



68-72 Dyer Street

SALE OF FREEHOLD TOWN CENTRE DEVELOPMENT SITE OF 0.76 ACRES
SUITABLE FOR A VARIETY OF USES

CIRENCESTER GL7 2PF

02 THE OPPORTUNITY

ST JAMES PLACE
HEAD OFFICE

MARKET
PLACE

THE FORUM
CAR PARK

M&S SIMPLY FOOD

ABBAY
GROUNDS PARK

COUNCIL
OFFICES

02

THE OPPORTUNITY

68-72
Dyer Street

03 THE OPPORTUNITY

To purchase a prime freehold development site in the heart of Cirencester known as 68-72 Dyer Street, Cirencester, GL7 2PF.



The site has a total size of 0.76 acres and comes with vacant possession from June 2025 when the current trading operation of Gardiner Haskins closes.

The site is double fronted, facing onto Dyer Street at the front and Lewis Lane to the rear. The site is suitable for a number of different uses, subject to planning, ranging from the existing retail store, residential of varying types including senior living, student or private residential or commercial office use.

04 THE OPPORTUNITY



05 LOCATION AND SITUATION

Occupying a prominent position on Dyer Street, one of Cirencester's main thoroughfares, this substantial and prominent commercial site enjoys high visibility and footfall.

Cirencester is widely regarded as the "Capital of the Cotswolds" and is a thriving market town that combines historical charm with modern retail vibrancy. Centrally located, the property is easily accessible on foot, by public transport, or by car. Cirencester is well connected to nearby centres including:

Swindon	18 miles
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Gloucester	29 miles
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Bristol	36 miles
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Surrounded by a mix of national retailers and independent boutiques, the property is just steps from the bustling Market Place, which hosts regular markets and events that draw visitors from across the region. Nearby occupiers include M&S Simply Food, Caffè Nero, WHSmith, Joules, Crew Clothing, Savills, and Clarks.



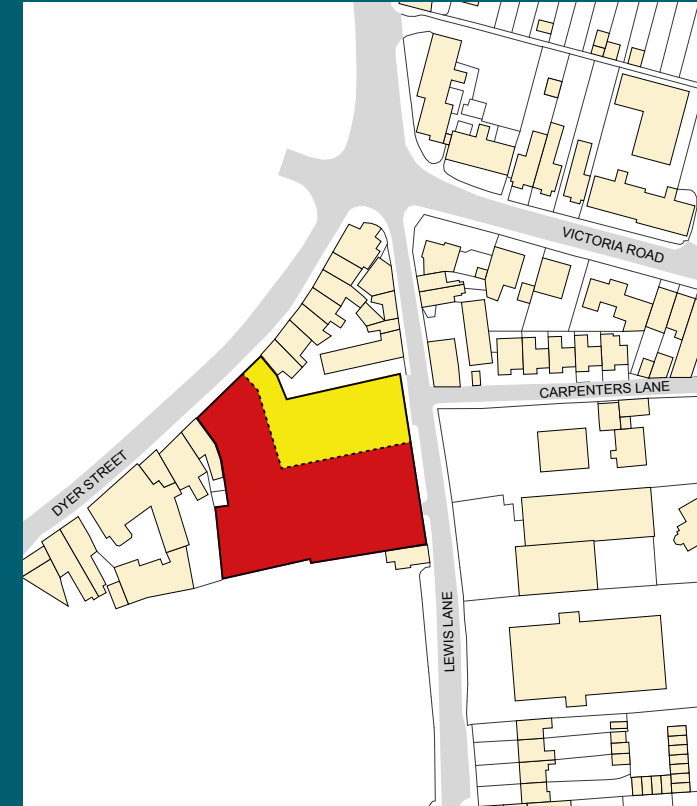
06 PROPERTY DESCRIPTION

The site totals 0.76 acres (32,903 Sq Ft) and forms two main elements, the buildings at 68–72 Dyer Street and the store on Lewis Lane, having the approximate following floor areas:

	Floor	Use	Area (Sq Ft)
68–72 Dyer Street	Second floor	Storage	380
	First floor	Office	701
	First floor	Storage	662
	Ground floor	Office	309
	Ground floor	Storage	678
	Total NIA		2,730
Store to Lewis Lane	Second floor	Storage	502
	First floor	Office and Retail	16,938
	Ground floor	Retail	22,946
Total GIA			39,884

The buildings 68–72 Dyer Street to the front are from ground floor to second floor, combining office and storage with a retail frontage onto Dyer Street. The upper floors are now either storage or staff areas.

The retail store to the rear was constructed in 1978 and has been kept in good repair ever since, spanning over ground and first floor levels, it also benefits from a loading bay to the eastern side. The site comes with 23 car parking spaces.



