



Cam Village Centre Framework

DRAFT Discussion Document

DRAFT
V5 May 2019

Part 1 - Introduction

A Village Centre Framework

This is the first draft version of the Cam Village Centre Framework. It has been prepared by Place Studio and Potterton Associates for the Cam Neighbourhood Plan Working Group. Its content has been informed by discussions with the working group and a workshop held to inform the preparation of the Cam Design Code (2019) which forms part of the Cam Parish Neighbourhood Plan.

It does not represent the views of the Parish Council and the suggestions within it are for discussion and have no agreed status. This framework has been prepared to inform the delivery of Cam Neighbourhood Plan Policy CamVC1 - Cam Village Centre.

It provides a comprehensive menu of connected initiatives and projects that address stimulating the vitality and public life of the centre, making it accessible and convenient while also strengthening its quality and distinctiveness. It sets out

a vision to harness the village centre's assets, including heritage, retail and connections to surrounding landscape to create a high quality of place that people want to visit.

The Future of the High Street or 'Local Centres'

Recent studies including the Grimsey Review (The Grimsey Review 2 2018) list the challenges traditional high streets are facing from changes in how people shop. To survive and compete in this new landscape they need to change to become focuses of all aspects of community life, not just a place to shop. Great importance is given to local business and communities working together create a strong positive identity and offer with a mix of uses that meets local needs and balances retail space with community services and leisure to create a vibrant community hub.

Cam village centre is one of four defined 'District Centres' by Stroud Local Plan,

the third level in a retail hierarchy for the District with Stroud Town Centre at the first level. It has been analysed and found to be providing a strong offer with good shopping, mainly at the 20,000 sqft Tesco store, but also in a range of smaller local shops. It has places to eat and drink and community services, including the Parish Council building, Winterbotham Hall and (just outside of the District Centre boundary as defined by Stroud) St Bartholomew's church. It also provides post office and funeral services and is adjacent to the beautiful Rackleaze nature reserve with direct access to the Area of Outstanding Natural Beauty (AONB).

The Tesco store and smaller neighbouring car park provides an unusually large amount of parking for a village centre. However, the large amount of traffic that passes through the High Street is a major obstacle to pedestrians and a blight on the quality of the environment.

Part 1 - Introduction

Policy Context

Together with the Neighbourhood Plan Policy Cam 10, Stroud Local Plan Policy CP 12 Town Centres and Retailing supports the protection and enhancement of Cam village centre. This facilitates a mix of uses and markets that would support its vitality.

Within the Cam and Dursley Strategic Settlement area, Policy CP12 - Town Centres and Retailing, identifies Dursley as a Town Centre and defines an area in the centre of Cam as a 'District Centre'. The defined area includes the Tesco store and associated retail and services units, but it excludes the florist and chemist in Chapel Street and Rackleaze Nature Reserve.

Previous Village Centre Analysis

The 2010 GVA Stroud District retail study identified that Cam was performing on a par with comparable local centres. However, much of this

was focused on the 20,000sqft Tesco supermarket.

Whilst prior to the opening of Sainsburys in Dursley, Tesco was trading well above benchmark stores, attracting customers from further afield.

Land potentially to expand the centre to the north has been used for housing. Whilst this can be seen as a loss, it does provide additional resident customers.

The study concluded that there was potential for retail expansion and for greater linked trips but identified the amount and speed of traffic passing through the A4135 roundabout as detrimental to the centre's attractiveness.

The Structure of this Framework

This framework contains a comprehensive set of potential initiatives and projects for the village centre, which work together to help deliver the Parish's vision for its sustained role

as a viable and vibrant centre of the community.

It approaches this by addressing initiatives in three core topics:

1. Getting to and Around the Village Centre
2. The Quality and Distinctiveness of the Village Centre
3. Vitality and Economy

Part 2 draws these into an overall framework and Part 3 describes initiatives in each topic greater depth.

Part 1 - Introduction

Cam Village Centre Today

Issues and strengths drawn from Neighbourhood Plan consultation and Code workshops.

