

# **Cheltenham Civic Pride Urban Design Framework**

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

**Technical Appendix:**

**Royal Well Development Brief**

**2013 Revision**

**Adopted February 2013**

## **PREFACE – 2013 Revision**

On 28<sup>th</sup> July 2008 the Royal Well Development Brief - which covers an area including the Municipal Offices and the bus station - was adopted by Cheltenham Borough Council as a Technical Appendix to the Civic Pride Urban Design Framework Supplementary Planning Document (SPD) within the Local Development Framework (LDF).

In 2010 there was a partial revision to the SPD which reflected revisions to another of the Technical Appendices; it did not impact on the Royal Well Development Brief.

In 2012 the Council re-examined the Royal Well Development Brief and determined that it needed to be revised for a number of reasons.

- a There were some inconsistencies between the 2008 Brief and the adopted SPD which could confuse the planning position. The revised wording in this 2013 version of the Brief more accurately reflects that of the adopted SPD.
- b The economic slump and other factors led to questions as to whether the 2008 Brief could effectively be delivered. The Cheltenham Development Task Force had particular concerns at the lack of clarity around the inclusion of retail or otherwise as a suitable use for the Royal Well site – and specifically for the Municipal Offices. It considered it important that retail is not excluded as an option. The revised wording in this 2013 version of the Brief adds clarity to the issue regarding uses.
- c The introduction of the National Planning Policy Framework (NPPF) in March 2012, introduced a “non-exclusive” approach to town centre uses – its range of suitable town centre uses includes retail, leisure, commercial, office, tourism, cultural, community and residential. The SPD is broadly consistent with the NPPF; the 2008 Brief’s approach was less consistent. The revised wording in this 2013 version of the Brief more accurately reflects that of the adopted SPD.
- d Since the adoption in 2008 of the SPD and Brief, a Heritage Assessment has been completed for the Municipal Offices (September 2010). This will be an important consideration both in preparing and assessing proposals for the site. It is referred to in the SPD as “currently being commissioned” but is absent from the Brief. The Brief is the document which establishes the detail on which proposals will be assessed and the lack of any mention of the Heritage Assessment is considered a serious omission - the revised wording in this 2013 version of the Brief rectifies this.
- e The Brief sets out a specific requirement for 6 bus stops on the Royal Well site. The SPD is more circumspect, indicating that further analysis needs to be undertaken to establish exactly what is needed. In fact, the emergence of a revised North Place brief identified Warwick Place as an alternative for some of this provision and work on the Local Sustainable Transport Fund and its Cheltenham transport plan means consideration of the precise residual bus requirement in the Royal Well area is on-going. As such, the Brief can now be less specific; the SPD can remain as it is. The 2013 version of the Brief enables proper consideration of the circumstances around bus provision.

So, whilst there is an absolute commitment to retain the principles embodied within the 2008 document, the 2013 Revisions to the Brief seek to clarify:

- a the situation regarding land use at the Municipal Offices;
- b the importance of a Historic Assessment to any proposals for the Municipal Offices; and
- c arrangements for buses in Royal Well.

No revisions were needed to the SPD itself.

The Royal Well Development Brief 2013 Revision was subject to a consultation which ran between 22nd October and 3rd December 2012 which considered nine specific revisions. It was revised and adopted by Cheltenham Borough Council on 8th February 2013 and is a Technical Appendix to the Civic Pride Urban Design Framework SPD. It sits within the Council's Local Development Framework and is a material planning consideration when the Borough Council determines any relevant planning applications.

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## 1. Introduction

### Background

- 1.1. This Development Brief forms part of the Cheltenham Civic Pride Urban Design Framework (UDF) prepared for the South West Regional Development Agency (SWRDA), Cheltenham Borough Council (CBC) and Gloucestershire County Council (GCC).
- 1.2. Cheltenham is a thriving town set at the foot of the Cotswold scarp. It grew significantly in the late 18<sup>th</sup> /early 19<sup>th</sup> centuries when it was a popular spa resort. It was developed as a number of set-piece estates to a masterplan. This left an extensive legacy of Regency buildings and formal gardens. However, the streets in its core are frequently dominated by vehicular traffic and the traffic management paraphernalia which accompanies it. Pedestrian access to, and in some cases within, the town centre is often difficult, with many routes being cut by the town's two ring roads. In addition a number of prominent sites are underused and have a negative impact on the quality of the street scene
- 1.3. **The aim of the Civic Pride project is to build on the regency heritage of the town by revitalising the street scene, including the buildings, streets and spaces in order to bolster the town's economy.**
- 1.4. The UDF process has analysed transport, economic, environmental and land-use issues affecting the town in order to create strategies to achieve this aim. Part of the project focuses specifically on the redevelopment of three council owned sites to be promoted as exemplars of sustainable development. Royal Well forms one of these sites
- 1.5. **The key Civic Pride documents are set out below, the whole set being the context for this Development Brief. The Urban Design Framework is a covering summary of the project and development on this site must comply with their various proposals.**

Cheltenham Civic Pride Urban Design Framework SPD	Cheltenham Borough Council	July 2008 Revised December 2010
North Place and Portland Street Development Brief	Cheltenham Borough Council	July 2008 Revised December 2010
Royal Well Development Brief	Cheltenham Borough Council	July 2008 Revised December 2010
Masterplan Report	Halcrow Group Ltd	September 2007
Public Realm Strategy (Draft),	Halcrow Group Ltd	March/December 2007
Transport Strategy	Colin Buchanan	April 2007
Phase 2 Scenario Testing	Halcrow Group Ltd, Nisbet LLP and King Sturge	December 2006
Urban Design Strategy	Halcrow Group Ltd	October 2006
Baseline Report	Halcrow Group Ltd	October 2006

### Purpose of the Brief

- 1.6. This Development Brief sets out the Council's planning requirements for development of the site in order to secure high quality, sustainable, mixed-use development that will also preserve and enhance the special character of Cheltenham. The Brief aims to provide some flexibility to enable developers to bring forward innovative design proposals for the site, once the basic design and sustainability parameters have been met.

