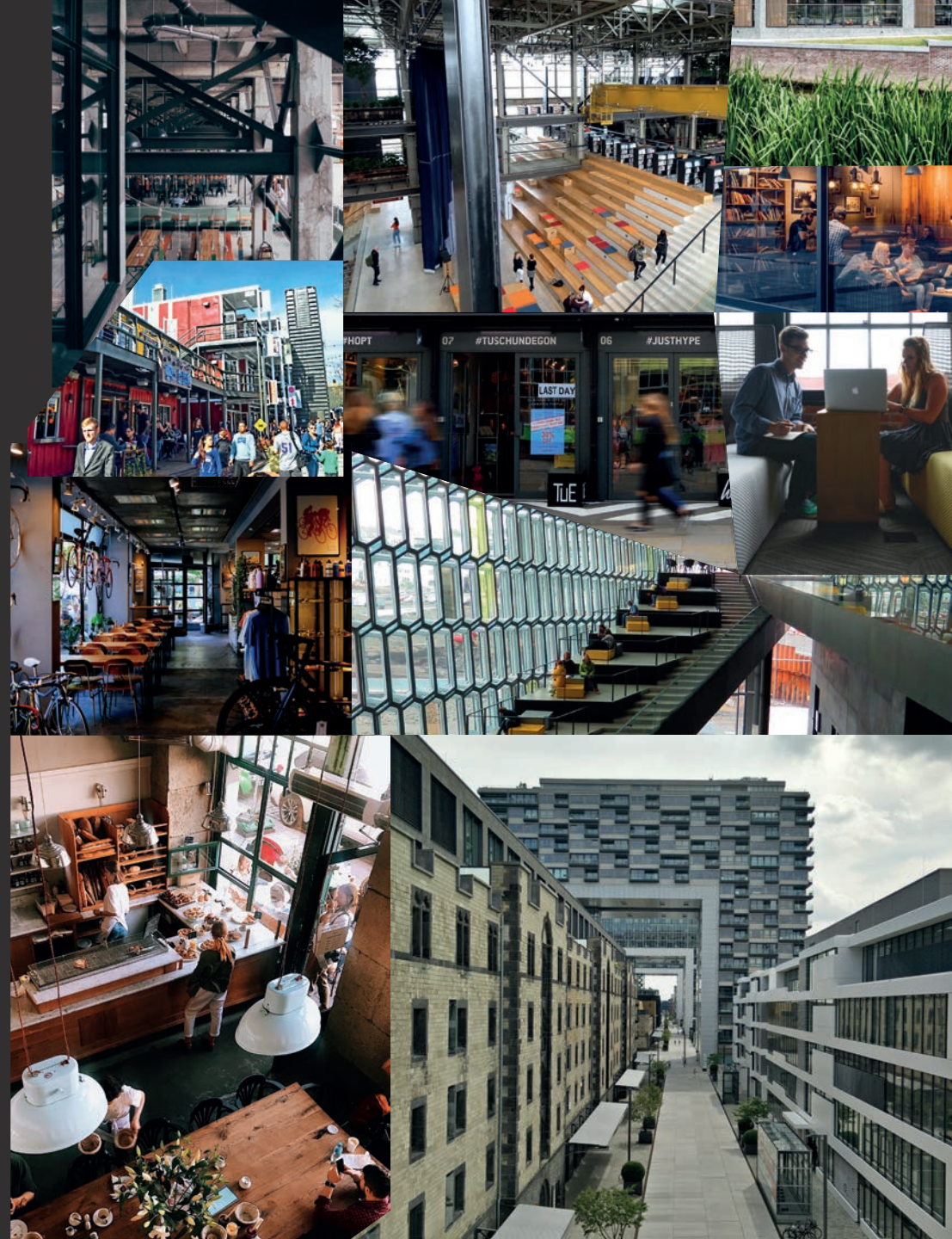


# CYBER CENTRAL GARDEN COMMUNITY

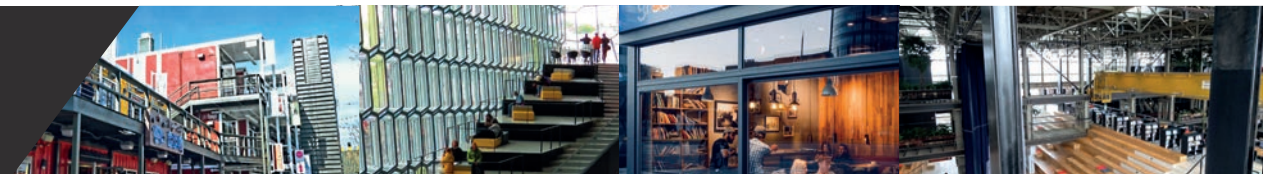
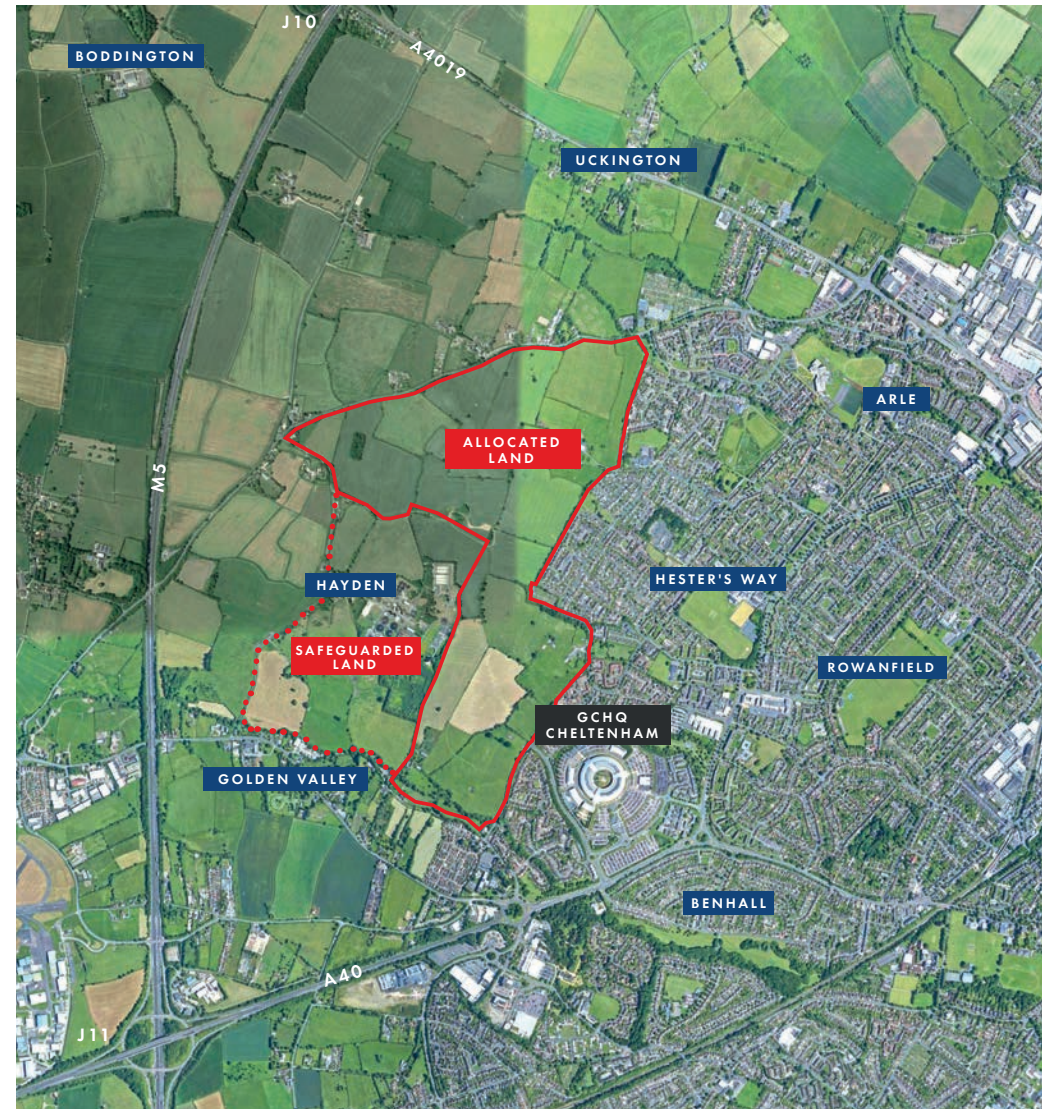
**WEST CHELTENHAM  
STRATEGIC MASTERPLAN**  
DRAFT SUPPLEMENTARY  
PLANNING DOCUMENT





# WHAT IS CYBER CENTRAL GARDEN COMMUNITY?

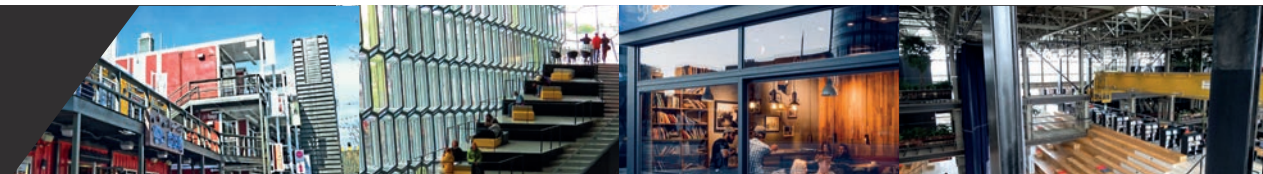
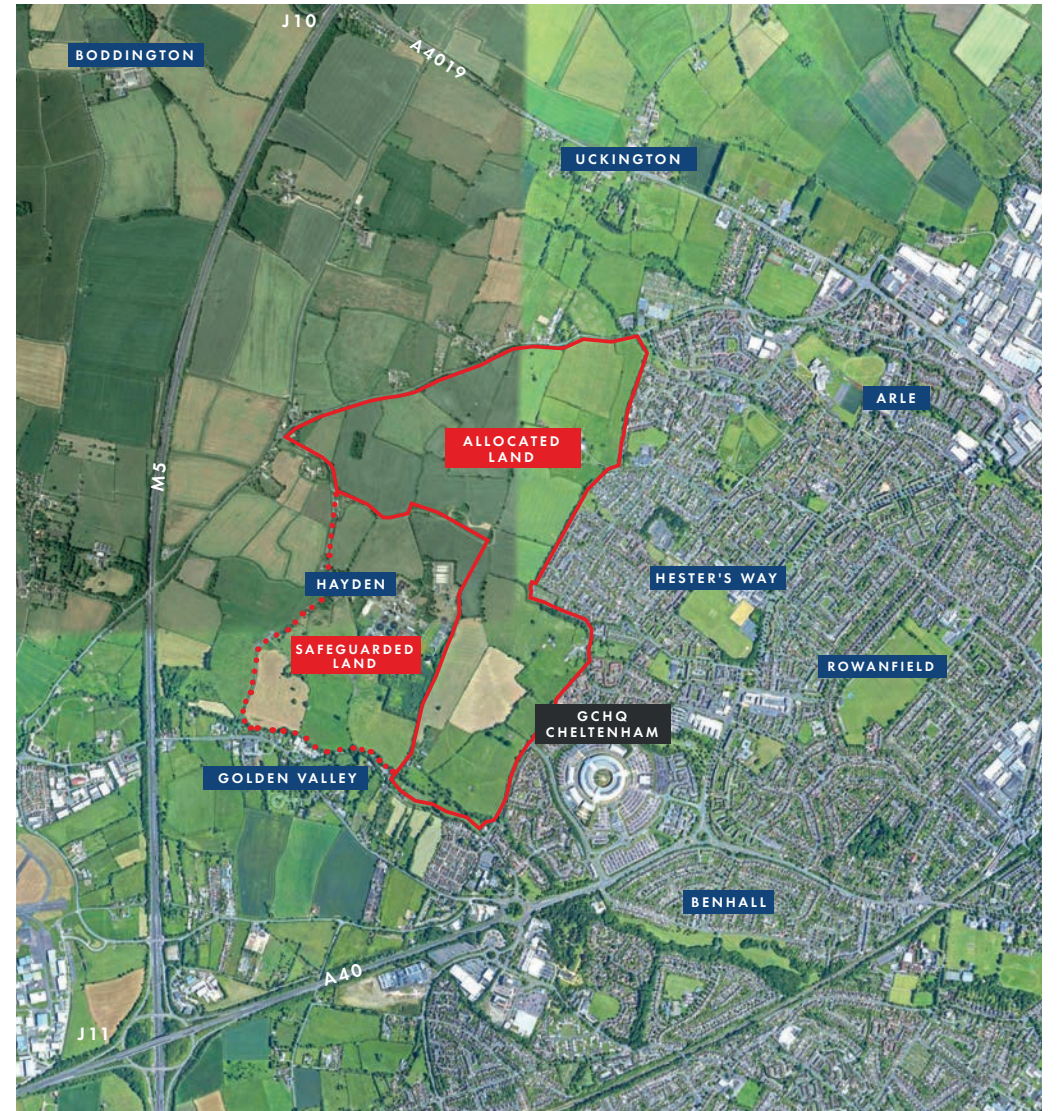
- **World-class development** at West Cheltenham
- A **vibrant and pioneering new community** which brings together cutting-edge cyber-tech business and research, new homes and a wide range of leisure, retail and community uses
- A new home for **innovation, research and development** which fosters an environment of **creativity and collaboration**
- A **newly landscaped network of streets and spaces**





