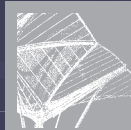




Draft - October 2006



Cheltenham urban design framework





Cheltenham Civic Pride is  
a partnership between:

**Cheltenham Borough Council**  
**Gloucestershire County Council**  
**South West of England**  
**Regional Development Agency**

**Halcrow**



**Aedas**

 **King Sturge**

**Nisbet**



## A: CONTEXT

### 1.Introduction

#### 1.1 Overview

Cheltenham Borough Council (CBC) Gloucestershire County Council (GCC) and the South West of England Development Agency (SWRDA) have established a Partnership with the purpose of taking forward an Urban Design Framework for Cheltenham under the banner of Cheltenham Civic Pride.

The partnership has commissioned the Halcrow team to deliver the Cheltenham Urban Design Framework (UDF). The Urban Design Strategy is an output of Phase 2 of the UDF. It builds upon the baseline study undertaken in Phase 1, and expands the overall context set out in the Urban Design Strategy prepared by Latham Architects in 2001, and Latham's Civic Pride in Central Cheltenham Report (2002).

The purpose of the Urban Design Strategy is to establish general principles and policies in respect of land use and design quality in Cheltenham, in order to guide development of the town centre in the longer term.

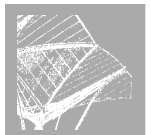
This Urban Design Strategy has been prepared in parallel with the Transport Strategy which sets out options for how the urban design proposals and interventions in the public realm might be accommodated in transport and traffic terms.

The focus of the Urban Design Strategy is the layout and appearance of key public spaces in Cheltenham, considering how these are used and how their contribution to the overall sense of place in the town might be improved. The overriding aim is to foster the potential of these spaces to become public places, which can accommodate community life and interaction.

#### 1.2 Point of Departure

*"The success of a town... often depends on that elusive quality that makes a place special or memorable – its public spaces and the quality of its built environment"* (SWRDA, Guidelines for the Civic Pride, 2)

SWRDA Guidelines for the Civic Pride Initiative provide a point of departure for the UDF, acknowledging that good design and investment in the public realm lies at the heart of regeneration and sustainable development.



# cheltenham urban design framework

Civic Pride is a measure of a community's respect for public spaces and the aim of the Civic Pride Initiative is to promote the use of public spaces, inspiring enjoyment, appreciation, ownership and sense of identity within the local community.

Public realm is defined as "that space within the built environment that is accessible both physically, visually and culturally" (SWRDA, Guidelines for the Civic Pride Initiative, 5).

The public realm encompasses:

- Streets
- Pedestrian friendly spaces, squares, parks, gardens
- Walking and cycle routes
- Civic buildings
- Views, vistas, landmarks, gateways and public art
- Street furniture, signage and lighting
- Buildings and development fronting public spaces

Providing the connection between different activities and uses in a town, the public realm is essentially a pedestrian experience. Pedestrian activity within public space ensures lively, safe, animated, enticing places.

The majority of public spaces in the Cheltenham Civic Pride study area have their origins in Medieval and Regency development. While these spaces have stood the test of time, they have been undermined by contemporary interventions: vehicular traffic; signage clutter; street furniture; parking. The Civic Pride Initiative awards increased emphasis to people and cyclists within the public realm, regaining road space for pedestrian and cycle use, ensuring that these users are given higher priority. Civic Pride entails a departure from traditional traffic planning, reducing reliance on signs and lines, and using the interplay of the range of streetscape elements to inform users and generate a sense of place.

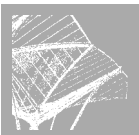
The historic built environment plays a vital role in defining local distinctiveness and sense of place, particularly in Cheltenham which is home to the largest conservation area in the country and one of the finest collections of Regency buildings.

Modern lifestyles and technologies place higher demands on public space in terms of accommodating public interaction and as a focus for community life. A degree of change and adaptation of these spaces will inevitably be required in order to accommodate 21<sup>st</sup> century activity and to ensure that they are capable of fulfilling their role.

Civic pride promotes responsiveness to local character, and a bespoke approach to designing space and fitting out of public space. It is based on the premise that world class heritage and contemporary interpretation can work together in their contribution to the distinctive and special qualities of the public realm, provided a sensitive and innovative approach is adopted.



Boots Corner





### 1.3 Structure

The chapter which follows provides a contextual appreciation, summarising the implications of the baseline study for the Urban Design Strategy.

The Vision section considers how the CBC's Mission to create the future most beautiful town in England might be realised in Chapter 3. It includes consideration of the overriding urban design objectives and concepts which underpin the strategy in chapter 4.

The Strategic Framework section sets out the Urban Design Approach for Cheltenham in chapter 5, including the high level urban design concept which underpins the strategic urban design structure for the town. Chapter 6 sets out the urban design structure for the town, considering key structuring elements. Chapter 7 provides an overview of the movement framework which enables the realisation of the urban design structure. Chapter 8 considers treatment of the streetscape.

The Quarters section considers the evolution of the quarters in Cheltenham, and sets out principles in terms the role of individual quarters, development opportunities and public realm improvements, as well as design principles to be applied.



## Cheltenham - early origins

## 2. Appreciating the context

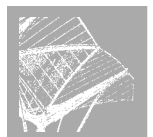
Any proposed intervention in the public realm in Cheltenham requires an understanding of how the town currently operates. This was the subject of the baseline assessment in Phase 1 of the Cheltenham Civic Pride project. The Urban Design Strategy builds upon this initial phase. Key issues and implications arising from the baseline study are summarised below.

## 2.1 Historic evolution of place

Originating as an agricultural community alongside the River Chelt, set at the foothills of the Cotswolds escarpment – the name “Cheltenham” is Saxon in origin meaning village under a hill.

The River Chelt is closely linked to the evolution of the town, its agricultural origins and industrial growth. In previous centuries the River's power was harnessed to the feed mills which powered the growth in prosperity.

Implication: Preserve sense of place, recognise the historic connection to the River Chelt, and retain views of the Cotswold Hills.



## cheltenham urban design framework



The Promenade in the 1880s



Cheltenham's Promenade was described in the Times as "the most beautiful thoroughfare in Britain" [Brooks, 2003: 17]. In 2005, Cheltenham's Promenade won the title of Britain's favourite high street, gaining 35% of the vote.

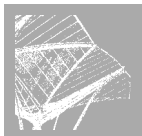
The settlement developed in an east-west direction along the route of the current High Street, and was referred to as "Cheltenham Street". Granted market town status in 1226, market stalls were set out along the High Street, which remains the backbone of Cheltenham's retail offer today. Until the 18<sup>th</sup> century, the town comprised a single thoroughfare along this route, with lanes leading off in a north-south direction.

The second wave of development following the discovery of mineral waters in the 18<sup>th</sup> Century. Rapid growth, based on the emergence of Cheltenham as a fashionable spa resort, coincided with the fashion for Regency architecture resulting in a Regency "revolution" which transformed the town.

Regency development to the north and south of the High Street provided Cheltenham with a new and distinct character: broad avenues, promenades, walks, rides, arcades and ornamental gardens, which surrounded the spas and pump rooms. The demand for housing was met by the construction of gracious villas, regal crescents, and grand terraces. Cheltenham is the most complete Regency town in England, and the Central Conservation Area is the largest conservation area in the country.

However, this unique Regency character has been undermined by vehicular traffic, the volumes and speed of which generate barriers, reinforce separation between areas, and undermine the integrity of the town. Together with the plethora of signage it brings, this has the effect of downgrading the public realm.

*Implication: Respect, re-inforce and re-invigorate Regency tradition, and standards of visual planning in the design of buildings, routes, public spaces and green areas. Celebrate the town's past while ensuring public spaces are able to accommodate contemporary activity.*





Montpellier Pump Room

Developed independently by speculators and private developers, the distinctive estates of Regency Cheltenham, (Bayshill, Montpellier, Lansdowne, and Pittville) have their own individual characters and tend to be less physically integrated than if they had been laid out as a single town. The lack of physical integration between these areas endures, and is exacerbated by the heavily trafficked ring road and the High Street with its narrow lanes which intersect (but seldom break across) this route.

Implication: Improve connectivity and integration between areas, celebrating their history, but realising Cheltenham's potential as a 21<sup>st</sup> century town. Ensure that the public realm provides a unifying structure, drawing together the historic and more contemporary elements of the town into a legible whole.

## 2.2 Economy

Cheltenham has a thriving local economy, with a GDP which is 26% higher than the national average and the town is home to the headquarters of a number of key companies. The town centre has a reputation for quality shopping, serving a wide area in central and eastern Gloucestershire and the South Midlands. The town is also a key cultural and tourism destination, with a thriving nightlife.

The decline in traditional employment necessitates job creation in alternative industries; financial, creative industries, tourism, retail and leisure, to ensure that the town retains its competitive position.

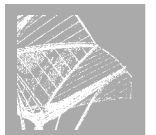
The Cotswold Hills and green belt constrain development opportunities on the periphery. The Civic Pride Partnership's economic objectives include the stimulation of economic development in the town centre.

Implication: Continued investment to improve the town centre, ensuring competitiveness and attractiveness. Overcoming problems associated with the night time economy; noise, antisocial behaviour, is necessary to protect amenity and ensure continued appeal to visitors and maintain safety at night.

The Draft Regional Spatial Strategy's estimates growth of 10,750 new jobs in the Cheltenham Travel to Work Area (TTWA) over the plan period (20 years). Using the employment density ranges provided by OffPAT/EP for industrial, warehousing, leisure, retail and office sectors and assuming employment growth by sector will follow existing patterns (based on Annual Business Inquiry workplace analysis data for 2004 - the most recent available), the additional floorspace demand for 10,750 new jobs would be in the region of 283,000 m<sup>2</sup> or some 14,000 m<sup>2</sup> per year over a 20 year period within the Cheltenham TTWA. Given the emphasis on brownfield development, it is reasonable to expect that a considerable amount of this demand could be taken up on sites within the Civic Pride Area.

This will have benefits in terms of ensuring a mix of uses and vitality of the town centre.

Implication: To promote employment uses in the town centre, including opportunities for office, hotel and leisure development on key sites and main routes where (re)development potential exists.





# cheltenham urban design framework



Montpellier specialist retail area



St. James' Offices

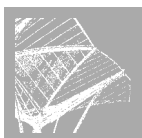
The Civic Pride Partnership's economic objectives include the enhancement of the town's reputation as a centre of culture, with investment in the leisure, retail and tourism sectors to be encouraged. Enhancement of the town's retail offer is essential to the economic success of Cheltenham, and to ensure its competitiveness with alternative destinations. The provision of sufficient retail floorspace to accommodate demand, and the reinforcement and protection of Cheltenham's High Street and niche shopping destinations is crucial.

Implication: Retain the High Street as the retail core, ensuring that this area can accommodate retail demand. Improve connectivity and integration between the retail core and "niche" shopping areas in Montpellier, the Suffolks and High Street West End, enabling these areas to remain the preserve of small independent traders.

## 2.3 Community

A fashionable resort and a playground of Royalty and the leisured classes in the 19th century, Cheltenham was recognised as being 2 towns: one for the wealthy and one for the poor. This disjuncture persists with general levels of affluence and prosperity masking persistent deprivation. The four of the borough's wards which are in the top 5% of the richest wards nationally are in juxtaposition to the four of the borough's wards which are in the bottom third of the most deprived wards, nationally.

Implication: increase opportunities, particularly for the more deprived sectors of the community. Improve expectations and civic pride through encouraging active community participation in the Civic Pride initiative. Improve access to affordable housing, and provide high quality spaces and amenities which bring people together.







Music is a defining part in the culture and identity of the town, which is the birthplace of Holst. Between the wars, Imperial Gardens was alive with music from the bandstand. A defining of Cheltenham Town Centre from the 1920s-1950s was the Spa Harp Trio; a group of buskers who played harp, coronet and flute, entertaining shoppers on the Prom and Montpellier Walk [Brooks, 2003:111]. The Jazz and Music Festivals and bandstands of Pittville Park and Imperial Gardens continue to be foci for musical activity.

## 2.4 Culture

Since the Regency era, culture has played an important role in Cheltenham life. There has been a theatre in Cheltenham for more than 250 years, and there is a strong link between the culture/ entertainment and spa developments (which typically included reading rooms, libraries, billiard rooms, and ballrooms). The Central Spa (now the Town Hall) was the venue for municipal concerts which took place every weekday afternoon during the winter season. Today, Cheltenham's festivals, theatres, museums, art galleries, add to the town's cultural offer, and at least 73 days of each year are festival days.

**Implication: Promote and reinforce Cheltenham's identity as a centre of culture, enhancing the town's cultural offer and opportunities (theatres, museums, festivals, libraries, churches, community centres). Providing spaces for outdoor entertainment and music, promoting informal as well as formal cultural activity.**

## 2.5 Environment and Health

In addition to Cheltenham Spa's reputation for curative waters, the streets, squares and gardens of Regency Cheltenham were designed for people to walk in groups, to gather and take in the outdoor air of the gardens without being impeded by traffic. The resort was also a focus for sporting activity.

The town's parks, gardens and tree-lined avenues are still recognised as being among the best in the country, and provide ideal locations for walking and outdoor recreation. However, in more recent times sections of the town centre have become blighted by heavy traffic which impedes pedestrian safety and enjoyment of the outdoors. The population of Cheltenham is generally in good health, with death rates being lower than the national average. However, five wards in the borough rank in the top 10 wards in the county for health need.

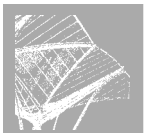
**Implication: Re-establish Cheltenham's reputation as a centre of health and healthy living. Promote walking and cycling, clean air and outdoor activity, and emphasise community well-being and healthy lifestyles.**



Outdoor seating, St. James'



Sandford Park



## 2.6 Natural Resources

As with all towns and settlements, Cheltenham will inevitably be affected by climate change. Ensuring that Cheltenham is future proofed and can adapt to these changes will be a key factor influencing sustainability.

Concerns about natural resource use will entail reducing waste, use of recycled products and materials. The re-use of brownfield land will contribute to energy efficiency and the protection and improvement Cheltenham's natural resources and wildlife.

Implication: The incorporation of sustainable development principles in the enhancement of the public realm will place increased emphasis on walking and cycling, and reliance on public transport rather than the car. Designing with climate will ensure that outdoor rooms take advantage of solar gain, and provide the necessary shelter from the elements and extreme weather conditions.

## 2.5 Movement and Access

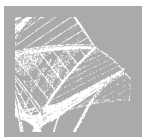
As one of the main employment and retail centres in the county, Cheltenham's roads are subject to congestion pressures. Continued growth in car use will place additional pressure on the town's road network. In order to maintain the town's environment and economy, more efficient use of the existing road network is required along with the provision and promotion of alternative travel options, including public transport, cycling and walking.

Implication: Utilise existing capacity on the road network to accommodate existing traffic. Promote 'sustainable transport' which allows the whole community to travel safely and easily in an environmentally-friendly way, while reducing congestion and pollution associated with heavy traffic. Re-allocate road space for use by cyclists and pedestrians.

The supremacy of the inner ring road within the central area results in conflict between vehicles and pedestrian/cycle traffic. This has adverse impacts on safety, negative noise and air pollution, and undermines the attractiveness of the town centre.

The current one way ring road system precludes any meaningful public realm intervention in the heart of Cheltenham.

Implication: Reduction in through traffic from the heart of the town centre, enabling the re-allocation of road space to pedestrians and cyclists.







## B. VISION

### 3. The Vision for Cheltenham

#### 3.1 Basis

SWRDA Civic Pride Guidance stipulates that a key element of the Urban Design Framework is the provision of a Vision for the area in which the public space is located, demonstrating an understanding of its role.

#### 3.2 The Most Beautiful Town in England

The Council's mission, the aspiration articulated within the Latham Study, and the banner taken up as part of the Civic Pride initiative, is for Cheltenham to be the most beautiful town in England. The town's beauty will be expressed and revealed in a number of ways:

##### A Celebration of Inheritance

Cheltenham's reputation as the most beautiful town in Britain will be derived from its exceptional architecture and landscape, the elegant period buildings, mature and gracious green spaces, its avenues, crescents and terraces.

Intervention will be based on a commitment to heritage, and a belief in innovative design.

Public realm interventions will reinforce and refresh Cheltenham's Regency heritage, creating a coherent and legible urban structure, based on the re-interpretation of this historic legacy and the integration of the town's component parts.

A transparent urban structure will allow the

town's antecedents to be clearly revealed and readily understood, enabling an appreciation of its historic evolution and heritage assets by visitors and residents alike.

At the same time, this framework will accommodate contemporary urban life and

a thriving economy within its streets, civic spaces, parks and buildings, ensuring that the highest standards of modern design are applied, based on form and elements which respond to the classical Regency architecture and design.

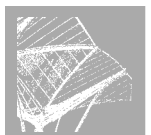


Imperial Gardens

The vision for Cheltenham builds upon that articulated in the Community Plan "Our Future, Our Choice" which is for Cheltenham in the year 2020 to be a vibrant, safe and sustainable town where residents, workers and visitors enjoy the benefits of social, environmental and economic wellbeing.

The main priorities identified in the Community Plan are:

- Improving Cheltenham's environment – making it a beautiful and sustainable town
- Reducing inequalities and developing a sense of community
- Improving sustainable travel
- Improving the supply of affordable housing





# cheltenham urban design framework

## Sense of community and social inclusion

Investment in public spaces will increase opportunities for community interaction; instrumental in generating a sense of community. Public spaces provide the stage upon which local interaction occurs and where community identity is forged. They provide the focal points for the community and places in which civic pride is realised.

Animated and bustling civic spaces in which life can be celebrated, and which can accommodate outdoor gathering and events will be a key characteristic of Cheltenham town centre. Vibrant activity will reduce crime and fear of crime, ensuring that Cheltenham's beauty is shared by all, and accessible to a range of incomes and ages as well as vulnerable groups. The provision of affordable housing on publicly owned sites will further ensure that a diversity of incomes is accommodated within the Civic Pride area.



## The healthiest place in Britain

Cheltenham's history as a health resort will have contemporary expression in the town's reputation as the healthiest place in Britain. This is attributable to its Regency origins as an "*al fresco*" town whose beauty is best enjoyed outdoors and on foot amongst its green spaces and beneath the town's trees.

The Regency tradition of promenading will be given new expression through the creation of a "walk in" town. Rethinking traffic circulation and the allocation of some road space will allow a shift in emphasis within the urban structure, enabling Cheltenham's beauty to be revealed and experienced safely and fully by people on foot. Pedestrian priority, enhanced connections between areas, combined with design features (tree lined streets, colonnades and arcades) will enable the town's beauty to be appreciated on foot in all seasons. Walking and cycling will occupy an increasing modal share, reducing emissions and air quality impacts.



In the longer term, the route of the Chelt will be revealed through the town centre, by means of the creation of a continuous walk, between Chelt Walk and Sandford Park (and beyond), providing a clear, green pedestrian/ cycle route into the town centre from the outer lying areas.



## An exemplar of sustainability

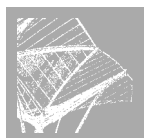
A commitment to sustainable development will ensure that Cheltenham's beauty can be appreciated by future generations. The need for travel will be reduced by establishing the town centre as a focus for mixed use activity. Improved biodiversity, water and energy efficiency, sustainable urban drainage, the reduction of carbon dioxide emissions, waste minimisation, and the use of locally sourced renewable materials will underpin all development in this location.

New buildings and public spaces will be designed to maximise solar benefit: sunny outdoor seating areas; south-facing windows to residential buildings; and solar shading for non-domestic buildings. Design measures to ensure adaptability to climate change and summer overheating (such as colonnades, tree-lined streets, green roofs, vertical gardens, *brise soleil*) will be characteristic of the design of new development. All new buildings should achieve a BREEAM "excellent" rating, and all new public buildings should be designed to be carbon neutral.

Cheltenham will aspire to achieve a ratio of one tree per resident, further offsetting carbon emissions, and generating in biodiversity benefits for the town.



Solar gain from south facing elevations, BedZed



## A strong and diverse economy

Cheltenham's attractiveness will be linked, in part, to the diverse mix of activity and uses, and variety of economic opportunities within the town centre. The redevelopment of key town centre sites in particular will create a focus for high quality office development, and the town centre should be promoted as a location for company headquarters. The provision of new live work units will ensure support for start up businesses, particularly in the creative industries sector. Creativity and enterprise will be woven into the fabric of development and design.

## Top 20 Retail Destination

Owing to the attractiveness and quality of the local environment and the diversity of its retail offer, Cheltenham will occupy a position within the top 20 retail destinations in the

UK. The Promenade will remain the most loved shopping street in Britain with its high quality environment attracting top end brands. The High Street retail core will enjoy a full component of high street multiple retailers, and future growth will be accommodated within the core area. Independent retailers on the High St approaches will provide specialist shops and services, adding diversity to the retail offer in the town centre, catering to a range of incomes and needs. Montpellier and the Suffolks will continue to cater to the specialist niche markets – including antiques and fashion – and improved links between these areas and the heart of the town centre retail core will be established. Shoppers will move easily between these distinct retail quarters which will be linked by pedestrian loops.