### Main Objectives

- 1.7. The Council wants development on the site to address the issues of public space design and layout, bus transport, building form and pedestrian access. Proposals will be in accordance with the policies of the existing Local Plan, the emerging RSS and LDF; and government guidance (see Appendix). It will provide mixed use development scheme which:

- a Is an exemplar of sustainable development and design quality in both building form and street scene
- b Creates a new high quality public space in the heart of the town which is pleasant, safe and vibrant
- c Creates a lively mixed-use, residential and commercial hub which could include retail, office and/or hotel uses and will activate the enhanced space and act as a catalyst for enhancement and regeneration of Royal Well
- d Enables the closure of the "inner ring" road at this point and the removal of general traffic from Royal Well Road in order to
  - i offer opportunities for public realm enhancement on spaces throughout the town freed from large scale traffic flows (including this site and Boots Corner)
  - ii help establish a dedicated bus spine through the town centre to improve bus times and facilities
  - iii provide a bus interchange at the southern end of the bus spine
- e Encourages use of sustainable transport modes
- f Addresses pedestrian severance on Royal Well Road between the town centre and land in the west of the central area – including the Honeybourne Line, St James' area and other parts of Royal Well

## **2. Development Context**

### Location

- 2.1. Royal Well is located in the historic core of the town immediately west of The Promenade, the town's prestige shopping street (Plan 1). It is centred on a green space with two large and ancient trees which is surrounded by extensive hard areas in a variety of transport related uses (road, bus station, car parking and taxi rank). Together they total about 1.5 ha. Generally, to the north and east is retail development; to the south and west is commercial and educational development. All are functions strongly related to the town centre.

### Planning

- 2.2. The site is not allocated for any particular purpose in the Cheltenham Borough Local Plan but is located in the Principal Urban Area where development is acceptable in principle.
- 2.3. The site is within the Central Conservation Area and is covered by the Montpellier Character Appraisal and Management Plan, an adopted SPD.
- 2.4. Both of these documents form part of the statutory planning framework for the site. A list of the most relevant planning documents and policies is appended; they will be used to determine planning and related applications for the development of the site.

### Land Ownership

- 2.5. The enclosing buildings are in a variety of ownerships. However, the majority of the land and some buildings are owned by Cheltenham Borough Council, including the Municipal Offices itself, the bus station, taxi rank, Chapel Walk car park and much of Royal Well Road.

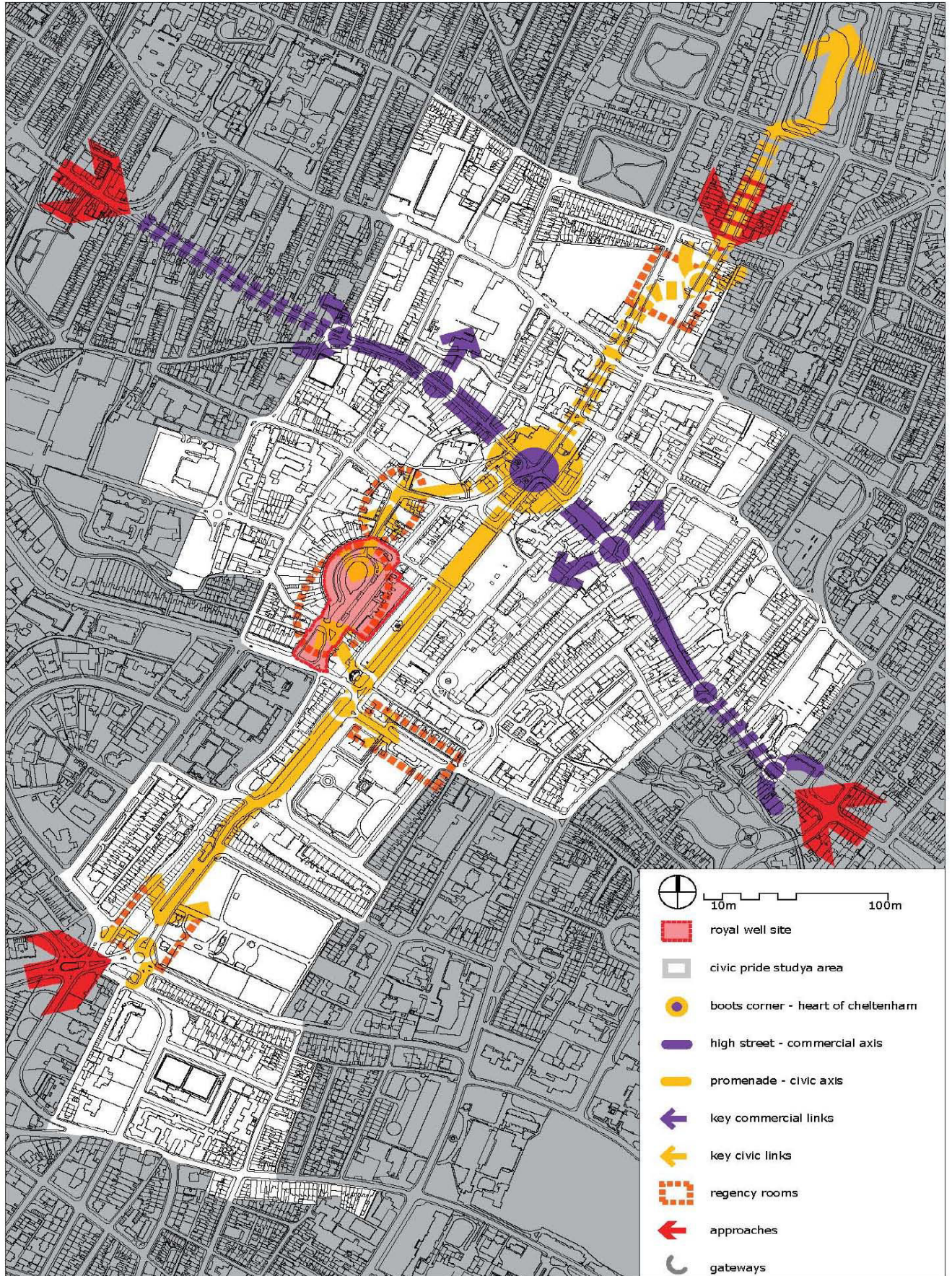
### 2.6. Archaeology

The site has been the subject of a desk-based archaeological assessment in 2001 in connection with a previous development proposal. This concluded that there is potential for archaeological remains dating to the Roman, medieval and post-medieval periods. However, the extent, character and importance of any archaeological remains are uncertain.

