‘ST. MARGARET’S’
DEVELOPMENT BRIEF

CHELTENHAM BOROUGH COUNCIL
JANUARY 1999
1. INTRODUCTION

1.1 Consultation
1.1.1 This brief has been prepared by Cheltenham Borough Council. A preliminary draft was the subject of public consultation between 3rd August and 31st October 1998. It was intended to stimulate ideas and a co-ordinated approach to development, and to encourage the involvement of landowners, the public and private sectors, and the wider public in the process of developing proposals for the area covered by the brief.

1.1.2 The form of the consultation and a summary of the representations received by the Council during this period were set out in the report 'St. Margaret’s Development Brief: Public Consultation Analysis' published in November 1998. The brief, which incorporated amendments arising from public consultation, was approved by the Council’s Planning Committee on 10th December 1998 and by Council on 11th January 1999.

1.2 Status
1.2.1 Following public consultation, the Council has adopted the development brief as Supplementary Planning Guidance. The brief will be taken into account by the Council in determining planning applications for sites within the area covered by the brief, as indicated in local plan Council Action GP A3.

1.3 Scope and purpose of the development brief
1.3.1 The brief covers an area of central Cheltenham between Portland Street and Brunswick Street, extending on both sides of St. Margaret’s Road/Swindon Road, as shown on figure 1. It includes a number of large sites in a variety of ownerships (including both Borough and County Councils), some with land uses which are to be terminated shortly, and all of which have potential for development. The area also includes some buildings and areas of land which will not be subject to redevelopment but to which any proposed development must relate.

1.3.2 The area is largely within the ‘Core Commercial Area’ of the town centre and is prominently located in the Cheltenham (Central) Conservation Area, which is of national importance. The area plays an important role in the functioning of the town centre, providing a variety of employment opportunities, short-stay car parking and transport routes. However, although it contains a number of attractive buildings, the area generally detracts from the character and appearance of the conservation area as a whole.

1.3.3 In view of their location, these sites represent a major, probably unique, opportunity for development in the town centre. The purpose of this brief is to guide their development in a way which will complement and enhance Cheltenham, the town centre and the conservation area, both functionally and visually and in all aspects of their quality of life.

1.3.4 Although a co-ordinated approach to the development of all these sites is important, their subsequent development may be undertaken to different timescales.
1.4 **Objectives of the development brief**

1.4.1 The development brief is intended to achieve the following objectives:

- to make best use of land in the interests of sustainable development
- to achieve an appropriate mix and balance of uses within the area, with particular emphasis on employment opportunities (to replace those which are likely to be lost from within the area) and housing
- to increase the attraction of the town centre to residents and visitors
- to revitalise High Street to the west of Clarence Street
- to achieve high standards of development which will enhance the character and appearance of the conservation area
- to facilitate local safe and stress-free circulation for pedestrians, cyclists, buses and cars.

1.5 **Responsibilities**

1.5.1 Gloucestershire County Council is the strategic planning authority for Gloucestershire. Cheltenham Borough Council is the local planning authority with responsibility for local planning and for determining planning applications within its area.

1.5.2 Gloucestershire County Council is the Highway Authority for Gloucestershire. Cheltenham Borough Council acts as its agent for highway matters within Cheltenham Borough.

1.5.3 The Crime and Disorder Act 1998 requires the Council to “exercise its various functions with due regard to the likely effect of the exercise of those functions on, and the need to do all that it reasonably can, to prevent crime and disorder in its area.” The implications of this Act and the ensuing Crime Reduction Strategy will be wide-ranging and will be taken into account in considering any development proposals, together with the advice of the Police Architectural Liaison Officer.
2.0 POLICY CONTEXT

2.1 Government guidance
2.1.1 The Government provides Planning Policy Guidance, many aspects of which are relevant to development within this area. In particular:

