, [3] Key neighbourhood focal tree at Draycott Crescent, [4] Tree canopy at Cam Pitch, [5] Green verge at Pevelands, [6] Rackleaze Wildlife Reserve, [7] Veteran Oak at Hopton Road, [8] Copper Beech tree at gateway to Cam at Dursley Road/Woodfield Road intersection, [9] Mature trees at connection between Nasse Court and Manor Avenue, [10] Ancient/Gateway Tree on A4135 near site.














-  Site Boundary
-  Ancient/Veteran Tree
-  Parish Gateway Tree
-  Neighbourhood Gateway Tree
-  Landmark Tree
-  Neighbourhood Focal Tree
-  Tree Protection Order (TPO) Tree
-  Ancient Woodland
-  Significant Groups of Trees



Figure 15: Key Trees/GI in Cam Parish (recreated from illustration in Cam Neighbourhood Plan)



## 2.9 Landscape and Visual Assessment

The site comprises active agricultural fields, divided by hedgerows with current pedestrian access from a number of PRoW that run through and adjacent to the site. The site is located adjacent to the village of Draycott and north of the Village of Cam. The site is not designated or protected other than the public rights of way which traverse the site. The site reflects some valued and identifiable elements from within the local landscape character areas, with the predominant site features worthy of retention limited to a number of existing mature trees, and boundary hedgerows.






The site character is influenced by the surrounding urban edge with the M5 to the north and residential development to the east and south. The Stroud District Landscape Sensitivity Assessment Dec 2016 identified the wider parcel of land in which the site is located as of medium/low sensitivity for housing with sensitivity identified as limited to the mature trees and nearby recreation fields, hedges, and intervisibility with the M5.

Direct views towards the site are experienced from short-distance receptors from within adjacent and internal site PRoW, and nearby residents and glimpsed views from motorists. The site is also visually prominent from long-distance receptors from within the AONB to the east. Intervening vegetation and built form, combined with topography filter and limit some of these views, particularly in medium-distance views. Where views are afforded these are typically are transient with only parts of the site visible. Views are informed by both the rural and urban context, with views east encompassing the residential edge of Draycott and the new housing development which forms part of the strategic site allocation.

Whilst there would be some loss of openness, development of the site would be an extension of its surrounding context. Development can protect the features which contribute to its landscape value and visual amenity, with new tree belt planting affording opportunities to limit views towards the site and break up the mass of built form. New public open space can also provide new amenity space to augment existing nearby recreation space.



Figure 16: Landscape Analysis

-  Potential Views
-  Site Topography
-  Existing Public Right of Way
-  Suggested Strategic Tree Planting
-  Strategic Allocation



## 2.10 Ecology

The site consists of nine fields several of which are managed as pasture grazed by livestock, and the remaining fields are under arable cultivation, all separated by a network of hedgerows.

There are no designated sites within or adjacent to the site. The site is within the 7.7km catchment zone around the Severn Estuary within which Natural England and Stroud District Council have determined that the provision of additional dwellings may lead to adverse effects on the Severn, as a result of increased visitor pressure.

The site is also 140m away from the River Cam (although separated from it by a residential area), which is a tributary of the Severn Estuary and may be functionally linked to it.

The site is situated between Woodchester Park Site of Special Scientific Interest (SSSI), which is 5km to the east, and the Wye Valley and Forest of Dean Bats Special Area of Conservation (SAC), which is 14km to the west. These sites are designated for horseshoe bats, which have been recorded travelling between the two sites. Linear features suitable for commuting horseshoe bats may therefore be functionally linked to the SAC and SSSI colonies. Other statutory sites within 10km of the proposed development include Frampton Pools SSSI and Stinchcombe Hills SSSI.

The pasture fields of the site consist of improved and species-poor, semi-improved swards, dominated by grasses with a limited component of broad-leaved herbs. The arable fields are largely sown with cereal crops and have very narrow field margins, which are heavily dominated by nutrient-loving plants including barren brome (*Anisantha sterilis*). Such nutrient-rich margins are unlikely to support any of the arable field-margin plants that are a conservation priority.

Many of the hedges have mature oak (*Quercus robur*) or ash (*Fraxinus excelsior*) trees with stem diameters of around 1m, indicating they may be around 100 plus years old. Several of them are veteran trees and one is an ancient field maple (*Acer campestre*) – T11 in the Tree Protection Plan. All of the hedges (except for garden boundaries) qualify as a Priority Habitat, and several of them qualify as 'important' under the botanical criteria of The Hedgerow Regulations 1997.

An ecological assessment and surveys show that there are at least 13 ponds within 500m of the site, of which three have confirmed records of great crested newts. Aside from the ponds, the hedgerows and field margins provide suitable habitat for amphibians including Great Crested Newts, but the open fields are either under intensive arable cultivation or closely grazed by sheep, and are therefore not likely to be used by great crested newts or other amphibians.

Owing to the largely intensive farming practices there is limited wildlife resident within the site, for example dormice, badgers and reptiles have been shown to be absent at the time of the surveys. The site's greatest ecological merit lies in the hedgerow network, which is used as foraging and commuting habitat by a range of bat species and as nesting habitat for birds. The ecological quality of the hedges is limited at present by intensive management and application of agri-chemicals to the adjacent fields, which leaves scope for their enhancement as part of the design process for future development.

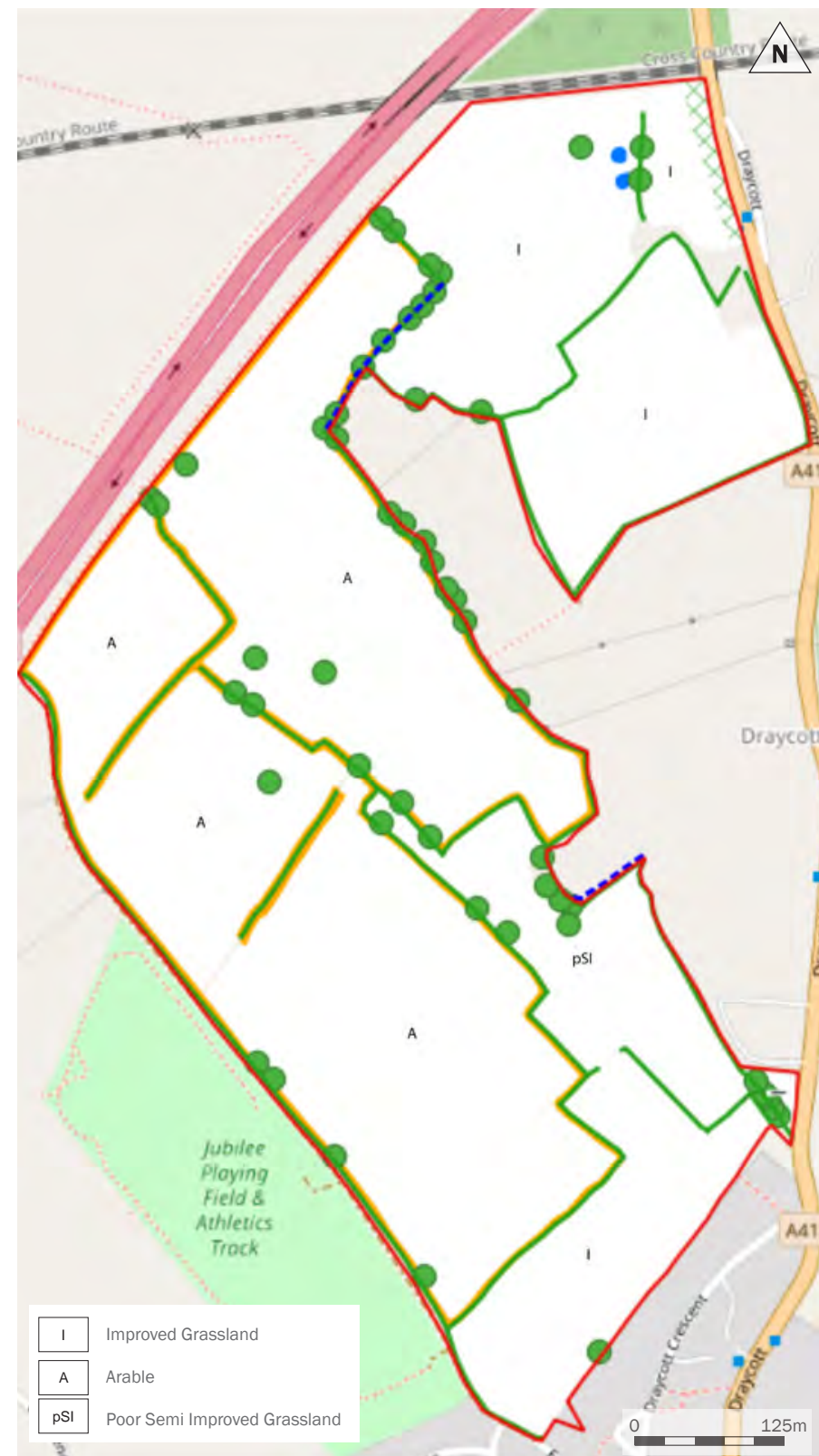


Figure 17: Phase 1 Habitat



## 2.11 Arboriculture

The site is not located within a Conservation Area and none of the trees on the site are protected by Tree Preservation Order (TPO), and the site and the adjacent land has not been designated as Ancient Woodland.

An arboricultural survey was conducted in March 2020 and can be summarised as follows:

- There are well-established hedgerows on site, the majority are well-managed by flailing with compact form;
- There are a variety of large and mature landscape feature trees on site, the majority of which are English oak (*Quercus robur*) and are located within existing hedgerows. However, some of these trees also stand independently within fields; and
- Several veteran trees at various locations throughout the site (T2, T11, T25, T26, T36, T37, T47 on **Figure 18**).

The design should seek to incorporate the higher quality trees and hedgerows into the design, particularly by ensuring development remains outside of the root protection areas of the ancient, veteran, Category A and Category B trees.

Tree Number on Plan	Common Name	Category	RPA Radius	Group/Hedge Number on Plan	Common Name	Category
T1	English oak	U	12m	G1	Ash, hawthorn, sycamore, field maple, elm, hazel	C2
T2	Crack willow	A3	20m	G2	Hazel, common lime, horse chestnut, English oak	B2
T3	Crack willow	C1	10m	G3	Leyland Cypress, sycamore, ash	C2
T4	English oak	A2	15m	G4	Crack willow, spruce	C2
T5	English oak	A2	11m	G5	Ash, field maple, oak, crack willow, Leyland Cypress	C2
T6	English oak	A2	16m	G6	English elm	U
T7	English oak	A2	12m	G7	Crack willow	C2
T8	English oak	B1	17m	G8	Goat willow, ash	C2
T9	Common ash	C1	7m	G9	Common ash, hazel, field maple, hawthorn, oak	B2
T10	Goat willow	B1	7m	G10	Crack willow	C2
T11	Field maple	A3	14m	G11	Common ash	C2
T12	English oak	A2	12m	H1	Blackthorn, holly, hawthorn	B2
T13	Common ash	C1	6m	H2	Elm, blackthorn, hawthorn	B2
T14	English oak	A2	13m	H3	Elm, hawthorn, blackthorn, holly	B2
T15	English oak	A2	12m	H4	Elm, hawthorn, blackthorn, holly, elder	B2
T16	English oak	C1	9m	H5	Elm, blackthorn, dog rose, hawthorn	B2
T17	English oak	A2	12m	H6	Hawthorn, blackthorn	B2
T18	Common ash	B1	10m	H7	Hawthorn, blackthorn, holly	C2
T19	English oak	A2	9m	H8	Hawthorn, elm, dog rose	B2
T20	English oak	A2	11m	H9	Hawthorn, blackthorn	B2
T21	Field maple	B1	5m	H10	Hawthorn, blackthorn	B2
T22	Field maple	A1	5m	H11	Hawthorn, blackthorn, elm, elder	B2
T23	English oak	B3	11m	H12	Hawthorn, ash, hazel, elder	B2
T24	English oak	A2	16m	H13	Hawthorn, ash, hazel	B2
T25	English oak	A3	19m	H14	Hawthorn, hazel, blackthorn, field maple, ash	B2
T26	English oak	A3	19m	H15	Elder, hazel, hawthorn, blackthorn	B2
T27	English oak	B1	8m	H16	Hazel, hawthorn, blackthorn	B2
T28	English oak	B1	7m	H17	Blackthorn, elder, hawthorn	C2
T29	English oak	B1	7m	H18	Hawthorn, field maple, elder, elm	B2
T30	English oak	A2	10m	H19	Hawthorn	B2
T31	Common ash	U	9m	H20	Elm, hazel	B2
T32	English oak	B1	11m	H21	Elm, hawthorn, field maples	B2
T33	Common ash	B1	12m	H22	Elm, blackthorn	C2
T34	English oak	B1	6m	H23	Elm, blackthorn	B2
T35	English oak	A2	9m	H24	Hazel, elm, ash, hawthorn	B2
T36	Common ash	A3	15m	H25	Elm, Hawthorn, blackthorn	B2
T37	English oak	A3	20m	H26	Hawthorn, elder, elm	C2
T38	English oak	B1	9m	H27	Elm, blackthorn, hawthorn	B1
T39	English oak	A2	11m	H28	Elm, ash, hawthorn	C2
T40	Field maple	B1	5m	H29	Hawthorn, elm, blackthorn	B2
T41	Field maple	B1	4m	H30	Blackthorn, hawthorn, hazel, elder	B2
T42	Field maple	C1	5m	H31	Hawthorn, elder, blackthorn, hazel, ash	B2
T43	Goat willow	B1	7m	H32	Elm, Hawthorn, elder, blackthorn, field maple	B2
T44	English oak	B1	6m	H33	Elm, Hawthorn, elder, blackthorn, field maple	B2
T45	English oak	C1	6m			
T46	Goat willow	B1	6m			
T47	Crack willow	A3	23m			
T48	Common ash	B1	8m			
T49	Common ash	B1	6m			
T50	Crack willow	B3	7m			
T51	Common ash	U	6m			
T52	English oak	B1	11m			
T53	English oak	U	7m			
T54	Common ash	C1	6m			
T55	Common ash	C1	4m			
T56	Common ash	C1	6m			
T57	English oak	B1	8m			
T58	Common ash	C1	6m			
T59	Common ash	C1	7m			
T60	Common ash	C1	13m			
T61	Common ash	C2	7m			