### Flood Risk

- 2.7. The site lies within Zone 3 of the Environment Agency's flood risk zones, the highest risk category. A Strategic Flood Risk Assessment (SFRA) for the Borough is being prepared which will provide further detail of flood risk and mitigation and assist in the determination of specific requirements for a site specific Flood Risk Assessment (FRA).





Plan 1: Site Location



## Analysis

2.7. Plan 2 gives an analysis of the site and its surroundings. The main points are

- a Royal Well is a flat site dominated by transport infrastructure, but with a central, teardrop-shaped green space containing two impressively large mature trees. The area around the green is used as a coach and bus station. There is a small surface car park to the south and a taxi rank to the north. A number of busy roads cross the site.
- b The River Chelt runs beneath the south of the site in a culvert.

### **Movement**

- c Rural and national services stop and layover at the bus station – looping around the green to a number of shelters. Outside the green, the bus station is harsh and unattractive; the shelters are extremely poor quality.
- d Royal Well Road runs through the east of the site. It carries the inner ring road in two wide lines, one-way south to north. Traffic flow on this road can be fast moving at times; heavily congested at other times. Pedestrian and cycle environments are poor and the road severs their movement across the site.
- e St Georges Road in the south is a busy western approach to the centre.
- f There is a heavy pedestrian desire-line tracked north-south across the green space.
- g There are links to the wider network through a variety of adjoining streets.
- h Royal Crescent runs around the western edge, a cul-de-sac providing parking for the Crescent.
- i The taxi rank in the north is a hard parking area with a wooden hut office.
- j Chapel Walk Car Park is in the south, enclosed by a close-boarded fence.
- k About 50 metres west of the site a linear park links to the Honeybourne Line, a former rail line now a walk and cycle path running to Cheltenham Spa railway station about a mile away.

### **Neighbouring development**

- l Royal Crescent, a 3.5 storey Regency terrace (Grade II\* Listed) bounds the site to the west across a low hedge. It is the town's first terrace and is striking, though simple and unadorned.
- m Crescent Terrace and its 3.5 storey Regency buildings (Grade II Listed) fronts the site the north.
- n On the east across Royal Well Road is the rear of the 5 storey Municipal Offices (Grade II\* Listed) and an adjoining modern office block in Regency style. The rear of the Municipal Offices is typical of Regency housing - it makes no attempt to address Royal Well Road, while its frontage on The Promenade is striking.
- o To the south the (mainly) 2 storey Cheltenham Ladies College (Grade II Listed) faces the site across St. George's Road and to the south and
- p An assortment of listed building in the south west includes a decommissioned chapel and the end of a Regency terrace.
- q Other than the Ladies College, the surrounding buildings are predominantly offices, with a few shops and cafes.





Strong Regency Terrace

Pedestrian and cyclist linkages at site's northern end are good and should be retained.

Proposal needs to consider vehicular circulation within the wider town centre context.



Western boundary needs to address strong Regency Crescent.



Value of landscaped area that serves no distinct purpose, is poor quality and is subject to strong desire lines, needs to be considered.

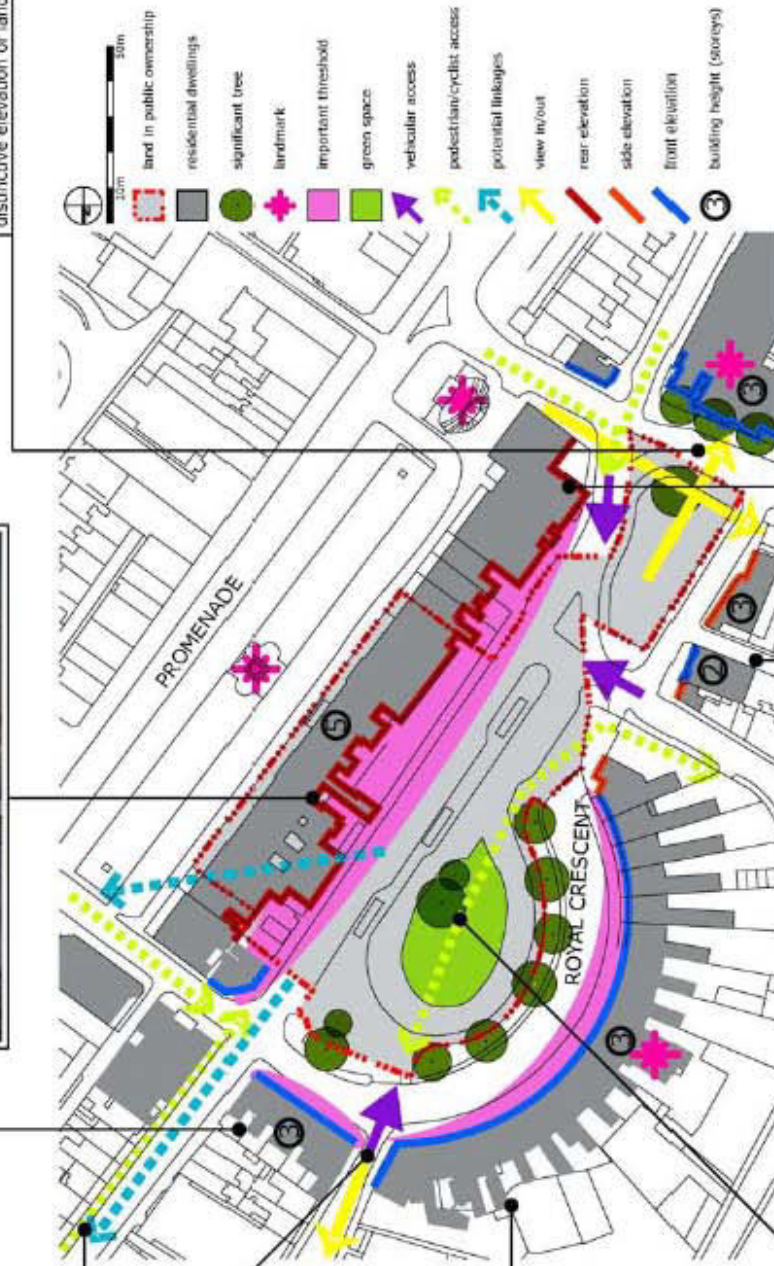
Mature trees need to be addressed and preferably retained as part of proposals for area.