- PPG1 (‘General Policy and Principles’) places emphasis on sustainable development (see below), on mixed use development, and on the importance of high quality design
- PPG3 (‘Housing’) and the subsequent Policy Statement ‘Planning for the Communities of the Future’ indicate the Government’s determination to raise the national proportion of new homes to be built on previously developed land to 60%, and to ensure that full and effective use is made of land within existing urban areas
- PPG6 (‘Town Centres and Retail Development’) sets out the principle of a ‘sequential test’ which gives priority to finding sites within town centres for uses which attract a lot of people, such as retail, offices and leisure. The guidance also places emphasis on maintaining the vitality and viability of town centres through such means as high quality development, improved access and traffic management, and good quality car parking
- PPG13 (‘Transport’) seeks to reduce travel, especially by private car, by fostering development in locations well served by public transport, and by revitalising traditional urban centres by improving their attractiveness as places to live, work and shop.
- PPG15 (‘Planning and the Historic Environment’) promotes protection of the historic environment and stresses the need for particular consideration to be given to development likely to affect listed buildings or the character or appearance of conservation areas.
- PPG16 (‘Archaeology and Planning’) provides advice on the handling of archaeological matters in the planning process.

2.2 Development plans
2.2.1 The current Structure Plan for Gloucestershire is the First Alteration, covering the period 1986 - 2001. It recognises Cheltenham’s role as a major sub-regional employment and service centre, whilst also placing importance on maintaining the unique historic and environmental character of the town. It is currently under review; it will set new housing and employment requirements for the period 1991 - 2011, but its general approach towards the role and character of Cheltenham is unlikely to change.

2.2.2 The current local plan is the Cheltenham Borough Local Plan, which was adopted in December 1997. Its aims are to:

- conserve and enhance Cheltenham’s environment
- maintain a healthy economy
- help local people to be suitably housed
- create and maintain a high standard of amenity
- provide a safe and effective transport system, with a car restraint emphasis, focused on the protection and enhancement of the town’s environment.

2.2.3 The plan defines a ‘Core Commercial Area’ (see figure 3), the purpose of which is to define the town centre for application of the ‘sequential test’ set out in PPG6, and to protect the residential areas of the Cheltenham (Central)
Conservation Area. The majority of the area covered by the brief lies within the Core Commercial Area, and is therefore suited in principle for commercial and other town centre uses. The area is also wholly within the Cheltenham (Central) Conservation Area.

2.2.4 The plan includes a number of detailed policies relating to development and the conservation area which will be relevant to the sites covered by this brief. Reference is made to these where relevant. In general, these seek a high standard of design which complements neighbouring development and the character of the locality, particularly in respect of its conservation area status.

2.2.5 No sites within the area are allocated for specific uses.

2.3 Sustainable development

2.3.1 Sustainable development is a key element in the Government’s approach to planning. PPG1 sets out important considerations which are particularly relevant to the area covered by this brief because of its central location:

‘Sustainable development seeks to deliver the objective of achieving, now and in the future, economic development to secure higher living standards while protecting and enhancing the environment. . . Urban regeneration and re-use of previously-developed land are important supporting objectives for creating a more sustainable pattern of development. The Government is committed to concentrating development for uses which generate a large number of trips in places well-served by public transport, especially town centres, rather than in out-of-centre locations.’
3.0 LAND USES

3.1 Principles
3.1.1 This section of the brief sets out land uses which will be appropriate within the area, subject to location and design. It is not intended to be exclusive nor prescriptive, but to provide a general indication of acceptability. The Council will adopt a flexible approach to land uses within the objectives and principles set out in this brief, although, in accordance with PPG1, it will generally be seeking forms of mixed development, within the area as a whole and, where appropriate, on individual sites. Uses should be integrated with each other and the surrounding area.

3.1.2 Being within the ‘Core Commercial Area’ (the ‘town centre’ for the purposes of PPG6), the area is suitable in principle for a range of business and commercial activities, as well as uses which attract a lot of people, in accordance with PPG 6. These uses include retail, offices, assembly, and leisure. The Council is particularly keen to encourage such uses, which will help to offset employment lost by the closure of former businesses in this area. Many of the sites are also particularly suitable for housing, including affordable housing and housing which helps meets other specialised needs.