Issues include:

- The amount and speed of traffic passing through the A4135 roundabout
- Doesn't feel like a 'centre' to Cam or a place, rather a point between the A38 & Dursley
- "nobody stops - they come to Tescos by car and they go"
- "it can be difficult to cross the roads - particularly with young children"

Strengths & Opportunities include:

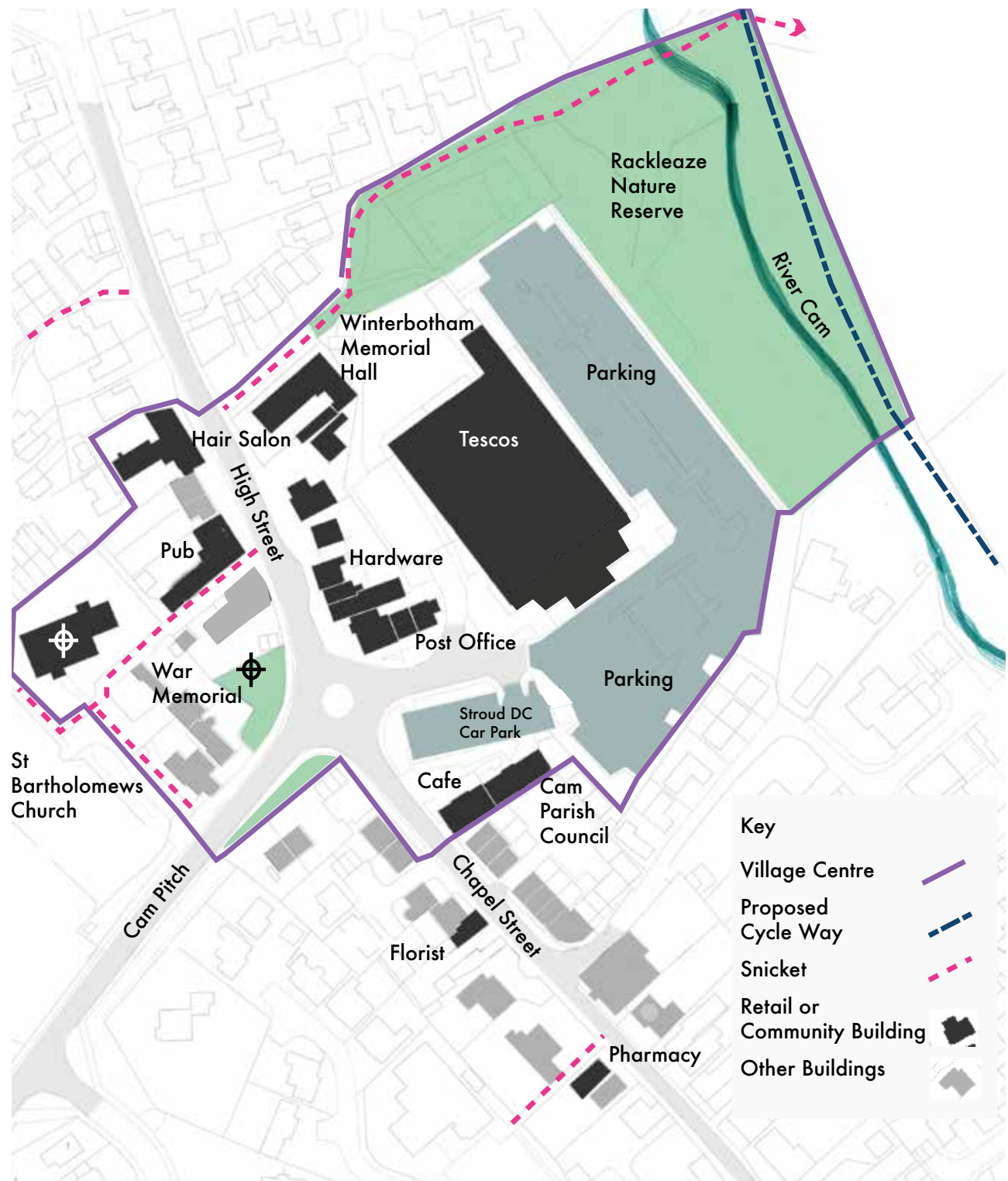
- The good range of shops and services
- "it feels like a community hub"
- Rackleaze
- Walkable via the snickets from many housing areas
- "i like the range of shops and services"
- The countryside is close by
- "nice to be able to drive and park easily or walk to the shops"