# WHAT IS CYBER CENTRAL GARDEN COMMUNITY?

- Buildings constructed to the **highest sustainability standards**, integrating **exemplar homes** as part of a thriving campus and garden community
- The **required land has been earmarked** and a **planning framework** has now been prepared to help guide the detail of future planning applications
- The **emerging framework is summarised in this exhibition** and will provide a strategic masterplan which establishes the key **objectives** and sets out important **principles**

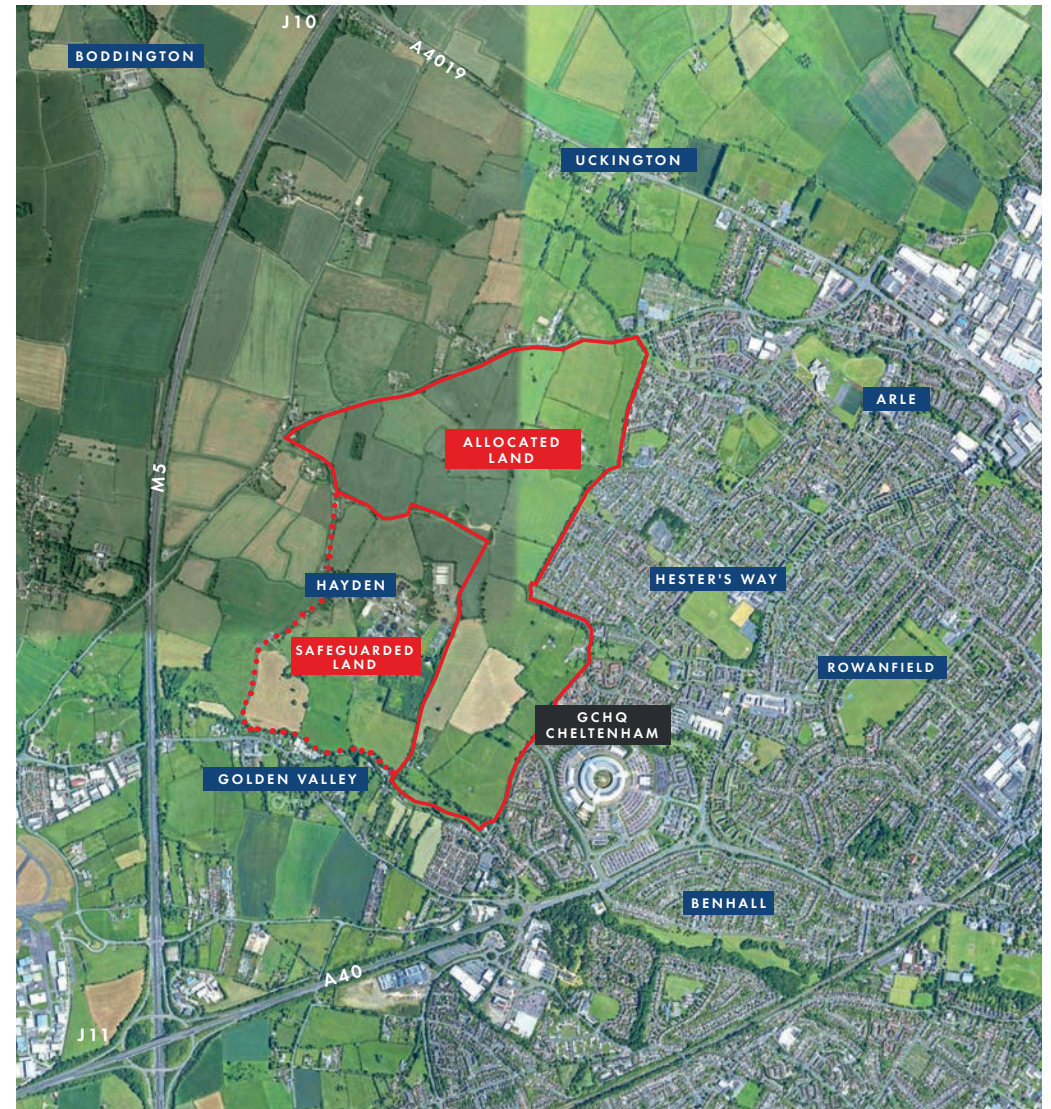




# WHAT IS CYBER CENTRAL GARDEN COMMUNITY?

- The principles cover issues including:
  - the need for **new development to integrate with existing neighbourhoods**
  - the **design of green spaces**, **new homes**, **employment spaces** and **community facilities**

**We'd love to hear your thoughts!**





# CONSULTATION AND NEXT STEPS

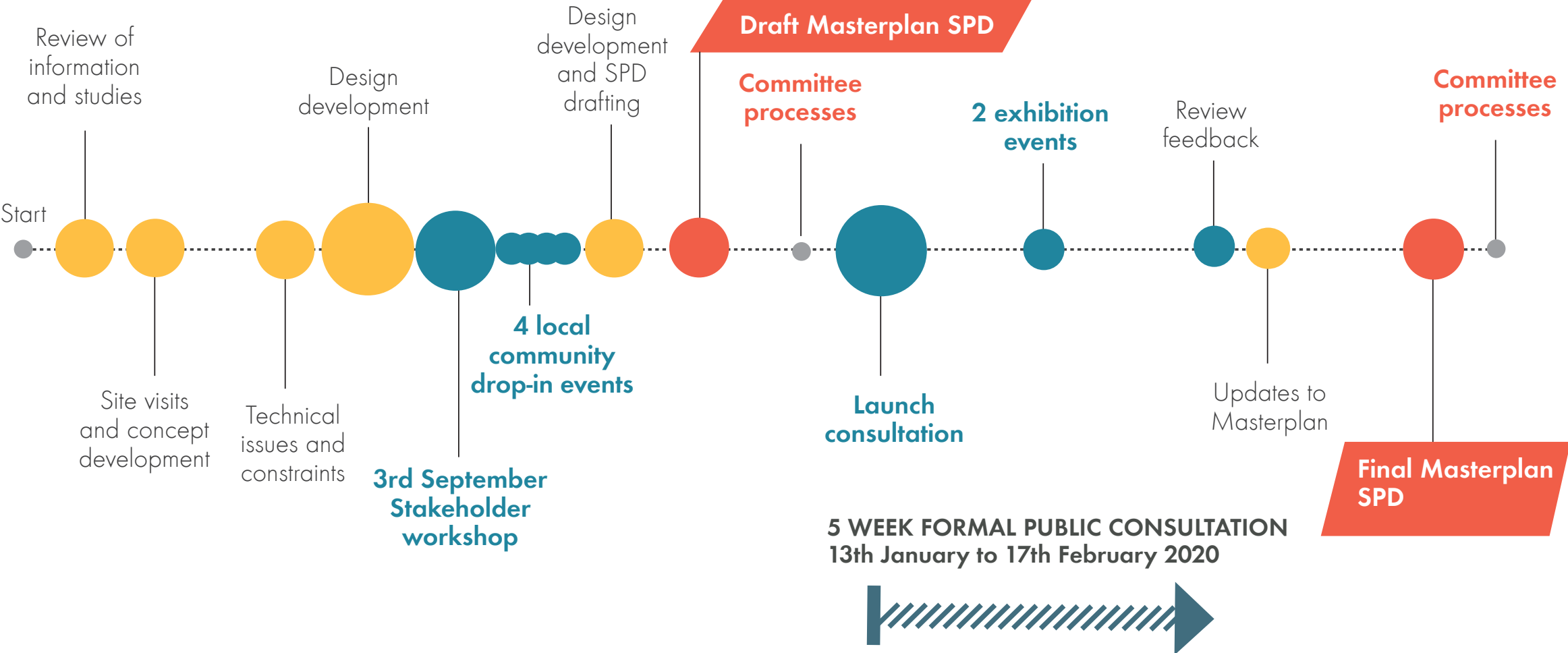
- The consultation is open from **13th January to 17th February 2020**. This exhibition material and an explanation of how to comment is available at:

<https://cybercentral.commonplace.is/>

- Once comments have been reviewed and any changes agreed, **the masterplan will be updated, and the SPD adopted** by both Councils
- Cheltenham Borough Council is also working as landowner on a delivery strategy to find a development partner to help bring forward development on the site



# CONSULTATION AND NEXT STEPS





# CONSULTATION AND NEXT STEPS

Two days of staffed exhibition events:

## Thursday 23rd January 2020

12:30 - 3:30pm at Springbank Community Centre  
4:30 - 7:30pm at Hester's Way Community Centre