Entire eastern boundary of site consists of rear of Municipal Offices. Proposals need to address threshold and building height (4 storeys). Careful consideration of frontages, rear and servicing.



Long view through site to south of Cheltenham Ladies College - distinctive elevation of landmark building.



Linkages that are not currently obvious should be considered to improve accessibility, particularly to the west and to the station.



Landmark corner - distinctive for orientation from southern end of site. Value should be considered.

### Constraints

2.8. Plan 2 identifies some of the constraints on the site and its surroundings. The main points are

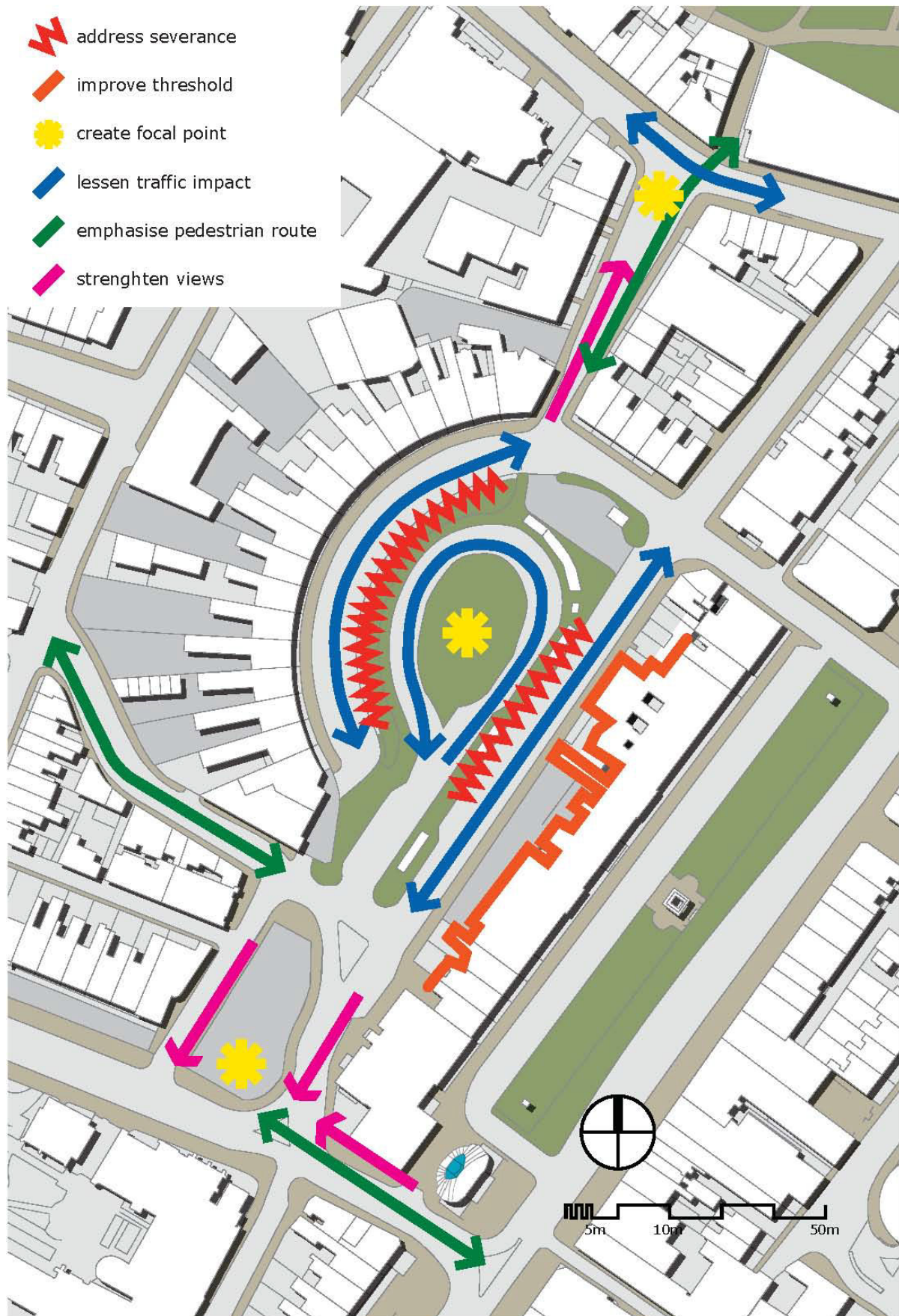
- a This is a very important and sensitive historic urban environment and the need to protect and enhance the setting of the Listed Buildings is an important issue in development of the site. Both the Municipal Offices and Royal crescent are seen as a symbol of the town
- b The Municipal Offices act as a barrier and block views into the site from the Promenade
- c Vehicular circulation needs top be considered within a wider town centre context as part of the network changes arising form the Gloucestershire County Council successful Local Sustainable Transport Fund Bid in 2012
- d Significant views need to be retained. There are few distance views, but a number of close views to set piece buildings including the Ladies College, Royal Crescent, and the end of 13 St George's Road.
- e The river Chelt is in culvert underneath part of the site and cannot be built over
- f 6 bays for a bus/coach interchange must be sited on this part of the bus spine. Bus bays will be provided of sufficient number and type to meet the emerging requirements of the Cheltenham Transport Plan and those of the bus and coach operators; the quality and range of associated facilities will be consistent with the nature of the facility provided. Details will be agreed with the Highway Authority and appropriate stakeholders.
- g The site may contain archaeological remains