## Premier Cultural and Leisure Destination

Cheltenham is the premier cultural and leisure destination in the sub-region, renowned for its festivals, theatres, museums, art galleries, restaurants and evening venues. The town's Regency reputation as a leisure resort will have contemporary expression in the variety of entertainment on offer. Informal outdoor performance space, a range of eating and drinking establishments, clubs and thriving café society, will be accommodated alongside established venues for cultural activity: the Town Hall, theatres, museums, galleries, libraries. A formal cultural precinct will provide a setting for the Cheltenham's museum, art gallery and library complex. The town's creative energy is will

be captured in landmark public art features which define public spaces and act as signposts and gateways.

## A preferred base for exploring the Cotswolds

A range of visitors are attracted by Cheltenham's beauty which together with the town's Cotswolds location, pre-eminent retail offer, range of festivals, cultural, leisure and sporting events, make Cheltenham a preferred base for exploring the Cotswolds as well as being a destination in its own right. The range of visitor accommodation including high quality boutique hotels in the town centre will add to the town's attractiveness to visitors who make a vital contribution to the sub-regional economy.



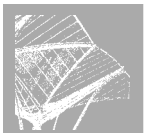
High Street



Promenade



Town Hall







Piccadilly Gardens, Manchester



The use of water to animate public spaces along the route of the Promenade, will provide a living memory of the historic use of this route and of Cheltenham's origins as a spa town.



Parc Andre Citroen

## 4. Design Objectives and Concepts

The Urban Design Strategy sets out a framework for future development that is based on the following objectives:

- **Identity:** Reinforcing the distinct sense of place, acknowledging Cheltenham's historic evolution and setting, celebrating the town's architectural and urban design qualities. The past is a key structuring element informing future development, in the creation of memorable structures and spaces. In Cheltenham this will be based on the celebration of those urban elements which make the town unique: the Medieval High Street, Regency Promenade, Green spaces, trees, avenues, crescents, terraces, and Regency villas. The creation of a clear and recognisable place will be fundamental strengthening local identity.

- **Permeability:** Establishing a clear movement hierarchy, which enables access by all modes, that avoids conflicts between modes. The transformation of Cheltenham into a "walk-in" town will be achieved by overcoming barriers to pedestrian accessibility, integrating its component parts through the creation of direct, legible walking routes which connect people, place and purpose.

- **Sustainability:** Generating a robust urban structure, capable of enduring and responding to change. Ensuring development is "future proof", through commitment to high quality, flexible and adaptable buildings and public spaces. The incorporation of environmentally sustainable development practices: waste minimisation, use of renewable resources and resources, energy efficiency, water conservation and reduced run off will enable Cheltenham to be enjoyed by future generations.



Memorable places are those which are filled with people: Las Ramblas, Barcelona and Place Vendome, Paris

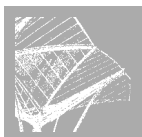


Greenwich Millennium Village combines contemporary design with sustainable buildings and lifestyles



Outdoor canopies provide protection from the elements on the Promenade, Mellorca

- **Community:** Creating public spaces in which community life can be celebrated in Cheltenham. Reclaim road spaces to establish civic squares which provide opportunities for social interaction (gathering, meeting, seating, eating), generating a sense of community throughout the town.





- **Variety:** Generating a sense of excitement in the town centre, by establishing a mix of uses, ensuring that the town is inhabited at all hours. Encourage the emergence of distinctive, but linked, town centre quarters,

each with their own character and focus for activity. Promote active ground floor uses and spill out areas to add interest to the public spaces. Use lighting to ensure their use in the evenings.

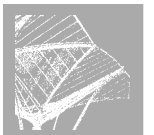


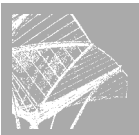
Treat public spaces as "outdoor living rooms"



- **Opportunity:** Bringing forward development opportunities in the town centre, on both publicly and privately owned sites. Provide an enabling context as well as clear policies and design guidelines, ensuring that future development reinforces and contributes to and the qualities of the public realm.

- **Efficiency:** Ensuring that public investment and public realm improvement initiatives are directed to where maximum benefit will be derived is key to creating sustainable urban value. This is consistent with SWRDA Civic Pride guidance which states that the emphasis should be on high quality rather than quantity of coverage. Targeted interventions in the public realm at key locations are called for, rather than over-design of the town centre. Public investment should direct future development, harnessing private sector investment responses and allowing creativity to abound.





## C. STRATEGIC FRAMEWORK

### 5. Urban Design Approach

The purpose of the strategic framework is to provide a context for individual schemes, which form part of a wider strategy for improvement of Cheltenham, and the transformation of the town into the most beautiful place in England. The strategic framework ensures that individual projects/ interventions are not conceived of as isolated schemes, but contribute to a coherent urban design structure for the town.



Plan of Savannah



Burnham Plan – Chicago

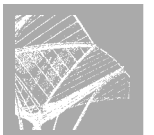
### 5.1 The Urban Design Concept

*"A noble logical diagram will never die, but long after we are gone will be a living thing, asserting itself with ever-growing insistency... Let your watchword be order and your beacon beauty"* Daniel Burnham

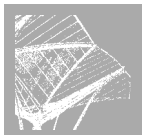
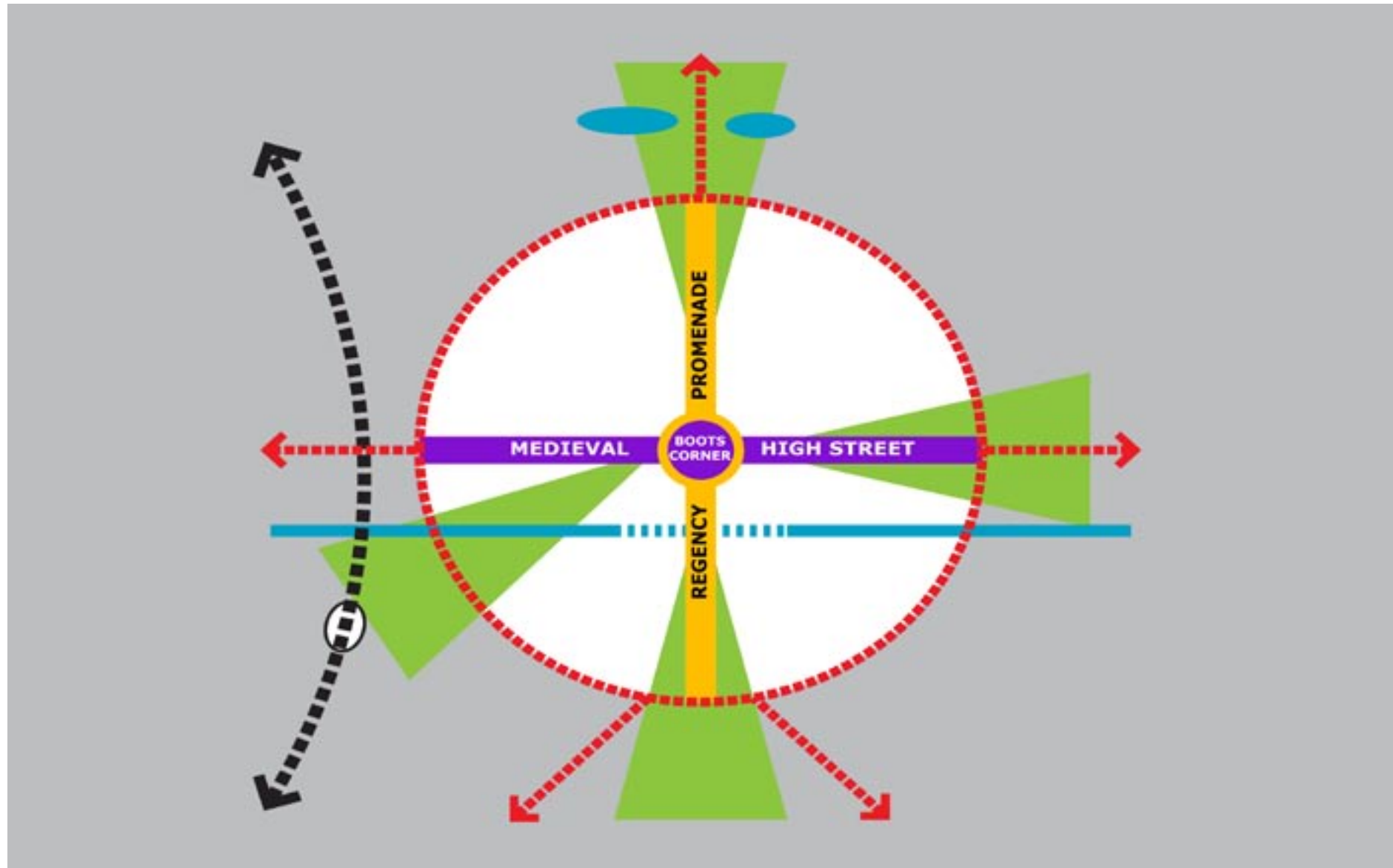
Memorable places are based on simple, enduring design ideas.



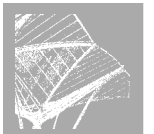
Roman Town Plan







## Concept Plan





The town centre is surrounded by a town boulevard, upon which through traffic is routed, keeping the town centre free of non-essential vehicular traffic, but retaining access for servicing, public transport, residential and workplace access. While vehicles will continue to be permitted into the core area, the speed and volume of traffic is to be reduced, ensuring that pedestrians have priority on key routes, and that public spaces function as places for people.

The main gateways into the retail core are defined by the points of intersection of the approaches with the town boulevard. These gateways will denote arrival into the town centre through the use of vertical emphasis in architecture, landmarks, public art, signage, planting and surfacing. Each gateway will have its own particular character, reflecting its location, local conditions and uses.

Green wedges bring the countryside into the built area. Although they are more abundant on the periphery, their presence is still obvious in the core area in the form of public open spaces, squares and green streets. The River Chelt, which is associated with the early origins of the town, provides an additional layer of meaning and structure as it passes through the town centre.

## 5.2 The Activity Zones

In developing the urban design concept and in unpacking its implications at the finer scale, it is necessary to understand the core activities within the town centre. This assessment is based on the conclusions from the baseline analysis (phase1), the emerging conclusions from the Cheltenham Retail and Leisure Study (DPDS, August 2006), as well as consideration of the development potential of key sites within the study area.

Activity zones underpin the emergence of town centre quarters and are key to developing a strategic vision as to the types of development, necessary access and circulation as well as public realm enhancements which should be promoted through the urban design strategy. The following clusters of activity have been identified in Cheltenham:

- **Core Shopping Area:** the High Street and Regency Arcade constitute the core areas of retail demand and is the primary retail area. The Brewery development, with its cinema, gym, bingo, and restaurants could form a leisure component to this core commercial area, provided a direct link through to the High Street is established, providing a High Street presence for the Brewery site.

- **Retail Expansion Zone:** the area to the north and west of the Beechwood Shopping Centre has been identified as the most feasible opportunity for expansion of the primary shopping area, with opportunity for multi-level mixed-use development as part of a comprehensive development scheme.

- **Transitional Commercial Zones:** the areas at either end of the High Street are classified as transitional zones, characterised by independent retailers and outlets serving the local community. These constitute a continuation of the core High Street Shopping Area, but retail uses in these zones tend to cater for a local clientele, or a specialised market.

- **Specialist/ Niche Retail Areas:** Montpellier and the Suffolks have an established reputation with their mix of specialist shops and niche services. Lively cafes, restaurants and bars support the evening economy in these areas, which currently lack a clear physical connection to the town centre.

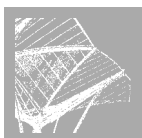
- **Core Cultural Zone:** the art gallery, museum and library complex has the potential to become a distinct cultural quarter.

- **Civic Axis:** The Promenade, with its monumental and gracious proportions, its civic functions in the form of the town hall and council offices, long continuous frontages

and strong Regency heritage provide a civic axis – the backbone to public life in the town. There is an opportunity to extend this axis with the redevelopment of the North Place site, creating a promenade link to the North of the High Street.

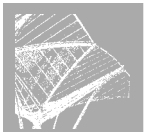
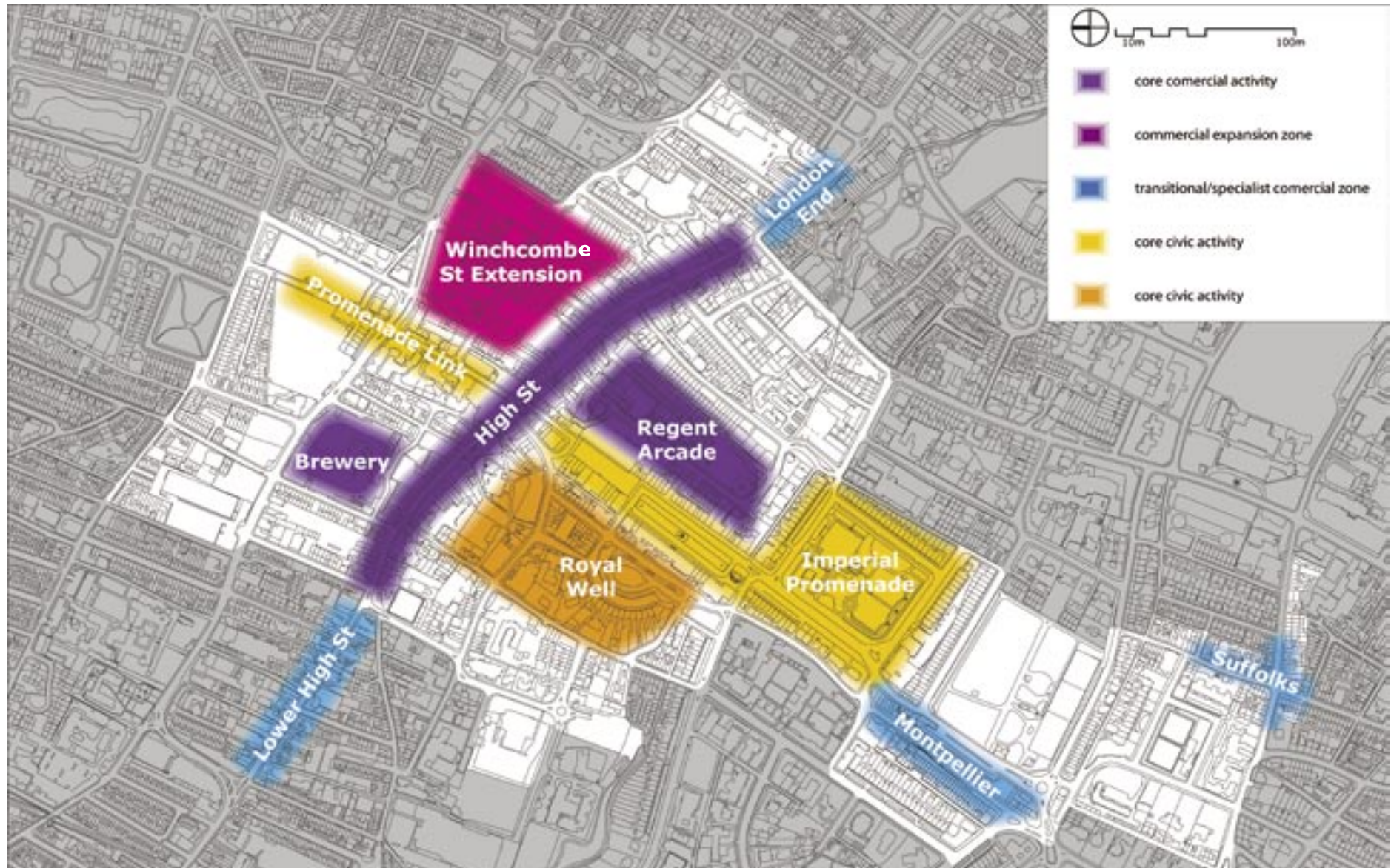


Promenade and Montpellier





## Activity Zone



## 5.3 Development Opportunities

Development opportunities inform the application of the urban design concept, enabling the realisation of design objectives and the establishment of a high level urban design structure.

### 5.3.1 Key Development Sites

These sites are those publicly owned sites which will be brought forward in the near future, as part of the Urban Design Framework. Their development has implications for the urban design structure and public realm improvements:

- **North Place:** redevelopment offers the opportunity for the establishment of a new town centre gateway, and a new square on Portland Street. Key links to be established include the continuation of the Promenade route up North Place, with links to the Brewery and to Portland Street. The new square will provide the point of articulation of these links, and will be the location at which the Promenade route is offset.



North Place



Royal Well



St. James'

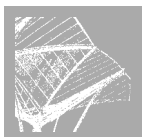
- **Royal Well:** redevelopment provides an opportunity for significant public realm enhancements, through the provision of new buildings which address and enclose the space to the rear of the Municipal Offices. (Consideration of the future of the Council Offices should also include improvements to the setting of the Municipal Offices and Memorial Place). Restaurant, cafes and bars at the lower floors will complement existing uses in the area, and have the potential to animate public realm, establishing a leisure zone to the west of the Promenade.

- **St James':** redevelopment will enable the improvement of the links between St James' Square and the River, as well as the improvement of the Chelt Walk gateway into the town centre. It also offers the potential for improving the sense of enclosure on and the creation of a focal point on St James' Square.

### 5.3.2 Other development opportunities

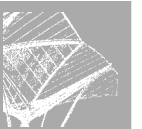
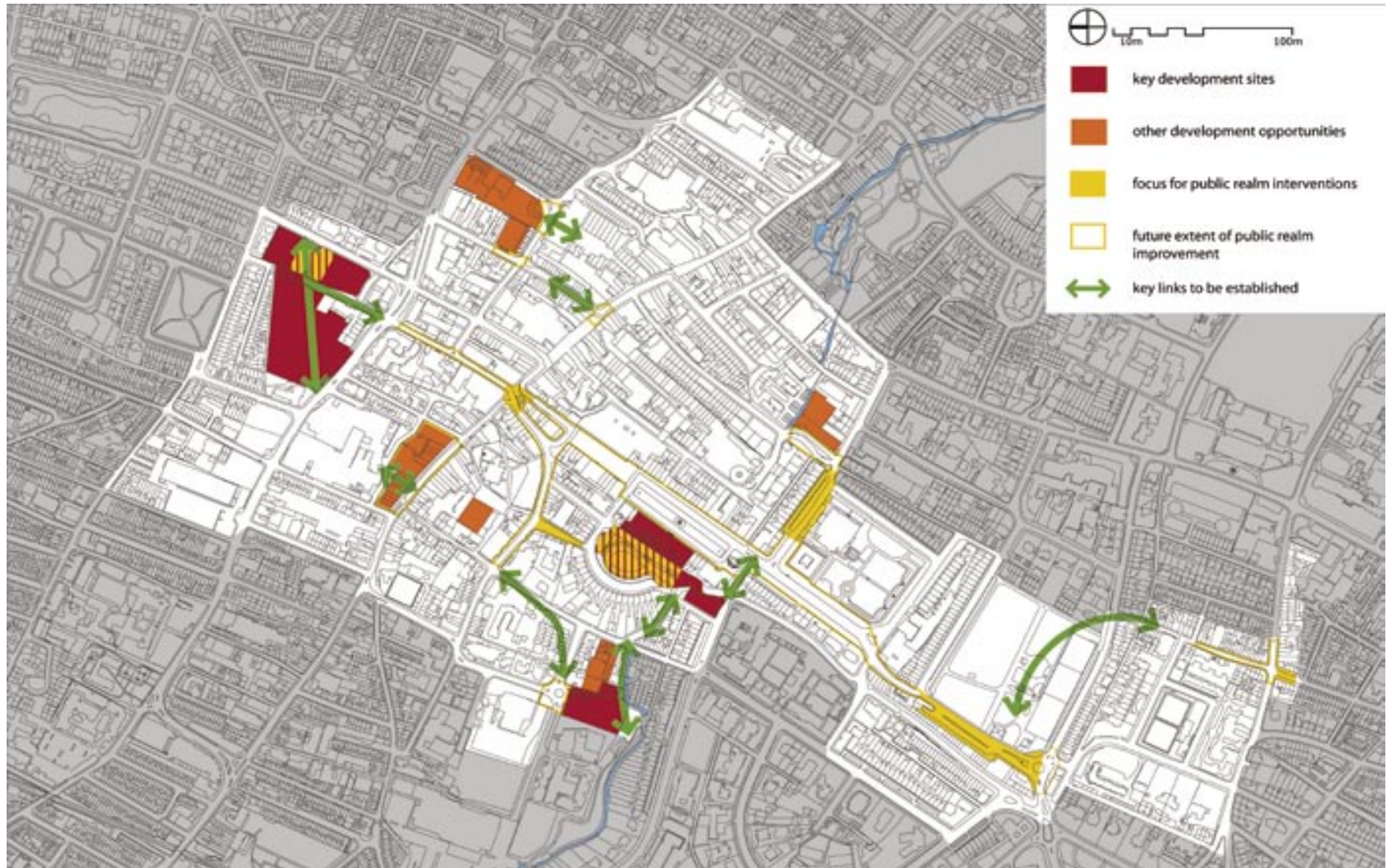
Other sites which may come forward in the future, where development will have implications for the public realm include:

- **Albion Street** - the area to the north and west of Beechwood Shopping Centre has been identified for future retail expansion. It will be necessary to ensure that links between Albion Street and the High Street (particularly along Winchcombe Street and the Beechwood Arcade) are enhanced to support this area of retail expansion and its integration into the High Street commercial core.
- **Tesco / Wilkinsons Parade** – there is known developer interest in this High Street frontage. Future redevelopment should ensure a clear and direct link between the Brewery and the High Street, providing the Brewery with a High Street presence.
- **Rodney Road Car Park** – there is an opportunity for improved access to the River Chelt where the river runs in open culvert to the northern edge of the car park. The creation of an area of public open space at this location should be considered.