3.2 Primary uses

Housing
3.2.1 The Council is keen to see housing retained and increased in the town centre, in order to maintain vitality, help to reduce crime, meet the needs of those who prefer living close to the many facilities offered by the town centre, and contribute to the proportion of the country’s long-term housing needs to be provided on previously developed sites. New housing will also be complementary to existing residential areas to the north of the area, and will help to achieve forms of mixed development in accordance with PPG6. Well designed housing can also play an important part in maintaining the appearance and character of the conservation area.

3.2.2 Provision for new housing will therefore be required in the area, in accordance with local plan policy HS 73(a). A mixture of forms and tenures of housing will be required, including an element of affordable housing in accordance with Circular 6/98. Scope for the provision of student housing should also be considered. Where appropriate, residential development will be expected to meet or contribute to a play space standard of 2.4 hectares per 1,000 population, in accordance with local plan policy RC 102, and to make provision for an appropriate level of amenity space. In view of the area’s central location, and in the interests of sustainability, low levels of parking provision will be required, including a proportion of ‘car-free’ dwellings. This should enable higher densities and improved amenity to be achieved, without detracting from conservation area considerations.

Retail
3.2.3 Retail use will be expected to enhance the attraction of the town centre as a shopping destination, and must complement the major retail facility planned for St. James’ Station site. The location of new retail development is subject to local plan policy RT 82. The type and overall level of shopping will be subject to considerations of impact on the quality, attractiveness and character of the town centre, in accordance with policies RT 83 and RT 88, and Table 9. Policy RT 94 may also be relevant. There may be an opportunity for some speciality
shopping, in conjunction with smaller leisure uses, such as bars and restaurants. Shops and related facilities should be provided in an attractive shopper environment, and must be well related to the existing central shopping area and to short-stay car parking. Servicing facilities should accord with local plan policy TP 125.

3.2.4 Any shopping to the north of Swindon Road/St. Margaret's Road (and thus functionally separate from the central shopping area) will be subject to restrictions on the categories of goods permitted to be sold. On sites 3, 4 and 5 shopping facilities will be limited to those which are intended to serve only a local catchment or which are otherwise closely related to another land use on these sites.

**Business uses**

3.2.5 A variety of offices and other B1 uses may be provided in the Core Commercial Area, in accordance with local plan policies EM 70 and EM 71. This could include smaller workshops and studios. Only operational car parking provision will be permitted in accordance with local plan standards, except where the developer is able to demonstrate an operational need for additional provision.

**Leisure**

3.2.6 The major provision of large-scale leisure and entertainment facilities in Cheltenham will be in the western part of the St. James' Station development. This will preclude the provision of major new facilities within the area of the development brief, but there will be scope for the provision of a range of smaller facilities or those which are not provided elsewhere in the town centre. The inclusion of uses such as night clubs, which may cause unacceptable disturbance to residential areas, may be inappropriate in relation to local plan policy RC 95.

3.2.7 The feasibility of providing a visitor attraction, such as a themed experience, should be explored. Such an attraction should be close to any retail provision, with good access to main pedestrian flows and short-stay car parking. Local plan policy TO 112 is relevant.

**Conference and exhibition facilities/hotel**

3.2.8 The Council would welcome the provision of multi-function conference and exhibition facilities, subject to local plan policy TO 110, although it recognises that these could only realistically be aimed at meeting a events of mid-market scale, and that provision is only likely to be achieved in association with the development of a hotel. There is recent evidence of demand for two types of hotel. First, a 100-150 bedroom hotel to 3* standard. This should be located with good vehicle and pedestrian accessibility and so as to provide a high quality local environment, visually and environmentally. Second, a 50 bedroom budget hotel, for which a secondary location may be acceptable. Policy TO 111 of the local plan is relevant. Policy TO 114 may also be relevant. The local plan contains no parking standard for hotels within the Core Commercial Area and provision will be determined by anticipated user needs.