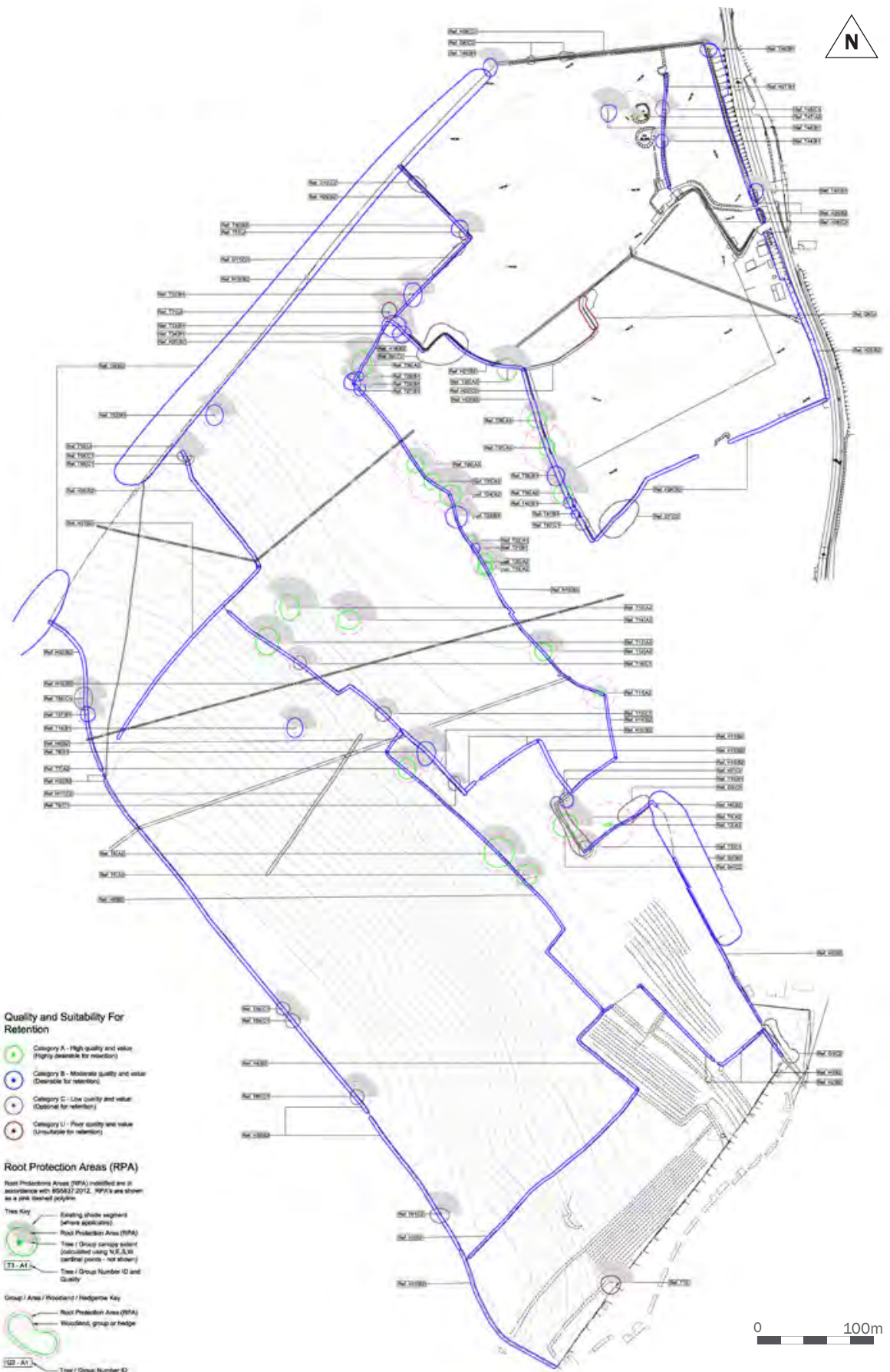


Figure 18: Tree Survey and Constraints



## 2.12 Heritage

An Historic Assessment had been completed which revealed that there are no designated heritage assets within the site, and no World Heritage Sites, Scheduled Monuments, Registered Parks and Gardens, Registered Battlefields or Conservation Areas within the Study Area.

Within 1km of the site there are:

- Two Grade II\* assets, Upper Knap Farmhouse (**109091**) and Steps House (**1170505**) located to the south-east of the site; and
- 14 Grade II listed buildings.

The Heritage Assessment did not anticipate any physical effects on designated heritage assets within the study area.

The Heritage Assessment established that there is an archaeological interest within the site, defined as the potential for the presence of buried archaeological remains, in particular relating to earthworks which demonstrate medieval and post medieval agricultural practices. There is a likelihood that earthworks have the potential to overlie archaeological remains, which likely be of Iron Age or Romano British origin.

Previous intrusive archaeological investigation of the area has focused on sites located adjacent and to the east of the proposed site. These excavations have found evidence to support archaeological remains of Prehistoric settlement, with a concentration principally of Iron Age and Romano British occupation. Recent remains located 500m east of the site located the well-preserved structural remains of a Roman Villa. The level of preservation was exceptionally good and this potentially reflects the presence of ridge and furrow activity across the northern sections of the village of Cam.

The site falls within an area of 'irregular enclosure reflecting former unenclosed cultivation patterns' and is likely dating to the post medieval period (late 16th- late 18th century). The landscape character is of some local significance and relates to agrarian land management, associated with the 17th century Draycott Farm. Removal of hedgerows which reflect the historic landscape character area within the site will result in an adverse effect, although this is likely to be minor.

Archaeological trench work has also been carried out, the results of which form part of the application.

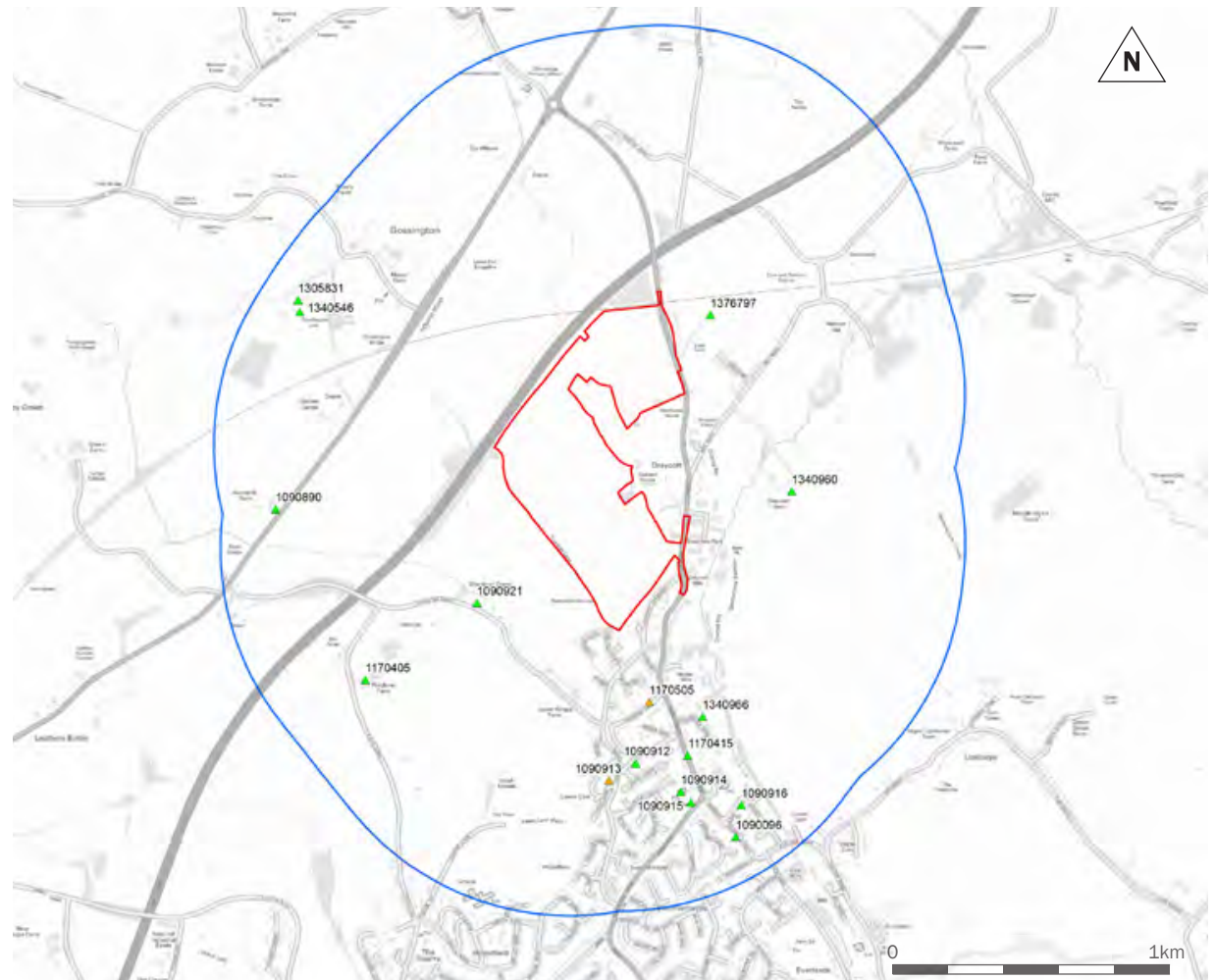


Figure 19: Designated Heritage Assets within 1km Study Area

- Site
- Study Area (1km)
- Listed Buildings
- Grade II\*
- Grade II



## 2.13 Transport

A Transportation Assessment has been undertaken for the site, the key findings of which are summarised in this section. Refer to the Transportation Assessment for specific information regarding the transportation analysis undertaken.

### Road Linkages

The site is located to the west of the A4135 which will provide the main point of access to the proposals and which provides links to the centre of Cam to the south, and the A38 to the north of the site which provides access to the M5 junctions to the north and south of Cam. The A4135 Draycott Road is a single carriageway road with a single lane running in either direction.

### Highway Safety

A review of highway safety has been undertaken and concluded that the highway network surrounding the site does not include any geometric features that can be specifically linked to recorded collisions.

### Baseline Operation of Highway Network

Baseline capacity assessments show all assessed junctions are operating within capacity with the exception of the Cam Pitch/A4135 High Street/Chapel Street/Noel Lee Way mini-roundabout. The assessment of this mini roundabout demonstrates a slight exceedance of capacity on the southern (i.e. Chapel Street) arm of the junction in the PM peak hour, which shows some build-up of queue.

### Rail Accessibility

The Cam & Dursley Railway Station is located approximately 18 minutes walk from the centre of the site and also accessed by convenient bus connections via the 60 and 65 bus service. Cam & Dursley Railway Station is operated by Great Western Railway and is served by a range of services providing weekday hourly service to Bristol Temple Meads, Gloucester and Bath Spa.

### Pedestrian Accessibility

There is currently an existing footway that is located on the eastern side of the A4135 Draycott Road that runs from a point just south of the northern site access and connects into the centre of Cam. In addition, a footway is also available east of the A4135 Draycott Road to the north of the proposed northern site access which provides a connection to the A38/A4135 Draycott Road roundabout and onward connections to Slimbridge Primary School just north of this junction on St Johns Road. A footway is also available to the south of the existing Shell garage which connects with the centre of Cam.

A pedestrian footway is also available on Box Road that connects the pedestrian facilities on Draycott Road with Cam & Dursley Station.