## Development Opportunities







High Street - Boots Corner



Promenade

## 6. Urban Design Structure

The application of the urban design concept to the Cheltenham context, and consideration of the activity zones and development opportunities enables a number of clear structuring elements to be revealed:

### 6.1 The High Street

This historic route already provides a strong east-west pedestrian axis. The current severance of this route by traffic passing through Boots Corner will be overcome by the removal of the ring-road. This will integrate High Street activity, strengthening its function as the main commercial/ retail axis. The establishment of nodes at key locations, reinforcing connections between this axis and retail development to the north and south will ensure the variety and animation of this route. This will contribute to the viability of adjacent development by creating a clear link with the thriving High Street.

### 6.2 The Promenade

The reinforcement of this Regency route and its extension northwards across the High Street will provide a significant opportunity for north-south integration. The redevelopment of North Place presents a unique opportunity to fill in the “missing link” between the Promenade and Portland Street. This will enable a conceptual and physical connection to be established between the Regency estates of Montpellier and Pittville.

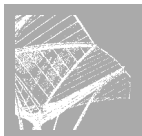
The removal of through traffic, and the establishment of a shared surface along the Promenade route will facilitate the establishment of a direct pedestrian route between the Montpellier and Pittville Pump Room, enabling the re-invention and extension of the promenading tradition in the 21<sup>st</sup> century. The creation of a series of spaces along the length of the Promenade will strengthen its monumental and gracious character, reinforcing the significant buildings and uses along this route, providing places within which civic life can be played out. The animation of spaces along this route with the use of water will provide a living memory of Cheltenham’s Regency spa origins, and impart a theme to this axis.

### 6.3 The Town Boulevard

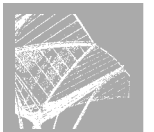
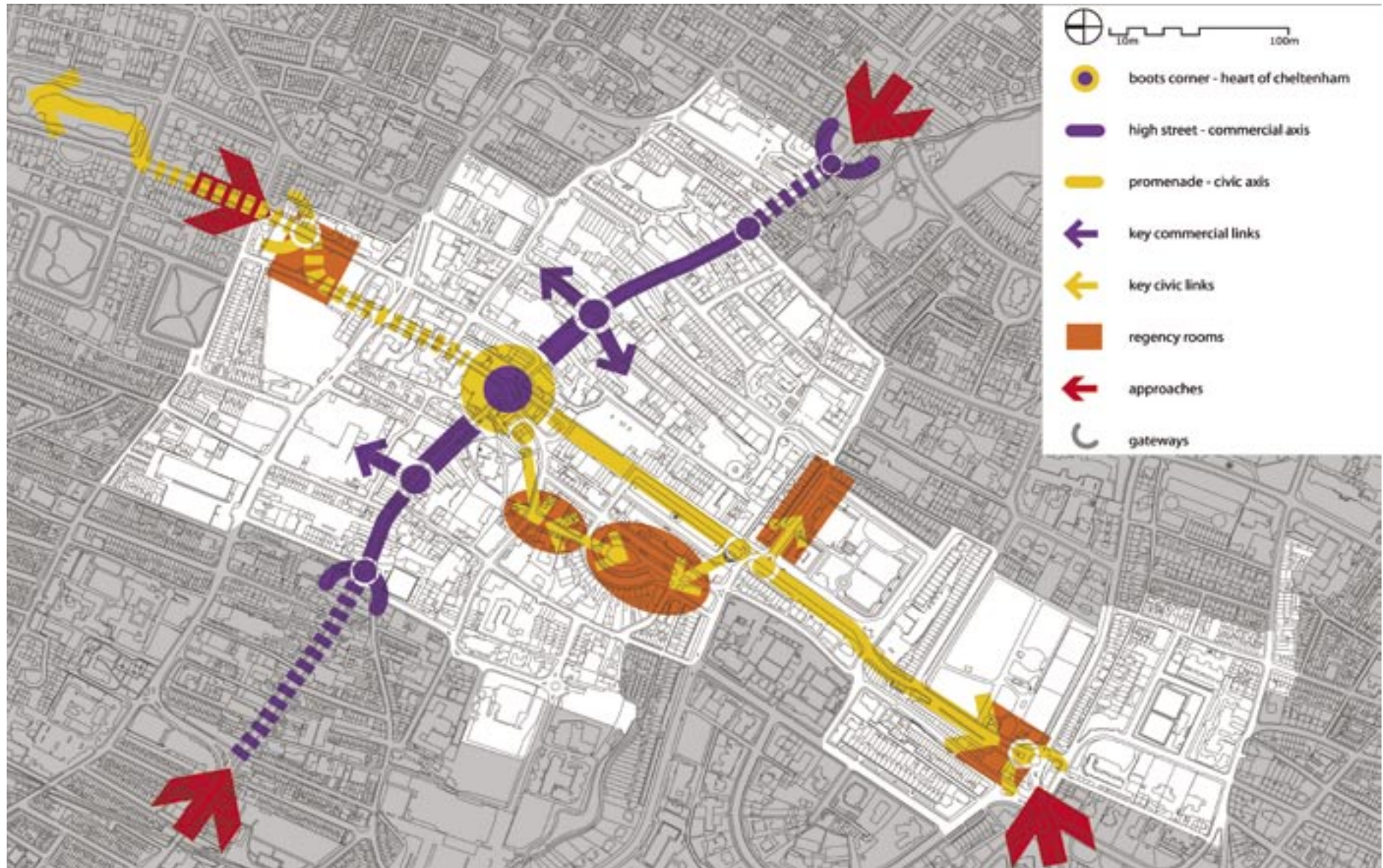
The existing ring road will be downgraded, with key sections re-allocated for pedestrian and cycle priority. Through traffic will be diverted onto the town boulevard, which effectively follows the route of the outer ring road where there is capacity to accommodate higher flows.



Through traffic



## Urban Design Structure







Spires create successful landmarks



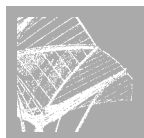
### 6.4 Town Centre Gateways

The image of the town centre to the arriving visitor will be dramatically altered through the comprehensive environmental enhancement of the main approach corridors into the town centre, and the establishment of gateways at the entry points into the town centre. Gateways will be located at either end of the Promenade and High Street, near the intersection of the Town Boulevard with Evesham Road, Lansdown Road, Tewkesbury Road and London Road, where space permits.

These gateways should be complemented by the refurbishment of other gateways into Cheltenham, including the railway station, and the coach/ bus station. Gateways into the town centre may be defined by landmarks with a vertical emphasis. These may take the form of buildings, public art, or elevated spires which reflect the town's ecclesiastical heritage. Gateways should be reinforced by high quality hard and soft landscape treatments, lighting and signage.

Gateway features should be employed for traffic management, marking the passage into the town centre area, indicating that a reduction in speed is necessary. These should not be over designed, or based on template designs, but should make use of existing built form and landscape features, making use of the existing character or locality.

Real time signage for vehicles, indicating routes, traffic conditions and car parking should be considered as part of gateway treatments. Vehicular traffic approaching these gateways along the main approaches will either be directed to the town centre car parks, or around the town centre by way of the town boulevard. Clear and direct routes between the town boulevard and town centre parking areas will ensure that cross-town traffic is reduced. On street parking is to be retained on most routes within in the central area (although re-organised to enable improvements to the pedestrian realm).





## 6.5 Public Spaces

Boots Corner is the point of intersection between Medieval and Regency Cheltenham, where commercial and civic uses meet, and is the starting point for the 21<sup>st</sup> century Promenade extension. The diversion of non-essential traffic from Boots Corner will reveal the layers of historic memory within this space which have been obscured by traffic, enabling this space to become the most accessible point in Cheltenham and the heart of the town.

The High Street and Promenade will be reinforced through enhancement of key public spaces along these routes, and their re-conceptualisation as public *places*. The priorities for intervention and the improvements proposed are a response

to the interplay between: activities and uses; landmark buildings; and development opportunities at key locations.

Intervention in the public realm, focussed on enhancing the town's Regency stature is proposed at focal points along the Promenade Civic Axis:

- Montpellier Walk
- Imperial Square

Public realm intervention at these locations will be focussed on creating a stage or podium-setting for existing buildings. A direct link will be established between the Grade I listed Montpellier Pump Room and Montpellier Gardens – enabling this route's character as a *walk* to be fully revealed. The creation of a public gathering space in front

of the Town Hall will enable this space to function as a square, with links into Imperial Gardens.

Further opportunities for intervention on the Promenade Civic Axis include the south side of Imperial Gardens, where a clear link between the Queen's Hotel and the Gardens should be considered. In addition, the creation of a plaza fronting the main portico of the Municipal offices building, establishing a clear connection across the Promenade could also be considered in the longer term. However, these are secondary priorities, and may be funded (at least in part) by the private sector, for example, as part of the potential redevelopment of the Municipal Offices.

The creation of a series of contemporary public "rooms" on the High Street, befitting

the commercial role of this route, will support retail expansion and contribute to Cheltenham's position as a top 20 retail destination. Public realm intervention is proposed at:

- Winchcombe Street/ Regent Arcade
- Brewery/ St Georges Place

In addition, the intersection of development opportunities, landmark architecture, existing uses and potential redevelopment of Royal Well provides opportunity for public realm intervention focussed on:

- Royal Crescent
- Crescent Place

Finally, the redevelopment of North Place offers a unique opportunity for the creation of a new square, which will mark the gateway into the town centre from the north and will enable the offset of the Promenade extension, as well the creation of a clear link to the Brewery.

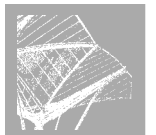
The role of these public places, and specific interventions are discussed in more detail in section 8 which considers the Cheltenham's quarters.



Montpellier Walk



Imperial Square





## 6.6 River Chelt

The River is in culvert for much of its course across the core area, diminishing its impact as a structuring element within the town centre. Development overlaying the route of the river precludes the creation of a clear link between the above-ground sections in Sandford Park and Chelt Walk.

Potential intervention is thus confined to selective measures at key points. An opportunity to open up the river is provided at Rodney Road, where the river runs in cutting along the northern edge of the publicly owned car park.



Reveal the Chelt at Rodney Road, creating terraced seating on the river side

The widening of the cutting at this location, and the establishment of a terraced and landscaped bank with seating on the south side of the river should be considered in the future. Any future redevelopment of adjacent sites, where the river flows in cutting between Rodney Road and Bath Road, should take into account opportunities for acknowledging the passage of the Chelt at this location, including a walkway with interpretive elements.

In other locations, the subterranean passage of the Chelt should be observed and marked above ground through surface treatments such as paving (for example at Bath Road, Chapel Walk and Royal Well Place) and linear water features (for example on Regent Street and the Promenade) in the town centre. Other devices, such as the use of listening posts where one can listen to the underground flow could be installed at the Promenade and Royal Well Place.



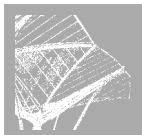
Linear water feature

## 6.7 Green structure

The green element to the public realm will be strengthened by overlaying the urban structure with a network of linked green spaces and streets. A clear green structure will be established, based on the reinforcement of existing green spaces within the town centre, and the establishment of links between them by means of street planting, which should be used signpost the route hierarchy. The creation of green roofs, vertical gardens, planting and green areas within new development will add to the green element. This will have distinctive biodiversity, public realm, health, and amenity benefits, and will add to legibility and sense of place. The green web of trees will add interest to the townscape which will change with the seasons, with trees providing shaded areas for rest in the summer months.

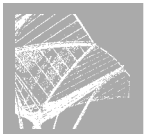


Use of trees to define a shopping street, Frankfurt





## Green Structure





# cheltenham urban design framework

The components of the green structure include:

- Parks, green spaces, squares, street trees and soft spaces within the town centre, which will be safeguarded, enhanced, and integrated into the green network
- Promenade Greening: Planting will be strengthened (for example along the edge of Imperial Gardens) and extended to Boots Corner and beyond to Pittville. This enables a direct route between Montpellier Gardens, Imperial Gardens and Pittville Park.
- Town Boulevard Greening: Planting of appropriate species along a central reservation, and more extensive landscape treatment where practicable
- Pedestrian Route Greening: Priority routes for future planting which will both provide shade and shelter for pedestrians and improve legibility by include the High Street; Winchcombe Street (up to the Pittville gates); Royal Well/ Crescent Place (between the Promenade and Clarence Street).
- Green Cycle Routes: Existing cycle routes into the town centre (Park Place and Suffolks) should be greened to improve legibility and comfort



Use of trees to define space, Palais Royale, Paris

- Cross town green routes: in the longer term, an east -west cross town route could follow the route of the Chelt, if opportunities for redevelopment of adjacent sites and the provision of public access were to arise. In the short term, the most direct cross town cycle/ walking route between Chelt Walk and Sandford Park is via Royal Well Place, Imperial Square, Oriel Road and Bath Road. Reallocation of road space and the greening of this route not covered by other initiatives will improve legibility. The north-south cross town cycle route will follow the Promenade.



Cross town green routes - incorporating green spaces

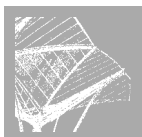
- Green Buildings: there is likely to be limited opportunity to introduce significant green spaces into new development, although tree planting will be encouraged. Green roofs will be promoted to reduce run off as well as to provide amenity space for users. Green walls and vertical gardens will further enable an element of softness to the townscape enlivening blank facades. Consideration should be given to Sustainable Urban Drainage Systems (SUDS) which contribute to sustainability, biodiversity and greening.



Use of trees to define space in Muensterplatz, Basel



Worcester High Street trees



## 7. Movement framework

### 7.1 Core Principles

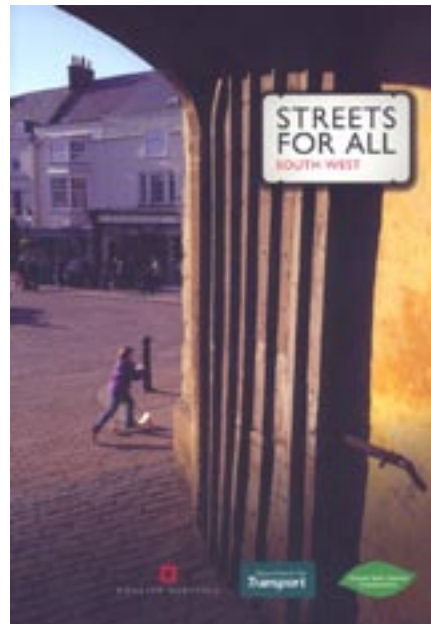
The central principle underpinning movement and access within the town centre is to award priority to people, rather than to vehicular traffic. This is central to the achievement of Civic Pride objectives, and will improve integration between the various parts of Cheltenham, to enabling streetscape enhancements, and ensuring the enjoyment and appreciation of the town.

Retaining access for vehicles is recognised as essential to ensuring diverse, active and dynamic town centre, maintaining safety (particularly after hours), allowing disabled access, and ensuring continued economic viability. It is proposed to re-allocate road space on the existing ring road to pedestrians and cyclists, and to reduce through traffic within the town centre through the diversion of non-essential traffic onto the town boulevard. This town boulevard will provide a preferred, alternative route for traffic wishing to cross the town. This will be complemented by the application of controlled access and home zones on certain routes – particularly those leading into the Town Boulevard – to prevent their use as rat runs.

The introduction of shared surface treatments on selected routes will ensure that the speed and volume of traffic within the town centre is reduced, ensuring an environment which is conducive to pedestrian and cycle access and enabling public realm enhancements.

### 7.2 Shared Space Concept

The application of the shared space concept to selected routes within the core area will enable a coherent and continuous cycle and pedestrian links across the town centre.



These routes will follow natural desire lines, fill in the gaps in the existing network, and take people where they wish to go without major detours owing to restrictive barriers or conflict with vehicular traffic.

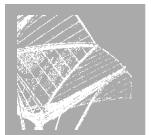
The application of shared space is based on the principles of:

- **Connection:** a network linking destinations and places that people want to go
- **Convenience:** direct and designed for ease of access by those on foot or bicycle
- **Comfort:** walking and cycling that is safe and enjoyable
- **Convivial:** public spaces that are pleasant to use, attractive and well-used
- **Conspicuous:** routes that are clear and legible, easy to recognise and to follow, but free from clutter. Surface treatments, planting and signage should be used to guide pedestrians and cyclists.

Shared space contributes to the generation of public spaces where traffic, community and spatial functions co-exist harmoniously. Key spaces are designed as people space rather than as traffic space, ensuring that social/ community functions of the public

space are given priority. Vehicles, cycles and pedestrians share space, in which they all interact, moving at slow speeds. The design of a route is thus conceived as part of the area through which it travels. Motorists and cyclists are made aware that they are guests in this space through the layout and design. In response, they adjust their behaviour and speed to suit the social requirements of the context.

Shared space is gaining greater credence in North America and Europe. A number of towns and cities in the UK are beginning to interpret streetscape design from this different perspective. Examples include High Street Kensington; Exhibition Road in London (aligned with the museums and Imperial College), and the World Squares initiative in London. This approach has also been used in Queen Square in Bristol, Shrewsbury and Fakenham town centre; Stiffkey and Starston (both in Norfolk) and Wellow in Somerset.



## Rethinking road traffic and vehicular circulation: Dispelling the myths

### Myth 1: The only way to tackle speeding traffic is to have more signs, tighter rules and more reinforcement

Research and practice from UK and abroad suggests that fewer signs and clutter allow social and cultural constraints to come to the fore and can be effective in reducing speeds. Drivers are more socially interactive, they rely on eye contact to avoid conflicts with other vehicles, cyclists and pedestrians

### Myth 2: Guardrails are essential to pedestrian safety

Barriers between pedestrians and traffic can encourage higher speeds by generating a false sense of security. They reduce visibility for children and people in wheelchairs, and inconvenience pedestrians. There is little evidence to suggest that they improve safety in the long term.

### Myth 3: The only way to control parking is to use yellow lines and signs

Some parking restriction signs are no longer legally required. Some towns in the UK have adopted a practice already widely used in Europe whereby areas where parking IS permitted are identified, rather than where it is not. Yellow lines are rendered redundant where parking would clearly cause an obstruction.

### Myth 4: White centre line markings are necessary to help prevent collisions

Recent evidence shows that white lines increase traffic speed, and reduce driver awareness of surrounding activity by drawing the eye towards the far distance.

### Myth 5: Standardised road signs and markings are essential

Standardised signs may be appropriate on trunk routes and motorways. However, in built up parts of town they often have little effect on driver behaviour. Legible streets with their own distinctive identity and sense of place achieve safety through enhancing driver concentration.

### Myth 6: Unmarked objects in the middle of streets are a traffic hazard

Public art, water features, trees and other landmarks can enhance road safety by emphasising the unique character of the place a motorist is entering, providing visual clues as to the nature of activity to be expected, and forging a psychological link between the driver and their physical surroundings.

[After Halcrow (2006) Kent AONB Streetscape Design Handbook]

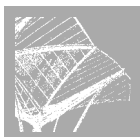
Shared space allows public spaces to “tell their own story”, with layouts based on information provided by the design of the space. Typical traffic engineering tools (barriers, lines and signs) are used reticently, with other design elements (surfacing, paving, public art, water, landscaping) employed to achieve the required behaviour. This enables a move away from a standards-led approach towards a design which is context-led.

Appendix C to the Highway Maintenance Code of Practice contains a new chapter on design, reflecting the new shared space and urban design agenda. A recent Institute of Civil Engineering and UK Roads Board publication: Highway Risk and Liability Claims, (ICE 2005) lends credence to the shared space approach. Guidance on liability claims encourages the use of innovative designs which minimise signs, lines and kerbs, providing evidence of common law decisions illustrating how these schemes would be difficult to challenge. This helps counter difficulties associated with the introduction of design-based schemes, where there are concerns about the risk of expensive liability claims.