## Saturday 1st February 2020

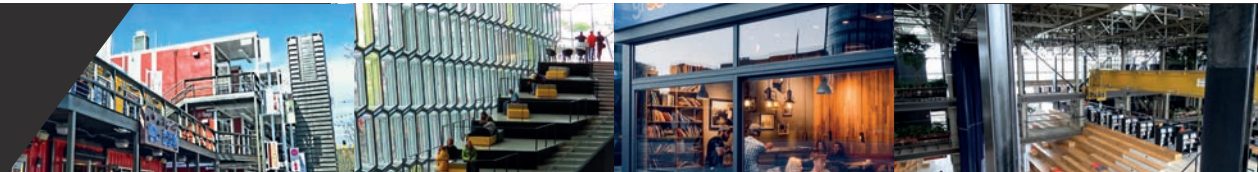
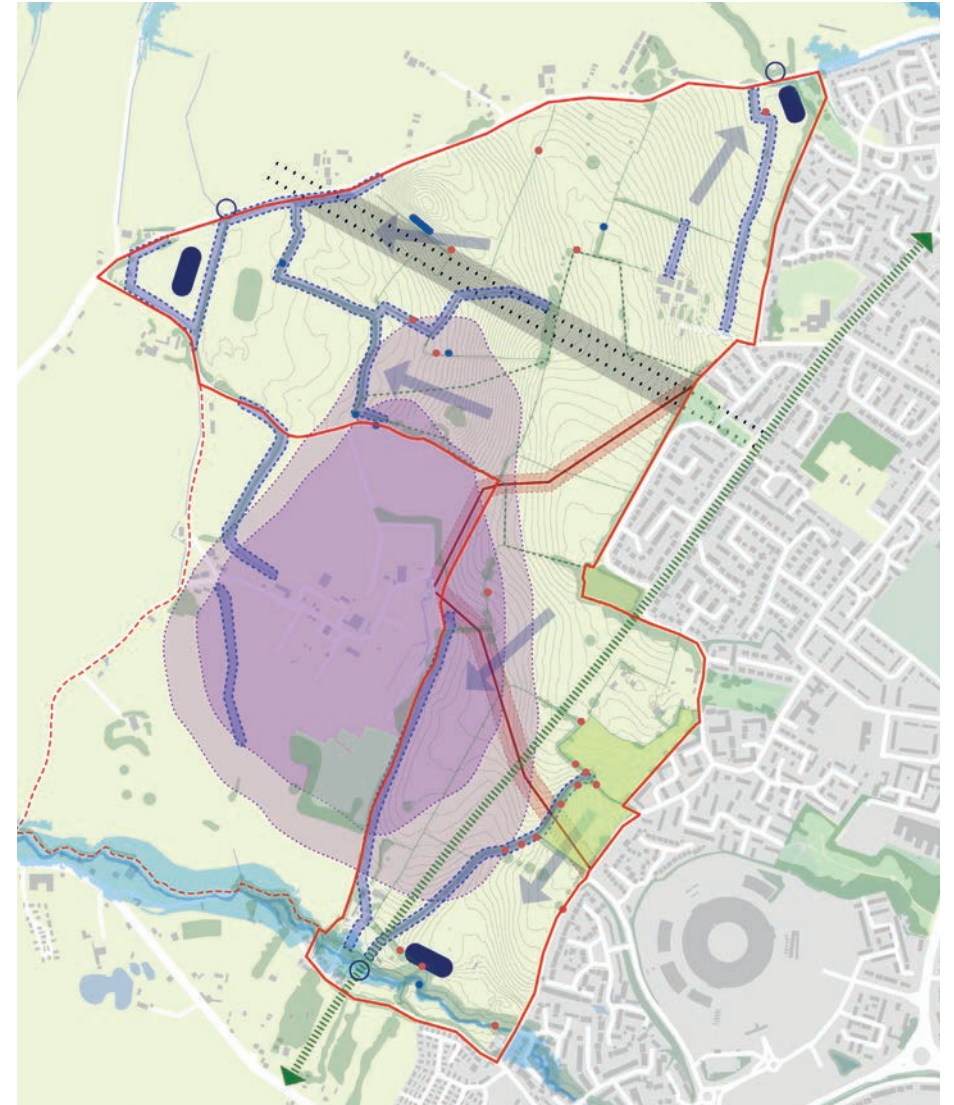
10:30am - 1:30pm at Regent Arcade  
2:30 - 5:30pm at Cheltenham West Community Fire Station,  
Tewkesbury Road



# IMPORTANT CONSIDERATIONS FOR THE MASTERPLAN

- In setting out the strategic masterplan for the site, it is important to take account of **constraints and considerations** that will impact what can be delivered
- These are important to be aware of in understanding the drawings set out on the following slides

Constraints key	
●	Badgers
●	Bats
●	Mature trees
□	Community space allocation
—	Hedgerows
■	Allotments
■	Grassland habitat
—	waterways
●	water attenuation areas
←	catchment drainage direction
■	fluvial / surface flood zones
≡≡≡	Trunk main
⋯	20m easement to surface water outfall
⋯	Power lines
■	Cordon sanitair
—	Foul sewer



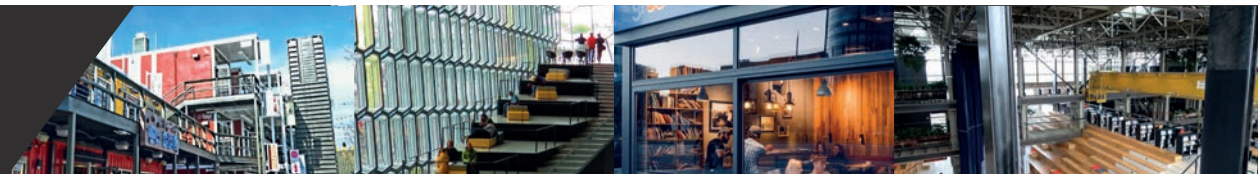
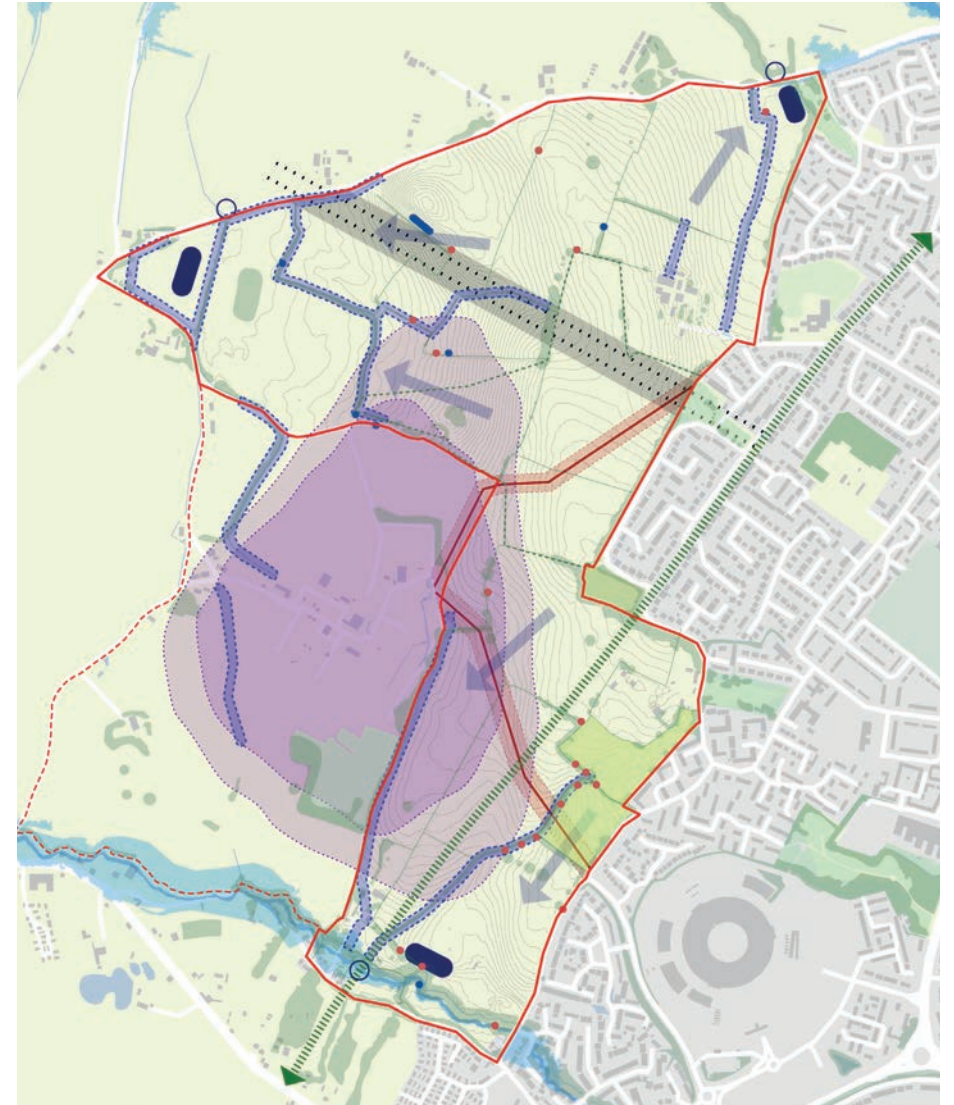


# IMPORTANT CONSIDERATIONS FOR THE MASTERPLAN

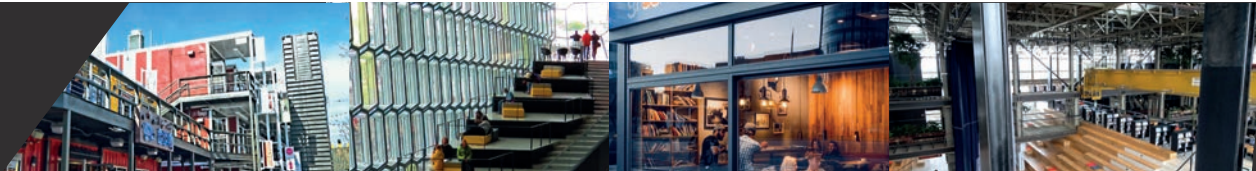
- The constraints include:

flooding and drainage, air quality, archaeology, geotechnical considerations, ecology, landscape character, the cordon sanitaire from the Hayden Sewage works, existing pipes and utilities that currently exist underground within the site

Constraints key	
●	Badgers
●	Bats
●	Mature trees
□	Community space allocation
—	Hedgerows
■	Allotments
■	Grassland habitat
—	waterways
●	water attenuation areas
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■	fluvial / surface flood zones
◀▶	Trunk main
▬▬▬	20m easement to surface water outfall
⋯	Power lines
■	Cordon sanitair
—	Foul sewer









# THE VISION FOR CYBER CENTRAL

Cyber Central creates a vibrant pioneering community integrating hi-tech business, residential and leisure uses.

At its heart the UK home of cyber, digital and creative sectors arising from Cheltenham's international reputation for leadership in cyber innovation. This is a sector that is experiencing rapid growth. The ability for the industry to scale-up is essential to maintain and enhance the UK leading role.

With a significant development site adjacent to GCHQ in a highly accessible location with great connectivity, the opportunity exists to create a destination of global significance.





# THE VISION FOR CYBER CENTRAL

This is a place that is culturally rich and exciting, where the edges are blurred between living, working and play. A magnet for businesses, leaders, creators and innovators, built around a strong sense of community, somewhere exciting with soul and with a clear identity. Its energy and creative core will be an attractor to entrepreneurs and investors as much as it will be to local people and visitors.

Cyber Central will be the UK home of hi-tech innovation, nurturing an environment of creativity and collaboration. It is a place where this deep rooted pioneering culture thrives; a place where the boundaries of innovative thinking are constantly pushed. A place where bright minds and young talent co-create and want to live.





# THE VISION FOR CYBER CENTRAL

It will require the highest standards of environmental sustainability integrating exemplar homes as part of a thriving campus and garden community, defined by its quality in design, public spaces and approach to connectivity both digitally and physically.

Located in the heart of the UK and anchored between existing centres of industrial and academic excellence in cyber tech such as Bristol, Oxford, Bath, Cardiff, Malvern and Warwick. This significant site is in a highly accessible location with great connectivity.