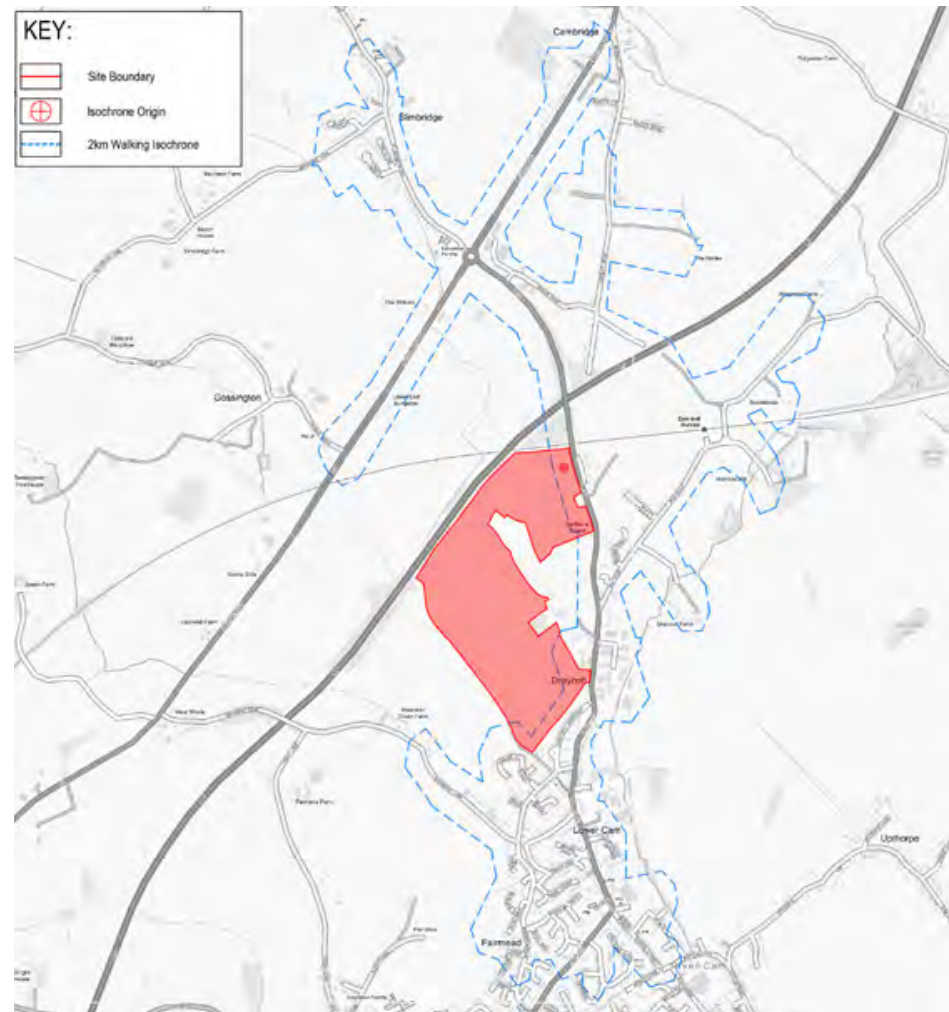


Figure 20: Walking Isochrones/Distance



### Cycle Accessibility

The entirety of Draycott, Cam, Cambridge and Dursley lie within a reasonable cycling distance of 5km cycle of the site, and the associated facilities, services and employment opportunities within them are accessible without the need for a car journey. The Rednock School Secondary School is also located approximately 3.8km to the south and there is also the opportunity for day-to-day journeys to this destination to be made sustainably.

### Bus Accessibility

The site is located in close proximity to the routes of the existing bus services that pass through Draycott and Cam, and as a result there is an opportunity to encourage the use of the existing bus services for day-to-day journeys to and from the site.

Several bus stops are located in close proximity to the site along A4135 and encompass service 60 (Between Gloucester and Dursley), service 61 (running between Bussage, Stroud, Stonehouse and Dursley), and service 65 (running between Draycott, Dursley, Uley, Nympsfield, and Stroud). In addition, there is also a bus stop along Manor Avenue which is also accessible within a reasonable walking distance and is served by the 62 service running between Dursley, Sharpness, Berkeley, Falfield and Bristol.

In combination the bus services stopping in close proximity to the site provide a combined frequency equating to 2-3 buses an hour (i.e. 1 bus every 20-30 minutes). It should also be noted that there is dedicated school services that provide connections to the nearest secondary schools that also connect with one or more of the bus stops on Draycott Road.

These bus services provide regular connections to the towns in the surrounding area and also provide a link to Cam and Dursley Railway station for onward connection.

### Transportation Summary

The Transportation Assessment demonstrates that the site is highly accessible via sustainable modes providing significant alternative options for day to day journeys via these modes. In addition, the Transportation Assessment also concluded that with appropriate mitigation there would be a negligible traffic impact in the construction stage and operational stage of the development and that the proposed development should not present any significant effect in terms of transport.



Figure 21: Cycle Isochrones/Distance

### Design Considerations

- Access to the site is intended to be taken from two principle locations on the A4135 Draycott Road. The northern access will provide access for vehicles by way of a roundabout with connecting pedestrian/cycle route and crossing facilities. The southern access will be located to the south of the existing Shell Petrol Station on the A4135 Draycott Road and appropriate pedestrian/cycle provided to connect with the existing pedestrian infrastructure on the eastern side of the road;
- Create an attractive environment for pedestrians and cyclists, whilst at the same time including features to slow traffic speeds; and
- Provide a main connecting road to link the northern and southern points of access designed to accommodate bus movements and a pedestrian/cycle route.



## 2.14 Ground Conditions

Ground investigations of the site found that there were two recorded areas of landfilling within 250m of site boundary, one on the eastern boundary of the site and the other near to the south-west boundary.

The site at the eastern boundary is recorded as Everside Lane Refuse Tip, Cam, Dursley, Gloucestershire and was operated by Dursley Rural District Council. Waste type was recorded as Inert, Industrial, Commercial and Household. The site was active from August 1963 with the last recorded waste received on 30 October 1975.

Records for the site located near to the south-west boundary are the same as those recorded on the eastern boundary. Initial site investigations indicated that the site does not appear to be significantly affected by ground gas and therefore gas protection measure may not be required, although further gas monitoring is likely to be required to confirm these initial findings.

## 2.15 Flood Risk and Drainage

A Flood Risk and Drainage Assessment has been carried out for the site (refer to this report for details) and can be summarised as follows:

### Flood Risk

- The entirety of the proposed development lies within Flood Zone 1, with the closest flood extent from the River Cam being 80m from the site boundary;
- Overall, the site is at low risk of flooding from surface water. Most of the land where residential development is proposed, is either at low risk (0.1% AEP) or remains flood free. The overland flow route emanating from Draycott is to be intercepted by the surface water drainage strategy for the site;
- Though infiltration testing at the site indicated groundwater levels may be shallow through some parts of the site near the M5 motorway, the majority of the site is relatively steep, such that any emergence of groundwater is likely to runoff to the surface water drainage system for the site; and
- The site is shown to be safe for its lifetime taking account of the vulnerability of its users, without increasing flood risk elsewhere.

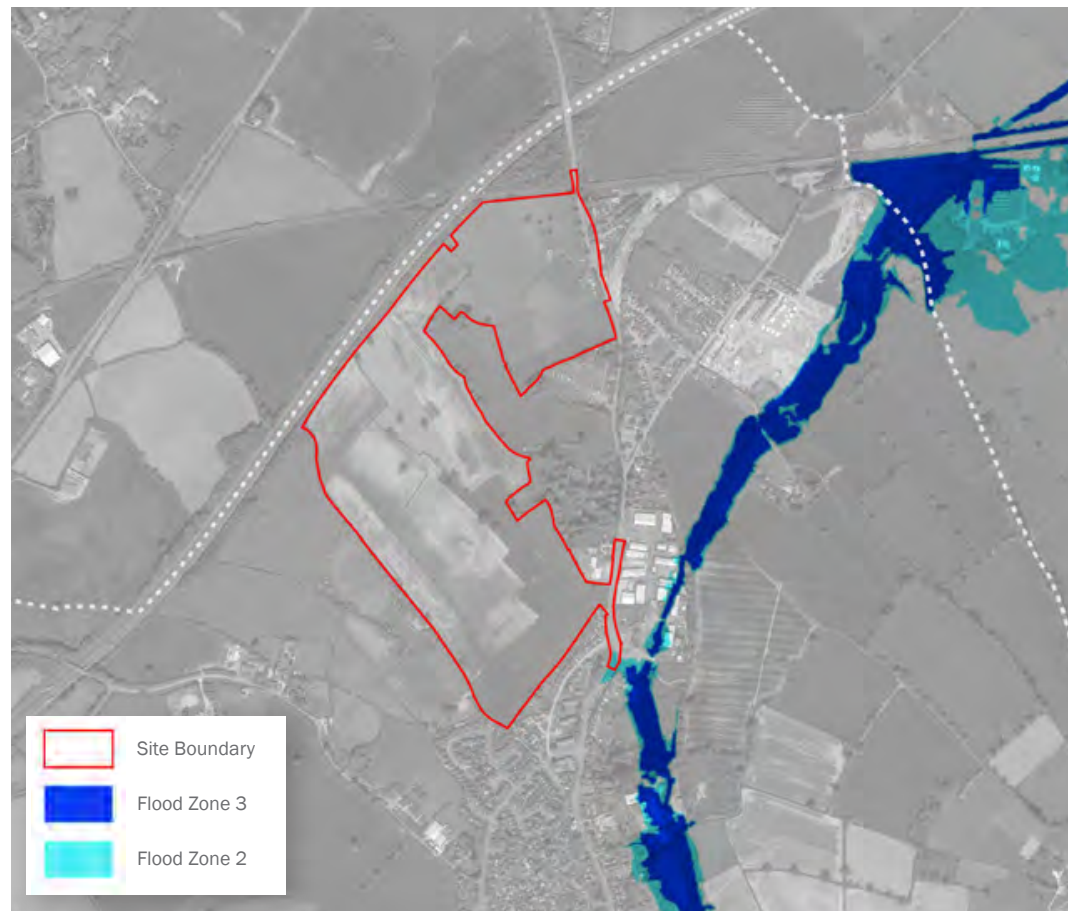


Figure 22: Flood Zones

### Outline Surface Water Drainage Strategy

- Based on the infiltration testing undertaken at the site, infiltration SuDS features are not considered to be an appropriate means of surface water disposal for the site, on the basis of high groundwater levels and low infiltration rates;
- Within the strategy the increase in peak flows as a result of the development will be controlled with the use of an attenuation SuDS solution. The provision of long-term storage may be investigated within the detailed design phase, which will increase the allowable discharge rate;
- Runoff will be managed through several attenuation storage features throughout the site, with water conveyed to these features via swales, which will follow the natural topography of the site; and

- The increased management of surface water as a result of the development proposals should serve to reduce runoff to the receiving watercourse beyond the M5 motorway, therefore alleviating downstream flooding.

### Outline Foul Drainage Strategy

- Communication with Severn Trent Water indicates that a connection to existing foul sewer network is possible, however this is indicated as only being viable to a manhole adjacent to the south-east of the development; and
- As a result of the invert level of the manhole at this location, a pumped solution will be required to service the lower lying areas of the development, particularly the land areas to the north.



## 2.16 Utilities

An assessment of the utilities at the site has been conducted which concludes that:

- There should be sufficient electricity capacity to serve the proposed new development load via an 11kv HV connection, and that providing high voltage to the site will require a substation within the site boundary;
- Wales and West Utilities have confirmed there is sufficient gas infrastructure capacity available from the existing 8" Steel Low Pressure main located approximately 120 metres from the site boundary in the A4135, Draycott, towards the northern extent of the proposed development site. A new main will be provided to and throughout the site to serve the development; and
- Severn Trent Water are required to guarantee that capacity will be made available to all new housing schemes. To ensure sufficient capacity is available the developer will need to engage with STW during the planning stages to ensure they are given sufficient time to facilitate any required reinforcement works.

## 2.17 Air Quality

An air quality assessment has been prepared to assess the existing air quality in the area. It concluded that with appropriate mitigation, the construction phase of the project would not result in significant residual effects to air quality and that the main potential air quality impact upon completion of the development would be from emissions from increased road traffic.

The analysis concluded that predicted pollutant concentrations would not exceed the relevant air quality objectives and that the overall air quality impact of the proposed development would be considered 'not significant'. Design principles and measures to help minimise vehicular trips and encourage more sustainable modes of travel should be incorporated to minimise any air quality impacts.

## 2.18 Noise

A Noise and Vibration assessment has been conducted for the site, which can be summarised as follows:

- The noise levels within the application site were observed to be principally influenced by noise from traffic travelling along the M5 motorway. Local road traffic also influences noise levels along the eastern boundaries of the site;
- Adjacent to the filling station, the noise environment is influenced by the operation of the car wash and vehicle maintenance/MOT workshop; and
- Trains passing along the railway line to the north have the potential to generate perceptible levels of vibration, which may result in adverse vibration impacts should dwellings be constructed adjacent to the line.

Design considerations to be incorporated into the development include:

- Providing a buffer zone between the filling station site and the closest dwellings will avoid adverse noise impacts at the closest proposed properties;



Figure 23: Existing Daytime Noise Levels

- To ensure the risk and any potential adverse impacts were minimised within the western portion of the site, a noise mitigation strategy to reduce noise from the M5 and to additionally screen the railway should be developed;
- Mitigation measures could include:
  - » A combination of an earthworks bund, with an acoustic fence positioned on the top. The proposed design would seek to provide the required height of mitigation whilst allowing appropriate landscaping to be provided; and
  - » An overall height of 4 metres along the northern, railway, boundary and a height alongside the M5 to ensure that the overall height of the mitigation was between 3–4 metres above the carriageway height. A return along the western boundary of an acoustic fence 4 metres in height.
- Vibration associated with the railway movements to the north should be minimised by a buffer zone provided alongside the railway line, which would also be used to mitigate noise.