## Opportunities

### 2.9. Plan 3 identifies the site's opportunities.

- a During public consultation on various elements of the UDF, there has been significant support for the approaches outlined in this brief - notably support for relocation of the Municipal Offices, introduction of new buildings and uses on the edge of an improved green space, creation of a dedicated north-south bus spine, removal of general through traffic, addressing pedestrian severance across between the Promenade and land to the west. The redevelopment of this site offers an opportunity to build on that support.
- b Royal Well is an area of contrast – the elegance of Royal Crescent and Crescent Terrace with the magnificent central trees; against the degraded nature of the road space, parking and bus station, plus the inactive edge of the rear of the Municipal Offices. There is an opportunity here to repair this fractured piece of townscape in a manner which could complete an important public space.
- c The site is in a strategically important location on the edge of Cheltenham's retail core. It provides a key opportunity to form a new western approach to the core, spreading leisure and commercial activity to this part of the centre.
- d There is an opportunity for the enlargement and improvement of a significant piece of green space in an important part of the historic core of the town.
- e The removal of general through traffic at Royal Well introduces opportunities to enhance spaces and streets elsewhere in the town on the current route of the inner ring road – notably at Boots Corner and Albion Street. This would also help to address pedestrian severance, create a pleasant street and deliver strategic transportation objectives in line with the various strategies of the Civic Pride Urban Design Framework
- f The introduction of the bus spine and new stops is an opportunity to rationalise and improve bus routing and timetabling
- g The site offers the opportunity to address a number of development needs
  - i. A new town centre hotel
  - ii. Purpose built town centre offices
  - iii. Centrally located living space
  - iv. Relocation of the Municipal offices
  - v. Supporting infrastructure for bus transport.





Plan 3: Opportunities

## Development Principles

- 2.8. This section details the land use and design requirements for the development of Royal Well. They emerge not only from the analysis of the sites, but from the principles established in the other parts of the Civic Pride Urban Design Framework. As such **this section needs to be read in conjunction with the Civic Pride Urban Design Strategy, Transport Strategy and Public Realm Strategy**. Plan 4 illustrates the broad principles.

### Land Use

3.2. The following uses could be considered.

- a Relocation site for Municipal Offices; reuse of and extension at the rear of the existing building in a variety of potential uses.
- b Hotel.
- c “Passive” leisure uses such as café/restaurants.
- d A range of residential units residential units - both types and tenure with affordable housing to be provided to the level required by the Local Plan requirements
- e Commercial development including retail and/or office space
- f Small pavilion buildings could accommodate a variety of uses – gallery, café, tourist information, bus administration etc.
- g Bus stop and taxi facilities on a bespoke bus route.
- h Improved and enlarged green space.