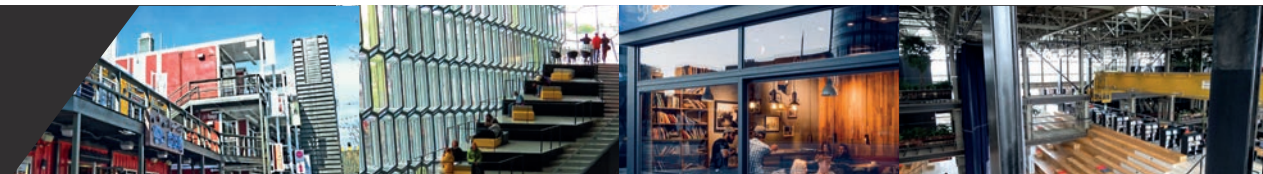




# STRATEGIC OBJECTIVES

- The Cyber Central Garden Community Framework Masterplan is illustrated by the key drawing opposite
- This drawing is illustrative and is intended to be a flexible framework
- More detailed work will be required through future planning applications
- The Masterplan Framework encapsulates a number of key objectives for the delivery of the Cyber Central Garden Community

- Key**
- **Higher density mixed use** - Cyber Central related activities including the Innovation Centre, workspace, R&D and academic space, retail and support services
  - **Mid density mixed use** - general mixed use development including commercial, community and residential uses
  - **Mid density development** - housing-led garden communities including community infrastructure
  - ⊞ **Cyber Central hub** - cluster of employment, retail, leisure and community activity
  - Primary street frontage - most suitable for ground floor commercial, retail, community and leisure uses
  - Formal landscape frontage - development should address these key public spaces
  - ↔ Connection with existing green space - urban integration
  - ★ Key proposed flexible green open spaces
  - Existing bus route
  - - - Potential / enhanced bus route
  - > Pedestrian/cycle connection
  - ⊞ Vehicular access/connection (major & minor)

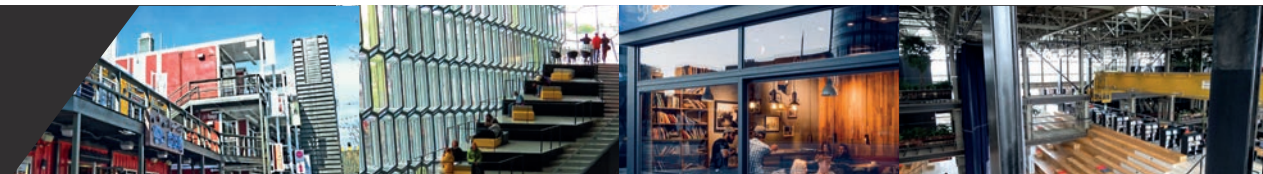




# STRATEGIC OBJECTIVES

- These objectives, principles and their guidance will be used when assessing development proposals for the site
- **OBJECTIVE A:** Sustainability - Embracing the highest standards of environmental sustainability
- **OBJECTIVE B:** Land use - A vibrant and diverse range of uses and activities, serving existing and new communities

- Key**
- **Higher density mixed use** - Cyber Central related activities including the Innovation Centre, workspace, R&D and academic space, retail and support services
  - **Mid density mixed use** - general mixed use development including commercial, community and residential uses
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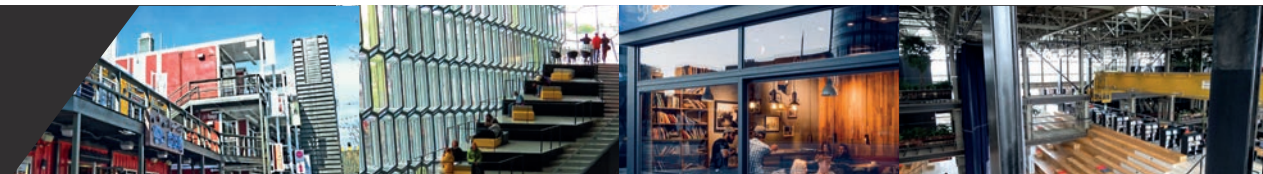




# STRATEGIC OBJECTIVES

- **OBJECTIVE C:** Landscape - Working with the natural landscape and its features
- **OBJECTIVE D:** Movement - An integrated and connected extension of West Cheltenham
- **OBJECTIVE E:** Design quality - Delivering new development of the highest quality of design

- Key**
- **Higher density mixed use** - Cyber Central related activities including the Innovation Centre, workspace, R&D and academic space, retail and support services
  - **Mid density mixed use** - general mixed use development including commercial, community and residential uses
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  - Existing bus route
  - - - Potential / enhanced bus route
  - > Pedestrian/cycle connection
  - ⊞ Vehicular access/connection (major & minor)





# OBJECTIVE A: SUSTAINABILITY

- The following key principles will need to be delivered through future development:

**A1. Resource efficiency:** New development at Cyber Central Garden Community will be **net carbon zero (or better)** and an **exemplar in water and energy conservation and waste management**, employing the highest standards of environmental sustainability

## Key

- Site boundary
- Existing bus route
- Potential bus route
- Cycle way
- Informal cycle way
- Public right of way
- Other pedestrian connection
- Commercial mixed use area
- Allotment
- School
- Attenuation pond





# OBJECTIVE A: SUSTAINABILITY

**A2. Resilience:** The design of new buildings, streets, open spaces and other required infrastructure will ensure new development is **resilient in terms of flooding and overheating**

**A3. Connection to nature:** Development at Cyber Central Garden Community will **enrich local ecology and biodiversity** and will take proper account of **air quality** issues

## Key

- Site boundary
- Existing bus route
- || Potential bus route
- Cycle way
- - - Informal cycle way
- - - Public right of way
- - - Other pedestrian connection
- Commercial mixed use area
- ▨ Allotment
- School
- Attenuation pond





# OBJECTIVE A: SUSTAINABILITY

## A4. Community and culture:

Cyber Central Garden Community will mature into a **thriving and mixed sustainable community**, providing jobs, homes and community facilities for existing and new residents in a **beautiful landscape setting**

**A5. Mobility:** Cyber Central Garden Community will be an **integrated and fully connected extension of west Cheltenham**

### Key

- Site boundary
- Existing bus route
- || Potential bus route
- Cycle way
- - - Informal cycle way
- - - Public right of way
- - - Other pedestrian connection
- ▬ Commercial mixed use area
- ▨ Allotment
- School
- Attenuation pond





# OBJECTIVE B: LAND USE

- The following key principles will need to be delivered through future development:

**B1.** Delivered in partnership, a **high profile and state of the art 'Cyber Innovation Centre'** will be the focal point of the Cyber Central Garden Community

**B2. 45 Ha of mixed-use employment land**, focussed around the Cyber Central hub, will provide flexible business space, hotels, retail and leisure provision and cultural and community uses to serve the local community and wider region

-  **Higher density mixed use** - Employment-led tech-sector, retail, leisure & community with residential
-  **Mid density mixed use** - A balanced mix of residential, employment and other uses
-  **Mid density development** - Housing-led garden communities
-  **Potential school** - Primary school to serve new and adjacent neighbourhoods
-  **Cyber Central hub** - Cluster of employment, retail, leisure and community activity





# OBJECTIVE B: LAND USE

**B3. A sustainable and deliverable range of housing tenures**, including affordable housing and self-build, to meet local needs supported by community infrastructure

**B4. Higher densities and a range of dwelling typologies** which make the best use of available land

-  **Higher density mixed use** - Employment-led tech-sector, retail, leisure & community with residential
-  **Mid density mixed use** - A balanced mix of residential, employment and other uses
-  **Mid density development** - Housing-led garden communities
-  **Potential school** - Primary school to serve new and adjacent neighbourhoods
-  **Cyber Central hub** - Cluster of employment, retail, leisure and community activity














# OBJECTIVE C: LANDSCAPE

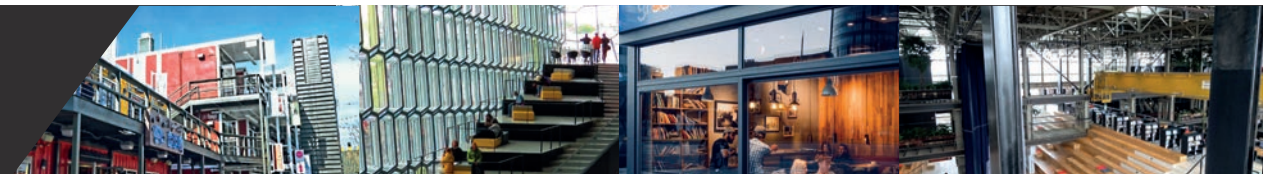
- The following key principles will need to be delivered through future development:

**C1.** Development must **positively integrate existing landscape assets and features** and use these features to inform the development of a green infrastructure network for the site

**C2.** Proposals should **respond to views** into and out of the site and react to the existing **topography** and strategic **landscape character**

## Key

-  Woodland
-  Wildlife space
-  Cycle tracks
-  Orchards and foraging
-  Event spaces
-  Allotments
-  Formal parks
-  Sports facilities
-  Playgrounds














# OBJECTIVE C: LANDSCAPE

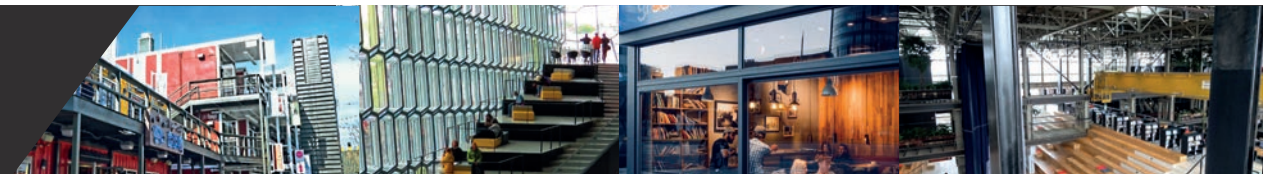
**C3.** Proposals shall include a **network of public spaces** to meet local open space requirements

**C4.** A **high quality new public space** will be provided at the gateway of Cyber Central which will be designed to provide flexible spaces for **events and activity**

**C5.** New development should take a creative approach to sustainable drainage to **reduce the long-term risk of flooding**

## Key

-  Woodland
-  Wildlife space
-  Cycle tracks
-  Orchards and foraging
-  Event spaces
-  Allotments
-  Formal parks
-  Sports facilities
-  Playgrounds














# OBJECTIVE C: LANDSCAPE

**C6.** Development should promote a strategy for **new tree planting** and **retention of existing species**

**C7.** The **boundaries** with existing communities, the wider countryside, the sewage works, and between phases of development shall be **carefully planned and designed to maximise opportunities for physical and visual integration**

## Key

-  Woodland
-  Wildlife space
-  Cycle tracks
-  Orchards and foraging
-  Event spaces
-  Allotments
-  Formal parks
-  Sports facilities
-  Playgrounds





# OBJECTIVE D: **MOVEMENT**

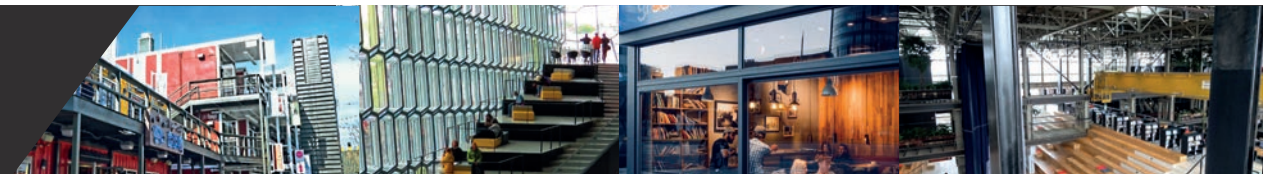
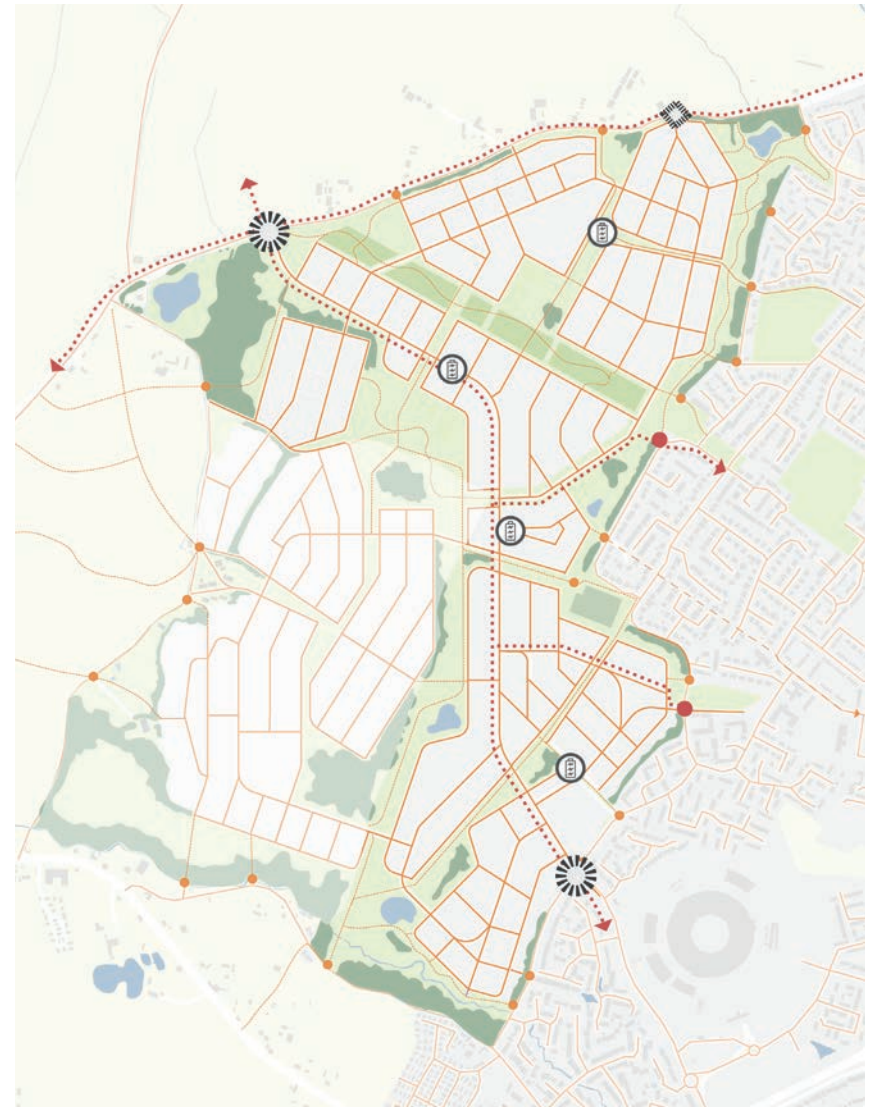
- The following key principles will need to be delivered through future development:

**D1.** The design and delivery of new development will prioritise and support **active and sustainable travel** patterns and behaviour

**D2.** Deliver new direct **pedestrian and cycle connections to existing communities** and facilities

**D3.** Creation of an **open network of streets and routes** which can be managed to meet local needs

- Key**
- Potential extended bus routes
  - Potential street-based pedestrian / cycle network
  - Potential park-based pedestrian / cycle network
  - ☼ Principal all modes junction
  - ⊠ Local vehicular access
  - Bus gate access
  - Potential pedestrian / cycle access integration
  - Ⓜ Cycle hire, electric charging points and car clubs





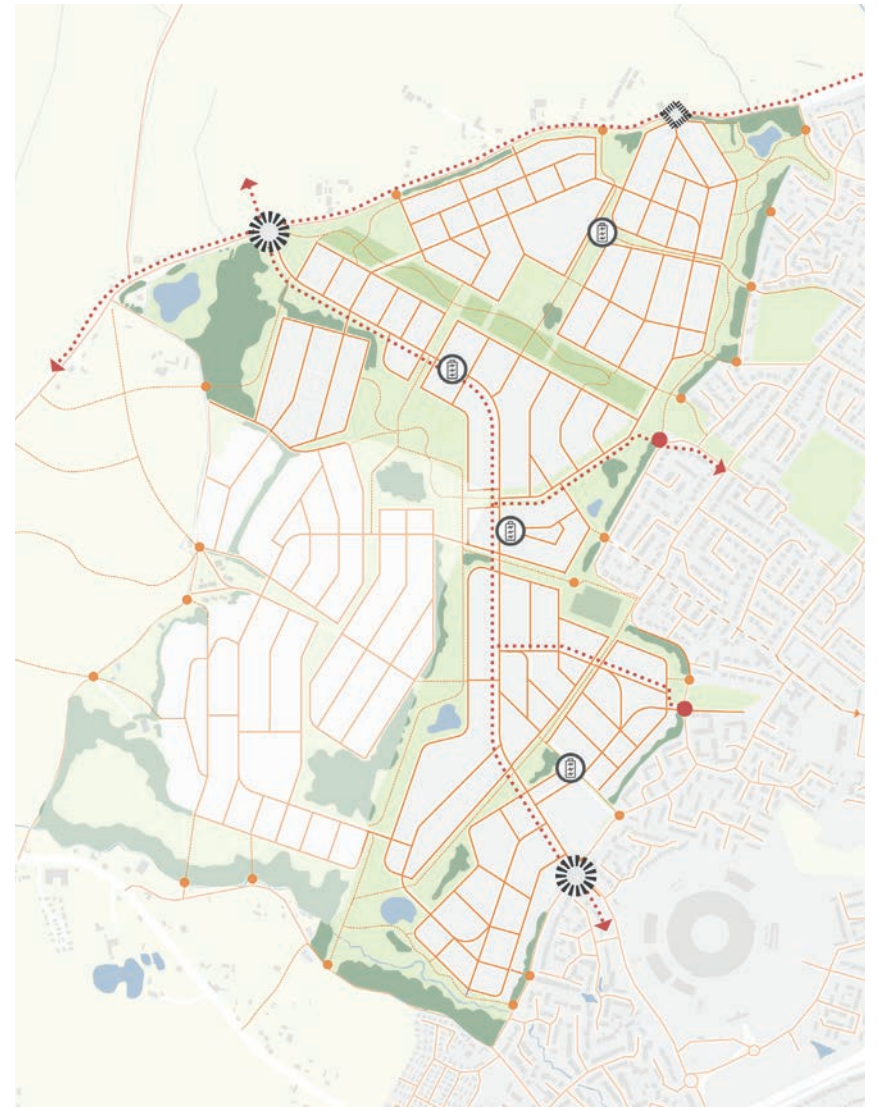
# OBJECTIVE D: **MOVEMENT**

**D4.** Delivery of a **new 'main street'** between Telstar Way and Old Gloucester Road, designed as a **street for people**, not a road for vehicles

**D5.** Principal junctions should be designed to minimise land take and create **safe and direct crossing points for pedestrians and cycles**

**D6.** Provision of **safe routes to schools**, which will be provided within or beyond the West Cheltenham site

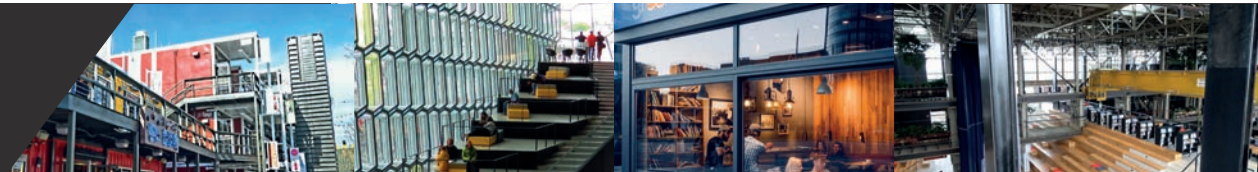
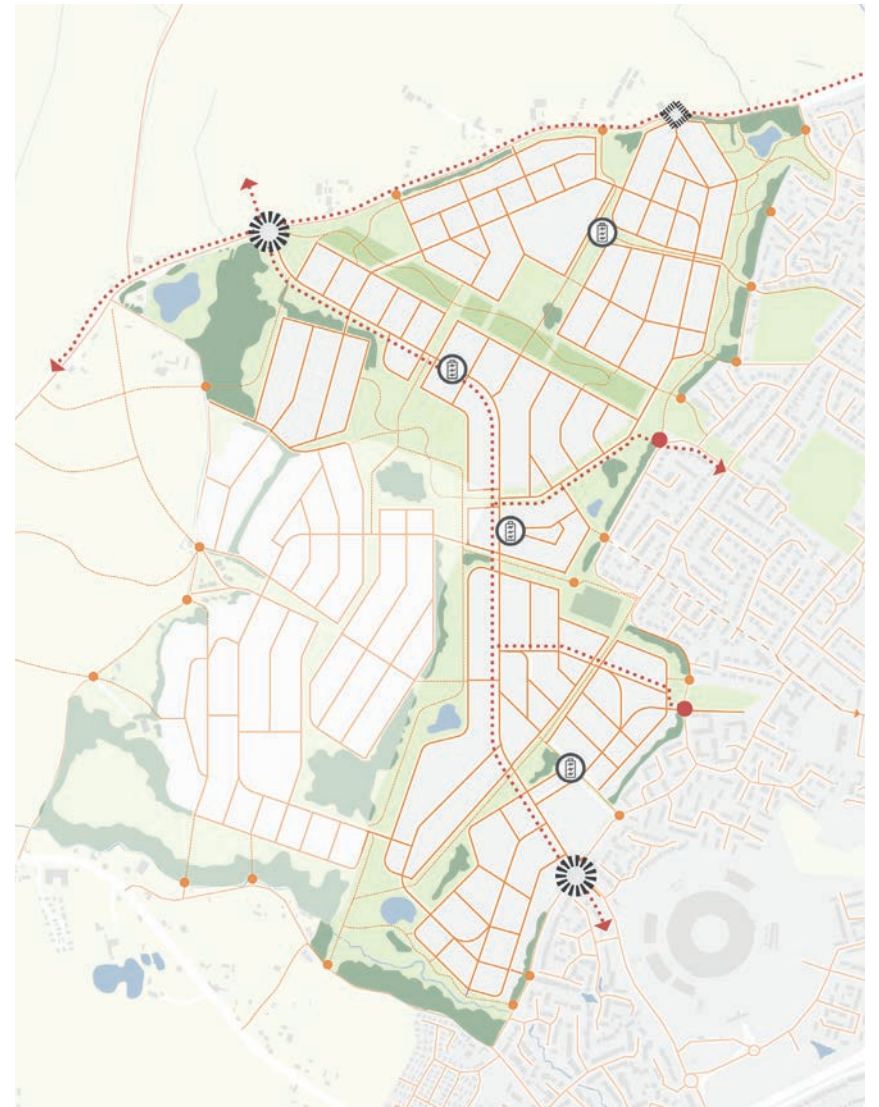
- Key**
- Potential extended bus routes
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  - - - Potential park-based pedestrian / cycle network
  - ☼ Principal all modes junction
  - ⊠ Local vehicular access
  - Bus gate access
  - Potential pedestrian / cycle access integration
  - Ⓜ Cycle hire, electric charging points and car clubs



# OBJECTIVE D: **MOVEMENT**

**D7. A flexible and creative approach** to the application of **parking** standards and emerging and **new vehicle technologies** and initiatives

- Key**
- Potential extended bus routes
  - Potential street-based pedestrian / cycle network
  - - - Potential park-based pedestrian / cycle network
  - ☼ Principal all modes junction
  - ⊠ Local vehicular access
  - Bus gate access
  - Potential pedestrian / cycle access integration
  - Ⓢ Cycle hire, electric charging points and car clubs