## 2.19 Constraints and Opportunities

The following points summarise the analysis of the design influences at, and surrounding the site. Key elements of this analysis are illustrated graphically on the plan opposite and described as a series of constraints and opportunities below:

### Access and Connectivity

- Access for all modes of transport to be via two new street access points onto the A4135;
- Provide access through the site via an internal spine road that meanders through the site from north to south and which has the opportunity to provide a bus route for the development linking it to Draycott and Cam;
- Provide cycle connections that link development to adjacent cycle route envisioned under the Local Plan;
- Create pedestrian and cycle connections ('snickets') to link with the existing PRow/Byways that surround the site and provide convenient access to Jubilee Fields; and
- Create pedestrian/cycle links through the open space and GI corridors.

### Landscape and Visual Context

- Provide new hedgerows and trees, and retain/enhance existing hedgerows, at the site boundaries and crossing the site in order to soften views of the development from the AONB and provide habitat;
- Provide buffers of linear green space to hedgerows to allow for their enhancement and protection;
- Respect the privacy and amenity of existing development on the south-eastern edges of the site;
- Retain view corridors through the site and toward the AONB by limiting the amount of built form and maximising landscape elements to frame views;
- Minimise visual impact of the M5 and railway line with appropriate landscaping and buffering;
- Use appropriate landscaping and provide a buffer to the PRow adjacent to the south-western boundary to minimise impact of the new development; and
- Utilise the best characteristics of the areas landscape to create a development of local character that integrates with its context.

### Ecology

- Extend GI corridors through the site and north-western and south-western edges to create a connected naturalistic open space network for wildlife habitat and movement;
- Retain and enhance existing hedgerows as ecology corridors; and
- Strengthen east-west ecological connections by incorporating varied habitats and landscaping throughout the GI corridors.

### Noise

- Attenuate noise from M5 and trains with an appropriately designed bund and associated landscaping to create a natural landform along the north and north-western boundary.

### Utilities

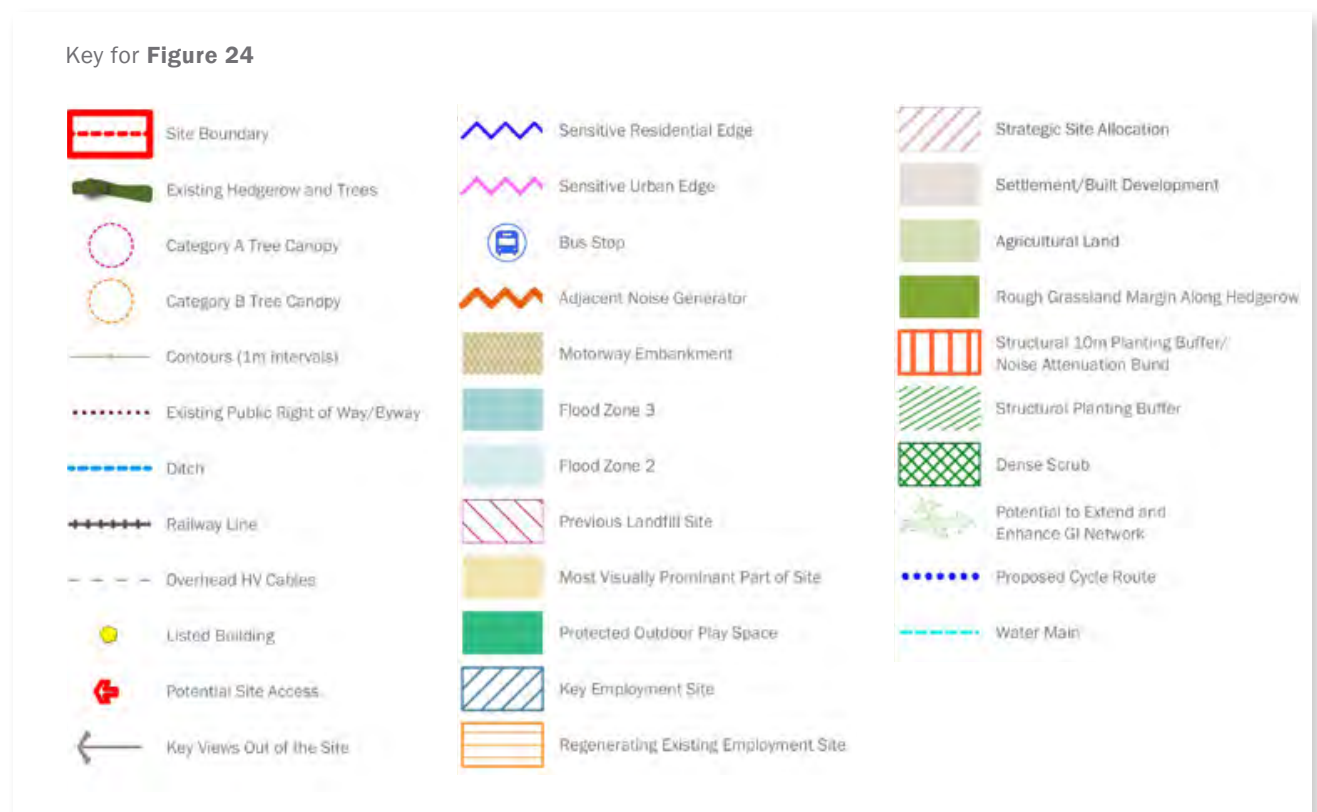
- Minimise impact of overhead power lines crossing the site.

### Socio-economic

- Create an opportunity to offer a wide range of housing types and sizes to help meet local needs.

### Drainage

- Use appropriate surface water attenuation measures and SuDS to create a naturalistic environment; and
- Locate swales to convey water to ponds and provide habitat for wildlife.





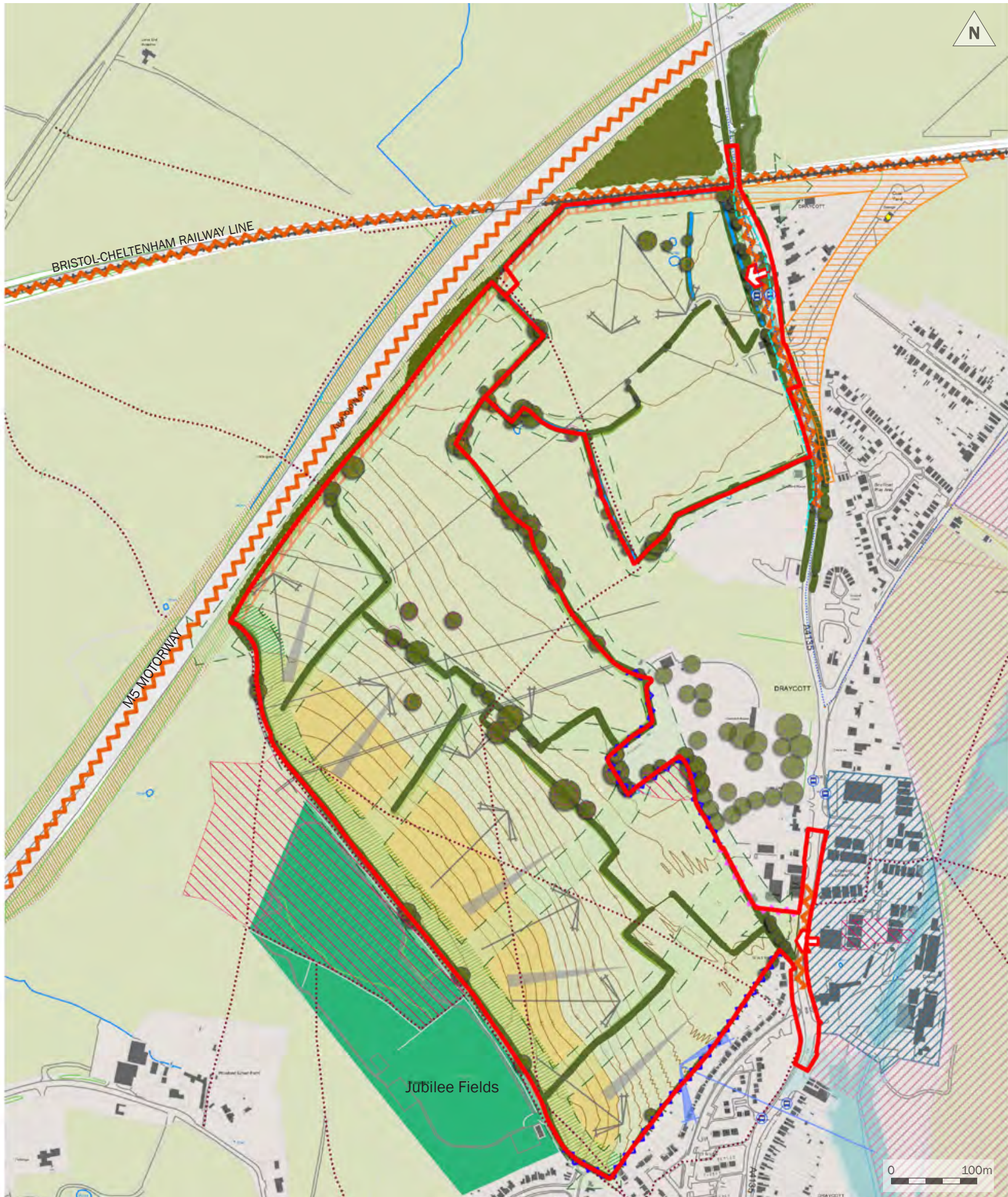


Figure 24: Constraints and Opportunities



## 2.20 Early Consultation

Prior to putting pen to paper in masterplanning terms, Persimmon Homes and Robert Hitchins met with Cam Parish Council on the 7th August 2019 to discuss the site and to hear comments from the Parish Council. The Parish Council outlined what was important to them and what they would wish to see as part of any overall design concept for the site should it come forward for development in line with the Stroud Local Plan Review. A number of comments were then also forwarded following the meeting and these comments were considered as part of initial work on masterplanning.

In tandem with the emergence of the Stroud Local Plan Review, the District Council were keen to have a cohesive masterplan developed for the overall allocation which could be presented as part of the consultations on the emerging Plan. With this in mind, whilst expert consultants had yet to be instructed and expert reports compiled, Persimmon and Robert Hitchins carried out their own desk based assessment of the constraints and opportunities relating to the site (landscape impact, topography, drainage, heritage etc.) and together with the comments of the parish council, formulated an initial concept masterplan (**Figure 27**).

On the 9th October 2019 Persimmon and Robert Hitchins presented the initial concept masterplan to the Parish Council and asked for feedback. On 7th December 2019 Stroud District Council held a public consultation event at Cam Parish Council's hall which sought to provide information on the draft Local Plan Review. As part of this, Persimmon and Robert Hitchins attended with the initial masterplan presented and answered questions as well as taking feedback from members of the public specific to draft allocation PS24.

Following this, a team of consultants were instructed to carry out various surveys and reports in relation to the site with the ultimate goal of not only compiling an Environmental Statement, but fundamentally providing an informed set of constraints and opportunities which would lead to an amended and informed concept masterplan. This informed masterplan is the subject of this Design and Access Statement and the development and evolution of which is discussed throughout the rest of this document. The masterplan was presented to Cam Parish Council on the 4th November 2020 and feedback used to make amendments. A further public consultation was also run in January and February 2021 comprising of a leaflet drop and consultation website seeking further comments and views from the public (see **Figure 25** and **Figure 26**). Further details of the consultations carried out can be found in the Statement of Community Involvement submitted with the planning applications.

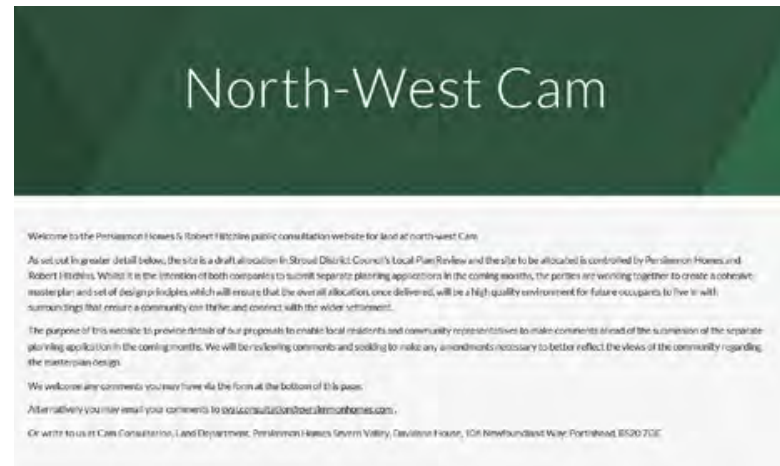


Figure 25: Public Consultation Website Landing Page



Figure 26: Example of Flyers Distributed to Properties in Cam





Figure 27: Early Vision for Site



# Chapter 3: The Design Story

## 3.1 Key Design Influences

### Introduction

It is important that the character of the Cam Fields development responds appropriately to its context and to other relevant design influences. This section sets out the key design influences for the development and explains how these have influenced the proposals and responds and reflects the NDG's characteristics for a well-designed place.