**Parking**

3.2.9 The area currently contains 939 public off-street, short-stay car spaces within the North Place (484), Portland Street (329) and High Street (126) sites. A maximum of 800 public car parking spaces should be provided in the area, preferably located near and with easy access to the central shopping areas in High Street and Lower High Street (West end), and should incorporate high
standards of customer care and safety. The Borough Council will continue to encourage standards of design and management required to meet the “Secured Car Park” criteria (a police initiative) and to support the principles of “Car Parks Are For People” (an initiative of leading retailers).

3.2.10 Private car and cycle parking may also be required in conjunction with new land uses, in accordance with car parking standards set out in Table 17 of the local plan. However, as part of its commitment to more sustainable transport patterns in the borough, the Council will be keen to limit the total number of spaces within the area. Developers will be required to demonstrate how the transport needs of the development, including parking needs, will be accommodated in the best interests of sustainability, taking account of the availability of public spaces and other alternatives, such as Park and Ride or improved public transport. Commuted payments may be required towards the provision of such facilities.

3.2.11 The Borough Council’s commitment to increase the use of cycles requires practical cycle parking in quantity, designed to provide secure destination parking where it is needed.

**Coach station**

3.2.12 The current bus and coach station serving both local and distance journeys is situated in Royal Well. An alternative location within the area of the brief would be welcomed, if this can be achieved satisfactorily, with good pedestrian access to High Street.

**Tourist Information Centre**

3.2.13 In the event of the coach station moving to a new location within the area of the brief, provision should also be made for a new tourist information centre. This would be identified on town maps, guides and publicity material, would be well signposted and would attract considerable custom (the existing centre attracts some 140,000 visitors a year). It should therefore should be prominently located, close to the coach station.

### 3.3 Other land uses to be considered

3.3.1 The Council would like to see other land uses, which are appropriate for a town centre location and are compatible with other uses in and adjacent to the area, included as part of a mixed development. Its preference is for the following:

- health facilities
- arts and crafts workshops
- public conveniences
- local facilities for policing
- visitor attraction
- youth facilities
- community meeting rooms
- studio offices
- the relocation of the Municipal Offices
4.0 CIRCULATION

4.1 Context
4.1.1 The area being on the northern side of the town centre, circulation through and within it is an important consideration, with a number of roads forming part of the town’s main highway network (figure 2).

4.1.2 The most important corridor of movement is Swindon Road/St. Margaret's Road, a principal highway, which passes through the middle of the area. It forms part of the Northern Relief Road, a replacement of the High Street for the east-west passage of traffic across town, and also of the Inner Ring Road, which is a circulatory system around the town centre. Although improvements to this route have been carried out in the last decade, some works still remain outstanding, including, within the area, the widening of a section of Swindon Road between Brunswick Street and Dunalley Street. There are firm proposals to extend the route of the Inner Ring Road in conjunction with the development of St. James' Station site.

4.1.3 The eastern edge of the area is formed by Portland Street, also a principal highway and an important exit from the town centre northwards, with a contraflow lane for the southbound passage of buses. Other streets in or on the edge of the area are important local traffic distributors, including North Place, Clarence Road and the southern side of Clarence Square (a non-principal highway), Monson Avenue, St. George’s Street and Henrietta Street. Brunswick Street, forming part of the western boundary of the area, Dunalley Street and Bennington Street are essentially local access roads and carry relatively little traffic.

4.1.4 High Street, which forms the southern edge of the area, retains some traffic including substantial numbers of buses, but is less important as a major route and has the potential for full or partial pedestrianisation, subject to adequate alternative provision for servicing vehicles and buses and for access to Rose and Crown Passage.

4.1.5 Northfield Passage, running along the northern boundary of the 'Black and White' site, and a short length of footway north of the Portland Street site are the only routes exclusively for pedestrians. Portland Street and Henrietta Street contain contraflow cycle lanes.

4.1.6 The Spa Shuttle, a free public road train using a circular route on town centre roads, passes through the area. Its current route is shown on figure 2.