[After Halcrow (2006) Kent AONB Streetscape Design Handbook]



Shared space enables pedestrian priority, Bath







High Street Kensington

High Street Kensington is one of the best known shared space design examples in the UK, and has resulted in the dramatic simplification of the streetscape. The scheme includes the reallocation of road space to pedestrians and cyclists, removal of pedestrian barriers, minimised road markings, simplified carriageways and pedestrian crossings, and the introduction of quality contemporary street furniture.

The design challenged the legal assumptions concerning high way design. Research undertaken by the Royal Borough of Kensington and Chelsea indicates that there is not necessarily any legal liability attached to the removal of clutter, although monitoring of safety records, before and after is required. The elimination of clutter can result in cost savings, resulting from reduced infrastructure and maintenance costs. Following the success of the Kensington scheme, Exhibition Roads and Sloane Square are to be redesigned to shared space principles.



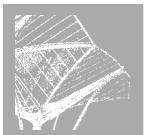
Proposals for shared space, Exhibition Road, London

While shared space is generally favourable for disabled users, blind and partially sighted people have raised a number of concerns about its implementation. In particular the removal of pavement areas in favour of shared surfaces and the lack of a kerb edge is confusing to guide dogs. Notwithstanding the fact that motorists will be required to drive through shared space with extreme care, the concept of relying on 'eye contact' between motorists and pedestrians to negotiate passage through these areas clearly an issue for the visually impaired.

In order to address this concerns, it is proposed that as far as possible, the

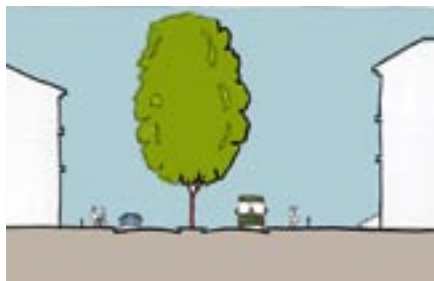
demarcation of separate footway areas will be retained within key shared space routes – for example along the Promenade. Where this is not possible, alternative pedestrianised routes should be provided.

Guide Dogs for the Blind has commissioned the Danish Centre for Public Space Research to draw up designs for shared surfaces that do not endanger the visually impaired. The designs are due by Christmas 2006 and Guide Dogs for the Blind will test them next year. It is proposed that these are applied in the detailed design of shared surfaces in Cheltenham.



## 7.3 Movement hierarchy and route typology

The proposed movement hierarchy is illustrated on the accompanying drawing.



Treatment of Town Boulevard - St. Margaret's Road, near junction with North Place



### 7.3.1 Town Boulevard

The Town Boulevard will accommodate cross-town traffic, broadly following the route of the outer ring road. The Boulevard will typically accommodate at least one lane of traffic in each direction, although two lanes in each direction may be provided where capacity allows. The provision of a central reservation will enable safe crossing for pedestrians. Planting will contribute to the definition of this route and will assist in the mitigation of air quality impacts.

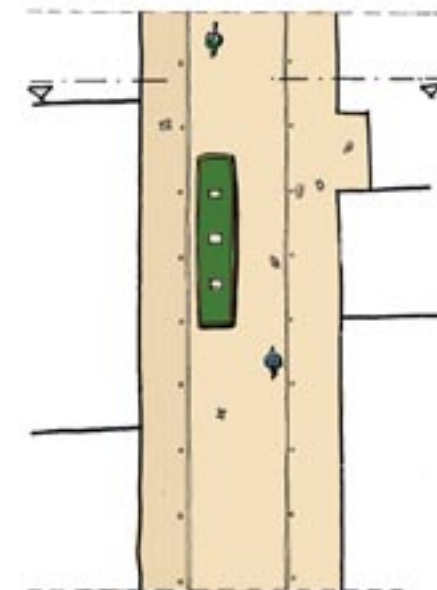
### 7.3.2 Shared Space

The shared space typology will be applied to the Promenade and its extension up to North Place; the non-pedestrianised sections of the High Street; as well as Royal Crescent and Clarence Street. On street parking will be used as a mechanism for reducing speeds on these routes, where appropriate. Typically, single level surfacing will be applied, with the use of subtle road marking or surface treatment to designate the spaces for parking cars and emphasise pedestrian routes/ links. Variations in surface paving treatment and

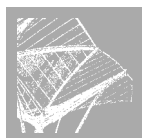
bollards (provided these are used sparingly) can de-lineate uses without the need for painted markings.



Shared space treatment North Street: Single surface, road markings removed. Vehicular space narrowed and defined by bollards

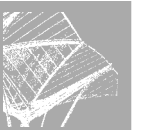
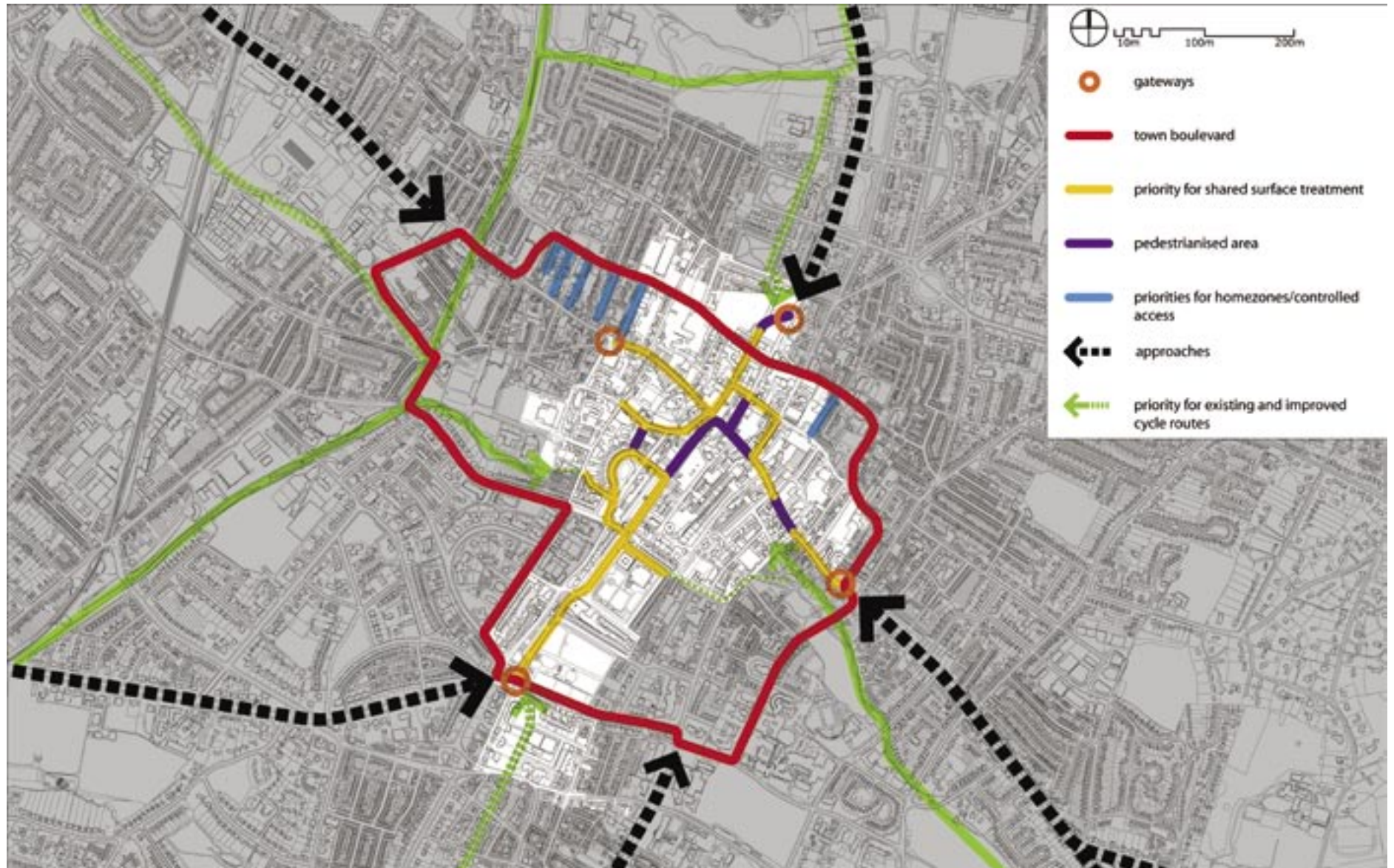


Shared space Allerød, Denmark, similar treatment may applied to North Street





## Circulation Hierarchy







Shared space treatment on the Promenade:  
Road width is reduced. Single surface treatment ensures pedestrian priority. Large Promenade walkways retained under trees. Provision of on-street parking enables reclamation of thresholds currently given over to parking



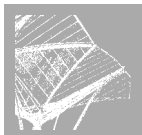
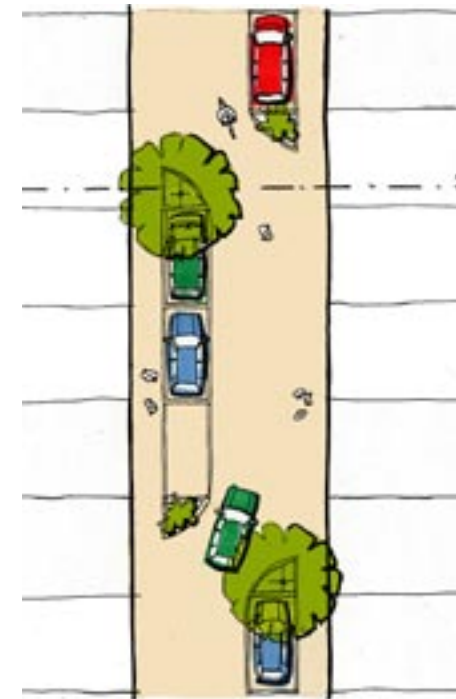
Shared space treatment which might be applied to the Promenade

## 7.3.4 Controlled Access/ Home Zone Typology

Home zones and controlled access treatments are appropriate where narrow residential streets intersect with heavier trafficked routes, ensuring safety and amenity and reducing rat runs. The physical alteration of streets using landscaping, furniture, play areas, and chicanes forces motorists to drive with greater care and at lower speeds. The closure of roads at one end and the use of one way systems can also reduce flows, confining traffic to residents/ workers only.



Planting and parking is positioned to slow traffic and reduce rat runs



In Worcester, an integrated approach to surfacing design and the use of high quality paving materials enable the appreciation of the historic environment of the town. The layout refined the positions for all street furniture, keeping footways clear for pedestrians to walk along unobstructed as well as allowing space for delivery and service vehicle access. The single level shared surface achieves a clear definition of spaces through the use of granite kerbs, a pattern of paving stones; and a complementing colour resin bound aggregate. Semi mature trees highlight the activity strips containing the street furniture and soften the High Street environment. New lighting design removed columns from the pavement to brackets on the buildings and introduced up lighting of the trees, adding interest at night time, and reducing clutter.



Worcester High Street

### 7.3.5 Pedestrianised Areas

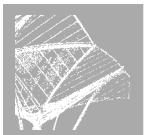
It is proposed that the existing pedestrianised areas of the Promenade and High Street are retained, and that new pedestrianised sections are added at the northern section of the Promenade leading to Boots Corner, Imperial Circus and on Crescent Place. The redesign of the High Street streetscape will enable an integrated approach along the length of the High Street, ensuring successful pedestrian movement, as well as the enhancement of the integrity and identity of this axis.



Lyric Square, Hammersmith

### 7.3.6 Town Centre Access Roads

Given financial constraints, the remainder of the town centre access roads will be subject to minor changes only (such as the removal of signage and white lines and the re-orientation of parking) to reduce road widths and calm traffic in key locations. Treatment will be based on those measures necessary to reduce the impact of through traffic and







Bus shelters as public art



## 8. Streetscape

### 8.1 Introduction

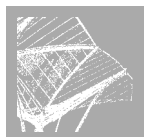
A well designed public domain will provide a strong unifying factor, integrating the historic and contemporary parts of the town into a legible whole. A multi-disciplinary approach which incorporates furniture, paving, signage, and lighting to reflect the character of key quarters will be applied. Rather than conceiving public art as a separate element to streetscape design, the streetscape itself will be conceived as public art.

Typically, clear arrangements incorporating a limited palette of materials will be employed, minimising visual clutter, and ensuring that where changes in design, materials, colour, texture and surfacing are introduced, these have a definite purpose in terms of distinguishing areas from one another, strengthening their role and identity. A consistent approach to streetscape within key areas such as the High Street Commercial Core; the Promenade Civic/ Heritage Axis, and contemporary spaces such as the Promenade Extension to North Place; Royal Well; and St James will provide a unifying device, enable these to take on a discrete identity, based on use, scale and heritage.

### 8.2 Strengthening local identity

Local identity will be strengthened through a variety of mechanisms and treatments including:

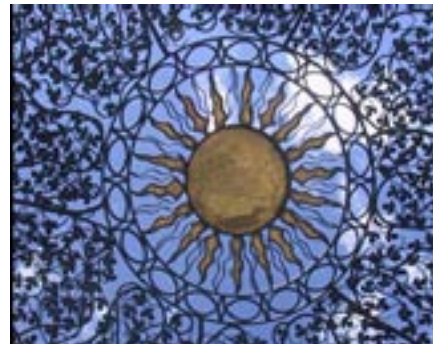
- the **use of locally derived materials** in subtle, natural colours (such as natural limestone – which gives a special warmth and richness to the Cotswolds):
- an **appropriate colour palette** based on environmental colour assessment to be undertaken at key locations
- varying **textures to reflect the scale and use** of public spaces: the monumental scale and the heritage value of the Promenade warrants a different treatment to the finer grained, High Street commercial axis
- reinforcement of architecturally important structures and key uses through **surfacing which articulates the qualities of the adjacent buildings**
- insertion of **water features** along the Promenade to distinguish this route and reflect it's relationship with the town's spa heritage
- treating **surfaces as public art**, for example reflecting the subterranean passage of the Chelt by weaving a water design into the paving



- **activating the senses**, for example, through the use of sound to animate spaces: this might include the inclusion of musical performance spaces within the public realm; using planting to capture the sound of wind and create a calming environment; animating spaces with the sound of water as a reminder of Cheltenham's spa origins; the insertion of listening posts at key locations along the route of the Chelt, along passers by to listen to the river's underground passage through the town centre



- **the use of lighting** to enhance the sense of place, improve night time activity and safety and strengthen local identity. This should include the demarcation of key routes with up lighting; the use of ripple lighting in key locations along the route of the Promenade to infer water; accentuating key buildings with the use of lighting



- Reflecting **local artisan history and craftsmanship** (for example in the use of ornamental ironwork or ceramics) as well as **contemporary design talent** in the design of street furniture and public art



Ornamental art work and lighting

## 8.3 Decluttering

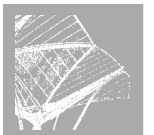
Decluttering is a key design benefits associated with the introduction of shared surface spaces and can be achieved in a variety of ways:

- The public realm is made accessible to all with minimal segregation of the street between modes.
- Where segregation between modes is required, devices such as changes in paving and low level bollards should be considered.
- Single level surfacing should be applied, avoiding standard kerbing types and excessive white lining.
- Subtle surface treatment, materials and colours can be used to designate the spaces without the need for painted markings.
- Pedestrian guard railing should be removed
- Tactile paving should be well detailed and executed to avoid awkward junctions and relationships with the surrounding streetscape. Placement should co-ordinate with the adjacent materials and assist disabled movement
- Co-ordinated streetscape design should minimise signage and street furniture clutter.

- The design of street furniture should be simple, location-appropriate, accessible, suitable for use by those with special needs, be aesthetically pleasing, functional and easily understood.



Use of bollards to demarcate routes for vehicles within a shared space environment, enhances pedestrian sense of safety: Place Vendome, Paris and Bath





# cheltenham urban design framework

In Makinga (Netherlands), a programme to remove all road markings, along with signs and all other traffic control systems was introduced. Pedestrian desire lines and context are emphasised in surface treatments and street design. Gateways are marked through clear transitions, road widths are reduced, surface materials change, and lighting reduces in scale.

The remodelling of Shrewsbury High Street included the removal of road markings, reduction in signage, and the introduction of a series of cobbled or courtesy crossings, reflecting pedestrian desire lines. A Controlled Parking Zone avoids the need for yellow lines. The scheme has been applauded for achieving smooth flowing, slow speed traffic and a comfortable relationship between pedestrians, people in wheelchairs, cyclists and drivers.

Public art is employed to manage traffic in Toronto



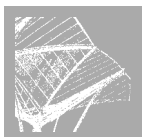
## 8.4 Managing Traffic

- Traffic management, signage, drainage and maintenance should be considered as part of the overall design solution
- On street parking should be designed and placed in a manner that offers the greatest benefit in terms of reducing speeds, and enabling appreciation of the streetscape quality.
- Additional warning signs and lines should be used sparingly.
- If bollards are necessary, standard plastic or pastiche heritage styles should be avoided.
- Gateway features should be used as traffic management measures, marking the passage into the town centre area, indicating that a reduction in speed is necessary. These should not be over designed, or based on template designs

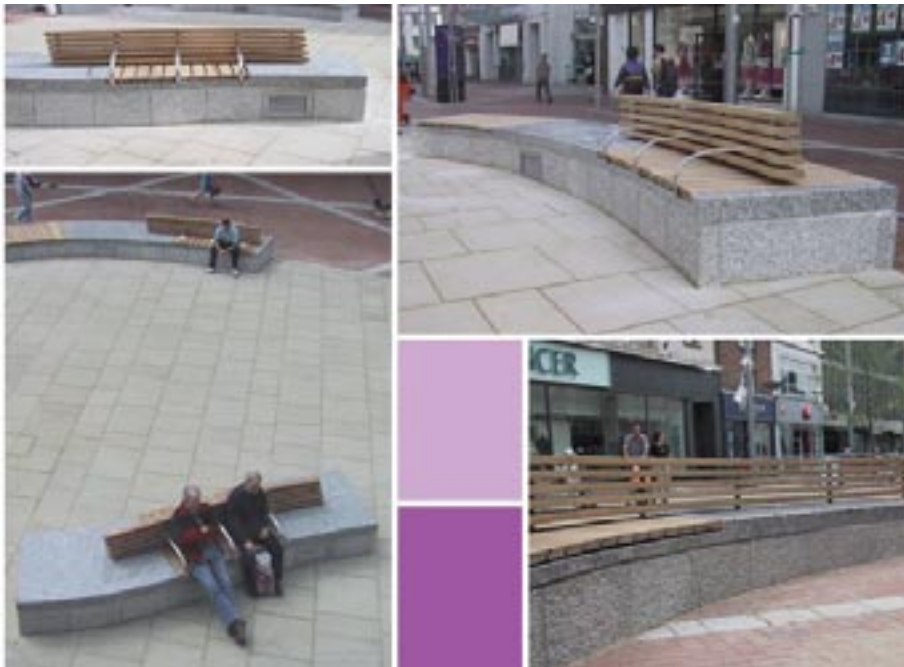
## 8.5 Surfacing, Paving and Edge Treatments

The Cotswolds has a rich tradition of on which to build. Traditional paving materials and methods can continue to meet the practical and aesthetic requirements of streets and public spaces. Choice of paving can influence how and where people drive, cycle and walk. It can make the difference between a distinctive place and standardisation and anonymity. Surfacing should be related to streetscape context, using traditional materials which are historically significant and aesthetically pleasing.

- Paving can draw on a wide palette of non-standard materials including: cobbles, paving stones, bricks, granite or sandstone, gravel or limestone chippings or bound gravel. Locally appropriate materials and colours should be employed.
- Surfacing should be simple, a focal point for environmental enhancement. Paving should create a neutral setting and a "plinth" for surrounding buildings.
- Coloured markings on the highway should be used sparingly.



Redevelopment of Fakenham Market Square in Norfolk has eliminated street clutter, enabling the town's characterful town centre to be retained and enhanced. Surfacing has been designed to restrict parking, as well as the speed and movement of vehicles, ensuring that historic architecture which defines the square can be fully appreciated. Pedestrians move freely across the space, while traffic moves slowly, but constantly, without signs, road humps or other obvious calming measures. Clever use of raised paving and new tress gives subtle direction to the movement of vehicles. Contemporary timber street furniture, lighting and public art mark a contemporary public space which draws on its past without being restrained by it. Seating is positioned to catch the sun. Trees, artwork and signage contribute to the attractiveness and convenience of the environment, and the comfort of users. It provides a place where people of all ages can interact, meet and relax, and where young people can skateboard.



Bespoke designs enable the integration of street furniture with the street

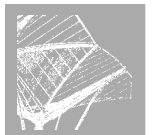
## 8.6 Street Furniture

The placement and design of street furniture has a direct influence on the quality of the streetscape. Poor quality, uncoordinated and poorly located street furniture detracts from local character. The careful siting of street furniture can play a role on managing movement, reducing the need for physical barriers, and improving the sense of place by contributing to the street scene, and encouraging gathering in certain locations.