The development will be influenced by a number of factors at a number of different scales. Key factors are as follows:

### Strategic Level

#### Settlement Pattern

The new development should, where appropriate, respond to and reflect characteristic elements within traditional local settlement patterns. Replicating existing settlement patterns is not always appropriate in isolation, but there are principles to inform the character of the new development. However, the land west of Draycott within the wider settlement of Cam is quite unique. Whilst responding to the best characteristics identified in the context evaluation in the previous chapter and a clear appreciation of Cam's Design Statement this development can form a new character area in its own right to enhance and integrate with Cam as part of a connective whole.

This new development responds and reflects the key objectives set out in Cam's Neighbourhood Plan, Design Code and Design Statement. Most importantly at a settlement level the relationship between urban form, routes and spaces needs to ensure Cam's distinct character of sylvan, green connected routes and spaces with trees as placemaking landmarks.

#### Connections

This network of routes and spaces from Cam's evolved settlement pattern has strongly influenced the Cam Fields masterplan. By essentially developing a 'landscape led' masterplan focussed on creating a strong network of green routes and spaces this provides a model for the structure of the new development and will create a sustainable legible environment benefiting new and existing members of Cam's community.

At a strategic level, the proposed development will be informed by integrating and connecting with the surrounding landscape particularly to the east and west in terms of views and wildlife movements, and to existing Cam as part of the

wider strategic access and movement network. The GI network should provide connections to the adjacent open countryside and main movement routes into the development should connect directly, where possible, to Cam.

### Neighbourhood Level

At an outline planning application, most of the relevant design influences are at the strategic level. However, it is important to acknowledge that local patterns of development at the street, block and building scale influence the development in terms of architectural design.

### Incorporation of Site Features

The structure of the development will be influenced by existing features on the site. These include the existing hedgerows and key trees which offer a significant opportunity to reflect the former use and field pattern. There are also areas of existing vegetation and ecology that are important to retain within the GI. These will contribute to the character and quality of the development.

### Masterplan Structure

The overall structural form of the Framework Masterplan (and parameter plans) has been informed by the following Design Influences:

- Responding to the neighbourhood character areas (as summarised in the previous chapter and based on the findings Cam Design Code and Design Statement);
- Integrating with existing Cam physically by maximising potential connections; and
- Retention and sensitive incorporation of existing landscape and ecological features.

### Design Characteristics - Creating a Well-designed Place

The site-wide design principles that are to be fixed as part of the outline planning permission seek to deliver the Vision Objectives and include a number of specific references to key design influences.

This chapter explains how the Government's National Design Guidance for characteristics of a well-designed place have been woven and fully integrated into the proposals to demonstrate that this will be a successful place to live that benefits both new residents and the wider community of Cam.







### 3.2 Environmental Principles

The masterplanning process has been led by a detailed understanding of the existing physical, ecological, landscape and heritage context of the site, as illustrated in the preceding constraints and opportunities plan. The masterplan is guided first and foremost by GI requirements, with the environmental issues at the forefront of the design process and with an aim of being able to yield an increase in the biodiversity value of the site, whilst improving habitat and wildlife corridors.

The masterplan must also seamlessly integrate and further the environmental aims and objectives of Cam which has established significant green infrastructure corridors and networks of open spaces.

The key environmental objectives which have guided the scheme are:

- Retain and enhance existing site features, such as the hedgerows, trees and water features on the site;
- Create a series of 'green fingers' made up of a GI network and new 'snickets' throughout the development;
- Knit the scheme into the wider GI network to preserve habitats and where appropriate create new green corridors to connect areas of existing ecological value;
- Design SuDS features and a drainage strategy to provide recreational, visual and ecological benefit; and
- Achieve an overall net gain in biodiversity.





### 3.3 Built Form Principles

The guiding principles of the built form have evolved from an understanding of Cam and the characteristics and building forms which contribute to the local vernacular as described in the previous chapter.

As with the GI principles, the masterplan must also contribute and further the relevant characteristics laid out in Cam's Design Statement in order to make a positive contribution to the urban and rural context at the northern edge of Cam.

These guiding principles may be described as:

- The layout structure should take reference from local routes and spaces, to prioritise the pedestrian/cyclist and offer a range of street characters and styles suitable to the location and function of the street;
- Development will overlook green spaces such as the 'green fingers' running east to west across the site, as well all soft green edges around the periphery, to provide an attractive outlook for new residential development;
- Planned new green spaces either around existing landscape features such as key mature trees or entirely new spaces can be framed by built form to create distinctive spaces; and
- New homes will be of a similar scale and form to development within Cam, and respect traditional building forms and styles, with 2.5 to 3 storey dwellings limited to key movement corridors and spaces.





### 3.4 Framework Masterplan

Taking account of the early pre-application consultation with the Parish Council to define a Vision for the site, the Framework Masterplan was refined following internal design review before preparation of the parameters plans.

Key features of the framework masterplan are illustrated in **Figure 29** and summarised below:

#### Development

- D1 Higher density block structure in appropriate places fronting main spine road and key green spaces;
- D2 Development set back from the western boundary to provide a significant offset along the highest part of the site to reduce wider visual impacts;
- D3 Minimise visual impact of the M5 and railway line with appropriate landscaping and buffering to provide an acoustic buffer embankment with tree and structure planting. Landform in this area to provide footpaths and habitat to create a multi-functional GI corridor;
- D4 Development fronts on to key green features and corridors providing new residents with an attractive outlook and ensuring landscape features remain within the public realm;
- D5 Potential location for 2 Form Entry Primary School and Nursery and associated school fields. Location provides convenient access due to central location, excellent pedestrian/cycle access, and position on main Spine Road served by potential bus route; and
- D6 Development creating legible fronts and backs.

#### Landscape

- L1 GI linked with blue infrastructure elements forming a site wide strategic sustainable drainage network. To be designed as a series of ponds of varied shapes, depths and sizes to encourage biodiversity through the creation of varied growing conditions and levels of permanent or seasonal inundation. Planting to include sedges, rushes and reedbeds, marginal planting, wet meadow grassland and water tolerant tree species such as alder and willow;
- L2 Extended GI corridors through the site and north-western and south-western edges to create a connected naturalistic open space network for wildlife habitat and movement;
- L3 Combination of natural play areas, more formal equipped play and trim trails to provide an holistic wellbeing strategy for play provision and amenity space for residents. Natural play to include timber play equipment such as obstacle courses or stepping stones, and landscape objects such as boulders, tree trunks and other items to encourage explorative play. Opportunity to link to the ecology strategy and interpretation of the site as a whole;
- L4 A landscape buffer and soft development transition to the rural edge to the western boundary condition of the site where it meets the sports pitches and open countryside. Variation in the width and its associated landscape planting to create an attractive public open space area;
- L5 Landscape buffer along the eastern boundary, with a variation in the width and its associated landscape planting to create an attractive public open space area;
- L6 Retained central landscape and hedgerow network extended through the site forming a visual connection to the wider natural environment;

- L7 Key trees retained as local placemaking landmarks;
- L8 Potential for community allotments, including formal allotments, orchards and shared growing spaces;
- L9 Attenuate noise from M5 and trains with an appropriately designed bund and associated landscaping to create a natural landform along the north-western boundary; and
- L10 Potential opportunity for public art, installed at key locations and/or incorporated into the development as part of an art-led design for play and open spaces.

#### Access

- A1 Provide access through the site via an internal spine road that meanders through the site from north to south and which has the opportunity to provide a bus route for the development linking it to Draycott and Cam;
- A2 Provide a new community car park area to serve the Jubilee Fields and wider community;
- A3 Significant combined foot and cycleways on both sides of spine road providing safe active travel routes to connect to wider strategic network;
- A4 Create additional pedestrian and cycle connections ('snickets') to link with the existing PRoW/Byways that surround the site and provide convenient access to Jubilee Fields; and
- A5 Pedestrian recreational routes provided around the periphery boundaries and through the central green corridors.
























-  Site Boundary/E5 Study Area - 39.16ha (Excluding Highways Land)
-  Residential Development
-  School and Sports Pitches
-  Public Open Space
-  Community Allotments
-  Attenuation
-  Existing Vegetation
-  Proposed Vegetation and Tree Planting
-  Proposed Tree Planting
-  Indicative Orchard Location
-  Site Contours
-  Area of Play
-  Indicative Pedestrian Route
-  Primary Route/Spine Road
-  Public Right of Way
-  Diverted Public Right of Way
-  Vehicular Access
-  Pedestrian Access
-  Indicative Pumping Station Location

Figure 29: Framework Masterplan

0 125m

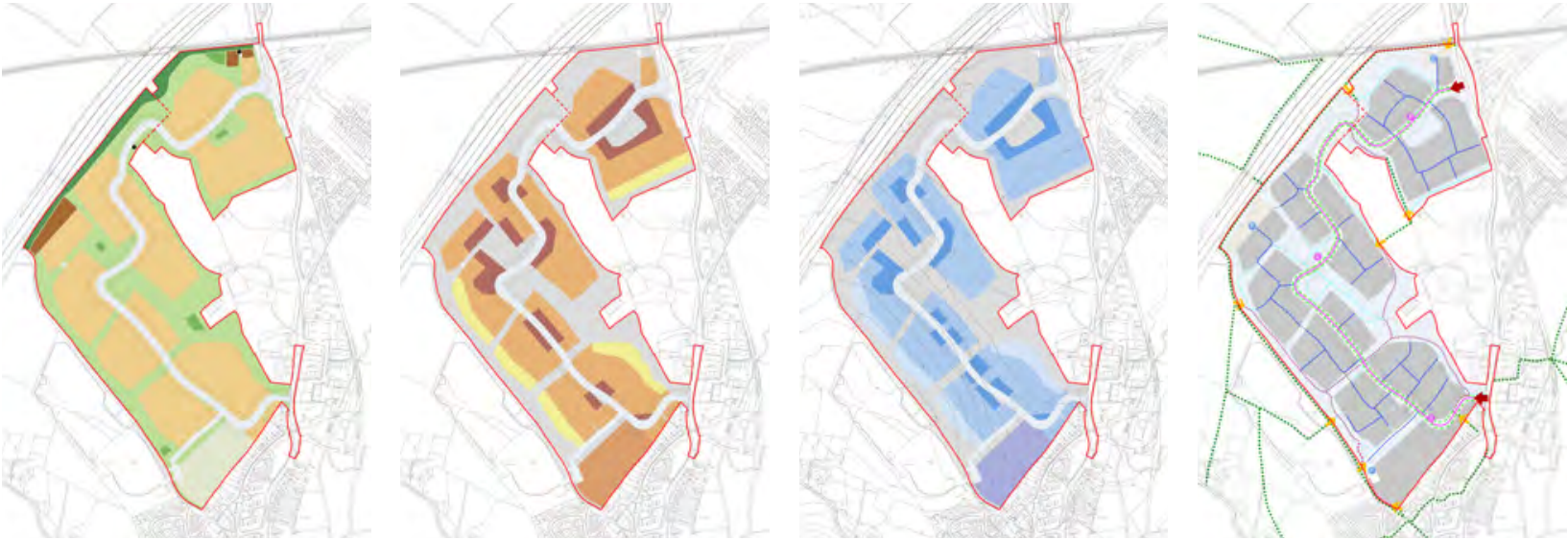






# Chapter 4: Design Proposals

This chapter presents the Design Proposals, which have been developed and informed through the assessment and evaluation stages and sets out parameters which will be fixed as part of the Outline Planning Permission. When proposals are developed in the future these parameters provide a framework for future, more detailed designs. These relate to various aspects of the development, including: layout, use and amount, density, scale and movement.













