



Cheltenham West Vision

Public Exhibition 13th December 2018



INTRODUCTION

Today is our opportunity to update local residents and key community representatives on the progress made with the Cheltenham West Vision project, which was developed on behalf of Cheltenham Borough Homes (CBH) and Cheltenham Borough Council (CBC) with funding from the Ministry of Housing, Communities & Local Government (MHCLG).

Over the last year CBH and CBC have worked in close partnership with a team of architects, engineers and cost consultants to understand the issues faced by the community that live in Cheltenham West and the opportunities that regeneration could bring. Local stakeholders and the residents gave up their time to engage with the process and they have helped to shape a future vision for the neighbourhood. Together the team have developed and tested ideas to formulate a delivery strategy that could make the vision a reality.

This project goes beyond bricks and mortar and road improvements. It is about the community and the people that live in this neighbourhood and the social and economic change that development could bring to transform people lives. It is also about the quality of the environment in which people live including the parks and green space and the range of community facilities available to enable people to live more healthy and active lives.

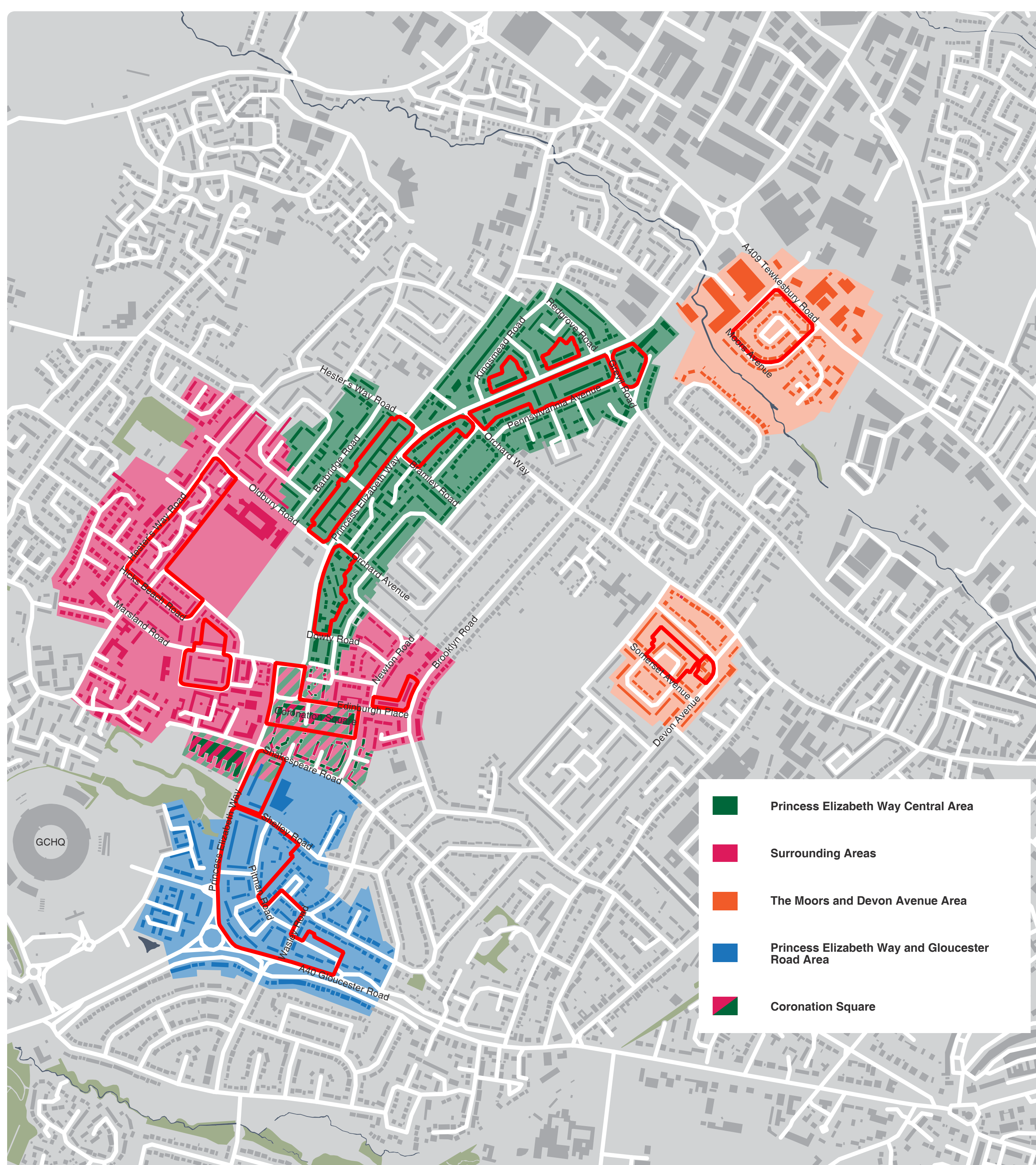
Plans to build a world leading Cyber Park and an innovation centre adjacent to GCHQ and construct thousands of new homes will transform West Cheltenham forever. We are determined to ensure that the existing neighbourhood does not get left behind. Better transport connections between the two areas are essential and a commitment, through training, apprenticeships and education in schools, that the Cyber Park will benefit local people as well as wider Cheltenham. The quality and range of homes available in the area requires change. This project represents the opportunity to improve many of the existing buildings but also to potentially provide over 400 additional mixed tenure homes.