Part 1 - Introduction

Cam Village Centre - Area

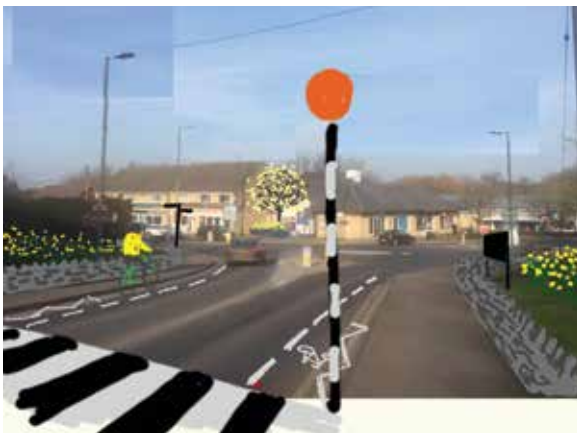
For the purposes of this document, the area of the Village Centre, as identified through character assessment work and workshop discussions, has been drawn to include the Rackleaze Nature Reserve, key local facilities and the local important heritage asset of St Bartholomew's Church. It expands the area identified by Stroud District Council as a 'District Centre' to embrace the local assets immediately linked to the village centre which perform distinct and key roles that contribute to the area functioning as a village centre and 'community hub'.



Part 1 - Introduction

Cam Village Centre - Vision

The vision is for Cam village centre to secure its long term position as a vibrant and sustainable district centre and build upon its position as a focus of community services, business and public life. It will establish a position as a successful 21st century community hub, with a mix of business local service and residential space built around an accessible, safe and attractive public realm that connects and maximises use of all of its varied assets.



Part 2 - Overall Framework

Village Centre - Summary Plan

1 High Street and Cam Pitch Roundabout

- Improvements for pedestrians and cyclists, including reduced car speeds
- Defined gateways
- Landscape improvements with planting and boundary features

2 Rackleaze Nature Reserve and Tesco

- Connecting and integrating the Reserve providing a resource for wellbeing, education and wildlife
- Visual and physical links from the busy Tesco's car park to the Reserve and the wider countryside
- Enhanced awareness and understanding of a key environmental asset

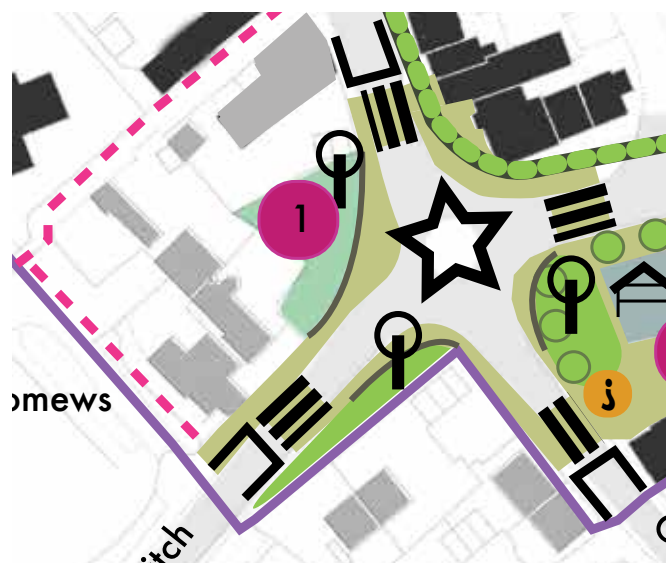
3 Multi Functional Village Square

- Improving pedestrian connections to shops and services
- Increasing the profile and distinctiveness of the centre
- Providing a focal area for community activities and celebrations



Part 2 - Overall Framework

High Street and Cam Pitch Junction - a sense of place



Project	Short Term	Medium Term	Long Term
Getting Around			
Walking and Cycling to the Centre	barrier analysis / tidy / de-clutter and sign routes including snickets	access and safety improvements along routes	complete upgrade/extension of routes
Town Centre Gateways and Pedestrian Crossings	renew existing dropped kerbs and refuge islands at Cam Pitch Roundabout	courtesy crossings installed in Cam Pitch, Chapel Street & High St South on approaches to roundabout	signal controlled/zebra crossings at Cam Pitch, Chapel Street & southern end of High St on approaches to roundabout
Managing Driver Speed	village centre & slow signs	20 mph speed limit within village centre and historic core	network of speed management measures within 20 mph zone (linked to crossings)
Better Village Centre Pavements	barrier analysis / tidy / de-clutter	targeted repairs and access improvements	complete upgrade
Wayfinding, Information and Promotion	declutter obsolete / damaged signs relocate and optimise use of existing parish notices harness existing sign poles	standard finger post network linked to connecting routes link to parish website & promotions	comprehensive coordinated wayfinding and information system network potentially including heritage and Rackleaze information and trails
Safer Cycling		(advisory) cycle lanes within carriageway improved cycle parking and hoops	dedicated cycle (toucan) crossings linked to safe network
Better Public Transport	ensure up to date timetable info available at stops	ensure stops fully accessible	upgrade stop facilities to include shelter and RTI (Real Time Information)
Cam Pitch Roundabout Distinctive Landscape and High Street Greening	further support to Blooming Cam hold a "Love our High Street" clean-up day tidying street frontage appearance business frontage floral displays	tree planting within verges trees within High Street	remodelled roundabout to create focal landscape island coordinated street furniture and lighting scheme (including Cam Village branding)
Vitality and Economy			
Mixed Uses	special days, celebrations and promotions	encourage "live/stay above the shop/pub" within High Street	consolidated "community hub" flexible policy approach to economic ground floor uses in difficult to let peripheral premises