4.2 Future intentions
4.2.1 Other development proposals and traffic management arrangements will affect the circulation of traffic and the functions of roads in the area to some degree. In particular, Ambrose Street has now been converted to two-way traffic flows and provides improved local access on the western side of the town centre in conjunction with the extension of the Inner Ring Road (see paragraph 4.1.2).

4.2.2 Swindon Road/St. Margaret's Road will remain a major traffic artery carrying cross-town traffic and vehicles servicing town centre shops and other buildings, and the outstanding improvements will be undertaken when finance is available. This route currently represents a physical and psychological barrier to movement, particularly of pedestrians between the town centre and the residential areas to the north. Improving links across the road for pedestrians and cyclists will be an important consideration in the development of the area.
4.2.3 The redevelopment of the area will require a comprehensive Traffic Impact Assessment which embraces the proposed uses of the various sites, car parking, traffic generation, and sustainable transport. The assessment should address sustainability and quality of life issues, and should demonstrate proposals for giving priority to the convenience of pedestrians, cyclists and public transport users. Developers should also show what provision has been made for public pedestrian areas.

4.2.4 Development within the area will generate additional car journeys and will be expected to contribute to the cost of improvements, both within or beyond the area, which may be required as a result of the development, in accordance with Circular 1/97. These will include appropriate improvements to the Northern Relief Road, as well as investment in facilities to provide a better environment for pedestrians and cyclists, such as crossings, cycle parking and traffic calming. Developers will be expected to set back their site frontage(s) abutting Swindon Road and St. Margaret’s Road in accordance with the County Council’s improvement line for the Northern Relief Road. Local plan policy TP 125 is also relevant.

4.2.5 Parking provision in new development should be made in accordance with local plan policy TP 130.

4.2.6 Special consideration must be given to the provision of facilities for people with disabilities, including parking and movement within and through the area.
5.0 DESIGN PRINCIPLES

5.1 Environmental appraisal
5.1.1 The nature, size and location of development within the area may give rise to a requirement for an Environmental Assessment under the Town and Country Planning (Assessment of Environmental Effects) Regulations 1988. Where this is not appropriate, the Council may seek an informal Environmental Statement in accordance with local plan Council Action GP A1.

5.2 Urban design context
5.2.1 The location of the area at the heart of the Cheltenham (Central) Conservation Area will be a primary consideration in the development and design of proposals. The area is not a discreet whole, but a complementary series of visually related parts. Proposals for development should fit within and contribute to a broad urban design approach, which should be the subject of a separate appraisal covering a wider area than that of this brief. The appraisal should contain a clear structure for the area, with static and dynamic spaces formed by the relationship of buildings, and demonstrate a clear regard for such factors as views and focal points. Within this structure, proposals for individual sites should be well related to each other and to adjacent areas in use, appearance and impact. Where possible and appropriate, provision should be made for new public open spaces.

5.2.2 Within this context, developers will be encouraged to provide new works of public art, in accordance with local plan Council Action GP A6.

5.3 Constraints

Conservation area
5.3.1 The purpose of designation is to preserve or enhance the character or appearance of an area. A high standard of design will be required within the area in accordance with local plan policies GP 3 and BE 8, with special attention being paid to height, scale, form, materials, colour and landscaping. There are a variety of materials and architectural styles in the areas surrounding the land to which this brief relates, and development should have due regard to and respect for those matters. The Borough Council will provide further guidance on these matters.

5.3.2 The Council welcomes good modern architecture, but schemes which copy earlier styles should be accurate and informed and, if intended as replicas, should be correct in all their external forms and details.

5.3.3 In accordance with local plan Council Action GP A2, the Council will invite advice on larger development proposals from the Architects' Panel, the Royal Fine Art Commission, and English Heritage.

Listed buildings
5.3.4 Listed buildings within and adjacent to the area are shown in figure 3. The setting and character of listed buildings must be taken into account in the design of proposals.