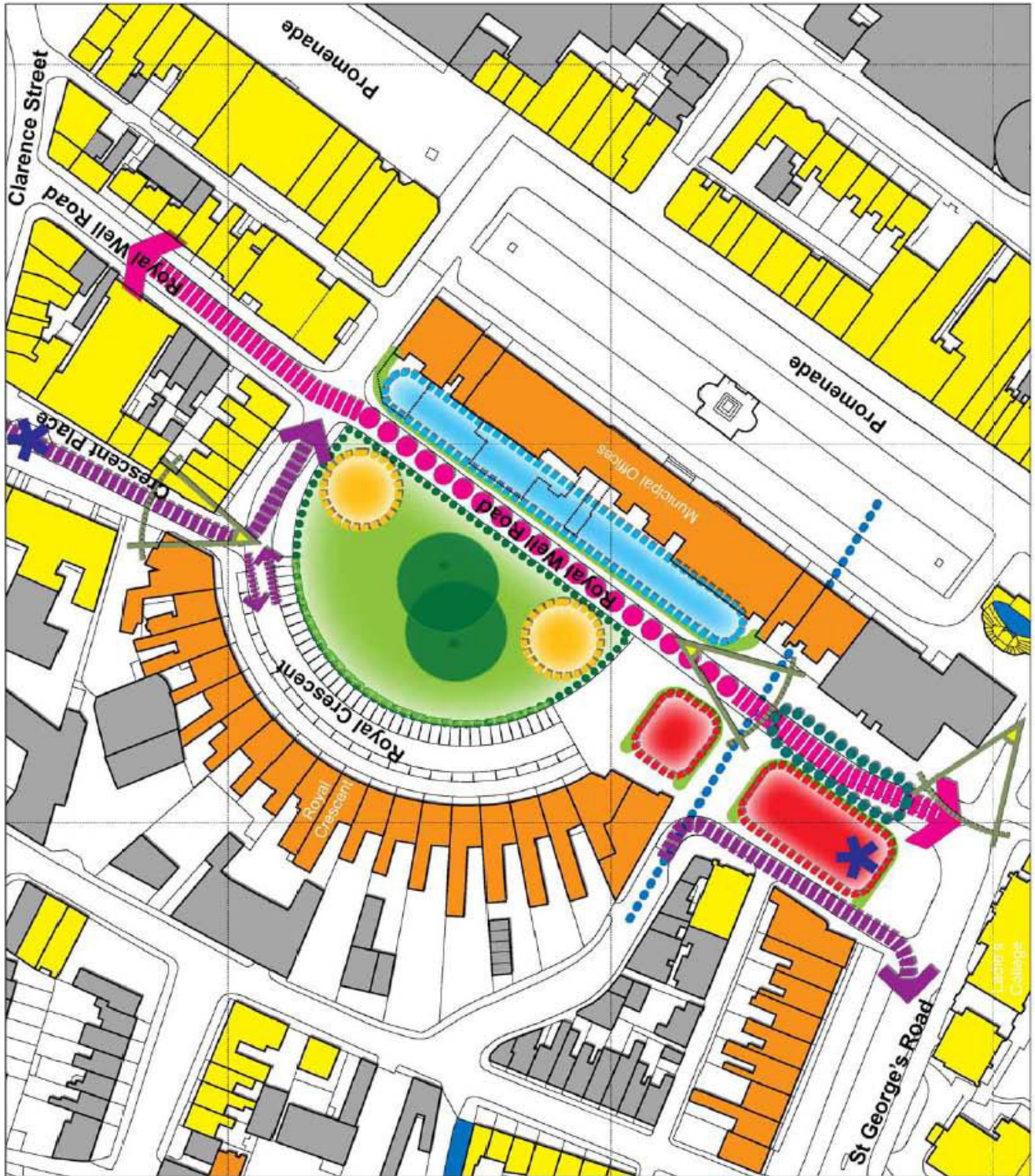
### Design Principles

3.3. The site will require sensitive planning and design. Set out below are a series of headline design principles which are detailed in turn in the boxes which follow.

- A “Beacon” sustainability solutions are a key Civic Pride objective and public ownership of this site presents a unique opportunity to secure exemplar standards of sustainability.
- B The site requires the creation of a cohesive structure – a large central space, new building enclosures, effective but unobtrusive bus spine
- C High quality design is required. Proposals will respond positively to the site’s historic context, avoiding pastiche and delivering a style which is clearly “of its time”. They will establish a sense of place. Sustainable movement links and important views through the site will integrate it with adjoining parts of the town. Design processes will contribute positively to the creation of an attractive and distinct place.
- D Sustainable movement choices will be maximised by the delivery of the local sustainable transport bid with a bus spine and bus pull-in bays – and of enhanced pedestrian linkages between the Promenade and other parts of the town centre to the west
- E The site will deliver a vibrant green space in the heart of the town, bounded by active building frontages in order to ensure an interesting and safe public realm. Integral to the space will be a shared space street carrying the bus spine.



- Proposed public transport link (two-way)
- Proposed shared surface approach
- Increased green space
- Re-development opportunity for rear of Municipal Offices
- Development opportunity for stand-alone buildings
- Potential pavilion buildings in green space
- Main active frontages
- Bus stops and coach drop-off zone
- Rerouted one-way traffic
- River Chelt culvert (approximate location)
- Key Views to be considered
- Potential for landmark building/public art
- Grade II\* Listed building
- Grade II Listed building
- Existing building
- Demolished extensions



Plan 4: Development Principles

### **Design Principle A Sustainability**

- a Development will incorporate a range of sustainable design and construction techniques, including;
  - i passive solar design
  - ii heat exchange and natural ventilation systems
  - iii utilisation of high thermal mass construction techniques
  - iv high standards of insulation
  - v use of solar, wind, water and geothermal energy systems
  - vi use of combined heat and power and low-carbon energy systems
  - vii measures to reduce water consumption and promote water re-use
- b Roof gardens and green walls will announce the area's sustainability credentials.
- c Residential development should be designed to a minimum Level 4 of the Code for Sustainable Homes, with Level 5 as an aspiration. All homes will be designed to meet all 16 Lifetime Homes Standards. Other development should be designed to meet a BREEAM very good standard.
- d Permeable surfaces will be maximised to minimise surface runoff (current levels of runoff will not be increased). Designs should include sustainable urban drainage systems (SUDS), large landscaped areas, permeable paving, green roofs and reinforced grass parking bays.
- e Materials should be sourced locally wherever possible and procured from sustainable sources (e.g. timber from an approved Forest Stewardship Council source).
- f Sustainable waste management is required. Layout and design will enable recycling; building materials specifications will include recycled materials targets; and a waste minimisation agreement will be necessary. Contractors should be required to use BRE Smart Waste management and monitoring records. The following targets are applicable:
  - i Design and layout of residential buildings should incorporate provision for recycling of 60% of all household waste, including the separation of organic waste
  - ii Residential building design should facilitate space for multi-compartment sorting bins which will allow households to separate waste at source.
  - iii At least 30% of building materials specified (by value) should be obtained from reclaimed or recycled sources.

## **Design Principle B Structure**

- a The site can be split into two distinct elements, each of which can be delivered with differing characters:
  - i North of Royal Well Place – an expansive green space and its enclosures
  - ii South of Royal Well Place – a smaller area with built forms around the existing street structure
- b Housing densities will be a minimum of 50 dwellings per hectare across the site, but will vary within to reflect impacts on neighbours and the particular character of individual zones.
- c Building heights are potentially an important structuring element and will need to be considered as part of the detailed design process with regard to their relationship to the hierarchical importance of existing historic buildings and the character and function of new streets and spaces created.

### North

- d Removal of the existing bus station allows the creation of an enlarged and enhanced central green space. This will be the main structuring element here – focussing the new built forms and movement options in this part of the site.
- e There will be new buildings giving enclosure, increasing vitality and increasing passive surveillance. Enclosing buildings could either mimic the curve of the Royal Crescent or present a straight edged frontage.
  - i At the rear of the current municipal offices building where hotel, leisure and residential uses could benefit from views over the new space and the afternoon/evening sun.
  - ii On the south side of the “northern” element where commercial and/or residential uses can activate the space.
  - iii Within the space, where light weight, glazed pavilion buildings could provide café, gallery, tourist office and/or bus administration space
- f The bus spine will be an integral element of the landscape of the space – a shared street, with low visual impact giving informal movement options for through bus traffic and pedestrian/cycle movement. This street will run north-south align along the newly formed eastern edge of the space.

### South

- g Royal Well Place, St. George’s Road and Chapel Walk will form the structure of the layout here.
- h A new commercial or residential building will sit in the space between the streets – acting as a foil to the Ladies College building and buildings on the western edge of this part of the site. It will maintain a glimpsed view of the Ladies College from the north through the main site along the bus spine. It will also maintain a view of the return corner of 13 St George’s Road – a bespoke end-piece to the historic terrace.
- i This new tapering building line along St George’s Road may provide an opportunity for a small public space.