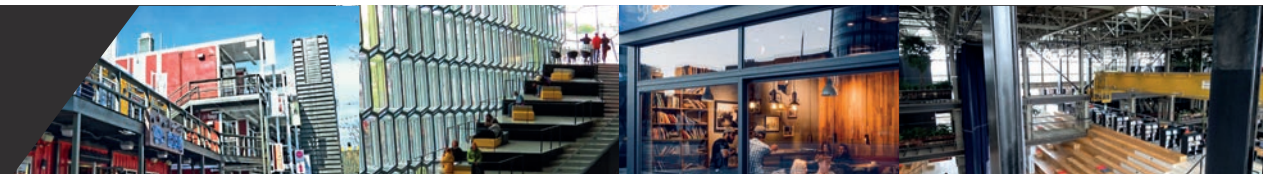




# PLACEMAKING AND DESIGN QUALITY

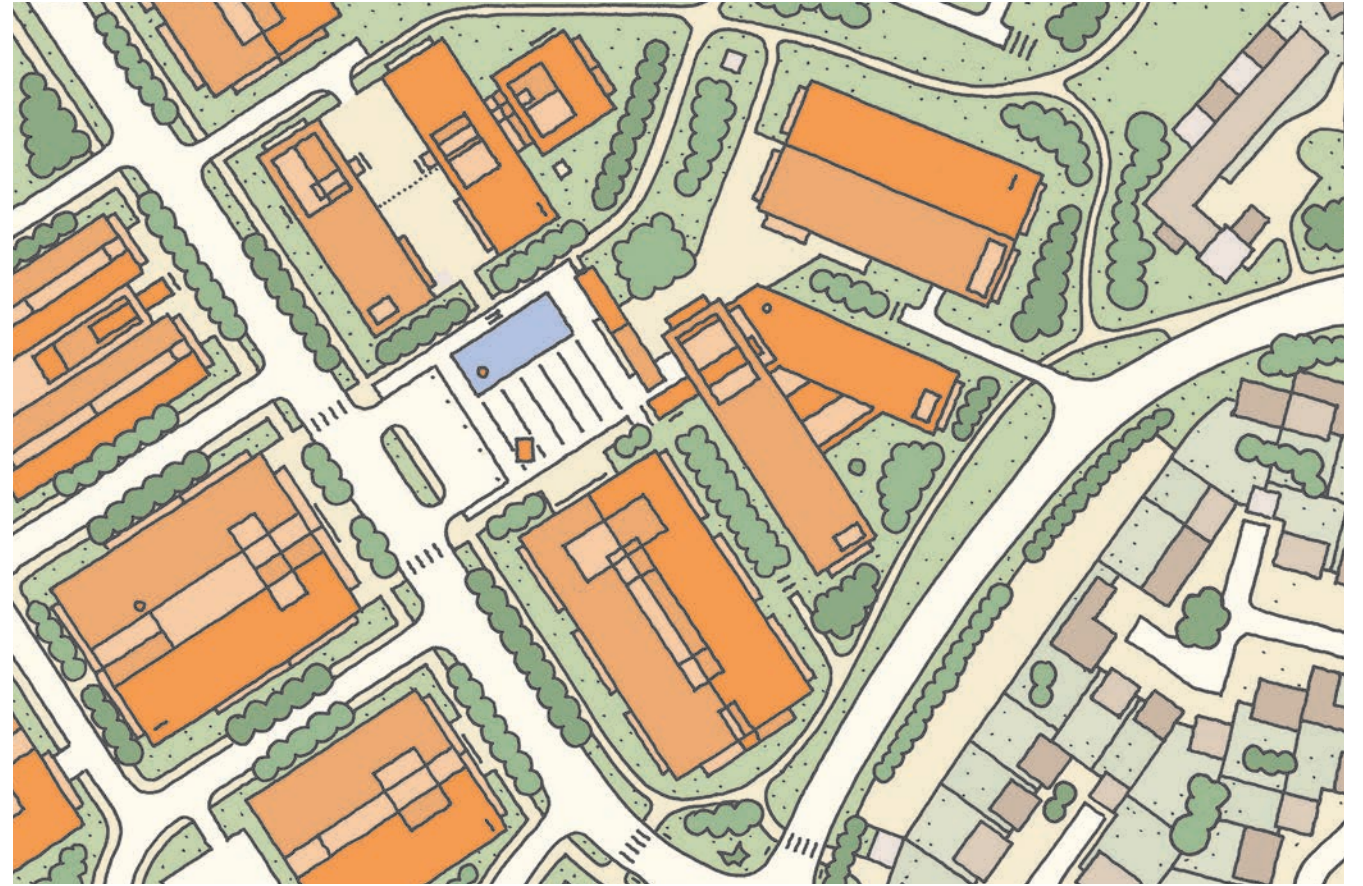
- **OBJECTIVE E:** There will be a **range of neighbourhoods** within the area which should each have a **distinctive local identity**
- This section provides some specific design guidance about four locations identified on the adjacent plan. The document aims to promote the highest standards of design quality through making effective use of land through higher density development, learning from exemplars of good design, and applying good urban design principles.

- 1 Cyber Central neighbourhoods**  
Focus of the employment-led mixed-use zone with a strong physical relationship with GCHQ. Vibrant and thriving within a high-quality landscape setting dedicated to the development of cyber technology research. Cyber Central neighbourhoods will form the heart of the community, with shops, a public square, leisure spaces and community uses
- 2 Main Street neighbourhoods**  
A collection of accessible smaller mixed residential neighbourhoods and employment areas along the main street through the Cyber Central Garden Community
- 3 Old Gloucester Road neighbourhoods**  
Mixed use residential neighbourhoods with shared community facilities including a new school and public open spaces for new and existing communities
- 4 The Works - Future neighbourhoods**  
Longer term development opportunity requiring the appropriate relocation of the Hayden Works facility. This would be a housing-led part of the development

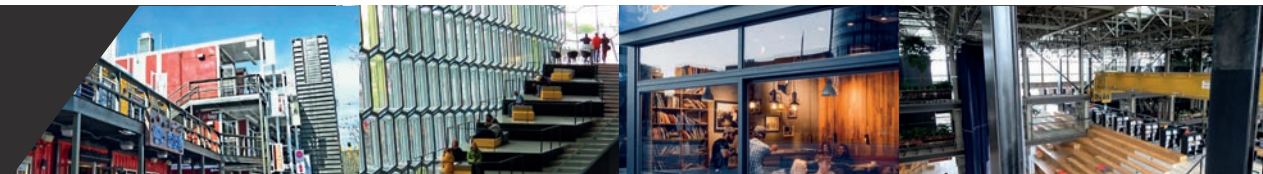


# CYBER CENTRAL

- The first of its kind in the UK - a unique location dedicated to the development of cyber technology research, skills, business and capability.
- A worldclass campus that integrates high-tech work places with academic facilities, high-quality housing and leisure.
- The new neighbourhood will seek to complement Gloucestershire's existing built, cultural and natural assets, as well as attracting and retaining the best talent.



A sketch plan illustrating the character and identity of the neighbourhood at the threshold of Cyber Central, with the existing area at Telstar Way. These high level sketches are designed to give an indicative sense of the character of the place rather than detailed design guidance.

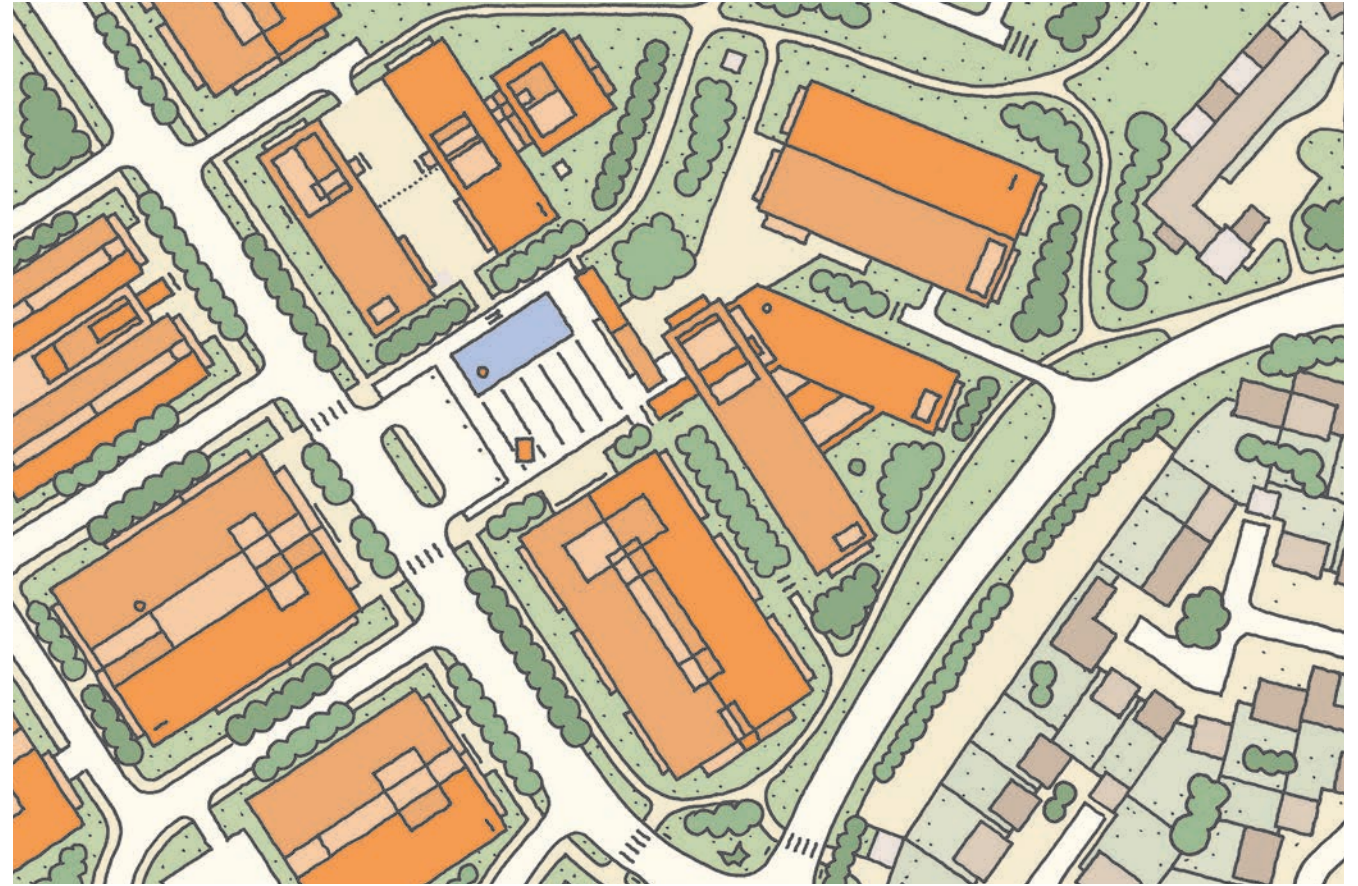




# CYBER CENTRAL

The type of environment that development should deliver includes:

- The innovation centre at the heart of Cyber Central - a flexible workspace facility to be shared with representatives from industry, academia and government.
- Shops, cafes, bars, hotels, restaurants, community and other leisure uses will be incorporated into buildings to serve employees and local residents and provide activity to streets and spaces.



A sketch plan illustrating the character and identity of the neighbourhood at the threshold of Cyber Central, with the existing area at Telstar Way. These high level sketches are designed to give an indicative sense of the character of the place rather than detailed design guidance.



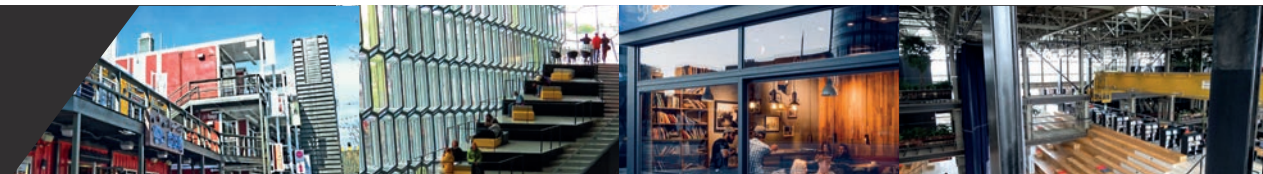


# CYBER CENTRAL

- The high quality landscape setting will be a key part of what sets Cyber Central apart. Its landscape will be part of its distinct identity and will be a key attractor to new businesses locating here.
- High quality cycle infrastructure and regular bus service will make this sustainable mode an obvious choice to get to Cyber Central. Multi-storey car parks will ensure that enough car parking is provided to serve employment uses.