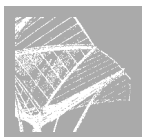
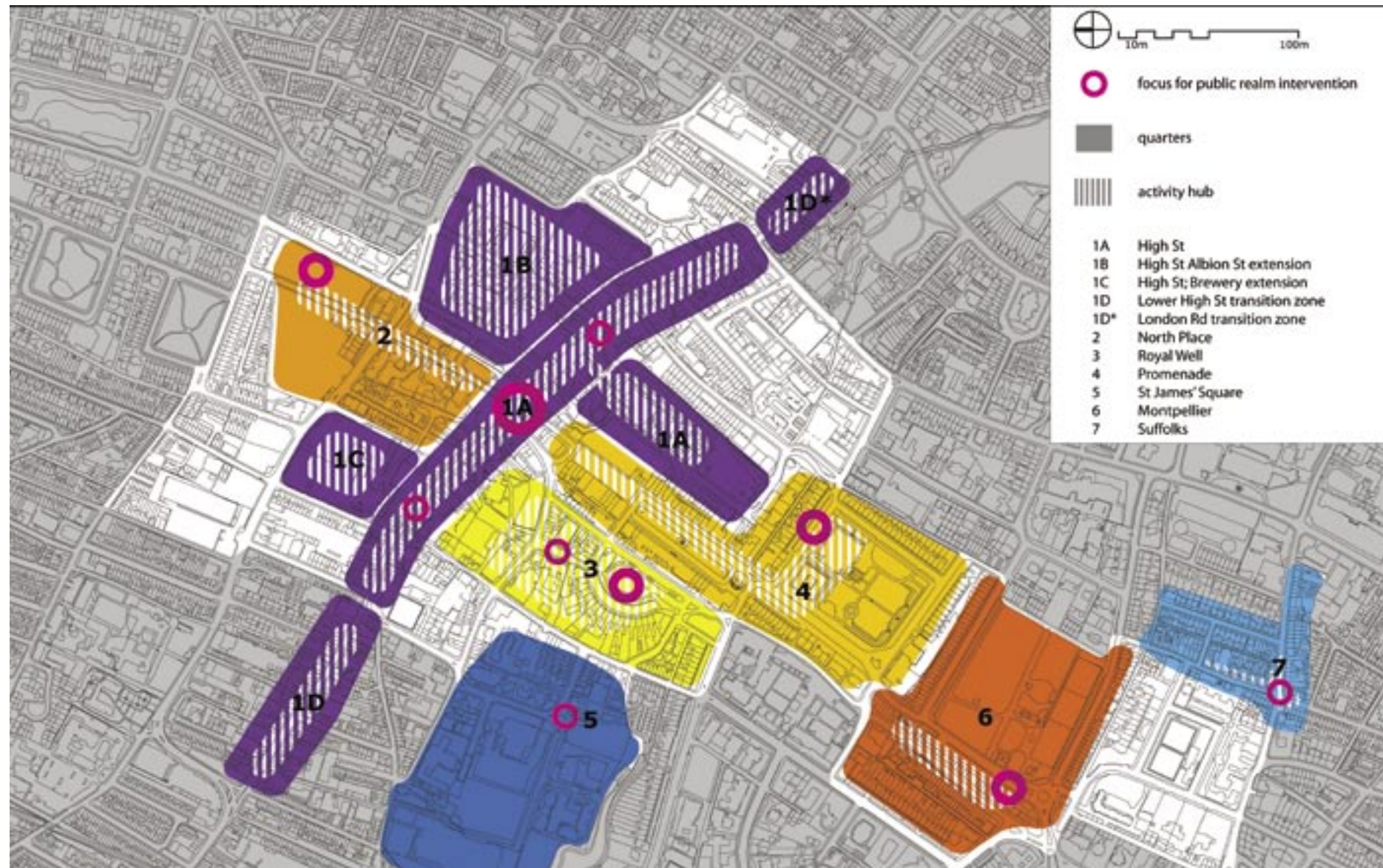
Furniture should be sited to increase visibility of the street, providing passive surveillance, and creating a soft environment. It should be integrated into the streetscene, rather than dominating it. Materials, size, form should reflect context and use of the area. Existing buildings, activities and connections should guide siting.

- Street furniture should be smart and elegant, reflecting Cheltenham's reputation as a locus for high quality design. Off the peg items have the potential to undermine local distinctiveness
- Furniture should be kept to a minimum, and superfluous or redundant items should be removed.

- Style, colour, siting should be co-ordinated.
- Over use of bollards should be avoided, as these can result in clutter. Consideration should be given to other means of preventing unauthorised vehicular access
- Bus shelters should be included in the integrated design of street furniture. They should be sited where adverse visual impacts can be avoided, and where surveillance of them can be maximised. Modern designs are appropriate where the shelter forms a focal point in the streetscape, or where there is limited contextual reference upon which designs might be based. Shelters should have multi-functional roles – for example for wayfinding and tourist information points, as well as for informal seating.
- Column mounted lighting can intrude into the streetscape. Alternatives such as recessed street lighting can add to sense of place and excitement
- New lighting should be simple in design and not in an overly decorative pastiche heritage style will rarely be appropriate.







## D: THE QUARTERS CONCEPT

### 9. Understanding the Quarters Concept

The conception of the town centre in terms of Quarters contributes to the sense of variety within the town centre and ensures that the integrity of particular areas is retained. The Quarters concept builds upon:

- the distinctive “character areas” within Cheltenham Town Centre which are based on their common historic origin, unifying urban grain, consistency in layout, and a distinguishing building typology or architectural style
- a functional consistency and a commonality of uses (both existing and proposed) within each area

Seven distinct but overlapping Quarters have been identified within the Civic Pride area. While there is a degree of co-incidence between uses within each Quarter, each has its own centre of gravity or activity hub:

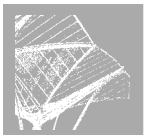
- 1: High Street (divided into a further four zones)
- 2: North Place
- 3: Royal Well
- 4: Promenade
- 5: St James’
- 6: Montpellier
- 7: Suffolks

Indicative boundaries have been identified for each. However these should be conceived of as organic interfaces rather than frontiers. Overlaps reinforce the linkages and connections between Quarters, ensuring that the town centre is experienced as an integrated and coherent whole. Pedestrian circulation loops connect each.

The purpose of the Quarters concept is to demonstrate and promote the inherent regeneration and redevelopment potential within different parts of the town centre, and to begin to provide a coherent framework for public intervention, inward investment and marketing within each area.

This section considers each Quarter in turn, setting out general principles for land use as well as design parameters, providing a framework for future interventions and

a guide for managing new development. It takes account of, and should be used alongside the emerging conservation sub-character area appraisals, and management plans.







## 10. High Street Quarter

### 10.1 Introduction

The integrity of the High Street as single Quarter is derived from its retail function, and its linear layout which follows the route of the medieval High Street. The High Street forms the retail core of Cheltenham and within this Quarter, a number of zones can be distinguished, each of which has a distinct role, and accommodates particular retail requirements:

- Zone 1A: High Street – Retail Core (including Regent Arcade)
- Zone 1B: Albion Street – Retail Extension
- Zone 1C: Brewery – Leisure Extension
- Zone 1D: Lower High Street / London Road Transition Zones



Images of the High Street Retail Core

## 10.2 Zone 1A: High Street Retail Core

### 10.2.1 Location

This zone, the High Street Retail Core, encompasses most of the High Street between Henrietta Street at the western end and Bath Road at the eastern end. The zone also includes the Regent Arcade, to the south of the High Street.

### 10.2.2 Role

This zone is a focus for the core retail needs of Cheltenham ensuring it's continuation as one of the Region's Strategically Significant City and Towns (SSCTs). The success and reputation of the High Street is based on the range of retail offer within an attractive, vibrant, largely pedestrianised environment. This popular destination has the highest footfall within the town centre and will continue to thrive, reinforced by new opportunities nearby. It will retain its focus on mainstream retail multiples, attractive to both visitors and locals.

This zone will continue to operate as the retail core with complimentary (A3/ A4) at key locations to support the evening economy.

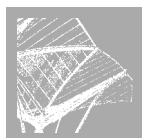
## 10.2.3 Development Opportunities and Activity Zones

Rethinking traffic and circulation across the town centre will reduce severance of the eastern and western sections of the retail core, ensuring integration of the High Street, and allowing Boots Corner to become a focal point: the heart of the town centre.

The future expansion of town centre retail along Winchcombe Street and Albion Street will support the overall vitality and viability of the retail core (see Zone 1B). Redevelopment of the Tesco / Wilkinson's parade site between Henrietta Street and Bennington Street (see Zone 1C) represents a key opportunity. Two further High Street nodes are proposed in addition to Boots Corner:

- High Street between Regent Arcade and Winchcombe Street
- High Street between Henrietta Street and Bennington Street

Public realm intervention at these locations will improve connectivity between the High Street and the surrounding areas, contributing to the future success and prosperity of the High Street Quarter





## 10.2.4 Function

Ground floor retail uses are to be retained along the High Street, with the selective insertion of supporting A3, A4 and A5 uses permitted at focal points. Spill out spaces fronting these spaces will be permitted.

Opportunities for active uses (outdoor seating, events, performances, market stalls) should be encouraged.

A vertical mix of uses will contribute to diversity, ensuring activity outside core

shopping hours, and contributing to safety after dark. This will also boost the High Street's reputation as an evening destination as well as during the core shopping hours.

## 10.2.5 Access and Circulation

Pedestrianised sections of the High Street are to be retained. Shared space principles are to be applied north west of Boots Corner, and between Cambray Place and Winchcombe Street (as well as south east of the Bath Road in Zone 1B).

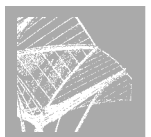
The single level shared surface should achieve a clear definition of spaces. The demarcation of activity strips (containing the street furniture, lighting, signage and landscaping) along the length of the High Street will enable the layout and positioning for all street furniture to keep footways clear. This will facilitate unobstructed pedestrian access, ensuring space for busses, delivery and service vehicles to access the street.

The impact of vehicles on Boots Corner will be reduced by the introduction of shared space along Clarence Street and North Street, and the pedestrianisation of the northern section of the Promenade as well as Imperial Circus. This will enable pedestrian priority along the length of the High Street.

A series of pedestrian retail loops will be enabled within this zone:

- Through Beechwood Shopping Centre along Albion Street, down Winchcombe Street, and back via the High Street
- Through Regency Arcade, along Ormond Place, along the Promenade and back via the High Street
- From the High Street to the Brewery development (aspirational) and back to the High Street via Bennington Street

Key pedestrian links to adjacent Quarters will be via Boots Corner (to the Promenade); via North Street (to North Place); via St Mary's Churchyard / Clarence Street (to Royal Well); and via Winchcombe Street (to Pittville).





## cheltenham urban design framework



This zone will be well served by public transport with Clarence Street providing a focus for bus stops. Bus routes will pass through Boots Corner, and the non-pedestrained sections of the High Street.

The cycle grid will ensure excellent cycle access. Key routes north will include Henrietta Street, and Winchcombe Street as well as North Street, and south via the Promenade. Cycle parking will be provided at key locations along the High Street, designed to integrate with the streetscape.

Parking provision will be restricted to the existing Regency Arcade multi-storey and the existing High Street surface car park. Service access will be provided via Rodney Road, Bath Street / Cambray Place, Albion Street and Grosvenor Terrace.

### **10.2.6 Signage and Legibility**

A contemporary structure will mark the point of intersection of the High Street and the Promenade at Boots Corner; visible from approaches. This structure could take the form of an electronic beacon, clearly visible from the High Street and the Promenade / Clarence Street. The structure could be animated by screens / interactive electronic

displays at a higher level, drawing the eye upwards. The heartbeat of Cheltenham, the screens could display information on events and activities, with live feeds from the festival, for example. Special features such as the New Years Eve clock could also be projected from or to the structure.

The latest technology should be integrated into the structure, including touchstones or electronic beacons at a lower level, which are capable of interrogation by users. (Micro-versions of these might also be installed at other nodes, car parks, the rail station and bus interchange points). These facilities would ideally be networked, providing information on orientation, historic interpretation, tourist destinations, public transport, public service information, weather, etc.

A feedback facility on key civic issues might also be included, as well interactive programming, allowing users to change the lighting of Boots Corner at night, for example, or to display messages via the electronic beacon. The structure could be controlled by either the Town Centre Manager or via the Municipal Offices via a wireless connection.

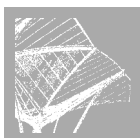
Legibility and links to other zones within this Quarter (Albion Street retail extension

and the Brewery) are to be enhanced and emphasised through surface treatment and paving. Links to Pittville will be emphasised through the extension of planting down Winchcombe Street, creating a green link to Pittville Lawn. Planting of street trees along the length of Portland Street will provide a greener streetscene.

Signage will be provided at key nodes, indicating connections to the main destinations and quarters. A new approach which is modern and exciting but reflects the vision for Cheltenham will be applied; legible and distinctive, with an emphasis on simplicity and elegance.



Signage in Bristol displays news of local events



Existing shop frontages, fascias and signage are too strong for the pale facades at upper floors and detract from the attractive buildings. A colour strategy applied to both the High Street and its key connecting side roads would be beneficial. This may include pale, neutral colours on shop fronts and within the transition zones, with heightened colours at key nodes. The colour strategy could be applied to one or more of shop frontages, signs, facades and street names.

### 10.2.7 Form

All new buildings will be designed with the main public entrance fronting the High Street. Where a building has more than one street frontage, the main entrance will be taken from the High Street, with at least one further entrance taken from the secondary street. Buildings will create eyes onto all streets, with animated windows on the ground floor between entrances. Blank facades at ground floor level will not be permitted. At upper floors, large, active windows should overlook the street and blank facades should be kept to a minimum. Wherever possible, lively internal uses should be visible from the High

Street. While larger units will be permitted, the rhythm of frontages will reflect traditional frontage widths along the High Street (3-4m).

In general, building elevations will be sited within 1m of the existing building line, which should remain unbroken. The façade of buildings should join the buildings on neighbouring sites on the High Street, creating a continuous frontage to the street. New buildings will respect the existing building height (3-4 storeys), with up to 6 storeys permitted at landmark corners. Similar building scale and massing as existing will be permitted.

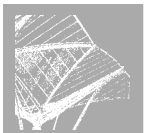
The height of the building on the building line should be scaled to create an enclosure ratio appropriate to the character of the High Street.

The enclosure ratio will generally be 1:1 or 1:1.5, although if the street widens to create a new public space, buildings enclosing the space should reflect surrounding heights and should not simply conform to these ratios.

### 10.2.8 Interfaces and Boundary Treatment

High Street uses, predominantly retail or A3 / A4, should front directly onto High Street and pedestrianised space.

A new High Street gateway is proposed where space allows near the junction of the High Street and Ambrose Street. This gateway will be signified in the surfacing and could include a gateway structure or public art.

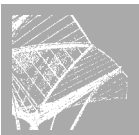
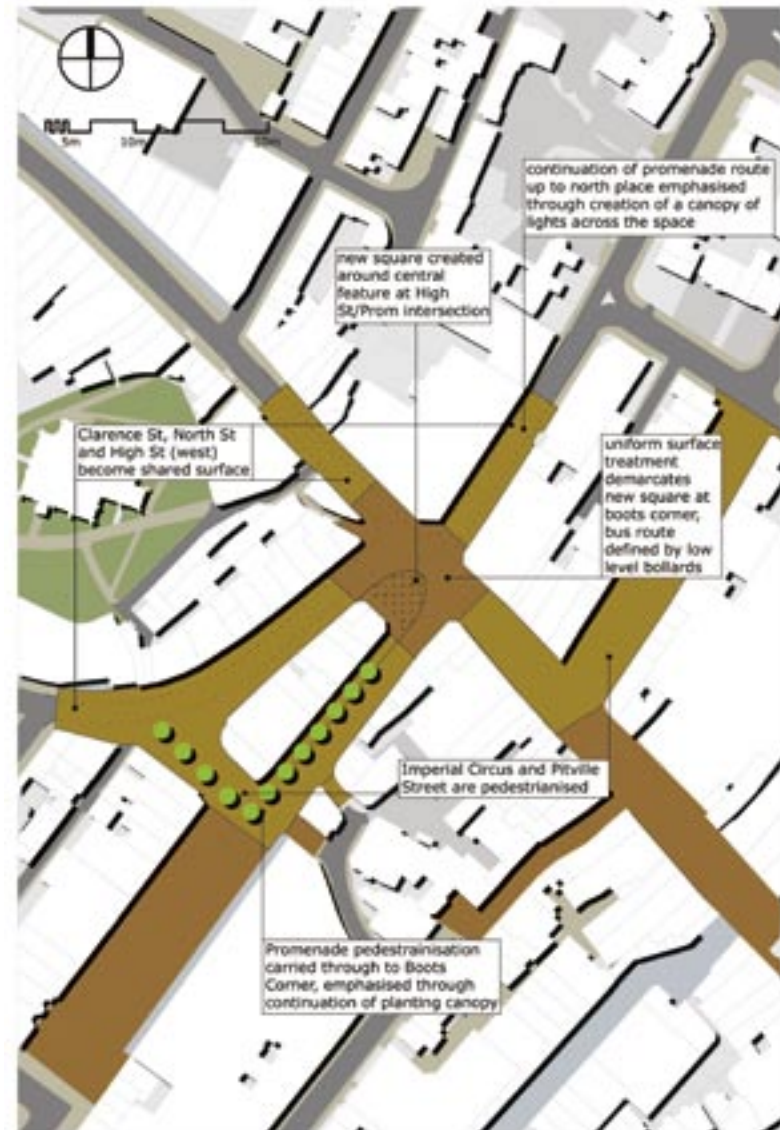




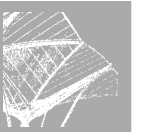
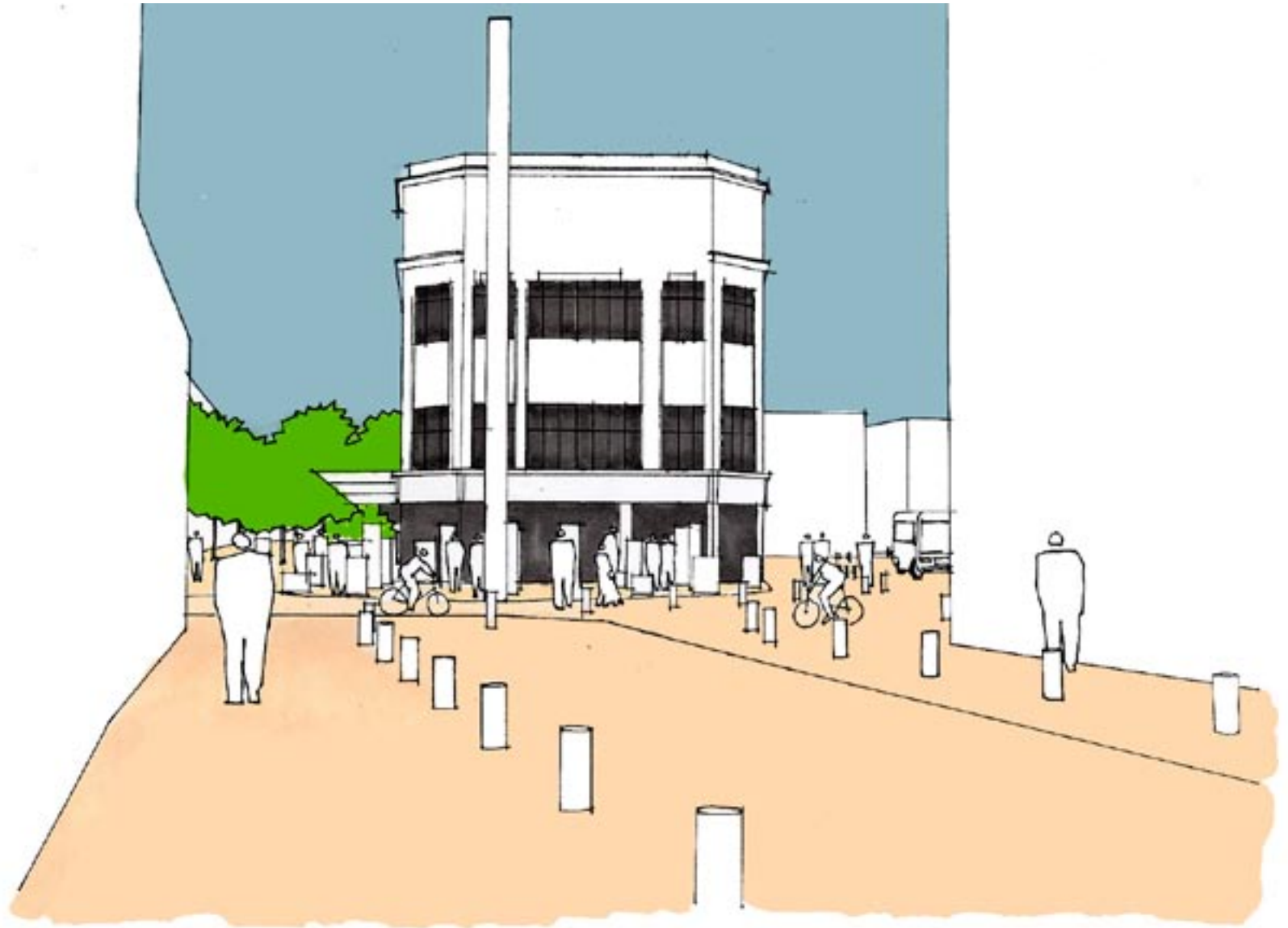
### Boots Corner - Concept



### Proposal



**View of Boots Corner from North Place**







Central activity strip provides zone for planting and furniture, Worcester



### **10.2.9 Landscaping**

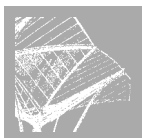
Tree planting along the length of the High Street will soften the streetscape and introduce a greener street scene. Landscaping should ensure the continued use of the High Street by all types of traffic – pedestrians, cyclists, public transport and service / street cleaning access. The demarcation of activity zones (similar to Worcester High Street) will enable the differentiation of strips or clusters containing planting, street furniture, cycle parking and lighting.