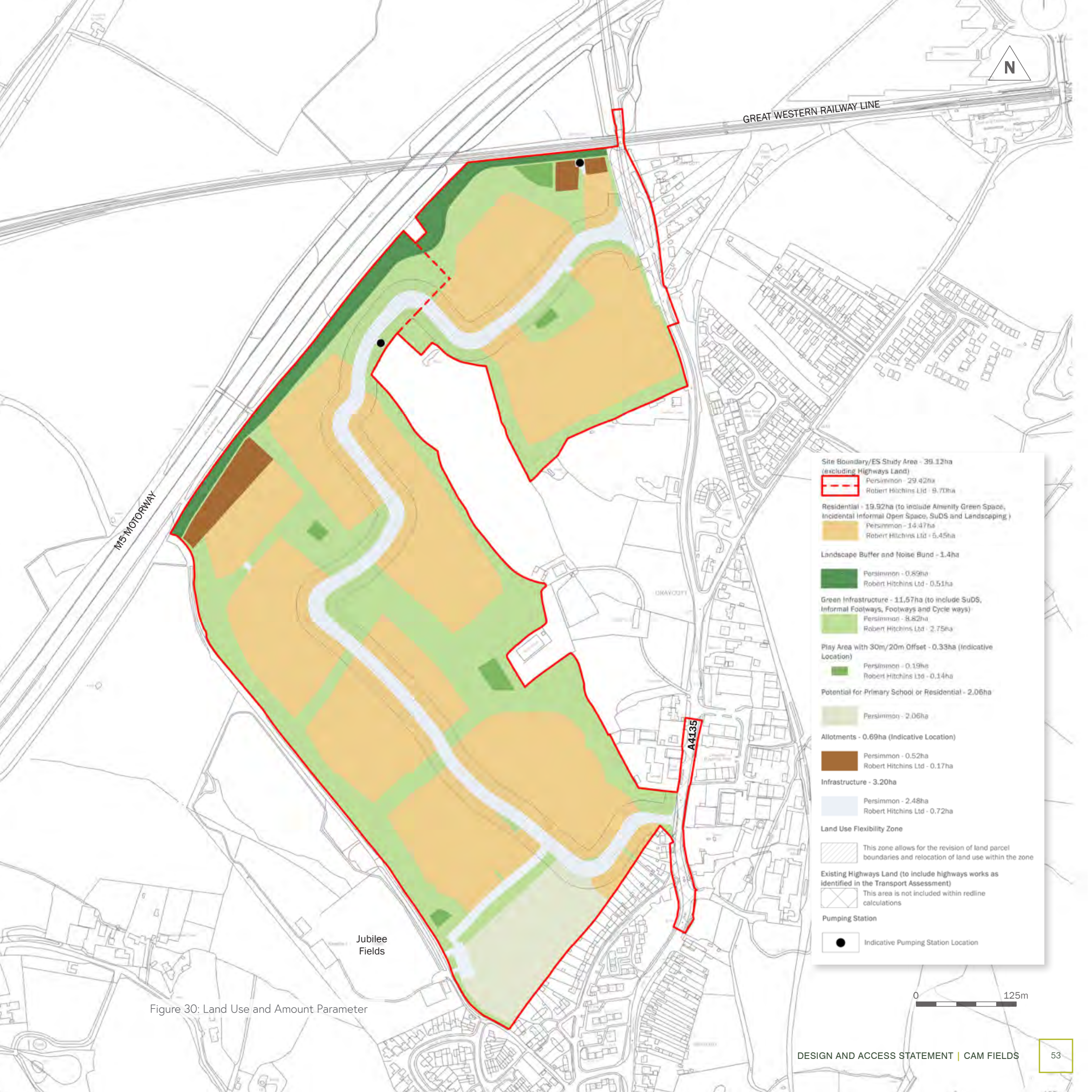
# SITE-WIDE PARAMETERS

## 4.1 Land Use and Amount

A summary of the extent of the proposed uses are set out below and in **Figure 30**:

	Gross Site Area (excluding Highways Land)	39.12ha
	Residential Development Area (including amenity green space, incidental informal open space, SuDS and landscaping)	19.92ha
	Landscape Buffer and Noise Bund	1.40ha
	Green Infrastructure (including SuDS, community orchards, informal footways, footways and cycle ways)	11.57ha
	Play Areas	0.33ha
	Potential Land for a Primary School or Residential	2.06ha
	Allotments	0.69ha
	Infrastructure	3.20ha





**Site Boundary/ES Study Area - 39.12ha (excluding Highways Land)**

- Persimmon - 29.42ha
- Robert Hitchins Ltd - 9.70ha

**Residential - 19.92ha (to include Amenity Green Space, Incidental Informal Open Space, SuDS and Landscaping)**

- Persimmon - 14.47ha
- Robert Hitchins Ltd - 5.45ha

**Landscape Buffer and Noise Bund - 1.4ha**

- Persimmon - 0.89ha
- Robert Hitchins Ltd - 0.51ha

**Green Infrastructure - 11.57ha (to include SuDS, Informal Footways, Footways and Cycle ways)**

- Persimmon - 8.82ha
- Robert Hitchins Ltd - 2.75ha

**Play Area with 30m/20m Offset - 0.33ha (Indicative Location)**

- Persimmon - 0.19ha
- Robert Hitchins Ltd - 0.14ha

**Potential for Primary School or Residential - 2.06ha**

- Persimmon - 2.06ha

**Allotments - 0.69ha (Indicative Location)**

- Persimmon - 0.52ha
- Robert Hitchins Ltd - 0.17ha

**Infrastructure - 3.20ha**

- Persimmon - 2.48ha
- Robert Hitchins Ltd - 0.72ha

**Land Use Flexibility Zone**

- This zone allows for the revision of land parcel boundaries and relocation of land use within the zone

**Existing Highways Land (to include highways works as identified in the Transport Assessment)**

- This area is not included within redline calculations

**Pumping Station**

- Indicative Pumping Station Location

Figure 30: Land Use and Amount Parameter



## 4.2 Density

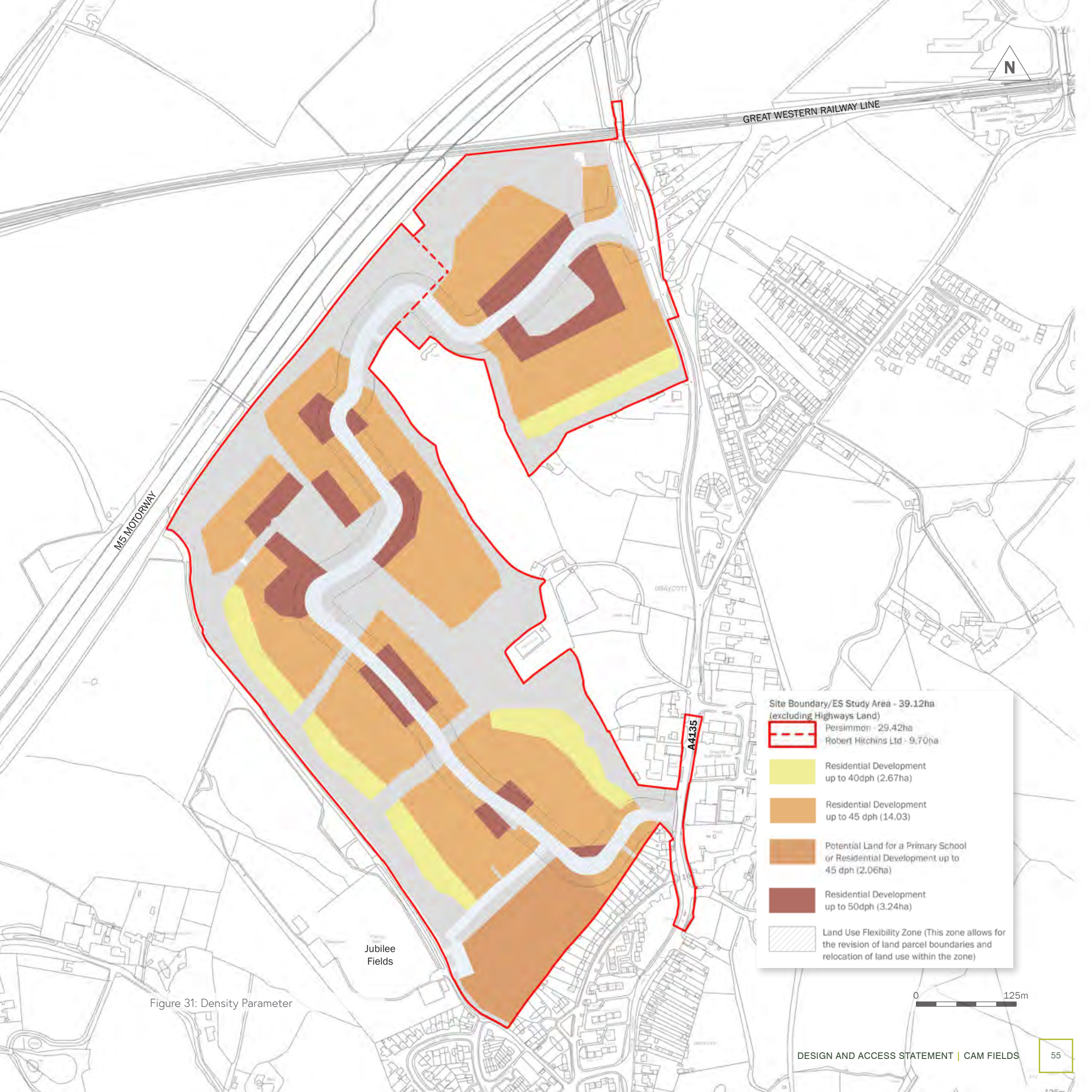
The development will provide up to circa 950 new dwellings (circa 1,030 dwellings if the potential school is not required), with densities varying across the site to create a legible design and to seamlessly integrate with the wider settlement of Cam.

Higher density homes will be clustered around the proposed spaces along the main access road in order to establish a sense of arrival and provide enclosure at key nodal points.

Medium density development will feature at the site entrances and prevalent throughout the development, including along the spine road and enclose other public realm along movement corridors and community landscaped spaces.

The remainder of the site will consist of lower density development, and is focused at the development perimeters to create a transitional area to the surrounding countryside or landscape buffer where appropriate.





GREAT WESTERN RAILWAY LINE

M5 MOTORWAY

A4135

Jubilee Fields

**Site Boundary/ES Study Area - 39.12ha (excluding Highways Land)**








-  Persimmon - 29.42ha
-  Robert Hitchens Ltd - 9.70ha
-  Residential Development up to 40dph (2.67ha)
-  Residential Development up to 45 dph (14.03)
-  Potential Land for a Primary School or Residential Development up to 45 dph (2.06ha)
-  Residential Development up to 50dph (3.24ha)
-  Land Use Flexibility Zone (This zone allows for the revision of land parcel boundaries and relocation of land use within the zone)



Figure 31: Density Parameter

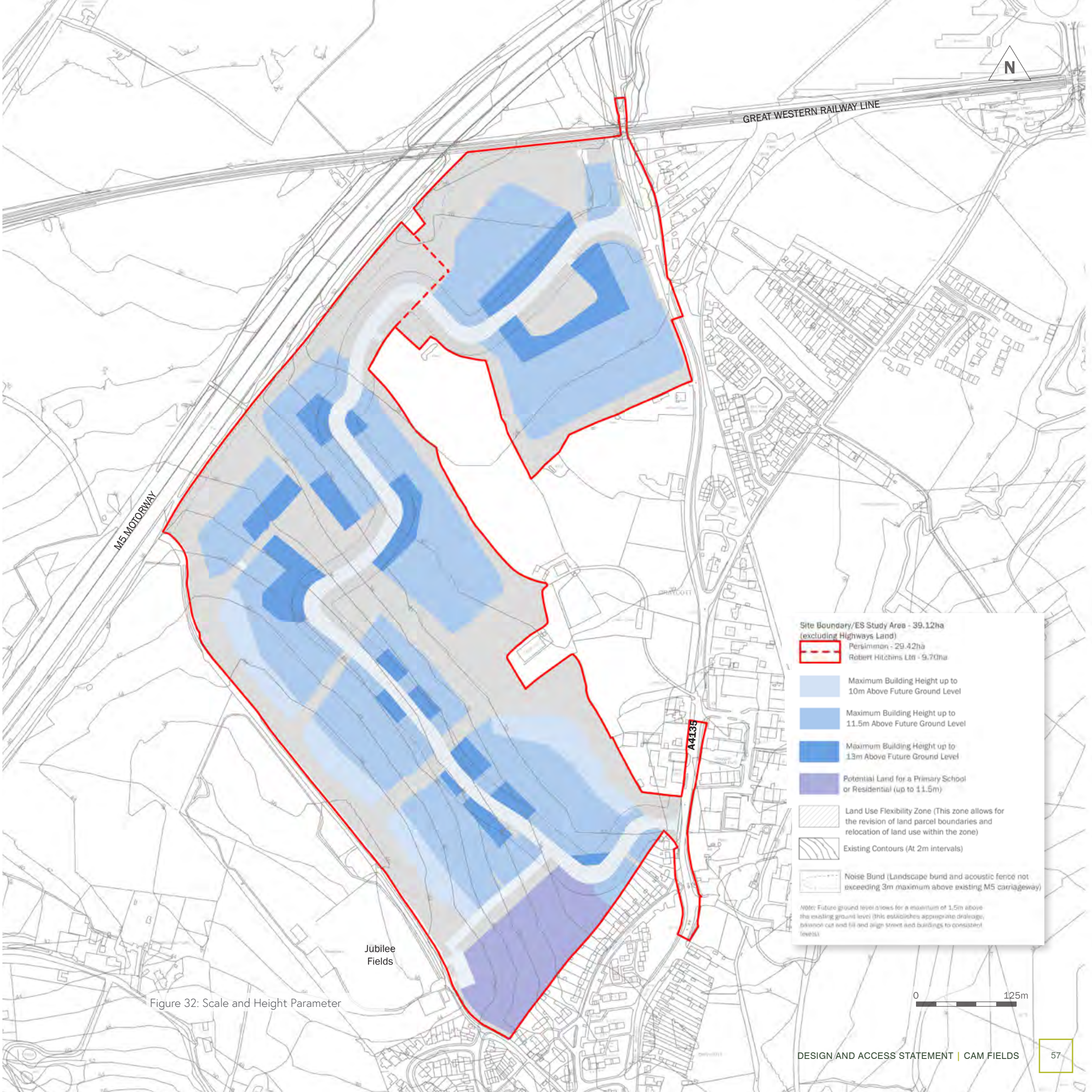


### 4.3 Scale and Building Heights

The site will consist of predominantly 2 storey dwellings; however, 2.5 and 3 storey dwellings are appropriate in order to vary the roofscape and to enable the creation of a legible development and well-defined nodal spaces and key routes that have a strong sense of enclosure. At key locations, this additional height can also aid wayfinding with the additional mass positively contributing to the street, defining corners and terminating important vistas. This approach is broadly consistent with development to within the wider setting of Cam.