Over the course of the project the work that has been carried out includes;

- workshops with local residents and key community representatives where we asked them for their ideas and aspirations for the future of Cheltenham West
- development of a Vision for Cheltenham West with key principles
- an option appraisal process looking at selected study areas
- selection of a preferred option to establish the future project parameters

This exhibition shows a selection of the work carried out to date.

CHELTENHAM WEST NEIGHBOURHOOD THE CBH/CBC STUDY AREAS



COMMUNITY WORKSHOP IDEAS AND ASPIRATIONS WHAT YOU TOLD US GROUPED INTO SIX KEY HEADINGS



HOUSING

Housing Mix

- To create a more diverse housing tenure mix.
- Too many big flats
- Diversify the housing offer. Build more homes eg. Affordable for first time buyers. Not only "council"
- Less small flats and more houses
- More affordable housing for young people
- A more diverse mix of people/ families

Space Standards/Accessibility

- To increase the space for each home, including public open space
- To fit modern living – disability access etc

Improvements

- Façade improvements
- Infill deck access with glass for noise and safety
- Enclose balconies

Replacement

- Knock down Scott and Edward Wilson House in favour of a more mixed housing tenure
- Selective demolition to break up tenure?
- Make it more attractive, replace multi storey blocks of flats with housing better suited to 21st century living



CONNECTIONS/MOVEMENT

Junction 10

- To avoid creating a bypass road as this will mean fewer people visiting the area
- To create a new Junction 10 to improve traffic through the area
- Junction 10 north and south (other developments)
- Improve cycle crossings on Princess Elizabeth Way and improve the overall connectivity for pedestrians and cyclists moving to and from other areas
- Better and maintained cycle paths
- Cycling/ pedestrian routes ideally linked to less urban/more green links
- Bridge link over the rail line for cycle route

Pedestrians

- More road crossings for pedestrians
- More traffic lights to help safety of students in the area
- Pedestrian crossing to Hesters Way park
- More focus on pedestrians and cyclists

Bus

- To introduce a circular community bus or 'dial a ride' scheme
- Real time bus stops would increase usage
- Improve opportunities for public transport
- Bus route no longer serves Square
- Coronation Square – better connections to and from the West

Roads

- Need to monitor traffic volumes and danger of bus lane
- Improve road infrastructure
- Provide an alternative north/south route to PE Way
- Approach to level crossing on Alstone Lane needs double yellow lines
- Lack of connectivity – east to west
- Connecting to West Cheltenham new developments
- Integration
- Vehicular connections



SOCIO-ECONOMIC

Training

- Training/employability opportunities – more joined up plans

Business Opportunities

- Improve business development opportunity (funding & incubate)
- One really decent local economic centre may be better than Coronation Square, Rowanfield Exchange, HWR shops