07 FLOOR PLANS



GROUND FLOOR



FIRST / SECOND FLOOR

08 HISTORY OF THE SITE

Originally constructed in the late 17th to early 18th century, 68-72 Dyer Street is a building of architectural and historic interest, including the listed part of No.72. Its limestone façade and traditional stone slate roof reflect Cirencester's rich heritage, while the interior has been sensitively adapted for modern retail use at ground floor. The buildings date back to the late 18th Century when the buildings formed The Bull Inn.

The present site of the store was built in the 1970's on land previously used by Steels car showroom and workshops. When they departed, the site was rebuilt for a food supermarket use but never occupied. Gardiner Haskins acquired the site at that point at which time they had stores in several South West locations including Bristol, Swansea, Cardiff and Weston Super Mare. The Cirencester store opened in 1979 and closed in May 2025.



09 PLANNING

A full planning appraisal is available on the data room. In summary:

The Site is located in a mixed use area comprising a range of town centre commercial uses and residential uses. The Cotswold District Local Plan (2011 – 2031) was adopted August 2018. The Local Plan policies map shows that the Site is located within Cirencester's 'Development Boundary' and 'Town Centre Boundary'. Regarding policy for the town centre, the Site is also located within the 'Primary Shopping Area' and the Site's frontage to Dyer Street is designated 'Secondary Frontage'. The Site is located within Cirencester Town Centre Conservation Area. Local Plan policies echo national policy in placing great weight on the conservation of heritage assets.

Recent planning history in the town centre indicates that the LPA is taking a relatively relaxed approach towards the re-use of retail and commercial property in secondary town centre locations.

This reflects market evidence and also the findings of a recent town centre feasibility study which identified a limited need for additional retail floorspace over the next 25 years. The study identified the key commercial opportunities as being a cinema ('boutique'), improved hotel offer, a moderately-sized supermarket, and potential to improve the leisure and cultural economies.

With Dyer Street identified as 'Secondary Frontage', there is likely to be encouragement to maintain some active frontage on this part of the Site if it is redeveloped, whether retail or other main town centre use. This might include opportunities around the reinstatement or reimagining of the three historic properties fronting Dyer Street. However, this end of Dyer Street is continuing to dilute towards residential use and the expectation is that the frontage policy will be removed in replacement policy, providing greater flexibility in the re-use of the Dyer Street frontage.

The emerging strategy for this part of the town centre points to increased residential use, including as part of mixed-use developments. The Site's accessible location within the town centre makes it highly suitable for residential use, including specialist forms of accommodation such as for the elderly.

With the store building identified as a negative feature, redevelopment of the Site offers significant scope for townscape enhancement in this part of the Conservation Area, along with the potential for heritage benefits associated with rejuvenating the listed building at No.72 Dyer Street and the wider Dyer Street frontage. Furthermore, new development along the Lewis Lane frontage could contribute to the Council's aspirations for an enhanced east-west route utilising the old Roman route.

It will be important to ensure that any redevelopment is of a scale that is complementary to the Conservation Area and to the setting of individual heritage assets in and around the Site.

We believe the site is suitable therefore for other Main Town Centres Uses including:

- Residential of varying types;
 - Private residential
 - Senior living
 - Student
- Ongoing retail use
- Leisure
- Commercial office
- Entertainment and more intensive sport and recreation uses (including cinemas, drive-through restaurants, health and fitness centres)
- Arts, culture and tourism development (including museums, galleries and concert halls).

10 MASSING STUDY

We have commissioned a massing study by AWW to look at what residential development maybe possible on the site. This study was done in conjunction with the planning report by SYCHA, both of which are available on the data room.

Type	Target Size (Sq M)	Amount
1 b1p	39	1
1 b2p	50	11
1 b2p (2-storey)	58	1
2b4p	70	14
3b6p	95	1
3b6p (3-storey)	108	4
4b6p (3-storey)	112	1
Total		33

Commercial (GIA) = 105 Sq M

Unit 1 (75Sq M) and Unit 2 (30Sq M)



PROPOSED PLANS FOR RESIDENTIAL DEVELOPMENT



GROUND FLOOR

PROPOSED PLANS FOR RESIDENTIAL DEVELOPMENT



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PROPOSED PLANS FOR RESIDENTIAL DEVELOPMENT



SECOND FLOOR

FURTHER INFORMATION

The site is available by private treaty and unconditional offers are invited for the Freehold interest in the site via the sole agents CSquared.

For further information and access to the data room please contact: Andrew Heath or Seonaid Butler.

The following information is held on the data room:

- Floor plans measured survey
- Asbestos survey
- Title documents
- Planning report
- Architects massing study
- Building condition and heritage reports

Contact / Viewings

Please contact the sole agents:



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