Trees and landscaping
5.3.5 There are few trees within the area. Those which exist should be incorporated into proposals for development. New tree planting should be provided within and adjacent to development sites as features within the urban design structure and to unite the area with the more heavily planted parts of town. Consideration
should also be given, where appropriate, to the inclusion of green as well as hard landscaping in public spaces.

**Archaeology**

5.3.6 The development area is archaeologically sensitive as it incorporates a large portion of Cheltenham’s medieval settlement. It is also close to a prehistoric settlement site. It may therefore contain significant archaeological deposits which could be adversely affected by development. A desk-based assessment of the archaeological implications should be undertaken as part of the Environmental Statement (see paragraph 5.1.1), and should form the basis of an archaeological field evaluation of areas where such deposits are potentially present. Local plan policy BE 35 relating to archaeological investigations and recording is relevant.

**Security**

5.3.7 PPG1 and Circular 5/94 (‘Planning Out Crime’) have created awareness of the need to reduce crime through good design. In order to meet community safety and sustainability objectives, new development should incorporate minimum standards of personal safety and property security, taking account of all aspects of crime and anti-social behaviour, real or perceived, in accordance with the principles of crime prevention through environmental design” set out in the publication “Secured by Design.”

**Drainage**

5.3.8 The Environment Agency has advised that surface water drainage from sites 1, 2, 3, and part of 4 passes into Pittville Lake, a high amenity area. To protect the lake from risk of pollution, the Agency would prefer non-industrial uses at these sites and facilities such as petrol stations or oil storage to be excluded. Local plan policies NE 62 and NE 65 are also relevant.

**5.4 Sustainable Design**

5.4.1 The Government has indicated that the way in which buildings and infrastructure are constructed and used, affecting such matters as the use of energy, pollution, and waste, is an important element in the national strategy for sustainable development. In conjunction with its preparation of a Local Agenda 21, the Council is keen to promote forms of sustainable development within the area and encourages designers, developers and builders to have regard to these factors in the preparation of schemes.
6.0 MAJOR DEVELOPMENT SITES

6.0.1 This section provides guidance on the disposition of land uses within the area based on the objectives and principles set out in this brief. However, these should not be taken to be mandatory and may be subject to adjustment in the interests of the development of the area as a whole or to reflect commercial imperatives. They represent a starting point for the creative process.

6.1 Site 1: Homebase

6.1.1 The site has an area of 0.98 ha (2.4 acres) and is owned by Sainsburys. It currently contains a vacated Homebase DIY store and associated customer car parking.

6.1.2 Its main and prominent frontage is to Swindon Road, which is affected by widening proposals. It also provides sole access to the site. There is also a lengthy frontage to Brunswick Street to the west and a small one to St. Paul’s Parade to the north, both of which are otherwise residential streets. There is currently no access to the site from either of these frontages, although the latter has some limited potential to serve new residential development on the site. The site also adjoins the Dunalleley Street School site (see para. 6.2).

6.1.3 The site contains no listed buildings.

6.1.4 The site is not visually attractive, and preference should be given to its redevelopment. With its location within the Core Commercial Area and its proximity to residential areas, it has considerable potential for mixed use development. This is more likely to be achieved by the amalgamation of the site with that of Dunalleley Street School, with business or commercial uses adjoining the Swindon Road frontage and residential uses to the rear.

6.2 Site 2: Dunalleley Street School

6.2.1 This site has an area of 0.5 ha (1.3 acres). It is currently in use as a primary school, although this is to be relocated to another site within the next year. Its grounds are owned by Gloucestershire County Council and the school building by an educational trust.

6.2.2 The site’s main frontage is to Dunalleley Street, a minor and fairly quiet road operating one-way southbound, although there is a small frontage to Swindon Road, which is affected by widening proposals. The main access to the site will continue to be from Dunalleley Street unless the site is included in more comprehensive proposals.