Services/Facilities

- Smaller retail units in Coronation Square to encourage independent traders
- Improve facilities – shops, doctors surgeries, places to socialise
- Improved shopping facilities eg post office



LANDSCAPE & PUBLIC SPACE

Parks

- More parks and outdoor space
- To retain and improve green spaces to make them safer and accessible for all (including the local trees)
- Green spaces, growing fruit and veg and flowers/ shrubs in planters/ flowers and more gardens (more individual spaces)
- Underused green spaces with poor legibility
- To maintain an open and green area and no further bus lanes
- Wild space. Chelt walk could be better - environment agency

- Lack of connections between green spaces. Through Elm Farm Park to Coronation Sq and KGV
- Improve the green area and make it more pleasant for people to use ie a community garden (Clevedon Sq)



CHARACTER

Sense of Place

- People should want or aspire to live in the area and give it a sense of place
- To give Princess Elizabeth Way more of a 'boulevard' feel

Perceptions

- Improve the appearance of Coronation Square shops
- Gateway – improve the entrance to Cheltenham
- Planning – allow easier way to change the houses to change the area look of 50's council estate
- Quality buildings to change perceptions



COMMUNITY

Facilities

- More community and leisure facilities to draw people in to the area from outside and encourage the community to be active
- More activities for young people and inspire them
- Shared facilities for communities
- An improved centre or focal point for the community
- We need a club for children and adults and to improve the social club with new facilities and communal community spaces

Community Relations

- To reduce social isolation, particularly for older people
- To raise awareness of clubs and activities in the area
- To increase the sense of pride and belonging
- Talk to the residents





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CHEL TENHAM WEST VISION

KEY PRINCIPLES

The key principles of the proposed Vision for Cheltenham West derived from the brief prepared by CBH and CBC were to:

- Improve connections for pedestrians and cyclists across the Cheltenham West area
- Improve connections to existing areas of open and green space
- Create new facilities for community use along Princess Elizabeth Way
- Change the character of the area by creating new landmark buildings or features
- Maximize investment opportunities and connections to the proposed new development in West Cheltenham
- Improve opportunity for investment in Coronation Square shops and facilities
- Create new public spaces and improve the landscaping and play facilities in existing ones

The themed comments from stakeholder and public consultation events were as follows:

- Connections and Movement:
Create new pedestrian crossings and improve connections
- Socio-economic:
Improve links to the proposed development at West Cheltenham to benefit from the employment opportunities, community facilities and open spaces and incl. connections to Coronation Square
- Community use:
Provide other buildings for community use along Princess Elizabeth Way
- Landscape and public realm:
Add landscape interventions and improved play facilities
- Character:
Provide a series of landmark buildings to create gateways and focal points.

VISION DRAWING

CONNECTIONS & MOVEMENT

- Strengthened green connection**
Provide new landscaped crossing to Hesters Way Park
- Improve connection to north of Hesters Way Park
- Improve connection to KGV
- Potential connections to West Cheltenham**
Encourage potential public transport, pedestrian and cycling connections to link into Coronation Square and the Town Centre
- Strengthened green connection**
Create connection to Triscombe Way Playground
- Strengthened green connection**
Improve connection from Moors Avenue to Chelt Walk
- New connection**
Create new pedestrian and cycle connection across railway to the Town Centre

CHARACTER

- Landmark building/feature**
Look to provide a gateway entrance into Cheltenham
- Landmark building/feature**
Create landmark building at junction of Orchard Avenue and PE Way
- Landmark building/feature**
Create landmark/improve building at Rowanfield Exchange
- Landmark building/feature**
Create landmark feature at junction of Hesters Way Road and PE Way
- Landmark building/feature**
Create landmark building at junction of Orchard Way and PE Way
- Landmark building/feature**
Create landmark building at junction of Grevil Rd and PE Way