### **10.2.10 Materials, surface treatment, street furniture**

A co-ordinated approach to paving is required, with variation in surface treatments to demark shared surfaces, priorities and linkages with other zones and Quarters. Appropriate colours will be chosen that reflect those that already exist in the town. Simplicity and a limited palette of materials will be applied, developed further through the colour palette work, currently under discussion. On the High Street, the current central line of street furniture cuts the street scene in half. A new strategy that creates two parallel lines that frame a central area is required; conducive to a promenading culture. A focussed channel for furniture down the

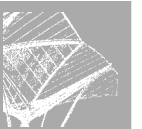
centre would allow space for window shopping, draw the eye along the street and provide a well defined seating and crossing space.

Street furniture will also be focussed within the activity strips, in line with the suggested strategy above. A contemporary, elegant and simple design should be developed as a part of co-ordinated approach which provides a unifying character to the High Street. Lighting and signage on the High Street will be subject to further detailed assessment and will need to correspond to styles adopted for street furniture.





**Boots Corner - Artist's impression**







### **10.3 Zone 1B: Albion Street Retail Extension**

#### **10.3.1 Location**

This Retail Extension encompasses four blocks located to the rear of the Beechwood Shopping Centre, focussed on Albion Street and Winchcombe Street axes. The zone is bounded by Fairview Road to the north, Gloucester Place to the east, Pittville Street to the west, and the High Street to the south.



#### **10.3.2 Role**

The role of the zone is to accommodate additional retail demand within Cheltenham, reinforcing the success of the High Street, and ensuring the continued vitality and viability of the High Street Retail Core.

#### **10.3.3 Development Opportunities and Activity Zones**

This zone is currently under utilised and under-valued. Comprehensive redevelopment has the potential to provide significant additional comparison goods floorspace, including the provision of large scale units which are currently lacking in the town centre.



Views along Albion Street

Key development opportunities are the Vauxhall Garage and Odeon Cinema sites, located on Winchcombe Street and Albion St/ Gloucester Place. Other vacant units and under-utilised units within the zone (for example on Albion Street) present significant opportunities for regeneration. Winchcombe Street and Albion Street will provide a focus of retail activity and for public realm improvements.

#### **10.3.4 Function**

This zone will function as an extension to the retail core, providing a location for medium and large sized retail units which cannot be accommodated elsewhere in the town centre. Ground floor retail uses, supported by leisure uses (mainly restaurants and cafes), with mixed use office and residential above is appropriate in this area. Opportunities to animate the south side of Albion Street (particularly to the rear of the Beechwood Centre) which is currently characterised by service accesses should be explored. This might include the introduction of market stalls and kiosks along this stretch.

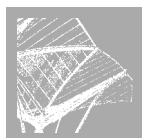
#### **10.3.5 Access and Circulation**

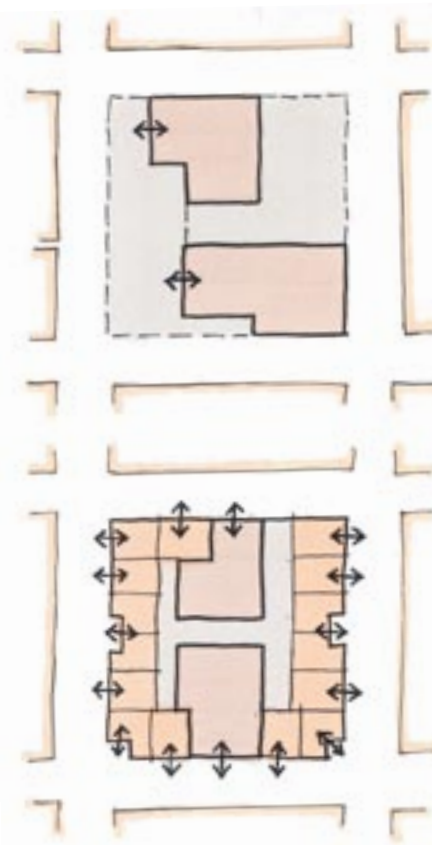
Downgrading of the inner ring road and the potential introduction of shared surface along parts of Albion Street will enable its transformation from a through route / service access to a destination in its own right. Parking at St James' Street, Grosvenor Terrace, and at the Beechwood Centre is to be retained which will contribute to pedestrian footfall along Albion Street.

Enhanced pedestrian linkages along Albion Street and Winchcombe Street will enable a pedestrian access loop through the Beechwood Centre and back via the High Street. Pedestrian linkages through Marks and Spencer, and via Pittville Street will also draw footfall from the High Street. Development at North Place has potential to contribute to the establishment of new pedestrian circulation loops, via Pittville Street.

Excellent public transport links will be provided by means of bus services and bus stops along Albion Street.

Service access for High Street retail units will be retained on Albion Street – with potential timing restrictions to be introduced.





Wrapping small units around a larger unit to create an active and vibrant street

### 10.3.6 Signage and Legibility

Clear signage on the High Street at the Winchcombe Street and Regent Arcade junctions will be essential to direct footfall to the new retail extension. Emphasis of colour on buildings at key junctions into this Quarter would assist this draw.

### 10.3.7 Form

While this zone is to provide a focus for larger and medium sized comparison retail units, it is essential that frontages remain active and animated. Ideally, larger scale units will be accommodated within the blocks, with smaller units fronting the street, providing a finer grain. Alternatively, where larger units are permitted, the finer grain should be introduced by means of a regular rhythm of shorter frontage widths, active, animated windows, regular entrances, and minimal service access points.

All new buildings will be designed with the main public entrance fronting Albion Street. Where a building has more than one street frontage, the main entrance will be on Albion Street, with at least one other entrance on Winchcombe Street and / or Pittville Street. All new buildings will create eyes onto all streets, with animated windows on the ground floor between entrances. Blank facades at ground floor level will not be permitted. At upper floors, active windows should overlook the street and blank facades kept to a minimum. Wherever possible, lively internal uses should be visible from Albion Street.

A new building line should be established along Albion Street which creates an

attractive and safe pedestrian environment. In general, building elevations should be sited within 1m of this building line, taking into consideration spill out spaces and circulation areas. Facades should generally join up, although recessed entrances will provide enhanced opportunities for active street uses such as outdoor seating, market stalls or kiosks. Setbacks should be permitted at upper levels, particularly where residential uses are proposed.

Heights of up to 5 storeys will be permitted on Albion Street and Winchcombe Street. The scale of development on the periphery will be less intense, typically up to 3 storeys on Gloucester Place. Sensitivity to the amenity of residential properties on Gloucester Place will be required.

The enclosure ratio along Albion and Winchcombe Streets will generally be 1:1.

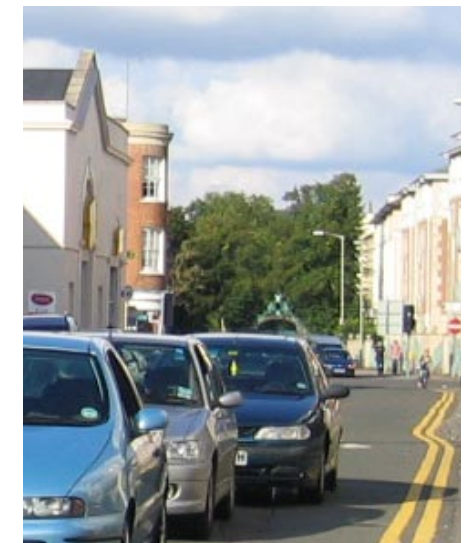
### 10.3.8 Interfaces and Boundary Treatment

In general, new retail uses, perhaps supported by A3 / A4 uses along Albion Street and Winchcombe Street should front directly onto the public realm. Threshold treatments which enable lively and animated spill out space should be applied to the north

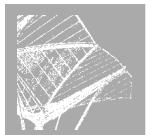
side of Albion Street, allowing uses to take advantage of the southerly aspect. This should include allowance for outdoor seating, awnings and displays which add interest and variety.

### 10.3.9 Landscaping

Links to the High Street and to Pittville will be emphasised through the extension of planting down Winchcombe Street, creating a green link, and paralleling street planting provision along Pittville Street. The introduction of street trees, particularly along the south side of Albion Street will reduce the dominance of blank facades and service / car park access points.



Green link to Pittville Park along Winchcombe Street





### **10.3.10 Materials, surface treatment, street furniture**

Shared space streetscape treatment will provide a clear link into Winchcombe Street from the High Street, drawing shoppers northwards. The use of common material and colour, perhaps with the introduction of a change in the unit size will provide continuity at the same time as signifying entry into a new retail zone.

Street furniture should be minimal as Winchcombe Street and Albion Streets are mainly movement streets rather than meeting and waiting streets, although cycle parking in appropriate locations will be permitted. However, the street could offer small sanctuaries for seating and waiting, creating a quieter choice over the High Street, thus differentiating the area in character.

Lighting treatment on Winchcombe Street will be similar to that on the High Street, drawing High Street footfall and supporting the evening economy, and ensuring safety after hours.



Brewery entry points

### **10.4 1C: Brewery Leisure Extension**

#### **10.4.1 Location**

This zone encompasses the newly developed Brewery, encompassing Oxford Passage and Bennington Street and overlapping with the High Street along the southern edge (although the Brewery currently lack High Street presence). The approximate western boundary is Henrietta Street, with Swindon Road along the northern edge.

#### **10.4.2 Role**

This zone functions as a leisure hub, complementing uses in the town centre and providing a focus for the night time economy. Essentially a focus for family leisure, the mixed use retail component has to date been unsuccessful owing to the lack of High Street presence. A mix of uses, with a focus on leisure will continue to be supported.

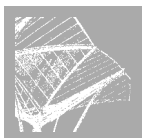
Enhancement of this zone will also draw footfall westwards along the High Street, which will in turn, continue into the Lower High Street.

### **10.4.3 Development Opportunities and Activity Zones**

The success of this zone, and its ability to positively impact the High Street Retail Quarter is dependent on the redevelopment of the Tesco / Wilkinson's shopping parade. The redevelopment of this area will enable the establishment of a High Street presence for the Brewery. Public realm improvements should emphasise this northern gateway off the High Street.

#### **10.4.4 Function**

Redevelopment of the Tesco / Wilkinson's shopping parade should focus on retail and leisure uses on the ground floor, maintaining a safe, active and attractive environment and a focus for the night time economy on the High Street. Opportunities for animated uses are to be encouraged within public spaces and pedestrian thoroughfares and spill out spaces fronting these areas will be encouraged. Other uses should be permitted at upper floors



### 10.4.5 Access and Circulation

Shared space and pedestrian priority will apply at this end of the High Street. Access along Henrietta Street and Bennington Street should be reviewed to ensure that this street does not operate as a rat run for traffic to / from the Town Boulevard. Reducing vehicle dominance on these streets will contribute to pedestrian and cyclist linkages between the High Street and Swindon Road and on, into the North Place site.

Redevelopment of the Tesco / Wilkinson's shopping parade and the creation of a gateway into the Brewery will enable the establishment of a new pedestrian circulation loop through the Brewery, and back to the High Street via Henrietta and / or Bennington Street.



The creation of a northern gateway off the High Street will allow a clear pedestrian link to be established through the Brewery and on to North Place. A further pedestrian link between the Brewery and the Royal Well cultural and leisure quarter will be enabled through St. Mary's Churchyard. Improved lighting and surveillance will be essential to ensuring the safety of this route at night time. Parking is provided at the multi-storey parking facility on St Margaret's Road. A direct cycle link north is provided via Henrietta Street. Bus routes operate along the High Street.

### 10.4.6 Signage and Legibility

Signage linking the High Street with the Brewery, making it clear that North Place can be accessed through the Brewery is required, although the presence of a new square will by its very nature signify a link, sweeping footfall into the Brewery.

The existing tower within the Brewery development should become the landmark building for the Quarter. Space around it and views and vistas to it should be enhanced.

### 10.4.7 Form

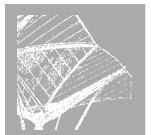
New buildings must front the public realm at all times. Retail units will front the High Street and any new public space that is created.

A mix of retail and leisure units will continue into the Brewery development, drawing the eye and footfall from the High Street. Whilst larger units will be permitted, the rhythm of frontage widths should reflect similar types on the High Street. Even if a unit consists of two or more frontage widths, measures to ensure that all windows are active at ground floor level is essential. This will increase passive surveillance of the street and improve personal safety.

Connecting footfall into the Brewery and definition of the route as a pedestrian link through to Swindon Road, along with active ground floor uses, lighting and the presence of residential uses will improve personal safety in this Quarter. Secondary entrances should be considered on side streets and on Swindon Road and where possible, active windows at street level should be provided. Use of upper floors should be considered. The Brewery development already contains

residential use and as long as amenity is considered, will be permitted at upper floors. Use of upper floors overlooking the High Street will be encouraged, with elevations containing active windows where possible. Blank facades, particularly overlooking the High Street and any new public space will not be permitted.

If a new public space is created, a break in the building line along the High Street will be necessary. The heights of new buildings on the building line should be scaled to create enclosure around the new public space. This should be a minimum of 1:1, although it is likely that building heights will vary, with 3-4 storeys facing the High Street, rising to 4-5 storeys nearer the Brewery development.







Redevelopment of Wilkinson's Parade could give the Brewery a High Street presence



### **10.4.8 Interfaces and Boundary Treatment**

Retail units should directly front the public realm. However, it is likely that leisure units that spill out onto the public realm will need to be controlled in defined areas. Boundary treatment may be appropriate in these instances. If residential is proposed, interfaces between leisure uses will need to be addressed to reduce impact of noise and disturbance in the evenings.

### **10.4.9 Landscape Provision**

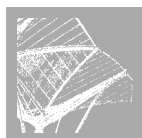
The key principle is to pull footfall into the Brewery development and so new opportunities for street trees exist in this area, in association with the public square. The other key landscape link is with St. Mary's Churchyard, currently an island of green within a hard landscape. Green fingers, pulling through and across Lower High Street and into streets on the northern side of the High Street such as Oxford Passage and Bennington Street would improve visual north / south links and connect into the North Place site. The blank wall at the side of Tesco wall needs visual improvement.

### **10.4.10 Materials, Surface Treatment, Street Furniture**

The new public space will be predominantly hard surface, with paving that co-ordinates with the High Street and draws footfall into the Brewery. Demarcation of the square may be required to control chairs and tables. Careful integration of existing Brewery materials and architectural style should be considered, although does not need to replicate; a suite of materials and furniture could be adopted that co-ordinate yet keep the High Street and Brewery distinct. The key is to create successful transition from the High Street.

Seating will be provided within the public square, consistent with the High Street scheme. However, the square will need to be designed carefully to allow for buses, so it may be off the direct High Street sight line.

Lighting that continues into the Brewery will be required as the zone will become a hub for the evening economy. Opportunities exist for innovative lighting and street furniture in this area.



## 10.5 1D: Lower High Street / London Road Transition Zones

### 10.5.1 Location

These two zones are located at either end of the High Street. At the western end, Lower High Street lies between Henrietta Street and the Poole Way junction. At the eastern end, the London Road transition zone lies between Bath Road and College Road.

### 10.5.2 Role

These two zones operate as High Street transition areas, leading into the core retail zone, serving the local community and providing a focus for independent and specialist retail functions, including the ethnic and student markets. These zones will continue to accommodate retail needs accommodating spill over retailers and independent operators who perhaps cannot afford rents in the core retail area. They will also continue to contribute to the leisure and evening economy.

### 10.5.3 Development Opportunities and Activity Zones

Whilst no major opportunities are currently apparent, small scale vacant and underutilised premises are in evidence. It is anticipated that support for a specialist retail and leisure function will catalyse positive change and improve the use of these zones. No new, specific activity zones are identified, although a link with cultural events and festivals could be made in lower High Street. Sandford Park and Berkley Place could offer new opportunities at the eastern end.

### 10.5.4 Function

Retail uses will be maintained at ground floor level, while A3 and A4 uses, plus other neighbourhood/ community uses should be permitted. The use of upper floors for offices, storage and potentially residential uses should be considered. Vertical mixed use will contribute to diversity and activity and to passive surveillance, improving the safety of the street below.

### 10.5.5 Access and Circulation

The aim is to encourage High Street footfall into the transition zones. This will occur through extending the shared surfacing along London Road, and through reducing traffic volume on the Lower High Street, enabling the transition zones need to become the main pedestrian and cyclist links between neighbourhoods and the core High Street. Environmental improvements and High Street gateways indicating clear access onto the High Street will increase the attractiveness of these areas.

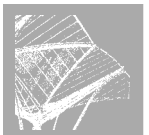
The Lower High Street will continue to be served by bus routes, with stops provided on this route.

Bus stops serving the London Road transition zone will be located within 100m, on Bath Road and Albion Street.

Off street parking provision includes St James's Street and (limited provision) on Poole Way. The orientation of on-street parking to reduce traffic speeds should be considered in the Lower High Street.



Images of the Lower High Street







### **10.5.6 Signage and Legibility**

Gateways into the retail area will be marked by the introduction of new, contemporary but elegant vertical structures, with integral lighting, potentially to be known as the gateway “spires”, reflecting Cheltenham’s ecclesiastically dominated skyline. These are likely to be focussed around Berkeley Square and the Henrietta Street junction where space allows.



### **10.5.7 Form**

Smaller, more traditional sized frontages (3-4m) should be encouraged along the High Street. This will ensure that these areas contribute to the transition between the High Street and adjacent neighbourhoods.



Images of London Road

All unit entrances should front the High Street with active windows should overlooking the public realm, alongside entrances at ground floor level. Active windows that also overlook the street should be encouraged at upper levels.

The High Street building line should be retained and most new elevations should be sited within 1m of this line. Where the street is narrower, the building line may be pulled back to enable uses to spill out onto the public realm.

Heights of up to 3-4 storeys should be permitted although heights may be lower on the peripheries of the zones, where the zone meets neighbourhood uses. The Lower High Street transition zone is a tight scale, with the London Road end moving towards a grander, more spacious Regency scale, so these local differences should be reflected in the development of the respective transition zones. An enclosure ratio of 1:1 should generally be applied, although flexibility should be maintained for local context.

### **10.5.8 Interfaces and Boundary Treatment**

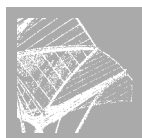
Retail units should front directly onto the street.

### **10.5.9 Landscape Provision**

Landscaping will be required in these zones, leading the eye and footfall into the core retail area and providing linkages with the adjacent neighbourhoods. On the Lower High Street, should be provided where space permits. However, the London Road end is wider and has more opportunity for street tree planting at specific locations.

### **10.5.10 Materials, Surface Treatment and Street Furniture**

Paving will be the most essential medium for establishing successful linkages with the High Street. However, treatment of these zones does not necessarily have to match the High Street and could be of a lower quality and less in volume. It is unlikely that the transition zones will become foci for seating, although lighting will be important and should be consistent with the High Street.





View to Brewery and Holy Trinity Church from North Place



## 11: North Place

### 11.1 Location

This Quarter is focussed on the Promenade extension, between the High Street and the North Place car park. The Quarter abuts the Albion Street Retail Extension to the east and the Brewery Leisure Extension to the west, with some overlap along these boundaries.

### 11.2 Role

This area has the potential to become a mixed use Civic Quarter, functioning mainly around the redevelopment of North Place. Redevelopment will enable the realisation of this area as a striking contemporary extension to the town centre based around a new public square. The quarter will become the northern gateway in Cheltenham.