### **Design Principle C Design Quality**

- a The new development will take cues from, and respond positively to, the site's historic context in a manner which delivers a set of buildings, streets and spaces which are clearly of their time. Pastiche building designs will not be permitted.
- b The design process will bring together both private and public sector professionals from a range of skills (including architecture, engineering, landscape architecture, urban design) working as a team from concept through to implementation. English Heritage will be involved in the design process. There will be regular discussions with key stakeholder groups. All elements of the design process will be subject to continuous quality audit in order to ensure Civic Pride objectives are being met.
- c The design process will be based on placemaking – developing the vision for the site envisaged through the other Civic Pride Strategies before moving to detailed design of buildings, spaces and traffic management regimes.
- d The central green space, bus spine and southern streets establish the structure for the development of this site and they must be well considered both strategically and in detail using a landscape-led approach. Detailed landscape plans will be submitted with planning applications.
- e In order to help create an identity and sense of place the materials used in the new space, the buildings and streets will be high quality and long lasting. For streets and spaces, the Public Realm Strategy sets out a set of requirements for street furniture, surface materials, lighting and other elements.
- f Royal Well is not a place of individual iconic buildings - its striking architectural feature, the Royal Crescent, is a set of simple, almost plain buildings, put together in a terrace, the effect of the whole being remarkable. Proposals for the site should avoid attempts to deliver icons. However, buildings of quality are essential in this part of the historic core with a number of Grade II\* listed buildings.
- g There is an opportunity at the rear of the Municipal Offices to create an extension to the rear of the building which would replace unsympathetic modern extensions and enclose the new public space. It must consider the building as a whole and must be designed to a very high specification in order to ensure:
  - i it respects and enhances the historic character of the main building in a manner consistent with the Municipal Offices Heritage Assessment September 2010 and enables its historic form to be understood
  - ii it enhances the rear elevation of the building and creates active frontages which positively enhance the public realm
  - iii it does not detract from the natural light or amenity of the main building
- h The central pavilion buildings are an opportunity to create simple architectural pieces which enhance the space.
- i The building on St George's Road will respond positively to both the Ladies College and the adjacent Regency terrace.
- j The quality of detailing will be important to the success of the proposals. The submission of detailed plans, sections and elevations will be required for selected elements as part of detailed planning applications.
- k Other than aesthetic work to tidy street furniture, there will be no changes to Royal Crescent or its drive.



## Design Principle D Movement

The Transport Strategy sets a structure for strategic movement throughout the town. Royal Well will be closed to general traffic and traffic will be restricted to public transport, service vehicles and delivery access. St. George's Road will take orbital traffic. Chapel Walk, Royal Well Place, Crescent Place and Crescent Terrace provide links to the wider network for general traffic. This establishes the context for movement within and around the site.

- a The development of the site will encourage sustainable transport choices by adopting a hierarchy where ease of movement by pedestrians and disabled people is a first priority, then cyclists, public transport users, essential service vehicles and finally private cars.
- b An improved pedestrian environment is required in Royal Well addressing pedestrian severance and improving links across the site between The Promenade and areas to the west (Bayshill, St George's Place, the Museum and Art Gallery, the Honeybourne Line etc). The design of the bus spine will facilitate this.
- c The central green space and all streets will provide access for pedestrians and disabled people in a safe and attractive environment with plenty of seating so that the less able can rest *en route*. Shared surface bus spine in particular will be designed so that the visually impaired can use and cross it safely and confidently.
- d Routes through the site will accommodate calmed cycling movement - providing convenient and safe links from the retail core to the west, particularly the Honeybourne Line. Cycle parking will be well overlooked, easily accessible and some will be covered.
- e The bus spine will accommodate two-way bus movement (north-south). It will be a shared-space street and an integral part of the landscape design for the main space, minimising impact on the character envisaged for the area. Bus bays will be provided of sufficient number and type to meet the emerging requirements of the Cheltenham Transport Plan and those of the bus and coach operators; the quality and range of associated facilities will be consistent with the nature of the facility provided. Details will be agreed with the Highway Authority and appropriate stakeholders. Shelters associated with the pull-ins will be bespoke pieces of architecture and their visual impact will be minimised. Buses will not be permitted to layover in this area and there will be a search for suitable layover sites.
- f A taxi rank will be required. Its size is yet to be determined
- g In the north, Crescent Place and Crescent Terrace will provide general vehicle links from the north west into The Promenade. Crescent Place will be a shared-space street with opportunities for performance space, relating to its proximity to the cultural quarter.
- h In the South, Chapel Walk will link St. George's Road to Royal Well Place and St. George's Place for general traffic. The altered traffic regime will allow a significant reduction in street clutter in St George's Road (e.g. traffic lights) and will enable improvement in the local environment. All streets within the site will be designed to a maximum of 20mph.
- i The existing Municipal Offices building and new buildings will require servicing. This will not be from the Promenade. Servicing arrangements should be appropriate to the level and nature of use. Servicing could take place from the newly created space, rather than from a specifically designed street. The crucial factor will be the quality of the space and new buildings created and the impact of the arrangements on this space
- j Residential parking will be provided at 0.8 spaces per unit. Other uses will be provided with limited parking to meet their essential operational and service requirements only. Rear parking courts are not acceptable as they create insecure intrusions into the core of blocks and are inefficient in use of space



## **Design Principle E Streets and Spaces**

Other parts of the Civic Pride Urban Design Framework establish a vision and principles for the design and layout of streets which are attractive, avoid clutter and accommodate a variety of functions – including movement, social and recreational activity. The design and implementation of streets and spaces this site will comply with the all elements of the Urban Design Framework.