An artist's impression of what the Cyber Central community hub might look like. The street has high quality cycling infrastructure, with priority given to sustainable modes alongside high quality public realm which will help to encourage residents and commuters to choose other means of transport than the private car. New development steps up in height at the corners given the well connected location. Office and employment space is in accessible locations which helps to create mixed use environments and create footfall throughout the day



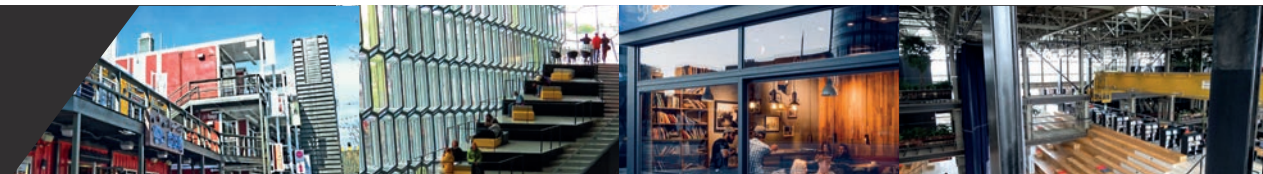


# CYBER CENTRAL

- New buildings will make intensive use of the land with buildings ranging from three to six storeys, whilst balancing the need to deliver appropriate green infrastructure. Development will create high quality streets and spaces by enhancing the existing assets within the site such as mature trees and waterways.



An artist's impression of what the Cyber Central community hub might look like. The street has high quality cycling infrastructure, with priority given to sustainable modes alongside high quality public realm which will help to encourage residents and commuters to choose other means of transport than the private car. New development steps up in height at the corners given the well connected location. Office and employment space is in accessible locations which helps to create mixed use environments and create footfall throughout the day





The CGI illustrates what the Innovation Centre at Cyber Central could look like

Residential areas are mixed with more employment focused streets to ensure that people are in Cyber Central throughout the day and into the evening

The high quality landscape is a distinctive part of the identity of Cyber Central

Shops, cafes, hotels and leisure spaces bring activity to Cyber Central - making it a 24 hour campus

The Innovation Centre is a landmark building and will be the most prominent address in Cyber Central. Event and meeting spaces, support services and public cafes make the building the hub of the campus

Hard landscaped spaces have been created that provide the platform for an exciting programme of events throughout the year, animating the public realm

An electric bus shuttles people into Cheltenham and to the station





# MAIN STREET

- The main street axis through the site runs from the northern edge at Old Gloucester Road to Telstar Way in the south. This street provides the opportunity for a range of uses and activities - employment, community, commercial and residential - to share good quality access.

The type of environment that development should deliver includes:

- Designed as a multi-purpose street not a road designed only to efficiently move traffic along.



**An artist's impression illustrating the environment along the main street through the Cyber Central Garden Community. Active ground floor uses, high quality green spaces, public realm and pedestrian crossings make this route feel like a street for all users, rather than just a place for cars**

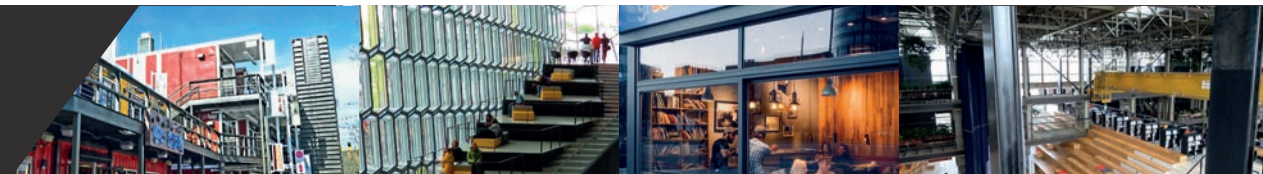


# MAIN STREET

- Although this is likely to be a busy road for traffic, the route will have a priority measures for buses and cyclists to help prioritise sustainable modes.
- High quality public realm, planting and pedestrian crossings will help to deliver a high quality environment.
- The scale of development should step up towards the main street to balance the scale and width of this street. This might include development of four and five storeys in some areas.



**An artist's impression illustrating the environment along the main street through the Cyber Central Garden Community. Active ground floor uses, high quality green spaces, public realm and pedestrian crossings make this route feel like a street for all users, rather than just a place for cars**



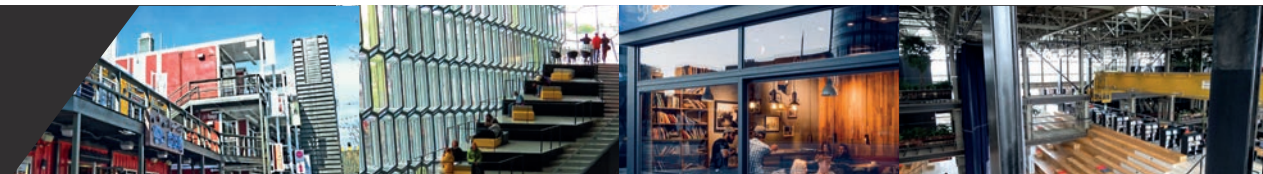


# MAIN STREET

- Generally residential neighbourhoods located along the main street will consist of a range of typologies from flats and terraced homes in the most accessible locations, to semi-detached homes in more secluded locations. Car parking will be provided on-plot and on-street.
- Employment buildings will be mixed in typologies from small office buildings to semi-industrial sheds, coarser and larger in grain and footprint. Car parking will be provided in multi-storey or small decked car parks.



**A sketch plan illustrating the character and identity of neighbourhoods along the main street through the area. These high level sketches are designed to give an indicative sense of the character of the place rather than detailed design guidance.**



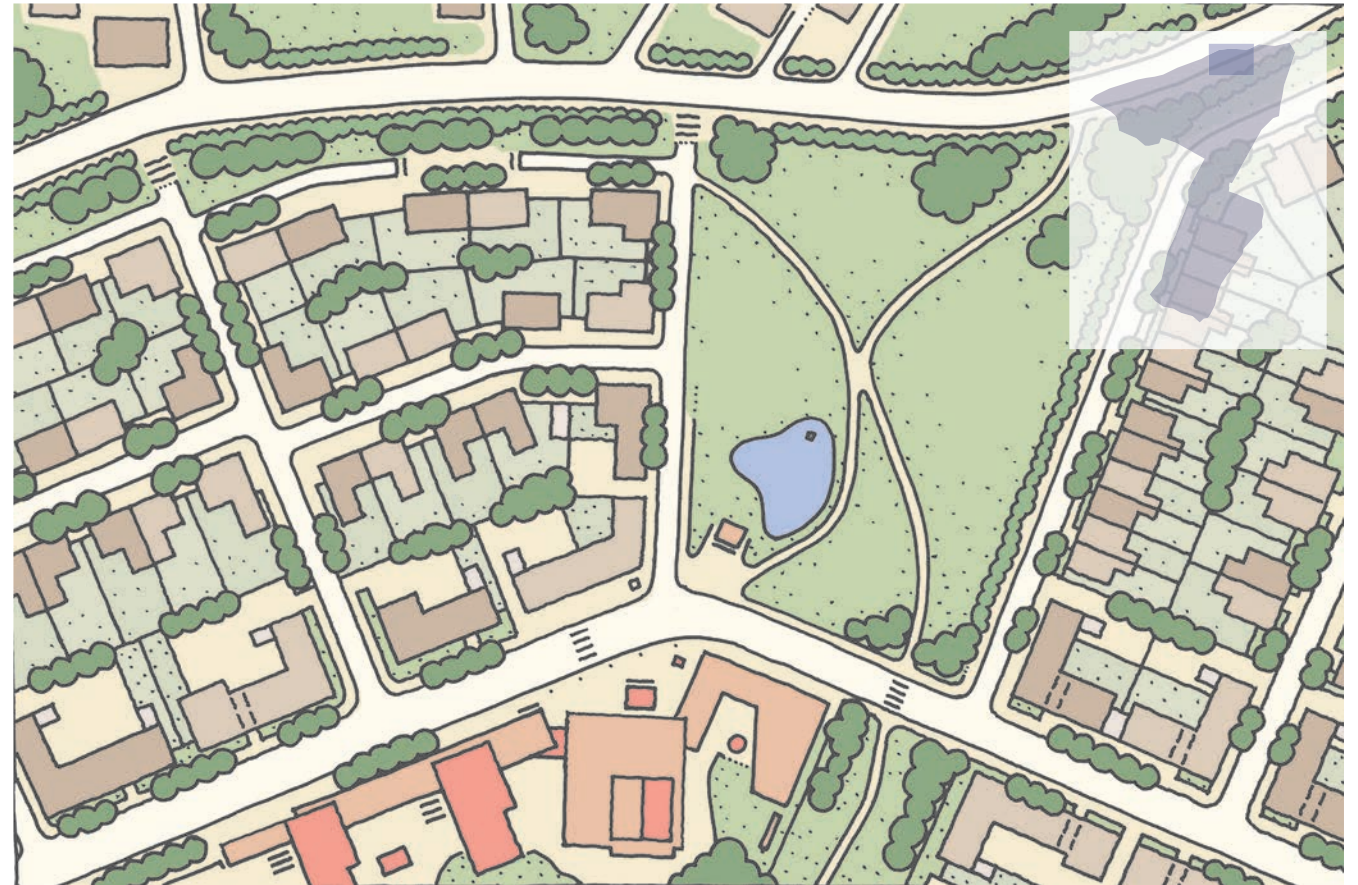


# OLD GLOUCESTER ROAD NEIGHBOURHOOD

- A series of mixed use residential neighbourhoods will be located towards the north of the area, with shared community facilities including a new school and public open spaces for new and existing communities.

The type of environment that development should deliver includes:

- The scale and grain of this area will be more modest in comparison to areas of Cyber Central to the south nearer Telstar Way.



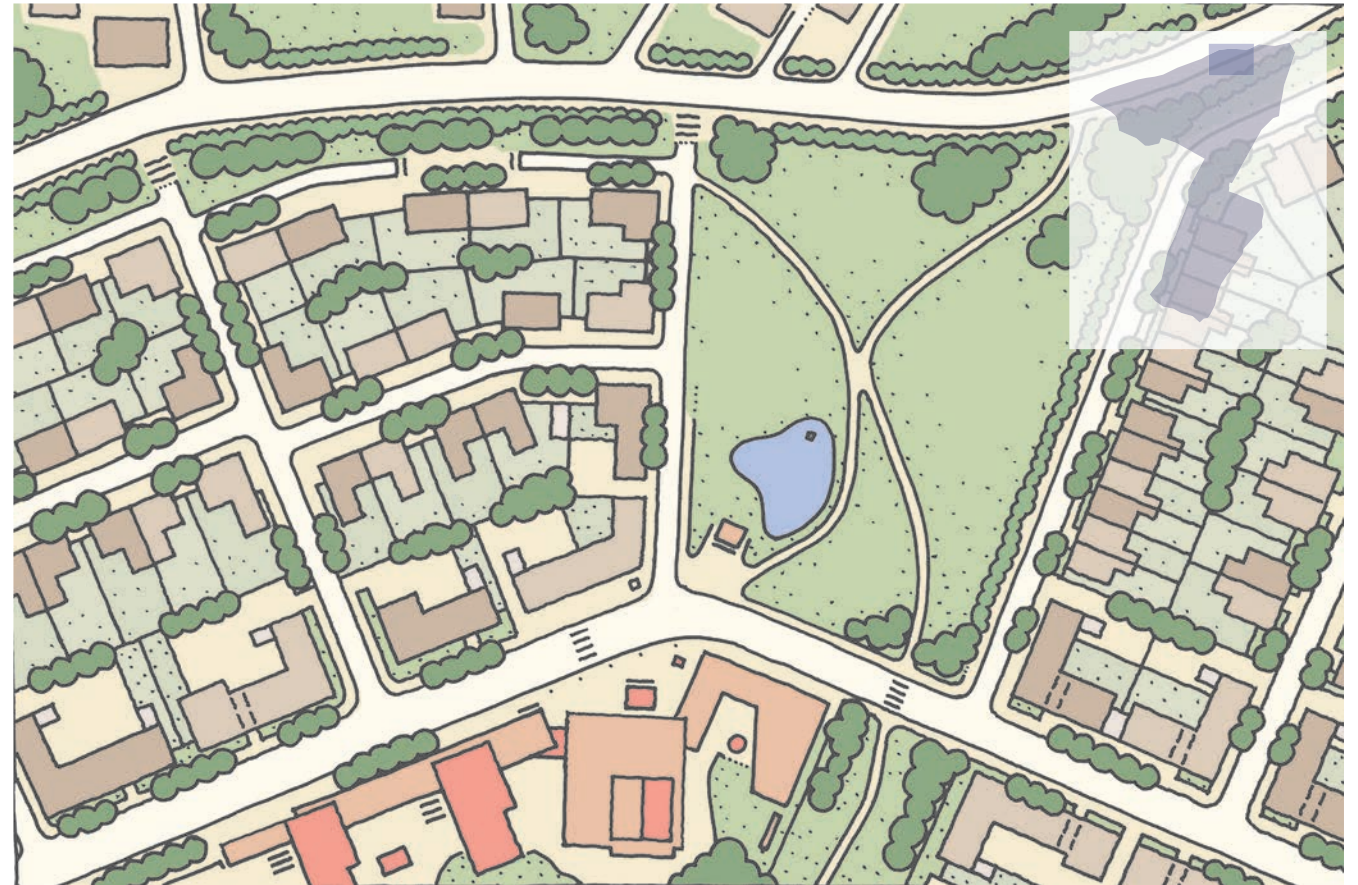
A sketch plan illustrating the character and identity of neighbourhoods near Old Gloucester Road. These high level sketches are designed to give an indicative sense of the character of the place rather than detailed design guidance.