Part 2 - Overall Framework

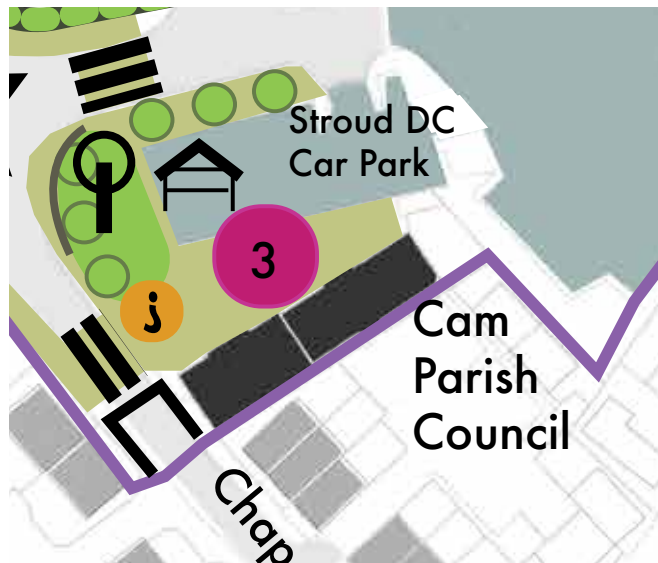
Rackleaze Nature Reserve and Tesco



Project	Short Term	Medium Term	Long Term
Getting Around			
Improving Pedestrian Connections	widen paved link from Chapel Street (potential new crossing) along café/parish office frontage, linking to car park. surface and connect desire line paths across grass.	create dedicated pedestrian route over car park to connect with post office / Tesco crossing Link to improved courtesy crossing(s) to Tesco / post office frontage	rethink car park to increase spaces and improve accessibility
Wayfinding and information	link routes to improved wayfinding and information (see above) Potential info hub at Post Office frontage/Tesco space	See above	See above
Optimise Car Parking Effectiveness	re-boot business parking partnership with Tesco	improve lighting See also pedestrian access routes	review (advisory) management of car park to prioritise short stay and highest need visitors review access and recycling arrangements See also market square/village green proposals below
Quality and Image			
Improved Presence and "Kerb Appeal" of Centre	dedutter and tidy entrance Minor landscape works including tree surgery and floral display (ref Blooming Cam)	quality uplift to existing space, including boundary wall, welcome signage, seating and landscape. Tree lighting	comprehensive remodelling of space to optimise "market square/village green" quality, flexibility of use and accessibility. potential relocation of War Memorial
Vitality and Economy			
Events, Celebrations, Markets, promotions and Vending	small scale temporary events / promotions held on existing paved spaces	build events programme to potential use of (temporarily closed) car park	see above. comprehensive design to enable maximum event programme

Part 2 - Overall Framework

District Council Park - and a village events space



Project	Short Term	Medium Term	Long Term
Getting Around			
Maximising Awareness of the Nature Reserve	harness existing (potentially relocated) notice boards to maximise publicity Utilise existing sign posts to add wayfinding to Rackleaze "quick win" landscape and paving treatments at main entrance route	place seating with views over Rackleaze from Tesco car park (east) linked to landscape works within to open views and create habitats	link Rackleaze with enhanced wayfinding in centre and wider village establish new Tesco car park (North) access route into Rackleaze. (Potential Link to new village greenway) Rackleaze loop via Tesco east frontage and existing locked gate
Quality and Image			
	maintain and support existing programme of investment	gdd support to accelerate programme	add support to increase scope of programme
Vitality and Economy			
	Link Rackleaze to village centre publicity and promotional material/programme of events		larger scale nature reserve events and education programme

3 Project Details

The summary plan in the previous pages provided an overview of village centre framework and illustrates the locations and connections between potential initiatives relating to:

- Getting to and around the Village Centre
- Spaces and Places
- Vitality and Economy

In the pages that follow more detail is set out to illustrate potential options and projects to address issues and harness potential in the centre of Cam.