**Figure 32** illustrates a potential building heights strategy for the development.





GREAT WESTERN RAILWAY LINE

M5 MOTORWAY

A4135

Jubilee Fields

**Site Boundary/ES Study Area - 39.12ha (excluding Highways Land)**

- Persimmon - 29.42ha
- Robert Hitchins Ltd - 9.70ha

- Maximum Building Height up to 10m Above Future Ground Level
- Maximum Building Height up to 11.5m Above Future Ground Level
- Maximum Building Height up to 13m Above Future Ground Level
- Potential Land for a Primary School or Residential (up to 11.5m)
- Land Use Flexibility Zone (This zone allows for the revision of land parcel boundaries and relocation of land use within the zone)
- Existing Contours (At 2m intervals)
- Noise Bund (Landscape bund and acoustic fence not exceeding 3m maximum above existing M5 carriageway)

Note: Future ground level allows for a maximum of 1.5m above the existing ground level (this establishes appropriate drainage, balance cut and fill and align street and buildings to consistent levels)



Figure 32: Scale and Height Parameter



## 4.4 Movement

The street structure created within the Masterplan has been designed as a permeable network of routes and spaces providing for the needs of all street users, with road speed within the site set to be 20mph. The detail of these streets will be determined at the Reserved Matters stage and follow the approved technical design criteria, however, to assist and guide this process the following summarises the access and movement proposals:

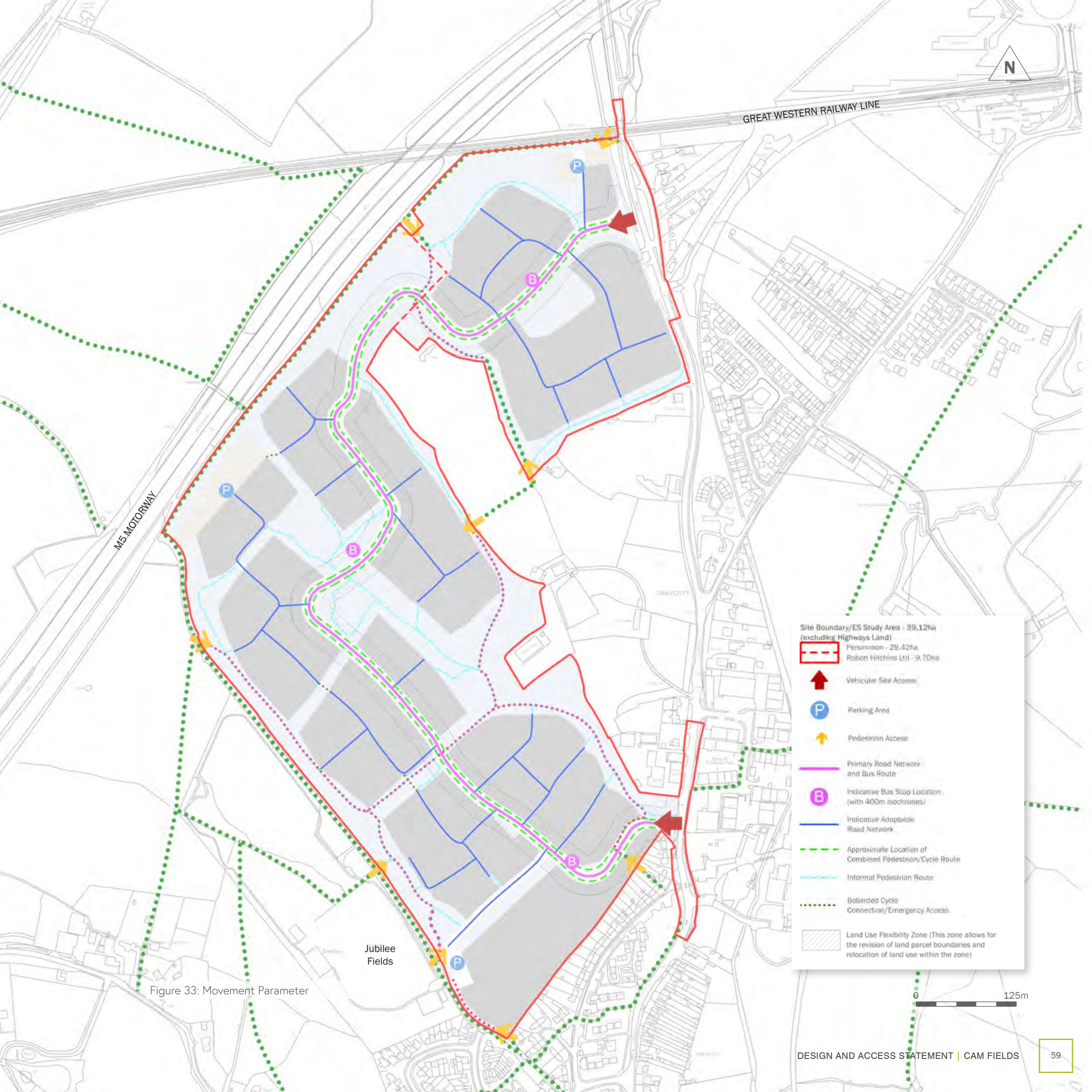
- Access for all modes of transport to be via two new street access points onto the A4135. The proposed northern access will be located 240m south of the M5 overbridge and will provide access for vehicles by way of a roundabout junction with appropriate crossing facilities for pedestrians. The proposed signal-controlled southern access will be located approximately 40m south of the existing Shell Petrol Station on the A4135 Draycott Road;
- The main spine road through the development connects these two points of access through the site from north to south;
- The design of the spine road will be designed with a 17.2m wide overall carriageway to provide a bus route for the development linking it to Draycott and Cam. The proposed bus route will serve both new and existing members of the community, making the development even more accessible, connecting the development and potential school to the wider area. Two bus stops are proposed that are within walking distance (400m) of all the development;
- Proposed pedestrian/cycle routes will be provided along the main access road and spine road. These will provide 3.5m wide surfaces on both sides of the spine road. In addition, as part of the highways works, improved cycle and pedestrian connections will link to the wider strategic network of routes;
- The secondary street will connect all other development parcels and connect to shared surface streets and private drives on the periphery of the development;
- A secondary road connecting to the south-west corner of the site to a community car park area to serve the Jubilee sports pitches;
- Within the site a network of pedestrian pathways and links will be provided to allow movement through the open spaces, particularly along the western, northern and eastern edges;
- Bollarded, 3.7m wide cycle connections are provided that also allow access for emergency vehicles when necessary;
- Existing PRoW will not be terminated across the site but where needed will be diverted along attractive, safe and overlooked green corridors;
- Everside Lane will be changed from a byway link providing vehicle access to a dedicated pedestrian link; and



Photos: [1] A4135 looking south-east toward northern entrance location; [2] Southern entrance location looking west from A4135 toward site; [3] Existing PRoW at southern end of site; [4] Existing mini-roundabout at Cam Pitch/A4135 High Street/Chapel Street/Noel Lee Way

- Two mitigation options for the Cam Pitch/A4135 High Street/Chapel Street/Noel Lee Way mini-roundabout are proposed to address impact at this junction. The first option is to introduce a compact roundabout to replace the existing roundabout and enhance vehicle capacity at this junction to provide a suitable mitigation for the proposals. However, in consideration of national and local transport policy that seeks to encourage sustainable travel, a more appropriate solution would be to provide environmental improvements to enhance the junction for pedestrians and cyclists in this area through carriageway surface changes that mark out this key pedestrian/cyclist focal point. This option should serve to encourage more travel through this node by sustainable modes (i.e. on foot and by bicycle) rather than by car. The Transportation Assessment should be consulted for specific information.





GREAT WESTERN RAILWAY LINE

M5 MOTORWAY

Jubilee Fields

Site Boundary/ES Study Area - 39.12ha (excluding Highways Land)

- Persimmon - 29.42ha
- Robert Hinchins Ltd - 9.70ha
- ↑ Vehicular Site Access
- P Parking Area
- ↑ Pedestrian Access
- Primary Road Network and Bus Route
- B Indicative Bus Stop Location (with 400m isochrones)
- Indicative Adoptable Road Network
- Approximate Location of Combined Pedestrian/Cycle Route
- Informal Pedestrian Route
- Boliarded Cycle Connection/Emergency Access
- Land Use Flexibility Zone (This zone allows for the revision of land parcel boundaries and relocation of land use within the zone)

Figure 33: Movement Parameter





## 4.5 Landscape Strategy

### Landscape Placemaking - Connected Fields

The development has been sensitively integrated within the existing field structure, with new public open spaces and planting building upon the existing GI. The pattern of fields creates a sequence of connected 'outdoor rooms' providing a wide variety of community functions. The remnant field structure retains the sense of agricultural heritage and forms a strong ingredient in the placemaking of the development. The landscape typologies, or functions, include:

- Community gathering spaces - central 'village greens' and hubs for social gatherings and community events;
- Wetland spaces for wildlife, sustainable drainage features, informal recreation and natural play;
- Food growing spaces at allotments, community orchards and 'edible hedgerows';
- Tranquil, enclosed garden spaces for relaxation, and spiritual reflection;
- Linking green spaces with footpaths and cycleways for walking, jogging and dog-walking and/or vegetative links for wildlife;
- Play spaces; and
- Formal sports pitch.



### Connected Fields

A diverse range of 'landscape typologies' or open space functions are proposed, which together form a network of interconnected spaces or 'fields'.

The primary function of each space is shown, however, all spaces will be multi-functional to some degree, with both community and ecological value.





## Sylvan Character

Cam is known for its sylvan and leafy character, which will be extended into the site with wooded edges and retained mature trees setting the structure to the site. Added to this are scattered parkland trees, orchards, formal street tree planting and feature trees to act as key markers at nodal points. A summary of the multiple benefits of the tree planting strategy are summarised below:

- **Woodland Rides:** The northern and western edges of the site form a continuous woodland edge to the development, forming a strong enclosure and creating a 'woodland ride' – a walking route through a linear woodland - that encompasses existing PRoW, including the key connection at Everside Lane connecting south into Draycott. New tree planting will be primarily native species of oak, ash and hawthorn;
- **Visual Mitigation:** Views across the site from elevated land to the south will be mitigated through the green links across the masterplan which break up the massing of houses and provide filtering and softening of the development form;
- **Ecosystem Services:** The proposed enhanced woodland structure will provide numerous other ecosystem services. They will help mitigate against noise (and the perception of it) from the M5 and railway line, to a degree. Ecological benefits are delivered through the widening of the tree belt, an improved maintenance regime (allowing hedgerows to grow naturally), creating an ecotone of shrubs and grassland, and with new planting providing a screening layer light emitting from the development to more mature trees beyond it;
- **Feature Trees:** Larger individual trees are included at key nodes of the masterplan to act as landscape landmarks. A variety of trees should be selected to provide interest and variation across the site, and non-native species may also be appropriate. Trees that provide seasonal colour, interesting form and/or local relevance include:
  - » Copper beech (*Fagus sylvaticus*);
  - » Lime (*tilia spp.*);
  - » Cherry (*Prunus spp.*); and
  - » Hornbeam (*Carpinus betulus*).
- **Street Trees:** A 2m wide landscape verge is included on both sides of the main street. Street trees will generally be smaller ornamental specimens, however, where space allows in wider verge areas it is intended to plant larger feature trees.

Tree species will be selected in more detail based on the 'right tree for the right place' principle. In addition, tree selection should reference 'The Right Trees for Changing Climate' website to ensure resilience in the future.

Guidelines for tree replacement compensation are provided in the Neighbourhood Plan, with the number of compensatory trees dependent upon

## Sylvan Character

Cam is known for its sylvan and leafy character, which will be extended into the site. Wooded edges and retained mature trees set the structure to the site. Added to this are scattered parkland trees, orchards, formal street tree planting and feature trees to act as key markers at nodal points.



the size (girth) of the tree being lost. Whilst every effort has been made to retain trees on site, there are locations where achieving a workable layout and providing highway access results in the total loss of two trees. Based on the size of these trees, compensation planting will be required.

The proposals include a significant amount of new planting which more than mitigates against this loss in policy terms. The extensive tree planting provides numerous other benefits besides the amenity and ecological value, including micro-climatic moderation to aid summertime cooling, carbon capture, reduction in flood runoff and increased economic value of the development.



## Extending the Snicket Network

The masterplan references and integrates 'snickets' - the historic and distinctive greenway routes that permeate built development within Cam. Almost 90 snickets already exist within the settlement and the development of Cam Fields will take that total to over 100. The aim is to create a highly connected and permeable route network that is safe to use and encourages active travel and healthy lifestyles. Snickets have been conceived as greenways that perform a number of functions in addition to pedestrian connectivity, as follows:

- Incorporate existing and new landscape features such as hedges and trees to form an attractive environment;
- Managed for enhanced ecological value, with native species selected, and 'ecotone' planting to create habitat margins of scrub and grassland adjacent to hedgerows or woodland;
- Potential to include drainage features such as rain gardens or swales forming part of the wider site sustainable drainage strategy and providing a water filtration/treatment function;
- Have a wide (minimum 2m or 3m if shared with bikes), all-weather surfaced footpath (e.g. hoggin or compacted gravel) that allows for shared walking and cycling usage; and
- New homes will overlook the snickets (either siding or fronting on) to help create a safer environment through 'passive surveillance'.