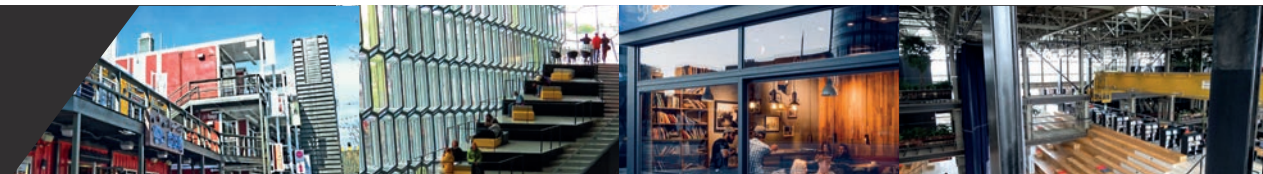


# OLD GLOUCESTER ROAD NEIGHBOURHOOD

- Buildings will generally be two to four storeys with scope for taller buildings on key corner plots or for significant locations and uses.
- Residential typologies will vary which will influence the character and scale of streets. Some streets will be denser with flats and town houses, whilst other areas will incorporate slightly lower densities to include terraced houses and semi-detached homes. This variety will be important to deliver a varied and interesting neighbourhood as well as meeting a variety of housing needs.



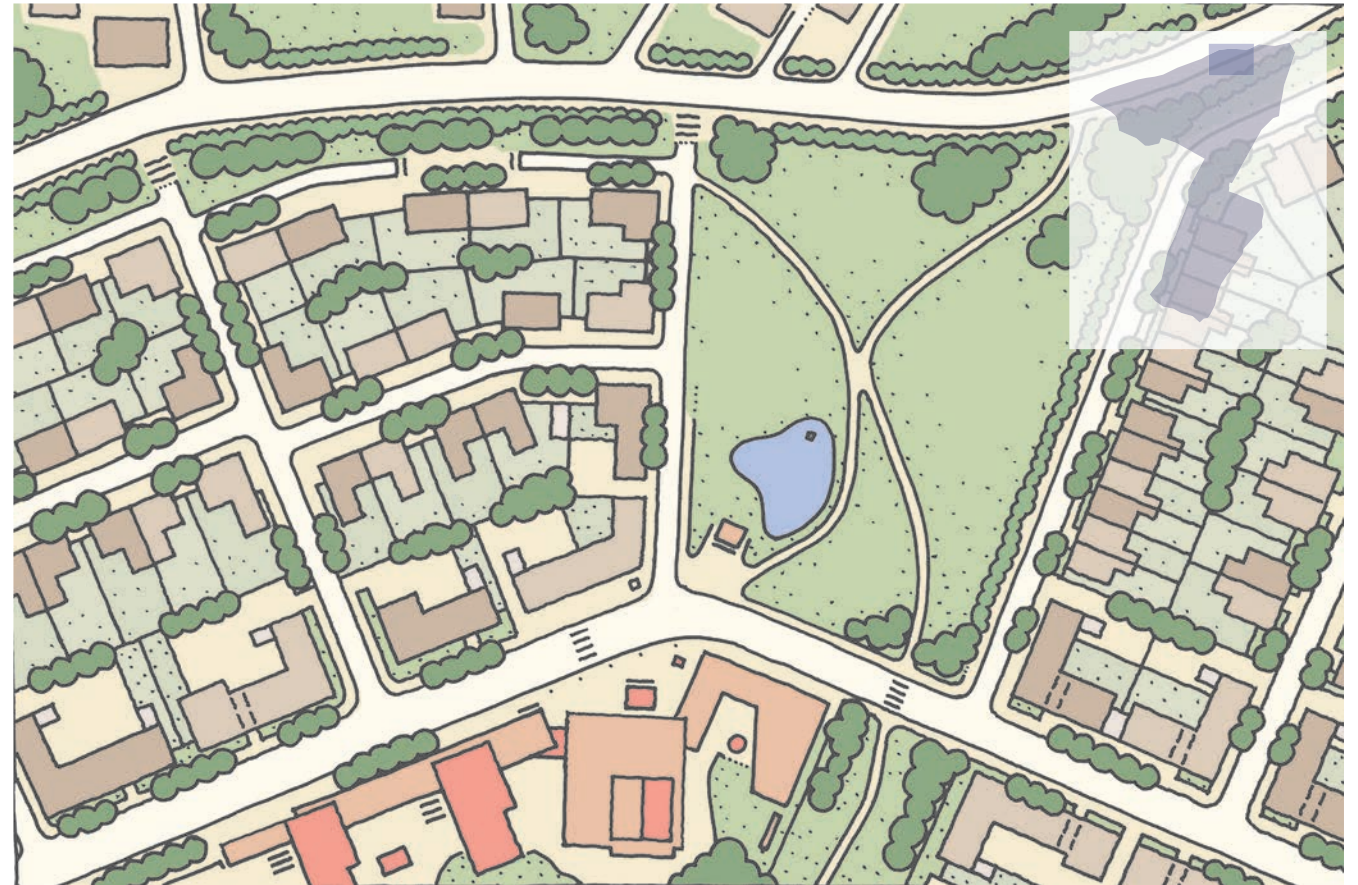
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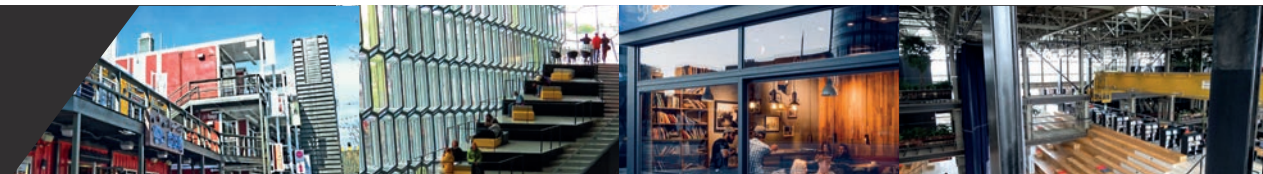


# OLD GLOUCESTER ROAD NEIGHBOURHOOD

- New green spaces will be generous and accessible, within the heart of neighbourhoods, overlooked by homes. These spaces will provide opportunities for play, sport and community activities.
- Bus services, and a strong network of rights of way and cycle connections will link new schools and services with areas of new homes and existing residents to the east.



A sketch plan illustrating the character and identity of neighbourhoods near Old Gloucester Road. These high level sketches are designed to give an indicative sense of the character of the place rather than detailed design guidance.

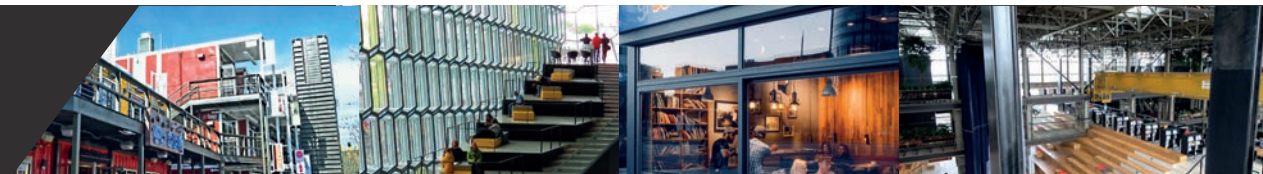




# HAYDEN WORKS

- Through the adoption in December 2017 of the JCS, the Hayden Sewage Treatment Works (HSTW) site, whilst not forming part of the West Cheltenham strategic allocation under Policy A7, was removed from the Green Belt and earmarked as 'safeguarded land'
- This policy shift was made in view of the longer-term opportunity to bring the works site forward for redevelopment as part of the Cyber Central Garden Community

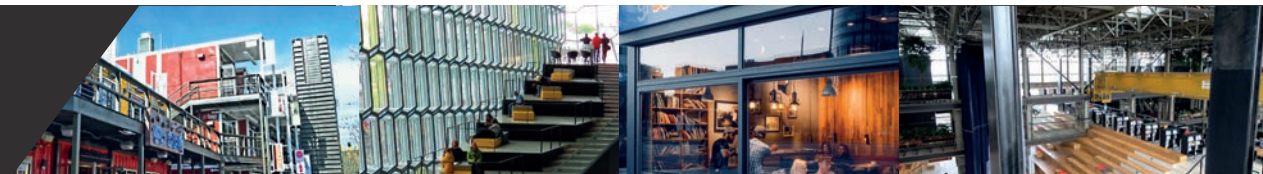
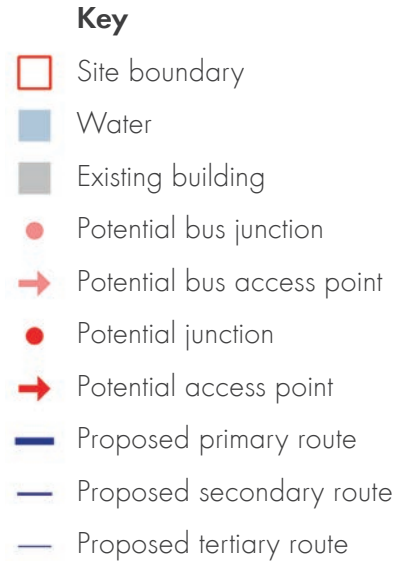
- Key**
- Site boundary
  - Water
  - Existing building
  - Potential bus junction
  - ➔ Potential bus access point
  - Potential junction
  - ➔ Potential access point
  - Proposed primary route
  - Proposed secondary route
  - Proposed tertiary route





# HAYDEN WORKS

- To do so, the existing operational treatment works would need to be suitably relocated
- The delivery of homes and employment space on the allocated land will come forward well in advance of that on the safeguarded land
- Appropriate provision of infrastructure must therefore be considered at a wider strategic level



# HAYDEN WORKS

- This SPD sets out principles to inform the delivery of development on the 'wider site' as a whole
- Potentially delivering circa 3000 homes and 50ha employment land up to 2041 over both the strategic allocation and the safeguarded land as a whole

## Key

- Site boundary
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- Proposed secondary route
- Proposed tertiary route





## An artist's impression illustrating the environment within the residential neighbourhoods in the north of Cyber Central Garden Community

New schools and community facilities form the centre of local neighbourhoods

Slightly higher densities at key locations to help improve legibility and support viability of local businesses

Play spaces in central and well overlooked places at the heart of new communities. Places designed for people - that bring people together to help build community spirit

Electric vehicles charging points and e-bike hire docks provide an integrated sustainable travel network

A range of types of dwelling to meet the needs of a wide cross section of people - including apartments suitably sized for families

High quality cycling infrastructure will help to encourage residents and commuters to choose other means of transport than the private car