3 Project Details

Getting To and Around the Village Centre

Context and Issues

The village centre is conveniently located within the village and close to open countryside. It is highly accessible by car with plentiful and free customer parking.

Local buses to Gloucester, Bristol and Stroud serve the centre, but the services are infrequent.

Although there has not been an access audit or walkability review, previous studies and the NDP Working Group has highlighted the dominance of traffic and highway space, together with poor crossing facilities has created a poor environment for pedestrians and cyclists.

In particular, the road at the bottom of Cam Pitch with the roundabout can be a risky place to cross. Traffic speed and volume is high and vehicle movements complex. It creates a significant barrier to all but the most able bodied and confident pedestrians or cyclists in

making a choice to walk or ride to the shops.

Investment in highway infrastructure from existing strategic housing development permissions is scheduled to deliver some enhancements to existing crossings, improving accessibility, but not making significant changes.

Signage within the village centre is largely focused on informing drivers. The lack of pedestrian wayfinding and information exacerbates the lack of knowledge about the centre's varied offer and facilities. However, there are a number of Parish Council notice boards located near the Tesco junction which have potential to provide greater levels of information and promotion.

Opportunities and Potential

Because of the strength of the village centre offer, gentle topography and close proximity of the large resident population, there is realistic potential to make walking and cycling to the centre even more attractive than it already is for a significant proportion of the community. This could bring meaningful health and environmental benefits and reduce pressure on the highway and car parking.

This strategy suggests a range of access and movement related projects and options that could harness this potential.

3 Project Details

Potential Options and Projects

Access Analysis – Identifying the Problems

Barriers to safe and comfortable walking for people of all ages and abilities should be analysed to identify where investment is most needed. This can be undertaken initially using survey methods such as walkability or barrier analysis, which could be undertaken by a specialist or with local people.

The analysis should look at the accessible public realm environment in the town centre, regardless of ownership. This would include Tesco's car park and potentially Rackleaze. It should also analyse key connecting routes with communities within walking distance, identifying barriers and remedial measures to improve the whole route. Such analysis may be undertaken in stages, relating to funding opportunities.

Enhancing the Network of Pedestrian Routes to the Village Centre (see also Cam Code 1: Snickets)

Investment in walking routes between the centre and local communities within c1km walking distance could produce the greatest potential uptake.

It can include enhancing surfaces and crossings, removing clutter and obstructions and addressing fear of crime. Highlighting an improved route with signage can maximise its use, even within a community that knows the area well.

Such measures may be delivered incrementally and funded through Community Infrastructure Levy (CIL), section 106 funds or through partnership with Gloucestershire County Council.

Village Centre Gateways and Speed Management

Driving speed is highlighted as a particular issue within the centre especially at the Cam Pitch Roundabout. In addition to measures at the roundabout (see Roundabout below), threshold and speed management measures may be justified within the village centre, due to its focus of pedestrian and cycling activity.

Measures may include:

- A 20mph speed limit within a defined central and historic core area
- Highlighting crossings and gateway points with surface treatments, carriageway narrowing, defined with bollards or "Cam Village Centre" signs
- Remodelling of the roundabout to increase deflection of vehicles passing through (see Roundabout below)

3 Project Details

Improving Crossings within the Village Centre

A mapped schedule of enhancement priorities would produce a comprehensive approach to improving connections and safety within the village centre. The analysis should cover the whole centre, regardless of ownership. This will enable various improvement options to be considered.

Crossing Types and Options

Addressing pedestrian crossings can be done in a range of ways:

1. Uncontrolled or courtesy crossings – with dropped kerbs and potential central refuge, but no pedestrian priority. Cheap to install, such crossings are more suited to light or low speed environments and are less accessible for more vulnerable people
2. Zebra crossings – pedestrian priority but requiring drivers to be aware of and courteous to pedestrians waiting. Of medium expense to install and

maintain. Suitable on more busy roads and clear to all users. But less responsive to the needs of blind and partially sighted people

3. Signal controlled crossings. Either incorporated in to junctions or freestanding, these crossings provide the maximum level of comfort and safety for all users. However, they are expensive to install. Nevertheless such an investment in the context of connecting communities to the village centre could be considered justified

Suggested Approach

This project could establish a 'strategic network' of optimum quality pedestrian crossings that provide pedestrians with the ability to reach all parts of the centre from surrounding communities.