### 11.3 Development Opportunities and Activity Zones

The publicly owned car park site, which straddles the northern end of North Place offers a prime development opportunity. Development will be focussed upon a new public space which addresses the Holy Trinity church on Portland Street. The space will provide a new zone focus for activity and will provide the point at which the North Place

Promenade extension changes direction to join with Portland Street.

A potential development opportunity relates to the relocation of the municipal offices from the Promenade to a modern bespoke building which is fit for purpose, located on this new civic square. This quarter has the potential to develop into a civic precinct with the potential to attract Gloucestershire County Council functions into a new civic suite fronting the square.

In the longer term it is likely the sites on North Street and North Place (south of St Margarets Road) may come forward for redevelopment, following the development of North Place. Redevelopment should contribute to the reinforcement of this route, and should include active ground floor uses.

### 11.4 Function

This mixed use quarter will include offices, residential uses, potential leisure development in the form of an hotel as well as supporting retail (A2, A3) and community uses. Vertical mixed use will be encouraged, with active ground floor uses, spilling out into public spaces, and offices/ residential above.

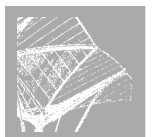
The civic square will function as a lively outdoor community hall, and will take on

different roles at different times of the day or year. It will be used for sitting out at lunch time for office workers; events and performances, for example for concerts or as part of the festival series; and for seasonal leisure (for example, an ice rink during the Christmas season).

### 11.5 Access and Circulation

The success of this area is predicated upon improved pedestrian and cycle linkages with the High Street and the draw of footfall northwards. This will be facilitated by a direct link from Boots Corner, with the establishment of North Street/ North Place as a shared surface route, across St Margarets Road and into the North Place development site.

A clear pedestrian links to the Brewery will also provide a draw into North Place, enabling a pedestrian loops between Boots Corner, North Place and the Brewery. A link through to the Albion Street Retail Extension will be provided off North Street, enabling a pedestrian loop between North Place, Albion Street, and Winchcombe Street. A home zone route on Bennington Street will provide an alternative pedestrian/ cycle link between the High Street and North Place.





## cheltenham urban design framework



Public Square straddles the street at Barking Broadway

Safe cycle parking facilities will be provided within the civic square, in a position which is well overlooked. By surrounding development.

Bus routes will pass along North Street and Portland Street, connecting North Place and Boots Corner, with bus stops located adjacent to the civic square.

Parking to serve the new development on North Place will be provided on site. Underground/ and or multi-storey options should be given consideration.

### 11.6 Signage and Legibility

North Street will become the critical link between the North Place site and the Promenade. This street should thus provide

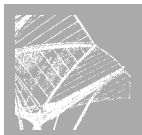
a new “statement” for the area which should rise above the existing blank facades which line the southern end of this route. Paving which draws footfall up from the Promenade, combined with a public-art based lit landscape which draws the eye upwards will provide the link into Boots Corner. A canopy of lights, which complements the green canopy of the Promenade is proposed along this route.

The new civic square on North Place square will provide a new northern gateway; a new civic forum and will mark the change in direction of the promenade processional route. A high quality north / south axis which will act as signage in its own right. The route should be marked with paving and trees, and reinforced by the building line and changes in height within the public space. The link to the Promenade route should be accentuated through the inclusion of a water feature to animate the public space.

The square and the buildings which define this civic space provide an opportunity to emphasise the northern gateway into the town, employing changes in height and surface treatment, as well as landscaping.



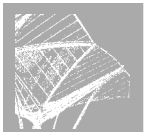
Change in level provides performance space; building generates offset to pedestrian route - Great Northern Square, Manchester



## North Place - Concept



## Proposal







Pedestrian route defined by change in levels integral street furniture and use of water, Exchange Square, Manchester



Potential for seasonal uses such as ice skating could be incorporated into the Square

## 11.7 Form

This Quarter presents scope for innovative contemporary architecture, and an opportunity to push the boundaries of sustainability. Roof gardens and green walls should be encouraged in this quarter to announce the area's sustainability credentials. A green roof to a potential new municipal office building could become a new public green space, with views across the town, and to Cleeve Hill.

Up to 6 or 7 storeys will be permitted within the core of the North Place site, decreasing to 3 storeys on the site's western periphery. Active ground floor uses will be encouraged on the link to the Brewery and on the civic square, with activities spilling out into the public space. Active uses of upper floors will assist passive surveillance.

A maximum enclosure ratio of 1:5 should be achieved within the civic square space, with ratios of 1:2 on other routes which have active frontages.

The scale of new building will respect that of Northfield Terrace and Dowty House, as well as the church and Portland Street frontage. A common line should be established to create continuity of frontage along St Margarets Road and Portland Street. This building line

should be informed by the line of existing buildings. Architecture of the frontages on St Margarets Road should draw visual clues from St Margarets Terrace.

Higher density of residential apartment development will be appropriate near the civic square, while medium density town houses and masionettes may be better suited to the western periphery.

## 11.8 Interfaces and Boundary Treatment

Retail and offices uses will tend to front directly onto public space. Residential or hotel uses are likely to require specific threshold treatment which providing a public/private interface. Residential development will ideally be at upper floors, or set back by at least a metre at the ground floor level to ensure residential amenity. Respect for setting and framing of the church is essential.

Vertical emphasis on the Portland Street building frontages will provide a landmark which contributes to the gateway into the town centre at this location. Consideration should be given to the creation of greenwalls along this frontage.

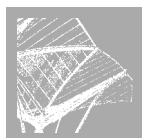
## 11.9 Landscape Provision

There is an opportunity to create a contemporary space framed with high quality architecture in this location. Treatment of landscape within the square will be very different from the High Street and opportunities exist for innovative use of both hard and soft landscaping. A key theme will be water, and whilst the majority of the square will be hard landscaped, soft features such as water, elements of grass for seating. Street trees should be used to mark boundaries and establish links with adjacent quarters.

The planting of an avenue of trees on Portland Street will enhance the gateway role.

## 11.10 Materials, Surface Treatment and Street Furniture

Surface treatment in the square should be contemporary, high quality and of an innovative and distinct design. Treatment of the square should be very different from the High Street. Traditional Cheltenham materials can be used but in innovative patterns and designs. An initial idea is to raise the square, creating a plateau from which water can flow,



## 12. Royal Well

### 12.1 Location

This Quarter is located to the south of the High Street and west of the Promenade. Its western boundary is approximately St. George's Place, with St. George's Road at its southern end. The Quarter overlaps with the High Street at its northern end. Currently this area is hidden behind the council offices.

### 12.2 Role

Drawing on its existing strengths: the Library, Museum, and Art Gallery complex; its ecclesiastical buildings; its Regency inheritance; green space and trees; the area has the potential to become a new destination for cultural and leisure activity by means of redevelopment of key sites and through the creation of a series of interlinked public spaces. Existing strengths will be enhanced and nurtured to help add vitality to the area and diversity to the areas' offer, creating a successful destination.

Cheltenham's creative and festival activities could spread into this Quarter which should provide platform for public art (including temporary exhibitions and installations) and informal performances.

### 12.3 Development Opportunities and Activity Zones

The Quarter contains several development opportunities which will be the main drivers of the regeneration of this area. The relocation of the Royal Well Coach Station offers the prospect for a new building to the rear of the council offices, which encloses the space and addresses Cheltenham's first crescent. The relocation of the bus and coach station will also enable the reallocation of road space for people, enabling the creation of a continuous public space between Royal Crescent, Crescent Place and Clarence Street.

The Chapel Walk parking area offers a redevelopment opportunity, and the potential to draw footfall into the area from the Promenade into Royal Well.

Cheltenham Borough Council is developing proposals for the improvement of St Mary's Churchyard which will complement the role of this quarter. Future development of the adjacent Chester Walk site will provide the opportunity for increased surveillance of this space, improving the safety. The redevelopment of Royal Crescent will potentially increase footfall through this historic churchyard, with security benefits.

The main zones of activity will be a new cultural precinct at Crescent Place – focussed on the museum, art gallery and library complex, and a leisure zone in Royal Crescent, focussed on a new building to rear of the existing municipal offices, and fronting the Crescent greenspace. These activity zones will be linked by active, pedestrian-dominated public spaces.

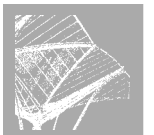
### 12.4 Function

It is anticipated that new uses such as restaurants, cafes, bars, public open space and specialist, small scale retail units will support existing uses in this area, enabling the emergence of a new leisure activity hub. Given its westerly aspect, this development has the potential to be a real draw in the late afternoon and evening.

Vertical mixed use should be a characteristic of the redevelopment of the Royal Well coach station site, with ground floor uses being A3 / A4 leisure, with the possible inclusion of A1 uses. Spill out space linking to the central green space will ensure a lively and animated public realm. Office or residential uses overlooking the Crescent may be appropriate on the upper floors, although hotel uses should not be excluded.



Images of the Royal Well Quarter

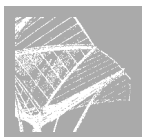




## Royal Well - Concept



## Proposal



There is potential for the relocation of the coach drop off facilities to the Chapel Walk site (with the agreement of operators), and for the possible relocation of the tourist information offices to a new pavilion on this site. This would provide a clear point of arrival for visitors, and ensure that the merits of having a central down-town drop off point are retained.

A mix of uses along Crescent Place, such as new small scale A3 / A4 and arts, culture and leisure uses will be permitted.

## 12.5 Access and Circulation

The downgrading of the inner ring road, will enable the reallocation of road space in Royal Crescent for development and for pedestrians and cyclists. A shared space access route which broadly reflects the layout of the crescent in 1820 is proposed. This shared surface will be extended along Crescent Terrace and Clarence Parade. Crescent Place will be pedestrianised, with vehicular traffic passing through Royal Crescent, into Clarence Street.

This will enable pedestrian loop to be established, from Royal Well, along Crescent Place, through St Mary's Churchyard to Boot's Corner and back along the Promenade. It will also enable a connection between Royal well and with leisure activity at the Brewery

Shared surfaces are also proposed along St George's Road (between the Promenade and Chapel Walk) and Royal Well Place (between Chapel Walk and St George's Place.

Shared surfaces will ensure that town centre cycle permeability is improved, and will enable a direct link between Chelt Walk and the town centre.

No new public car parking will be provided, although (private) on-street parking will be retained in front of Royal Crescent. New development will either be car free (given its town centre location), or may include underground parking, provided this is feasible. The council's maximum standards will be applied. Service access for the existing municipal offices (and for new development) will be as currently provided to the rear of the council office building.

Bus routes will pass through Royal Crescent and Clarence Parade. A coach stop facility (together with a potential ticket office in the tourist information pavilion) could be provided on Chapel Walk. This will function as a passenger drop off and collection point only, with parking and waiting facilities to be provided elsewhere (for example, on the Park and Ride site at Arle Court).

## 12.6 Signage and Legibility

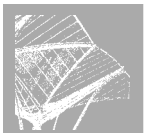
Surfacing will provide a direct link between Royal Well and the Promenade. A landmark tourist information pavilion building on Chapel Walk will also provide a draw and could incorporate a clock tower.

Signage will clearly direct users to Chelt Walk (and on to the station); to the cultural precinct; and to the High Street through St. Mary's Churchyard from Clarence Street and Royal Well. Other cultural focal points (such as the Everyman) should also be clearly linked into the cultural and leisure quarter.

A new plinth on Clarence Parade, opposite the Art Gallery and museum will provide a space for exhibiting local talent, providing a visual announcement for the cultural quarter and a showcase for local creativity.



Enhance links to the High Street







Active ground floor will address the green space



## 12.7 Form

Active uses, entrances and windows will front the Royal Well public space.

A new building line fronting Royal Crescent will be established which will enclose the space and allow active ground floor uses. The ground floor should incorporate colonnades, awnings or a terrace to enable all weather outdoor seating. Upper floor windows will overlook the crescent green space.

The new frontage onto Royal Crescent will be 5 or 6 storeys in height. An opportunity for innovative architecture is provided, and the new building should complement rather than attempting to replicate the crescent. Depending on the proposed uses of the upper floors and future use of the council offices, consideration could be given to stepping back the upper floors to the rear of the new building to improve amenity. The incorporation of green terraces could soften the impact of the new development, reducing loss of light to the rear of the existing council offices.

A glass roofed atrium connecting the new building and existing council building could be considered, depending on proposed uses.

## 12.8 Interfaces and Boundary Treatment

Colonnades, awnings or terraces fronting the new building on Royal Crescent will both enable and contain spill out activity. A pedestrian route is proposed between this spill out area and the green space, but will maintain a direct link between the new development and this green space which can be used for informal seating and performances.

## 12.9 Landscape

Existing mature trees are to be retained. New landscaping will need to consider their life expectancy and condition through a tree survey. Wear of the grass will be reduced by re-orienting pedestrian flows as part of redevelopment, ascribing a positive use to the green space and through the provision of hard landscaping around the edge following the routes of pedestrian desire lines.

Consideration should be given to the creation of a raised grassy bank which defines the western boundary of the green space, to be used for informal seating. Clarence Parade will be predominantly hard surfaced with street trees defining the widening of the space, and emphasising the green link between Royal Crescent and St Mary's churchyard.

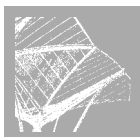
Redevelopment of the Chapel Walk site should respect the Ladies' College, opposite. This elevation should be softened by the planting of street trees. This treatment should be continued up St Georges Road.

## 12.10 Materials, Surface Treatment and Street Furniture

The shared space nature of Royal Well will determine surface treatment, with a requirement for robust materials that can accommodate vehicle and bus access.

On Clarence Street, high quality materials will be provided that will respond to the existing buildings and traditional architecture. Both materials and landscaping will establish a clear connection between leisure activity on Royal Crescent and the cultural precinct. Surface treatment should express the creative and cultural spirit of the quarter. The Chapel Walk site will be predominantly hard landscaped, incorporating seating and lighting and an all weather waiting area.

Lighting is a key consideration given this area is to be well used in the evening. An opportunity for an innovative approach to lighting is provided along Crescent Place.



## 13. Promenade

### 13.1 Location

This Promenade forms the north / south backbone to town, between Boots Corner and Montpellier. This quarter encompasses the municipal offices, the Town Hall and Imperial Gardens.

### 13.2 Role

The role of this quarter is to continue the Promenade's function as a genteel civic space, with high end retail uses which complement the High Street offer. The renowned Regency route will continue to draw footfall towards Imperial Gardens and up into Montpellier, providing a more leisurely paced retail destination than the High Street, with the Town Hall and Imperial Gardens continuing to provide a focal point for festival activity and events.

### 13.3 Development Opportunities and Activity Zones

The Promenade is to be reconceptualised as a series of linked spaces, each with its own defined use and activity. Clear linkages and vistas to the High Street and Boots Corner will reinforce the strategic design structure for the town, and it is proposed to continue the

pedestrianisation of the northern section of the Promenade to this point. The Municipal Offices offer a key development opportunity within the Promenade Quarter. Options to be considered for its future use include an hotel, office or residential uses. Future use of this building will impact the interface between this building and the Promenade. Latham's proposals for Memorial Place and the Promenade should be considered as part of redevelopment.

In particular consideration should be given to reducing severance between this building and the Promenade space by rationalising and re-orienting parking provision, and the creation of a clear link from the central portico, across the Promenade, establishing a formal plaza, which enhances the siting of the war memorial, and provides an appropriate setting for the farmers' market. The option of creating a through route to Royal Well to the rear of the municipal buildings should also be explored as part of redevelopment proposals.

The downgrading of the ring road offers an opportunity to transform that section of Imperial Square, fronting the Town Hall into

a create a fully fledged civic square and to improve the link between Imperial Gardens and this space.

Other opportunities include the establishing a and clear relationship between the Queens Hotel, the former site of the Imperial Spa, and Imperial Gardens by establishing a rostrum for this building, which celebrates its location on this green square.

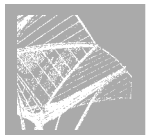
### 13.4 Function

Existing uses within this area are to be retained, with a strong retail function for the Promenade between Imperial Square (north side) and Boots Corner. The Town Hall and Imperial Gardens will continue to be used for festivals, events and leisure activity.

Public realm improvements may bring forward demand for new uses such as small scale restaurant and cafés. In the longer term, the conversion of the ground floors of office uses opposite Imperial Gardens (on the Promenade) and opposite the Town Hall, to restaurants and cafes uses should be permitted, with active spill out into the public/private interface area encouraged.



Images of the Promenade Quarter

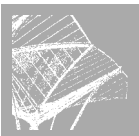
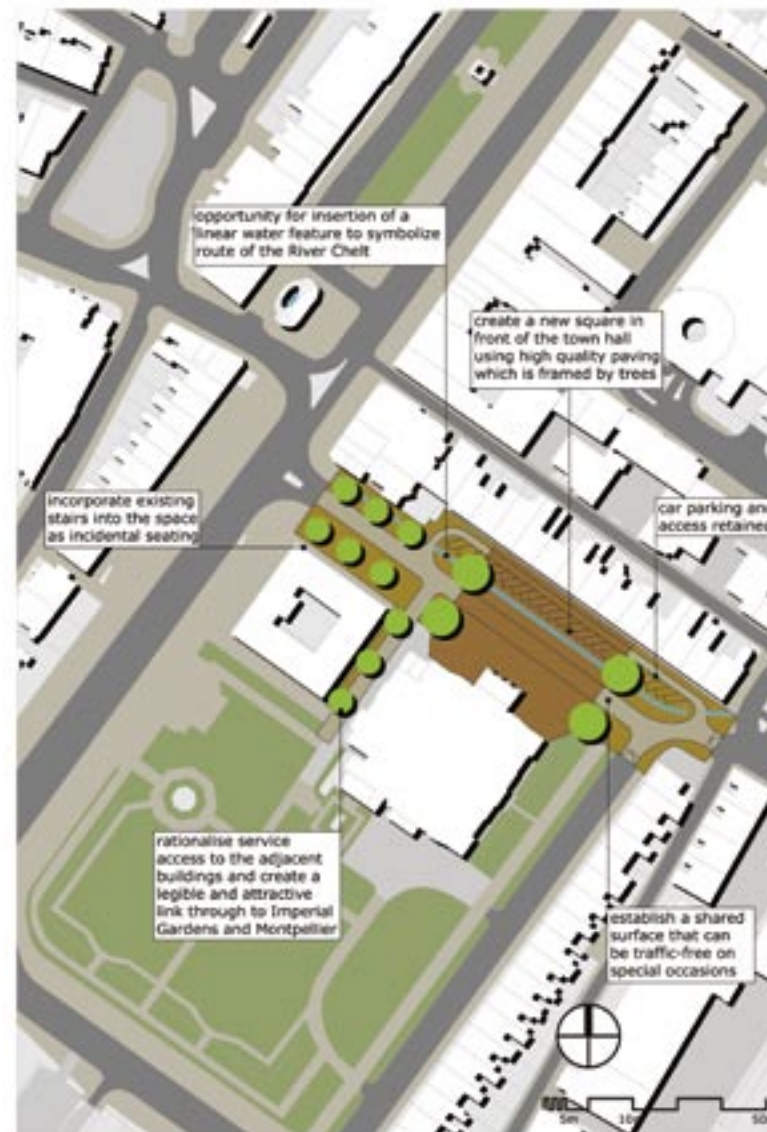




## The Promenade - Concept



## Proposal





### 13.5 Access and Circulation

The Promenade will become shared surface with pedestrian and cycle priority. Pedestrianisation of the northern end of the Promenade and of Imperial Circus will reinforce this route and its intersection with Boots Corner. Shared surfacing will also be introduced along Imperial Square, between Oriel Road and the Promenade. This will enable this space to be closed off for key events in front of the Town Hall. The separate service accesses for the Town Hall and adjacent building will be rationalised, enabling the establishment of a new pedestrian route into Imperial Gardens.. This route will be emphasised through tree planting. The shared surface along Imperial Square will provide a key link in the east-west cycle route. The Promenade will provide a key link in the north-south cycle route.



The Promenade will be a key public transport route, and bus routes and bus stops will be retained.

Parking along the Promenade will be used to control the speed of traffic. The formalisation of parking along this route will ensure the creation of better defined and clutter free pedestrian realm.

### 13.6 Signage and Legibility

Legibility will be enhanced through surface treatment and planting along the route of the Promenade. Signage will be strategically located, emphasizing links to adjacent quarters. The Promenade will provide a key focus for festival signage.

### 13.7 Form

Active retail and leisure uses are to be retained and enhanced at ground floor level. Office and residential uses are to be retained and encouraged at upper floors.

Use of the public realm should be enhanced, with areas dominated by parking rationalised and the introduction of clutter-free walking and cycling environments.

New build is unlikely in this Quarter in the near future, and the emphasis should be on the retention and enhancement of existing Regency buildings. Where redevelopment does occur, it should respect the existing building line, surrounding building heights and enclosure ratios.