- a The significantly enhanced and increased central green space will successfully incorporate the bus spine and linkages between the site and the rest of the town centre. It will draw on the area's nearby strengths such as the library, museum, and art gallery complex and The Promenade's retail function, which is a big attractor of people. Cheltenham's creative and festival activities could spread into the new main space and into Crescent Place. Space for exhibitions, installations, performance areas and public art will be provided.
- b The new buildings enclosing the new space and existing streets will take their cue from surrounding historic development and make a positive contribution to on-street activity and passive surveillance. Main entrances will open to the street at regular intervals. On the ground floor, active uses will overlook the street. If buildings have mixed uses, residential uses will not normally sit on the ground floor, in order to protect residential amenity.
- c To encourage a vibrant and safe space, cafes, restaurants etc will be encouraged to spill out onto streets.
- d Leisure, retail and office uses will front directly onto public space, with little requirement for boundary or threshold treatment.
- e To engender a strong sense of place and community cohesion, the main space in Royal Well, any new space on St George's Road and the streets on the site will be designed to accommodate a variety of activity (variously - movement, performance, display, children's play, quiet sitting and social activity). As indicated earlier, a strong landscape structure is required to create an attractive main space and this will need to spill into the streets on the site and St George's Road. There will be a well develop green/soft landscape structure in the main space supported by abundant tree planting, opportunities for public art and high quality surface materials through out the site.
- f The bus spine and Crescent Place will be designed as shared spaces allowing easy movement of pedestrians, cyclists and vehicles, with spill out café space and room for performance and display
- g There is an opportunity for the creation of a small public space on St. George's Road. Street clutter in the form of highway infrastructure will be removed as part of the design process. The street be humanised - accommodating orbital traffic, but delivering a strong pedestrian presence to calm traffic movement.
- h Along Royal Well Place consideration should be given to observation and above ground marking of the Chelt's subterranean passage, through surface treatments such as paving or water features.

### **3. Developer Contributions**

- 3.1. Developer contributions will be expected to:
- a Contribute to any flood defence or mitigation work thought necessary
  - b Provide on site affordable housing in line with local policy
  - c Make appropriate provision for infrastructure and other public services including community facilities and education
  - d Make provision for Green Travel Plans and other sustainable transport options
  - e Provide play space and equipment appropriate for the site's residential space. This provision is likely to be linked to the cost of developing new public realm and streetscape.
  - f Provide for the enhanced materials required under the Pubic Realm Strategy

### **4. Planning and Related Applications**

- 4.1. The process identified in the Design Quality section will require that the developer will enter into pre-application discussions with the planning authority prior to the submission of a planning application.
- 4.2. All planning applications must be made in full and in addition to detailed plans, sections, elevations, detailed public realm and landscaping plans must be accompanied by:
- a A report confirming that the site is not contaminated
  - b A site specific flood risk assessment
  - c An archaeological field evaluation
  - d A design and access statement illustrated with concept diagrams and sketches explaining the design principles on which the development is based and how these are reflected in its layout, density, scale, landscape, visual appearance and relationship to the town centre. Statements must be compliant with the CABI guidance on design and access statements.
  - e A sustainability and energy statement, to demonstrate the sustainability credentials of proposed developments. Use of the South West Sustainability Checklist for development should be considered to promote a consistent approach to realising the opportunities of sustainable design and construction
  - f A description of the proposals assessed against the Municipal Offices Heritage Assessment September 2010
  - g A 3-D, Sketchup model or similar
  - h A transport assessment
  - i A land contamination assessment

## Appendix

### Planning Context

The Planning Policy environment is in a state of flux. At the time of publication, the National Planning Policy Framework (2012) and the Cheltenham Borough Local Plan (2006) set the basis for planning policy which will be applied to any development proposals on the site. A number of Supplementary Planning Documents and Guidance notes are also relevant. It is anticipated that the local policy framework will be replaced in coming years by the Cheltenham, Gloucester and Tewkesbury Joint Core Strategy and the Cheltenham Plan – those interested in the site are advised to make themselves aware of the latest status of these documents by visiting the planning pages at [www.cheltenham.gov.uk](http://www.cheltenham.gov.uk). Notwithstanding the above, the following policies and documents are relevant to a future planning application which will need to show compliance with them where they are relevant:

### Local Plan

The site is located within the Principal Urban Area of Cheltenham. The following policies directly affect the site:

BE1-7	Conservation Areas (the site is within the Central Conservation Area)
BE8-10	Listed Buildings
RT1-RT2:	Retail Development (the site is within the Core Commercial Area)
CP1	Sustainable Development
CP2	Sequential approach to Location of Development
CP3	Sustainable Environment
CP4	Safe and Sustainable Living
CP5	Sustainable Transport
CP6	Mixed Use Development
CP7	Design
CP8	Provision of Necessary Infrastructure and Facilities
BE1	Open Space in Conservation Areas
BE2	Residential Character in Conservation Areas
BE11	Buildings of Local Importance
BE16	Buildings in Conservation Areas
BE34	Nationally Important Archaeological Remains
BE34A	Archaeological Remains of Local Importance
NE4	Contaminated Land
HS1	Housing Development
HS2	Housing Density
HS4	Affordable Housing
RC5	Development of Amenity Space
RC6	Play space in Residential Development
RC7	Amenity Space in Housing Developments
TP 6	Parking provision in Development
TP127	Development and Highway Safety
TP130	Parking provision in Development
UI 1	Development in flood zones
UI 2	Development and flooding
UI 3	Sustainable Drainage Systems
UI 4	Maintenance strips for watercourses
UI 5	Culverting of watercourses

### **Supplementary Planning Guidance (SPG) and Documents (SPD)**

- Central Conservation Area Montpellier Character Appraisal and Management Plan (Feb 2007) which gives guidance on how the preservation or enhancement of character can be achieved.
- Travel Plans explains the circumstances in which Travel Plans are required and advocates a package of measures tailored to sites aimed at delivering sustainable transport objectives. It also sets out matters which may be subject to planning obligation.
- Sustainable Development SPG
- Sustainable Buildings SPG
- Public Art SPG and
- Affordable Housing SPG

### **National Policy**

The National Planning Policy Framework (2012) contains policies which cover a range of issues relevant to any proposals on the site. It can be found on the planning pages at [www.gov.uk/](http://www.gov.uk/).