This could include:

- A new crossing to the immediate east of St Bartholomew's Church entrance. This would improve church connections to the centre, provide a simpler crossing environment and

act as a village centre threshold and speed reduction measure

- A new crossing within Chapel Street opposite the Café Terrace (and potential "village green" see Environment). This would provide a simpler and less busy crossing linking directly to the café and Parish Council office frontage, providing a pleasant and safe route towards Tesco and the post office frontages. (This would include further improvements to the Stroud DC car park to improve connections)
- Enhancement of the existing courtesy crossing on the north and east arm of the roundabout, including enhanced tactile paving, dropped kerb and enlarged central refuge. Potential removal of facilities on Cam Pitch and Chapel Street arms, subject to new facilities as above

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Improving Pavements and Connections

Connection to and from points of arrival into the centre must be fully accessible, legible and safe and pleasant (see also Environment). Utilising the results of analysis, the primary aim would be to remove blockages, or breaks in the pedestrian network to enable comfortable safe links between the village centre's facilities and safe pedestrian crossings.

Particular Priority Projects may include:

1. Improving the width, directness and lighting of paving linking from the café terrace and in front of the Parish Council Office. Defining a dedicated pedestrian connection between the frontage and Tesco/Post Office frontage, incorporating enhanced crossing facilities
2. Enhancing pavement quality along the High Street (refreshed asphalt or PCC slabs)
3. Reviewing pedestrian connections between the Post Office frontage and

- Tesco, via the service yard crossing.
4. Connections to Rackleaze (see diagram on page 8 – increased connections)

Wayfinding and Information

Whilst Cam is a centre predominantly there to serve local people, do they know about what it has to offer or how they can enjoy a visit to Rackleaze and have a coffee after shopping? Do they know about Cam's history or what Cam Pitch junction used to look like? Do they know what's going on at Winterbotham Hall or the latest offers at the ironmongers?

Villages and market towns are harnessing approaches adopted by cities to provide residents and visitors on foot or on a bike with systems and equipment that combine clear wayfinding with local information of interest. Such systems combine on-street finger posts map panels and notice boards with links to the Parish's on-line information and potential paper mapping (eg nature and fitness trails). Some places have connected this to localised free wi-fi hotspots with a local login "landing page" that can promote the village and its offers.

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Potential Projects and Options

1. Quick win – harness existing signage and finger posts to improve signage to local facilities, eg Rackleaze Nature Reserve. This may include relocation of existing parish notices to high profile locations.
2. Plan and deliver a comprehensive village centre wayfinding system network that connects with investment in connecting routes. This can identify key locations for arrival point maps and junction point finger posts and destination listings. The system design may be extended to include opportunities for providing further information, eg heritage or what one can see or do at a destination.
3. Identify opportunities for local promotional information and commercial activity, linked to consideration of how the village centre spaces are used.
4. Explore opportunities for online and digital promotion and information.

Car Parking

There are two car parks. The Stroud District Council car park opposite the parish office has 19 spaces. It is free and without any time limit, although it does have three allocated spaces for disabled people. It is reportedly well used throughout the day, but often by long stay parking, which restricts use by shoppers.

Tescos car park is free to use for up to 3 hours. Space close to the store entrance is reportedly well used, but to the south end spaces are largely underused. There is also a car wash business operating from the car park.

The Neighbourhood Plan working group workshop reported that there is an existing agreement with Tesco to allow local traders to use the north section of the car park for long stay parking, free of charge. However, this was not popular or enforced and is not enjoyed.

Through further partnership working with Tesco, there is potential to explore how

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its car park may be utilised to strengthen the offer and attractiveness of Cam centre to the benefit of the store and the wider village centre.

Potential Options and Projects:

1. Space Management

- Re-invigorating the existing long stay offer to local trader
- Improving perceptions of safety and security
- Improving pedestrian accessibility (see Access and Movement)
- Placing a time limit on the prime spaces to encourage shopper use
- Increasing preferential spaces for key users eg. parent and child

2. Encouraging Linked Trips

- Staging themed markets (potentially in the Stroud District Council car park)
- Letting parking spaces for un-met local need ancillary services, leisure or retail use.

