

Carterton Town Centre: Development Principles

The Vision

To see the town centre developed and revitalised to become the local shopping destination for those living and working in Carterton and the surrounding villages.

Phase 1 - South West Quadrant (see plan)

To accommodate the commercial expectations of a major anchor store developer while safeguarding the ability to develop subsequent phases and improve the vitality and appearance of the town centre. In particular we will be expecting:

- Good pedestrian links from the store to adjacent housing and the rest of the town centre to increase footfall and the viability and vitality of the whole town centre
- Good vehicle access from Black Bourton and Alvescot Roads to be facilitated and sympathetic, adequate parking provided within the development
- The retention of as many of the large trees and hedges as possible, supplemented with additional planting as required
- The provision of high quality built or landscaped frontages to Black Bourton Road and Butlers Drive to enhance the attractiveness of the town centre and residential area.
- The safeguarding of the living conditions and amenities of existing and new residents in neighbouring properties, particularly in relation to the servicing arrangements for the development
- Discussions with, and accommodation of, the Thursday Market traders, to relocate them to protect and as far as possible, improve their businesses.
- A development of a distinctive high quality design to improve the image and character of the town. It is anticipated that the design will have a modern feel with some local references, but with a mix of high quality materials including Cotswold stone
- Some additional community facilities/services to be provided as part of the development.

Phase 2 - All Quadrants (see plan)

To develop further retail and other facilities in the town centre and adapt and upgrade existing premises to create attractive and active street frontages. Some areas which may offer potential for this or subsequent phases include:

- The site occupied by Barclays Bank, Ladbrokes and the Chinese take-away (plan 2a)
- The parade of shops along Burford Road, particularly the northern end (plan 2b)
- The shop frontages from the traffic lights along Alvescot Road towards the Town Hall, particularly the Giles Centre (plan 2c)
- The site of the sorting office, to be retained for retail/employment use (plan 2d)
- The Town Hall site (plan 2e)

We would also seek to:

- Resist the proliferation of fast food outlets by controlling the number and type of each within the central area.
- In the long term to gain access into the Tower Square car park from the Burford Road.