6.2.3 The majority of the site lies outside the Core Commercial Area defined by the local plan and therefore commercial uses (A1 - A3, B1 - B8, and D2) would be contrary to local plan policy BE 10. However, the Council may be prepared to consider other uses if the site forms part of a comprehensive proposal for a mixed use development, including some housing, in conjunction the adjoining Homebase site. Opportunity should also be taken to incorporate land adjoining the northern edge of the site, formerly Burke’s Yard, which is in the ownership of the Borough Council.

6.2.4 The main school building is listed and should be retained. If a suitable use which would enable the building to remain in its present form cannot be found, a change of use and internal alterations sensitive to the character of the building...
would be appropriate, either for housing or another use appropriate for a residential area. Any new development within the site should not detract from the character of the school.

6.3 **Site 3: Whitbread Office and Depot**

6.3.1 This site has an area of 0.76 ha (1.9 acres) and is owned by the Whitbread Group. It contains the regional administrative offices of the company, which is a prominent landmark in the locality, depot facilities and parking.

6.3.2 The site has frontages to St. Margaret’s Road, Monson Avenue and Dunalley Street, with access from the last two. No specific changes to the road network or access arrangements are envisaged.

6.3.3 The site contains no listed buildings or features worthy of retention. Although prominent, the office tower has no significant architectural distinction and appears out of scale with adjacent residential buildings. Its demolition and replacement by a lower building would not therefore conflict with local plan policy BE 13 and would be supported.

6.3.4 The northern half of the site lies outside the Core Commercial Area defined by the local plan, is largely surrounded by housing, and housing is therefore the appropriate and preferred use. The southern half of the site, which is within the Core Commercial Area, would be appropriate for a variety of business uses, including offices, which is an established use. Shopping facilities will be limited to those which are intended to serve only a local catchment or which are otherwise closely related to another land use on the site.

6.4 **Site 4: ‘Black and White Coach Station’**

6.4.1 This site has an area of 1.3 ha (3.3 acres), is owned by Cheltenham Borough Council and is currently used for coach and long- and short-stay car parking. There are no buildings within the site.

6.4.2 Its main frontage is to St. Margaret’s Road, one of the primary traffic routes through the town centre, with a subsidiary frontage to North Street. Primary access to the site will be from North Street. A subsidiary access from St. Margaret’s Road may be acceptable, but may require specific arrangements to accommodate turning movements. St. Margaret’s Road itself represents a major physical and psychological barrier between the site and the remainder of the town centre. Means of mitigating this effect on pedestrians and cyclists and of better integrating the site with other commercial areas of the town centre need to be considered.

6.4.3 The St. Margaret’s Road frontage is particularly visually prominent, and the design and land uses of the development must also take account of Dowty House and the grade II* listed St. Margaret’s Terrace, which are in residential use, and other residential properties to the north of the site. Consideration should be given to the extension of the existing terrace along St. Margaret’s Road.

6.4.4 The potential for development of this site will depend on how provision is made within the area for public car parking. If provision is made for some or all of the public car parking requirement on other sites, the scope for development will be substantial. A mixture of residential and commercial uses may be appropriate, although shopping facilities will be limited to those which are intended to serve only a local catchment or which are otherwise closely related to another land use.
on the site. If some car parking is to be retained within the site, consideration could be given to retaining this at ground or basement level, with development above.

6.4.5 The Housing Society which manages Dowty House has indicated that it would not be averse to the home being relocated as part of the overall development, at no cost to the Housing Society. This possibility and therefore that of amalgamating the two sites should be considered, although, along with other buildings of similar style, the original Dowty House building (excluding later extensions) contributes to the character and appearance of the conservation area and should be retained and incorporated into any scheme of redevelopment. The site of Dowty House is also owned by the Borough Council.

6.5 Site 5: Portland Street
6.5.1 This site has an area of 0.67 ha (1.7 acres), is owned by Cheltenham Borough Council and is currently used as a short-stay car park. Apart from the public conveniences, which are capable of relocation, there are no buildings within the site.