3. Environment (see also section below - Spaces and Places)

- Refreshing and reinforcing landscape to improve image and increase biodiversity
- Integrating links to Rackleaze Nature Reserve

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Spaces and Places

Context and Issues

Cam village centre is now dominated by the Tesco supermarket environment, which includes modern shops and Post Office, the Parish Council office and neighbouring café within a setting largely characterised by the cars parked in the Stroud District Council car park. This provides a convenient and functional environment. There are also green elements to the centre, most significantly with Rackleaze Nature Reserve which provides a green backdrop and longer glimpsed views to open country.

Within the Tesco environment, the space is dominated by vehicle manoeuvring and car parking, although there is a structure of tree and shrub planting. There are small areas of pedestrian space but these are not well used other than as part of the thoroughfare.

The High Street provides additional shopping and local services. Highway

infrastructure including the roundabout has damaged the historic townscape and dominates the character of the street. However, existing business and community facility building sustain the character of the village centre.

Opportunities and Potential

The High Street is connected to its rural setting with views to landscape and countryside between shops and community facilities. The existing landscape around the Cam Pitch roundabout has already been enhanced through the work of Blooming Cam, illustrating the potential of the space to contribute to an increased sense of place for the centre.

The existing Stroud District Council car park occupies an important and highly visible gateway position. Whilst existing trees provide a green canopy to the space, there may be potential to create a civic focus by enabling greater views

through the trees. There is also scope to maximise the role and legibility of this space as the village market square, even with the potential of relocating the war memorial.

The close proximity of Rackleaze Nature Reserve provides an outstanding opportunity to strengthen its connection with the centre both by enhancing the High Street entrance and its visual and pedestrian connections with the contemporary supermarket environment.

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Potential Options and Projects

Tidying Up and Decluttering

A comprehensive approach to Cam village centre, audit the condition, relevance and visual impact of all signage and street furniture in the village centre. Work with owners and the County Council to remove, repair, clean or replace it where it is considered harmful to the image of the village or obsolete.

Greening the Village Centre

Partnership scheme with local businesses, the County Council and the parish to deliver a village centre-wide greening and floral displays, including planting beds and boxes, hanging baskets and window displays.

Improving Cam Pitch Roundabout

Cam Pitch roundabout has been identified as a major barrier to pedestrian accessibility. But it is also the focal arrival space for the village centre. At present, the large open areas of tarmac, high vehicle speeds, clutter of street lamps and signs and the loose townscape around its parameter harm the quality of place and its distinctiveness. However, the space contributes to Cam's strong connections with landscape and trees. Local investment and care in restoring the war memorial and tending to planting, longer views to St Bartholomew's Church, along Chapel Street and of the Tesco clock and landscape associated with the council offices and café are strong characteristics that have potential to be harnessed.

A comprehensive approach to addressing matters of pedestrian accessibility and vehicle speed and the

landscape and gateway qualities of the space should be taken.

- Quick Win Landscape Enhancement

Further support to Blooming Cam to enhance landscaping and planting around the junction. This may include partnership with Tesco and Stroud DC to enhance NW and SW corner spaces.

- Decluttering Focus

The roundabout is particularly affected by a build up of traffic signage and lamp columns.

- New Roundabout Configuration (see also section above - Getting to and Around the Centre)

Reconfiguration of the existing roundabout to alter it from a large "mini roundabout" to a "compact roundabout" with a 4m diameter central island with over-run area. (ref DMRB).

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The outer diameter is potentially large enough to make this feasible. As well as slowing traffic speeds, this approach could enable a central feature to be installed as a village centre landmark.



A New “Village Green”

Expansion and re-landscaping of the landscape on the SE corner adjacent to Chapel Street and the café. This may involve relocating circa three parking spaces, but could produce a highly visible arrival space that connects views from the High Street towards the café and outside terrace. The space would integrate with the café terrace and suggested new Chapel Street pedestrian crossing (see section above - Getting to and Around the Centre).

There is potential for such a space to be a new home for the war memorial (enabling remembrance services to be held in the adjacent car park) or a landmark sign for the village centre.

Coordination and Branding (See also Wayfinding and Information)

Coordinated colour schemes, furniture and materials together with locally distinct branding and logos and marketing material are often employed to maximise the awareness of arrival and connection within a single environment. There is scope to consider how rationalised street signage, wayfinding, village notices and information may assist in unifying and promoting the quality and distinctiveness of the village centre.