### 13.8 Interfaces and Boundary Treatment

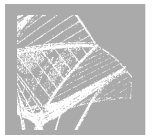
Traditional boundary treatments are to be retained and respected. Where privately

owned thresholds have been eroded by parking (for example the north west side of the Promenade, leading to St Georges Road), new on street parking will be provided as an alternative, and owners will be encouraged to reinstate the original thresholds. The use of these intermediate spaces for outdoor seating beneath the Promenade trees will be encouraged.

### 13.9 Landscape Provision

The Promenade owes a significant amount to its trees, and the avenue of mature trees which is of paramount importance to the function of the area should be retained, enhanced and reinforced. Planting is to be extended up the newly pedestrianised northern section. Consideration should be given to the reinstatement of the double row of planting on either side of the Promenade route adjacent to Imperial Gardens, as shown on the Merret map of 1834.

Street trees and landscaping within and around the new Town Hall square should define the space, and create clear links with Imperial Gardens to the rear of the town hall and with any new green space to be established alongside the Chelt at Rodney Road.







A consistent approach to street furniture, signage and paving should reflect the grand scale of this Quarter

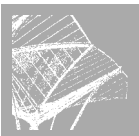
### **13.10 Materials, Surface Treatment and Street Furniture**

A consistent approach to paving is required along the length of the Promenade. Paving should be consistent on both sides of the Promenade, responding to the wide footpaths which already exist.

Promenade paving should wrap around, linking into Imperial Square and creating a clear link to the new space in front of the new Town Hall square from the Promenade. There is an opportunity to reflect the design of the Town Hall in the detail of the paving of the new square. Consideration should be given to simulating the approximate route of the Chelt in this location through the use of a linear water feature. Incidental seating on the steps of the Quadrangle will be encouraged.



The linear water feature provides a clear edge to cycle parking in Freiburg



## 14. St. James' Square

### 14.1 Location

This Quarter is located to the west of Royal Well, based around the St. James' Square and Jessop Avenue axes.

### 14.2 Role

This quarter will have a mixed use role, with traditional architecture complemented by higher density modern office development on the periphery, supported by a mix of neighbourhood small scale uses, restaurants, and cafes, which provide a neighbourhood feel. St James provides a pedestrian link between the town centre and the Waitrose development, and fronts onto the Chelt Walk cycle/ pedestrian approach to the town centre.

### 14.3 Development Opportunities and Activity Zones

The public owned surface car park provides a key redevelopment opportunity.

Gloucestershire County Council propose to redevelop the Shopfitters site on St. George's Place as a new Registrar facility, providing an opportunity to create link through to Chelt Walk and a new public space between these two sites.

The focus for activity within this Quarter will continue to be St. James' Square, reinforcing the nascent hub of restaurants and cafes in this location and creating a link to the river, and through to the Bayshill Tavern, whose garden could be enhanced at the rear to address the public space. This public space linkage will become a focus for activity during lunch time for office workers.

### 14.4 Function

New development will predominantly consist of offices, although small scale retail (A3) uses will be promoted on the ground floor fronting the new link to the Chelt. Residential development may be appropriate on the south eastern edge of the St James site, fronting the River Chelt.

New building on the St James site should establish a gateway and improve the sense of enclosure of the space.

### 14.5 Access and Circulation

Redesign of the existing junction, and widening of the pavements at this location will improve pedestrian access between the town centre and Waitrose, and create a new square at this location.

On street parking should be retained outside of the development areas, and employed as a mechanism for narrowing the road and slowing traffic.

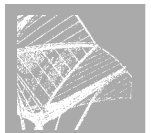
The new pedestrian and cyclist linkage will improve permeability between the Chelt Walk and other parts of the town and is a key component of the integration of this Quarter into the town centre, bringing increased footfall through the development site and onto St. James' Square. Redevelopment offers an opportunity to provide an alternative pedestrian/cycle route to the High Street via St. James' Square and Ambrose Street.

Underground parking should ideally be considered for the office component of the St James' development. The Council's maximum standards should be applied. Semi-basement or surface parking should be considered for the residential components.

Access for the redeveloped St James' site should be taken from Jessops Avenue, and the potential for a shared service access with the adjacent office buildings should be explored.



Images of St James' Square







Redesign of the roundabout provides opportunity for a new square



Redevelopment offers the opportunity for a direct link between Chelt Walk and the High Street. St Gregory's spire signposts the route

## 14.6 Signage and Legibility

The new gateway building on St. James' Square will create a landmark dialogue with the St Gregory's Church spire and automatically draw footfall through the site from the Chelt Walk. This alternative route through to the High Street should be signposted. The St. James' Quarter already has contemporary edge to it and new signage should reflect this.

## 14.7 Form

The St. James' Square frontage and corner that abuts the roundabout is a key location for a new contemporary landmark building, reflecting the contemporary feel of recent development. This will draw the eye down St. James Square from both the north and the east and will define the Quarter as an office cluster. This building will be 5 storeys maximum, terracing back to 3 storeys on the southern edge. Sensitivity to existing and new residential amenity on the southern edge is essential. New development should respect the setting of adjacent Listed Buildings; Winnstay House and the synagogue to the east.

The Jessop Avenue frontage will be the key elevation and main entrance to the office building, with secondary entrances onto the

public square at the side. Upper floors should overlook the square, to ensure that maximum passive surveillance is provided. Chelt Walk should be overlooked by residential uses, improving passive surveillance of this route

## 14.8 Interfaces and Boundary Treatment

New development should create a strong building line and sense of enclosure to St James' Square. Boundary treatment and siting of the new building will need to be considered, particularly along the western elevation, adjacent to the existing office building. Set backs will be required which will respect daylight and will not overshadow windows on these elevations.

The conversion of existing front gardens to the Regency buildings on St. James' Square for off street parking should be resisted, and the traditional boundary treatment should be retained.

## 14.9 Landscape Provision

Landscaped linkages (street trees) between Chelt Walk and Jessop Avenue will pull pedestrians and cyclists through the site and onto St. James' Square. These could be continued up St. James' Square and into Ambrose street, emphasising the connection

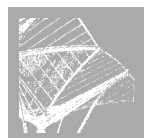
to the High Street. The public square will be predominantly hard landscaped, and could include seating and spill out space from the adjacent buildings. Street trees may be introduced where appropriate to pull greenery into the site from the Chelt Walk.

## 14.10 Materials, Surface Treatment and Street Furniture

Materials, treatments and furniture will reflect the contemporary, business uses proposed for this area, creating an opportunity to distinguish this site from all other Quarters.



The Accordia development in Cambridge incorporates lower ground floor parking screened by granite gabions allowing light and ventilation





## 15. Montpellier

### 15.1 Location

This Quarter is based on the retail and leisure cluster on Montpellier Street and Montpellier Walk, and covers a wider area incorporating Montpellier Gardens.

### 15.2 Role

The role of this Quarter is specialist retail, supported by restaurants, café's and bars. Montpellier offers a unique retail and experience in Cheltenham, and is to be nurtured and elevated as a destination distinct from, but complementary to the town centre. The role of this area as a gateway will be enhanced and its grandeur restored by reducing the impacts of traffic and re-establishing a link between the Montpellier Walk frontage and Montpellier Gardens.



### 15.3 Development Opportunities and Activity Zones

Montpellier Street and Montpellier Walk provide key foci of activity. The focus of intervention is on reducing the impacts of traffic and *ad hoc* parking along the Promenade, and the creation of a public space which links Montpellier Walk with Montpellier Gardens, providing improved



Images of Montpellier

connections through to Montpellier Street.

A new public space will provide a stage or podium the Rotunda, changing the way in which this fine Grade I listed building is perceived, establishing a gateway into the central area. This will complement the refurbishment of Montpellier Gardens which is already underway.

### 15.4 Function

Montpellier Walk will be characterised by an active edge (on the west side) and a promenading edge adjacent to Montpellier Gardens. Existing independent and specialist retail, restaurant, café or bar uses at ground floor level along Montpellier Walk and Montpellier Street will be continued. Use of upper floors for a mix of uses; restaurants, bars, residential and offices should be permitted. Active uses fronting the public realm should be encouraged, particularly along Montpellier Walk.

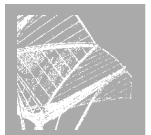
### 15.5 Access and Circulation

A shared space surface will be applied along Montpellier Walk which will fulfil the role of a linear processional route linking to the Promenade. The volume and speed of vehicular traffic will be significantly reduced. Pedestrians and cyclists will be given priority, enabling Montpellier Walk to reclaim its title

as a "walk". The changed nature of this route will enable integration across this quarter, ensuring physical and cerebral connections between the Montpellier Pump Room and the restored Montpellier Gardens, as well as reinforcing links to Montpellier Street.

Pedestrian connections between Montpellier Walk and Montpellier Gardens will be emphasised in surface treatment adjacent to the Pump Room, the junction with the main west / east axis into the Gardens and at the junction with Montpellier Spa Road (establishing a link with the internal courtyard with the Promenade). On street parking is essential to the vitality of this area. Reorganisation of the parking along Montpellier Walk will provide additional opportunity for pavement spill out space. The relocation and re-organisation of bus stops and taxi ranks will be required at this gateway location.

Pedestrian and cyclist linkages with the Suffolks will be enhanced through improved crossing points over Montpellier Terrace and redesign of the junction with the Promenade to emphasise the east/west vehicular movement. Vehicle access will be permitted on the Promenade, but motorists will be guests in this shared space.

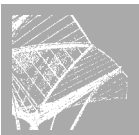
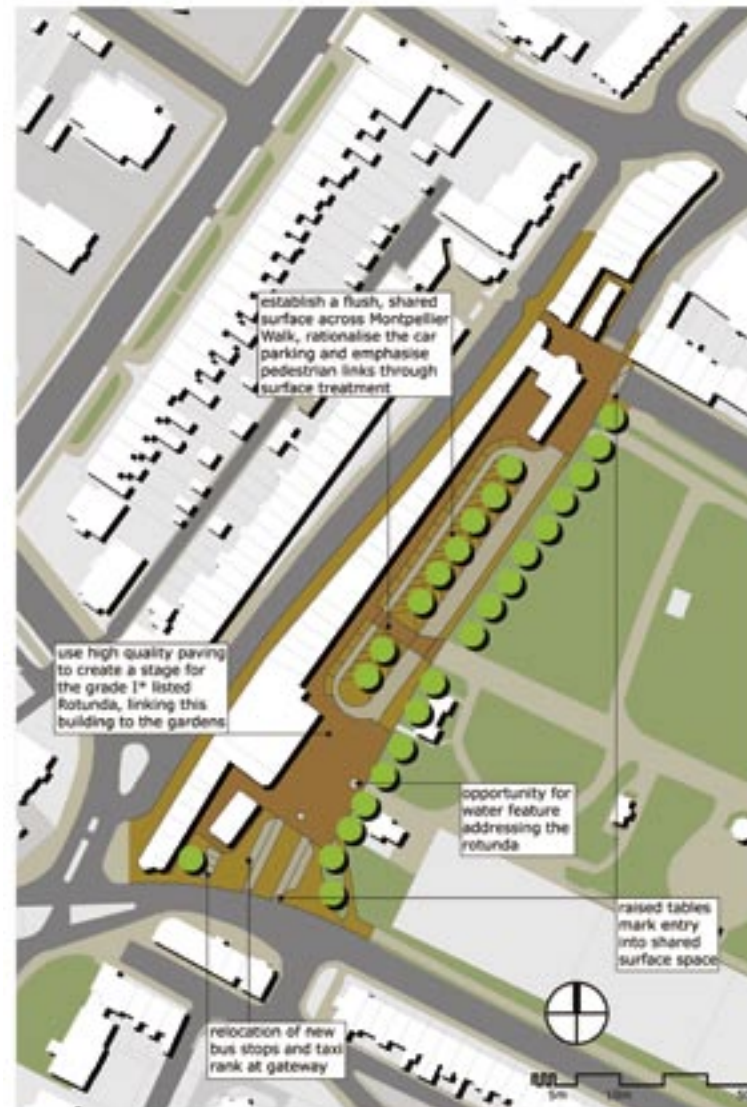




## Montpellier - Concept



## Proposal





The application of shared space down the length of the Promenade will enable the improvement of pedestrian priority at the Queen's Hotel pinch point. Surface treatment emphasising the east-west link across the Promenade should be considered at this location.

### 15.6 Signage and Legibility

The removal of road markings and street furniture clutter together with the creation of a paved dais to the Rotunda will reinforce the importance of this building, establishing a clear gateway and enhancing the sense of arrival into this quarter. A new water feature opposite Montpellier Pump Room will signify the start of the Promenade processional route, and testify to this quarter's origins. Key pedestrian links across Montpellier Walk will be accentuated in the choice of paving.

Finger posts that convey a simple and elegant yet contemporary message will be employed to emphasise linkages.

### 15.7 Form

Any new or refurbished units in this area will reflect the small scale, fine grain units that already exist. Units fronting Montpellier Walk must also front Montpellier Street, or provide a secondary entrance. All ground floors will

be active uses. All upper floors will contain active windows that overlook the public realm.

Building heights will respect those adjacent (up to 3 storeys) and the building line along both streets will be maintained at all times. Facades will join up, creating a continuous elevation to the street.

### 15.8 Interfaces and Boundary Treatment

Ground floor uses generally abut the street directly and this will be maintained if new development opportunities occur. Opportunities for spill out space should be maintained and enhanced along this length of the Promenade.



Opportunities for spill out activity to be enhanced

### 15.9 Landscape Provision

The shared space square in front of Rotunda will be predominantly hard surfaced, ensuring that this elevation is enhanced and emphasised. Replacement and reinforcement of tree planting along Montpellier Walk and Montpellier Street will enhance the qualities of this quarter.

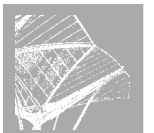
### 15.10 Materials, Surface Treatment and Street Furniture

High quality, durable materials will be used in the establishment of a flush shared surface between Montpellier Gardens and Montpellier Terrace, at a scale that is appropriate to the Montpellier setting. The choice of materials and surface treatment of the Rotunda dais, as the links to Montpellier Gardens will reflect the colour, elegance and grandeur of the buildings on Montpellier Terrace.



Links through to Montpellier Street will ensure integration

Road space to be re-allocated to pedestrians and cyclist. A new gateway at the start of Montpellier Walk







## 16. Suffolks

### 16.1 Location

This Quarter is focussed on the Suffolk Parade / Suffolk Road axes, to the east of Suffolk Square and south east of Montpellier. The key link to Montpellier is provided via the Montpellier Terrace / Suffolk Parade junction, which is the main pedestrian entry into the Suffolks.

### 16.2 Role

The location, orientation and offer of the Suffolks are distinct from other parts of the town centre, and this quarter is a destination in its own right, with its own active traders' association and annual street fair. The village atmosphere of this specialist retail area which is focussed on arts, crafts and antiques as well as small scale independent restaurants, cafes and bars will be retained. It's distinct artisanal character will be reinforced, and its integrity as an area which is separate (but linked) to the town centre will be upheld.



Images of the Suffolks

### 16.3 Development Opportunities and Activity Zones

With the exception of vacant shop units, there are no significant development opportunities in this Quarter. The focus of intervention is thus on the enhancement of existing activity zones to improve the attractiveness, identity and vitality of the area.

Suffolk Parade will be supported as a key activity street, and entry points into this route will be emphasised through the creation of gateways. Public space improvements will support spill out activity from adjacent uses. This will require some rationalisation of parking and changes to the footpath / carriageway in places, making better use of the street and prioritising pedestrian and cycle access.

The reclamation of road space at northern end of Great Norwood Street will enable this area to become a focal point at the heart of the Suffolks. The vista to the Church tower and Cotswolds beyond provides an attractive backdrop for an outdoor living room at this location.

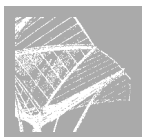
### 16.4 Function

Active uses will maintained at ground floor level, with priority given to independent retailers, and an emphasis on retaining the arts and crafts character. Independent restaurants and cafes will be encouraged and a thriving, yet genteel, evening economy will be supported.

### 16.5 Access and Circulation

The aim is to integrate this local area, creating a pedestrian and cyclist friendly street network with improved an legible linkages to other quarters, while retaining its distinct local, neighbourhood feel which is integral to its character. The severance posed by Suffolk Road will be addressed through the provision of a new crossing point between Suffolk Parade and Great Norwood Street, following pedestrian/ cycle desire lines.

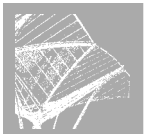
The east/west vehicular flow will continue on Suffolk Road, although traffic will be calmed as it passes through this quarter. One way working on Great Norwood Street should be considered to reduce traffic, and improve priority for pedestrians and cyclists.



## The Suffolks - Concept



## Proposal



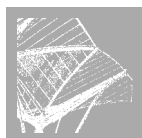




New gateways will mark the entry into the Suffolk Quarter



Intervention opportunity - Great Norwood Street



Pedestrian and cyclist linkages with surrounding neighbourhoods, in particular with Montpellier, will be strengthened. Suffolk Parade will provide an alternative cycle access into the town centre, via the off road route through Montpellier Gardens. This quarter is served by bus routes with stops along Montpellier Terrace, near the top of Suffolk Parade.

On-street parking provision is key to the economy of this area and will be retained on Suffolk Parade and Great Norwood Street. Parking provision will be rationalised enabling the widening of the footway along the active eastern, with controlled spill out of uses. Replacement parking will be provided on the western side of Suffolk Parade, adjacent to the blank façade to the rear of Suffolk Square.

## 16.6 Signage and Legibility

New gateways placed at the northern end of Suffolk Parade and the southern end of Great Norwood Street, will mark the entry into the Suffolk Quarter and will signify transition into this distinct and unique Quarter. These gateways could be signs, arches or other sculptural structure which could be commissioned from a local artist and should reflect the arts and crafts nature of the quarter.

The Suffolk Parade gateway will mark the transition into Montpellier and draw footfall across Montpellier Terrace into the Quarter. On Great Norwood Street, the gateway should frame the vista of the church and potentially use materials that already exist in the area such as the *verdigris* copper on the church roof.

Finger posts that convey a simple and elegant yet contemporary message will be adopted. Prospects for continuation of the signage strategy onto building and street names, reflecting the arts and crafts nature of the area will be explored.

## 16.7 Form

Any new development or refurbishment of units in this quarter will reflect the area's small neighbourhood scale, and fine grain, ensuring that units sizes are appropriate to small, independent traders and artisans.

Active ground floor uses with animated windows will be encouraged along Suffolk Parade, Suffolk Road and Great Norwood Street.

Building heights will respect those adjacent (up to 3 storeys) along all streets. Facades will join up, creating a continuous elevation to the street.

## 16.8 Interfaces and Boundary Treatment

Uses on Suffolk Parade and Suffolk Road will front directly the street, with spill out space provided within the public realm. The limits of the spill out area should be demarcated by planting and paving. Interfaces between residential and commercial uses should be carefully considered, focussed on respect for amenity and retention of mixed use. Boundary treatments to residential properties should reflect historic setbacks and public-private interfaces.

## 16.9 Landscape Provision

Proposals for footpath widening and replacement parking along on the eastern edge of Suffolk Parade provide opportunities to introduce a more co-ordinated landscape, including high quality street trees and planters, in connection with spill out areas for street chairs and tables.

The blank wall on the west side of Suffolk Parade provides an opportunity for new vertical planting, as well as potential as a canvas for local art.

Street tree planting on Great Norwood Street should frame the church vista and create an attractive area for seating.

### 16.10 Materials, Surface Treatment and Street Furniture

A co-ordinated approach streetscape, incorporating paving, planting, public art, and furniture within this quarter, will offset the Suffolks as a distinctive, high quality, destination. A paving regime linking Great Norwood Street and Suffolk Parade, across Montpellier Terrace and in Montpelliiier Gardens will benefit pedestrian and cyclist legibility.

A distinctive palette for the Suffolks should include smaller setts, finer grain furniture to reflect the grain of units, as well as a local colour palette to be taken up in signage. Opportunities to involve the Suffolk Traders' Association and employ local arts and crafts skills that exist in the area should be explored.

## 17. Conclusion: Next Steps

The draft Urban Design Strategy, along with the Transport Strategy Options, will be reviewed by the Civic Pride Steering Group. The two strategies will be the focus of a consultation workshop involving key stakeholders on the 3<sup>rd</sup> of November. The views of stakeholders, and comments from the Steering Group will be taken into account in the selection of a preferred transport option and in the finalisation of the Urban Design Strategy.

Following Steering Group agreement, it is intended that elements of the urban design strategy will be included in Cheltenham Civic Pride launch material, and incorporated into panels which will be exhibited at the Cheltenham 20:20 Vision feedback event at the town hall on the 18<sup>th</sup> November.

The preferred transport option will be tested during Phase 3. Similarly, the in developing options for the individual sites, the ability to realise the urban design vision as part of the redevelopment process will be key.