6.5.2 It lies between Portland Street and North Place. Portland Street is one-way northwards, with a contraflow bus-only lane, and is intended to remain as such. It provides access to the car park. North Place is a two-way road. It forms part of the Spa Shuttle route and also provides access to the car park. Subject to the provision of satisfactory alternative access arrangements for the Spa Shuttle and any development on the Portland Street or Black and White sites, there is potential for the permanent closure of North Place, enabling consolidation of the two sites.

6.5.3 Land uses must be compatible with adjoining residential areas and are likely to include housing, offices and hotel. Shopping facilities will be limited to those which are intended to serve only a local catchment or which are otherwise closely related to another land use on the site. Some public car parking will need to be retained within the site to serve businesses and churches in Portland Street and other adjacent roads.

6.5.4 The location of the site provides it with a long frontage on an important road and makes it highly visible. This site is one on which buildings in the Regency style may be appropriate as it is most closely linked with the extensive areas of Regency architecture in Pittville.

6.5.5 Opportunity should be taken to incorporate the residual section of Warwick Place, immediately to the south of the site, into any development.

6.6 Site 6: Henrietta Street car park
6.6.1 The site has an area of 0.45 ha (1.1 acres) and is owned by Cheltenham Borough Council. It includes 2 buildings on the Swindon Road frontage, but the remainder is cleared and currently in use as a short-stay car park. It is also the site of a weekly market on Thursdays.

6.6.2 It has only two small frontages to Swindon Road and High Street, and is surrounded by a number of listed buildings. Both Henrietta Street and St. George’s Street contain a mixture of commercial and residential uses.

6.6.3 The existing car park currently helps to serve High Street west of Ambrose Street. If the site is to be developed, provision should be made within it for an
outdoor market, and alternative provision for the car parking will also need to be made in a location suitable to serve the west end of High Street. Any proposals for redevelopment would need to take account of the restricted access to the site and the proximity of listed and residential properties.

6.7 Site 7: Brewery
6.7.1 This site has an area of 1.5 ha (3.6 acres) and is owned by the Whitbread Group. Its present use is as a brewery and related storage.

6.7.2 The site has a prominent and visually unexploited frontage to St. Margaret’s Road and is also bounded by roads on its other three sides. Henrietta Street is an important local access road, one-way southbound with a contra-flow cycle lane. No changes to current arrangements are proposed. The principal accesses to the site are currently from Baynham Way, Oxford Passage and St. Margaret’s Road. It is preferable that the Oxford Passage and St. Margaret’s Road accesses are closed upon redevelopment, but other opportunities may be created.

6.7.3 The brewery buildings are not listed. However, three of the older brewery buildings - the warehouse and the 2 ‘tower’ buildings - are of local historical importance and contribute both to the character and the appearance of the conservation area. In accordance with local plan policy BE 13, these buildings should be retained and incorporated into any development.

6.7.4 The site lies immediately adjacent to the central shopping area and is within the Northern Relief Road/Inner Ring Road. It therefore has considerable potential for uses which will relate closely to the functions of the shopping centre. The Council considers that the site offers an opportunity for an exciting mixed use development which would enhance the attractions of the western end of High Street and the town centre as a whole, creating an area with an attractive environment and strong identity. This could include public car parking, retailing and other commercial uses, including offices, smaller leisure uses such as restaurants and bars, and visitor attractions, both commercial and non-commercial.

6.7.5 The main problem with the site in this context is the lack of a direct link with High Street and opportunities to create this should be explored. Proposals must take account of access requirements relating to High Street, including buses, servicing, customer collections, taxis and people with disabilities. Means of improving crossing facilities for pedestrians and cyclists on St. Margaret’s Road should also be considered.
Major sites
1. Homebase
2. Donalley Street School
3. Whitbread Office and Depot
4. Black & White Coach Station
5. Portland Street
6. Hanleyfa Street Car Park
7. Brewery

Area covered by brief

SCALE 1:2500
PLAN 3
DESIGN FACTORS

Listed buildings

Core Commercial Area

SCALE 1:2500