Reviewing and Renewing Landscape within Tesco and council Office Environment

Working with Tesco to review the existing car park and public space and producing a set of investment proposals that would improve the image and convenience of the spaces for shoppers and visitors. (See also Rackleaze)

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Rackleaze

The Rackleaze Nature Reserve is an amazing environment on the doorstep of the village centre. The Stroud Valleys Partnership and Parish Council have been undertaking incremental work to make this space accessible, rich in ecology and interesting for visitors.

There is a balance to be struck between maintaining its tranquillity and ecology and optimising its value as part of the village centre. However, at present it is only accessible from the northern end of the town centre and is relatively discrete. There is potential to improve public awareness of Rackleaze, increase the presence of the existing access and make access possible directly from Tesco car park area. Such measures could include:

- New wayfinding and information about Rackleaze adjacent to the existing access and at key points

within the village centre

- Minor environmental works at the existing entrance to the Nature Reserve to highlight to and enhance linking path from the High Street adjacent to Winterbotham Hall
- Daytime opening of the existing Tesco car park north gate linked to improved access and safety works within the car park and Rackleaze
- Creating a new gateway and pedestrian path / cycle link running along the Tesco car park south boundary into Rackleaze and to the new greenway. This would be linked to landscape works and wayfinding within the car park to connect to the store entrance
- Creating a viewing terrace with seating and interpretation on the eastern edge of the elevated car park deck linked to landscape works within

Rackleaze to maximise interest.

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Vitality and Economy

Context and Issues

Cam Village Centre offers a good range of local shops and services in a relatively accessible location to the population of Cam, together with Dursley and a wider rural catchment. However, traffic and some poor design has not helped the centre optimise its role as a vibrant community hub.

Cam High Street is a classified A road with a volume and speed of through traffic that impacts on the quality of space for those not in a car.

The poor network of crossing facilities separates the west and east sides of the street and makes crossing difficult for some.

The dominating extent of the roundabout further impacts upon the ability of the area to function as a focal space for Cam.

The extent of car parking, lack of pedestrian facilities and poorly configured public space, much in private ownership, has not enabled the growth of public life within the newer quarter of the centre.

Rackleaze is a relatively new asset with scope for a stronger relationship with the centre. Until now Cam village centre has lacked an attractive open space.

Opportunities and Potential

Cam village centre is a district centre with a significant customer base. It has the potential to create a viable platform to support a broader range of activities and offer that could increase dwell time and make Cam an attractive choice for even more people.

There is a significant population living within walking and cycling distance of the centre linked by snickets and residential streets. This increases the

opportunity for making trips to the shops, pub or Rackleaze a healthy choice accessible to all members of the community.

It has free accessible car parking with additional capacity within Tesco car park for much of the year. This creates the opportunity for flexible use of parking space to enable outside activities as well as increasing visitor numbers to the centre.

It has an enviable connection with greenery and the countryside. There are few village and town centres that can combine convenient shopping with a stroll in the country.

Cam has an active community and independent and national town centre businesses, supported by its Parish Council. It has the capacity and vision to make things happen.

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Potential Options and Projects

Strengthening the Mixed Use Community Hub

Workshops held as part of preparing this framework identified issues of viability of shop units at the north of the village centre.

Changes to the National Planning Policy Framework and permitted development rights, may offer an opportunity for Cam NDP to enable temporary pop-up uses or permanent change to office or residential uses in defined peripheral units that may then provide additional affordable and accessible accommodation.

Markets, Street Food and Promotions

Stroud District Local Plan Policy CP12 promotes the establishment of markets within Stroud's district centres. Markets can animate a village centre, add to its offer and provide additional opportunities for the local economy.

Markets and promotions can be regular, related to seasons, themed, large or small. They can mix community and charitable events with commercial promotions.

Retail analysis has demonstrated the strength and footfall of the centre with its focus on Tesco. This provides a focus of footfall that could make such a programme viable. Cam village centre also contains a range of outside spaces and areas of parking that offer an opportunity to hold markets and food events of varied scales.

Events and Celebrations

The expanded village centre has the potential to expand its diary of village celebrations. In addition to decorating the centre for Christmas, the centre can be the focus of village fairs and gatherings. This could include celebrating the work undertaken in Rackleaze or the distinct heritage of Cam.