## Health, Wellbeing and Play

The importance of health and wellbeing and the benefits of public open spaces, and wild spaces to it, has become increasingly recognised in recent years. This is especially so since the Covid pandemic has made us value our local outdoor spaces more than ever before, for a range of uses.

A network of circular walking routes has been incorporated within the public open space, allowing for convenient doorstep access for all residents to exercise, walk dogs or for children to safely explore and play informally. Making the outdoor spaces accessible and inclusive for all groups is a key objective, to ensure it caters for all age groups, genders and cultures and makes people feel safe and welcome.

Creating highly usable, social, shared and functional spaces is key to this objective. Active and passive uses (exercise/play versus informal relaxation) need space to coexist.

- A waymarked 'trim trail' circular route is devised around the perimeter of the site, with various exercise and play functions placed along it. To allow for a variety of different high quality play experiences, in close proximity to all homes within the site, five play areas have been distributed across the entire development area that are linked by this primary circular route;
- The route is approximately 2.6km long – two laps for a 5km run, and four laps for a 10km run, or children can safely cycle between play areas;
- Two primary play features are located on the site (Neighbourhood Equipped Area for Play (NEAP)) which will provide a more formal, equipped play provision that caters mostly for older children but that also includes play opportunities for younger children;
- Three Local Equipped Areas for Play (LEAPs) are also incorporated within the development to cater to children who are beginning to play

## 'Snickets' and Health and Wellbeing

The strategy aims to create a highly permeable network of pedestrian connections that builds upon the 'snicket' network and which fosters a more active and healthy lifestyle by reducing car dependency. A detailed play strategy is also proposed that meets the needs of a variety of users and creates shared social and functional spaces throughout.



independently. These will include natural features, such as logs, earth mounds, trees and other vegetation are incorporated alongside more traditional playground features (slides and swings etc.) to provide stimulating play environments with an individual sense of place;

- Other equipped play facilities (LAPs) are located around the site edges to provide either:
  - » convenient 'doorstep' access for toddler age groups;
  - » opportunities for imaginative play and flexible use within a natural setting and landforming to create a natural stage or amphitheatre;
  - » sculptural play features that could be designed in collaboration with a local artist and integrated with seating and tables for family picnics; and
  - » exercise stations such as pull-up bars or dip stations that also serve as play features for older children.



## Water

A sustainable drainage strategy (SuDS) has been devised that is responsive to the site's topography and integrated with the existing network of watercourses. An opportunity exists to create new attenuation features that provide high biodiversity value and amenity value whilst also managing surface water flood risk. SuDS ponds (retention basins) will have terraced profiles to allow for different habitat zones to be colonised dependent upon the level of wetness and seasonal inundation they experience. Creating 'scrapes' around the ponds creates further ecology opportunities with marshy ground, reedbeds and wet tolerant trees (alder, willow) to thrive.

In addition to attenuation ponds, there are opportunities to integrate rain gardens into the streetscape and green links. Rain gardens are green spaces where surface water runoff from streets or development parcels can be diverted and absorbed into the ground. They are planted with wildflower species tolerant to inundation and provide a valuable water filtering and cleaning function through percolation through graded gravels in the planting matrix and through root action of the plants. These features extend the SuDS network, treating run-off at source and reducing the impact of flash rainfall events.

## Ecological Enhancement

An ecological focus is also provided with connected corridors of woodland and hedgerows, ditches and watercourses and wildflower meadow grassland to form a rich and diverse patchwork of habitats. Bird and bat boxes and hibernaculum will be provided that offer a refuge for wildlife and opportunities to learn about nature for children living at the development. The central green corridor 'fields' act as the core unifying element for the scheme, incorporating a number of clusters of mature trees (oak, ash and hawthorn) and hedgerows that will be managed for their wildlife value. A landscape management regime will be focussed on maximising and developing the ecological potential of the site over time.

## Allotments and Community Orchards

Two allotment spaces have been provided, which will be operated either as shared community gardens, or as standard sized (approx. 5m x 20m) individual allotment plots for rent. The allotments have road access and parking provided for allotment users. Allotments will be provided with a stand-pipe water supply, and an area for burning garden waste located away from any nearby properties.

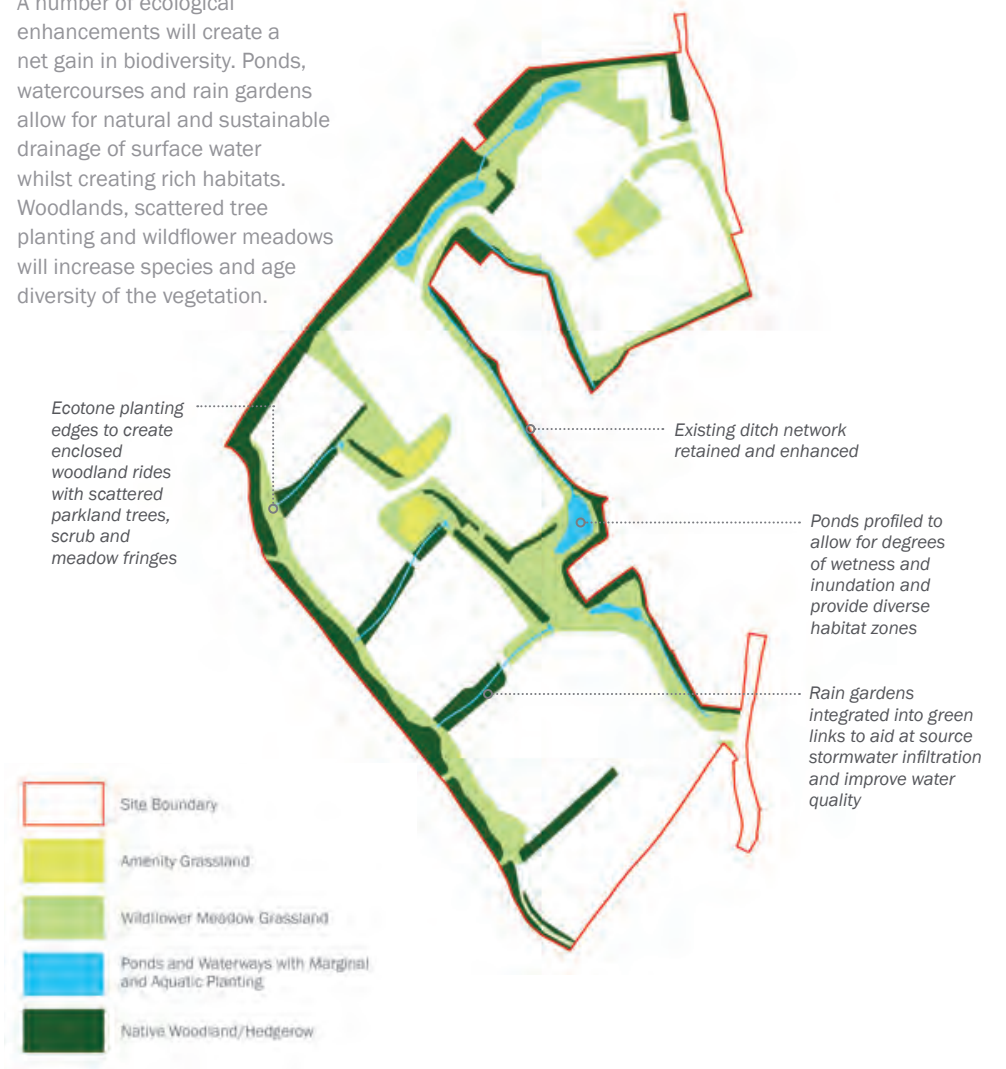
Community orchards are included in the proposals. The orchards will be planted and managed traditionally with local and heirloom apple and pear varieties and nut growing species. Although essentially a crop, traditional orchards can provide a haven for wildlife when not managed intensively, supporting over a thousand species of invertebrates and providing nesting holes for little owls, woodpecker, bullfinch and redstart.

## Formal Sports Pitches

The proposed primary school includes a playing field within the curtilage of the schoolyard. This facility could be open after school hours and on weekends for the use of local sports teams and clubs.

## Habitats

A number of ecological enhancements will create a net gain in biodiversity. Ponds, watercourses and rain gardens allow for natural and sustainable drainage of surface water whilst creating rich habitats. Woodlands, scattered tree planting and wildflower meadows will increase species and age diversity of the vegetation.



## Building with Nature

Building with Nature (BWN) is a set of design standards relating to excellence in GI design for new developments, and an accreditation that can be sought through assessment of the scheme through an independent audit. BWN consists of 23 standards that demonstrate a high level of quality in the core aspects of multi-functional GI, and in relation to three themes – water, wellbeing and wildlife. The design of the landscape strategy is in accordance with these principles should a design level accreditation be sought through assessment at a later stage.



# Chapter 5: Summary

## 5.1 Overview of Proposal

The key elements of the proposals comprise:

- Up to 1,030 new homes, which will include 30% affordable housing;
- Potential location for 2 Form Entry School, if required;
- Large areas of landscape buffers formed by open space and woodland that integrates with existing GI networks;
- Attractive east-west 'green finger' links, particularly from the western boundary running north-eastwards;
- New car parking to serve the Jubilee Fields and wider community;
- A generous level of new multi-functional GI, which includes existing trees and hedgerows along with new planting and drainage features, will further enhance biodiversity of the site;
- Provision of community orchards and allotments;
- Creation of new 'snickets' to expand Cam's existing green network of routes;
- Provision of dedicated equipped play areas to include Local Equipped Areas for Play (LEAPs) and Neighbourhood Equipped Areas for Play (NEAPs); and
- Provision for a bus route and stops within the development.

## 5.2 Conclusion

This DAS has been prepared in support of two applications for planning permission as described in Section 1 and demonstrates that a high quality, responsive and sustainable development is achievable and deliverable for the land west of Draycott in Cam.

The overarching vision is to create a distinctive development that builds upon the special characteristics, features and history of the site and its environmental context to deliver a new development appropriate to its location and setting within Cam.

Through evaluation and consultation, particularly in reference to the Design Codes and Design Statements for Cam, the proposals have evolved with a thorough appreciation of both the immediate character and the environmental credentials of the site.

The Masterplan and associated parameters have been shaped by the extensive work already provided by the Neighbourhood Plan and aforementioned Design Code and Statement. The new housing will be designed as a clear legible and sustainable extension within the settlement and its strategic features, responding to its distinct relationship with the immediate surrounding landscape.

The site is highly sustainable and exceptionally well located to offer access to existing jobs, services and facilities - including health, education, shops, leisure and open space. The masterplan includes a comprehensive network of footpaths and cycleways, a proposed bus loop and public transport links (including improved links to the train station) to the north-east of the site presenting a great opportunity to provide a natural urban extension to Cam and the surrounding area and meeting the sustainability measures of the Sustainable Transport Strategy.

The development would be an attractive place to live and work, integrated sensitively into this northern edge Cam. Set within a generous and attractive network of landscaped open spaces, the design retains the existing GI wherever possible, and builds upon this with a series of well-connected green spaces and routes with strong health and wellbeing placemaking principles at its heart.



## LIST OF FIGURES

Figure 1: Site Overview	iv
Figure 2: NPPF 10 Characteristics of Well-designed Places	1
Figure 3: Planning Permission Pathway	2
Figure 4: Site Location/Ownership	3
Figure 5: Regional Context	4
Figure 6: Context	5
Figure 7: Site Location	7
Figure 8: Draft Local Plan Allocation	11
Figure 9: Key Facilities and Services	15
Figure 10: Draycott and Cam Settlement Evolution, Pre 1900 to Present	16
Figure 11: Cam Character Areas [as defined in the Cam Neighbourhood Plan]	17
Figure 12: Cam Broad Areas [as defined in the Cam Neighbourhood Plan]	17
Figure 13: Location of Snickets in Cam	27
Figure 14: Key Trees/GI in Cam Parish (recreated from illustration in Cam Neighbourhood Plan)	29
Figure 15: Landscape Analysis	30
Figure 16: Phase 1 Habitat	31
Figure 17: Tree Survey and Constraints	32
Figure 18: Designated Heritage Assets within 1km Study Area	33
Figure 19: Walking Isochrones/Distance	34
Figure 20: Cycle Isochrones/Distance	35
Figure 21: Flood Zones	36
Figure 22: Existing Daytime Noise Levels	37
Figure 23: Constraints and Opportunities	39
Figure 24: Public Consultation Website Landing Page	40
Figure 25: Example of Flyers Distributed to Properties in Cam	40
Figure 26: Early Vision for Site	41
Figure 27: Concept and Vision Masterplan	43
Figure 28: Framework Masterplan	47
Figure 29: Land Use and Amount Parameter	51
Figure 30: Density Parameter	53
Figure 31: Scale and Height Parameter	55
Figure 32: Movement Parameter	57



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