COMMUNITY

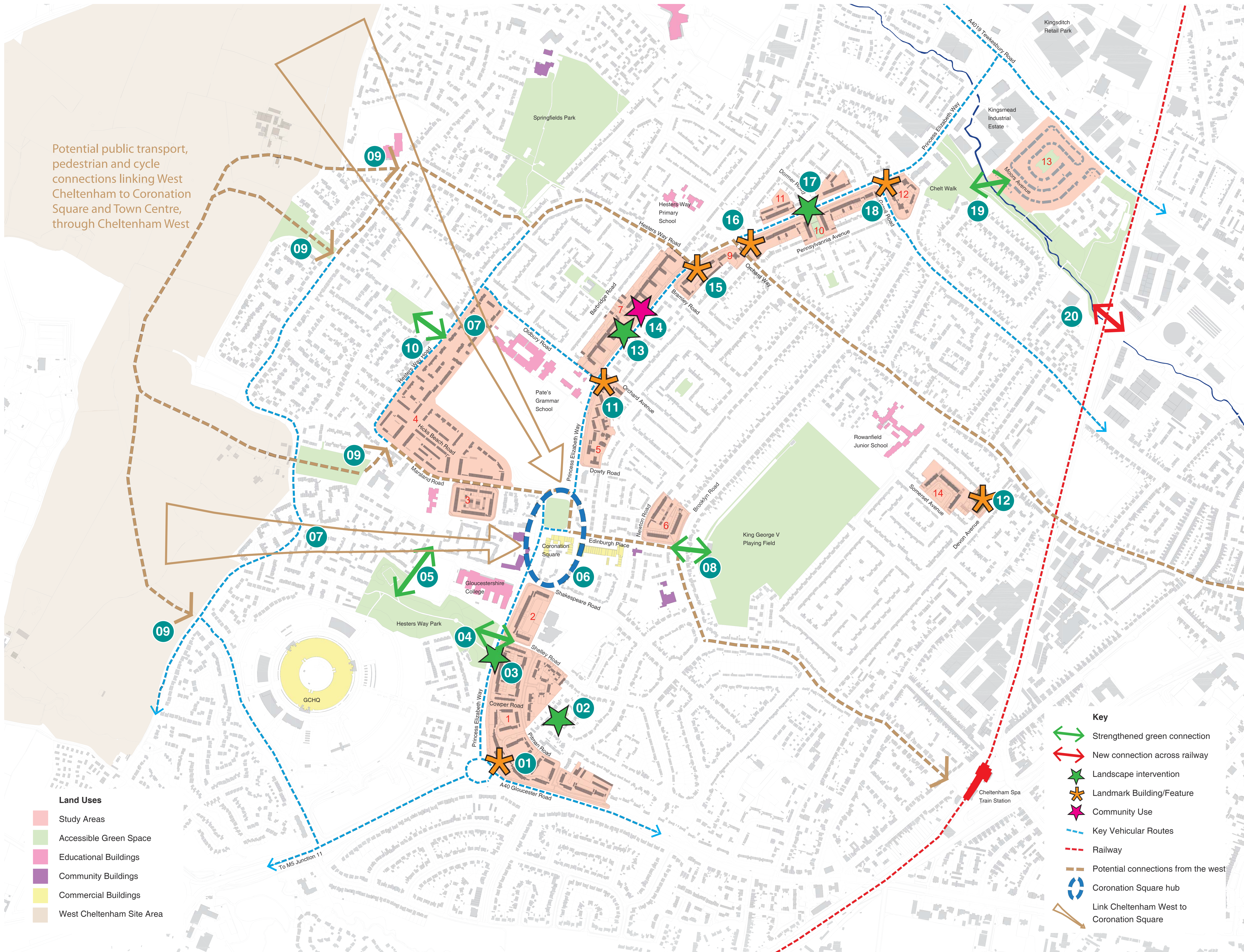
- Community Use**
Provide new building for community use

SOCIO-ECONOMIC

- Coronation Square Hub**
Improve opportunity for investment in Coronation Square shops and facilities
- Links to West Cheltenham**
Maximise investment opportunities and connections from West Cheltenham to help regeneration of Coronation Square

LANDSCAPE & PUBLIC REALM

- Landscape intervention**
Improve landscaping and add play area to Wordsworth Avenue green
- Landscape intervention**
Improve landscaping opposite Hesters Way Park
- Landscape intervention**
Create new landscaped park and play area near junction of Lechmere Road and PE Way
- Landscape intervention**
Improve landscaping and add play area to Lygon Walk green





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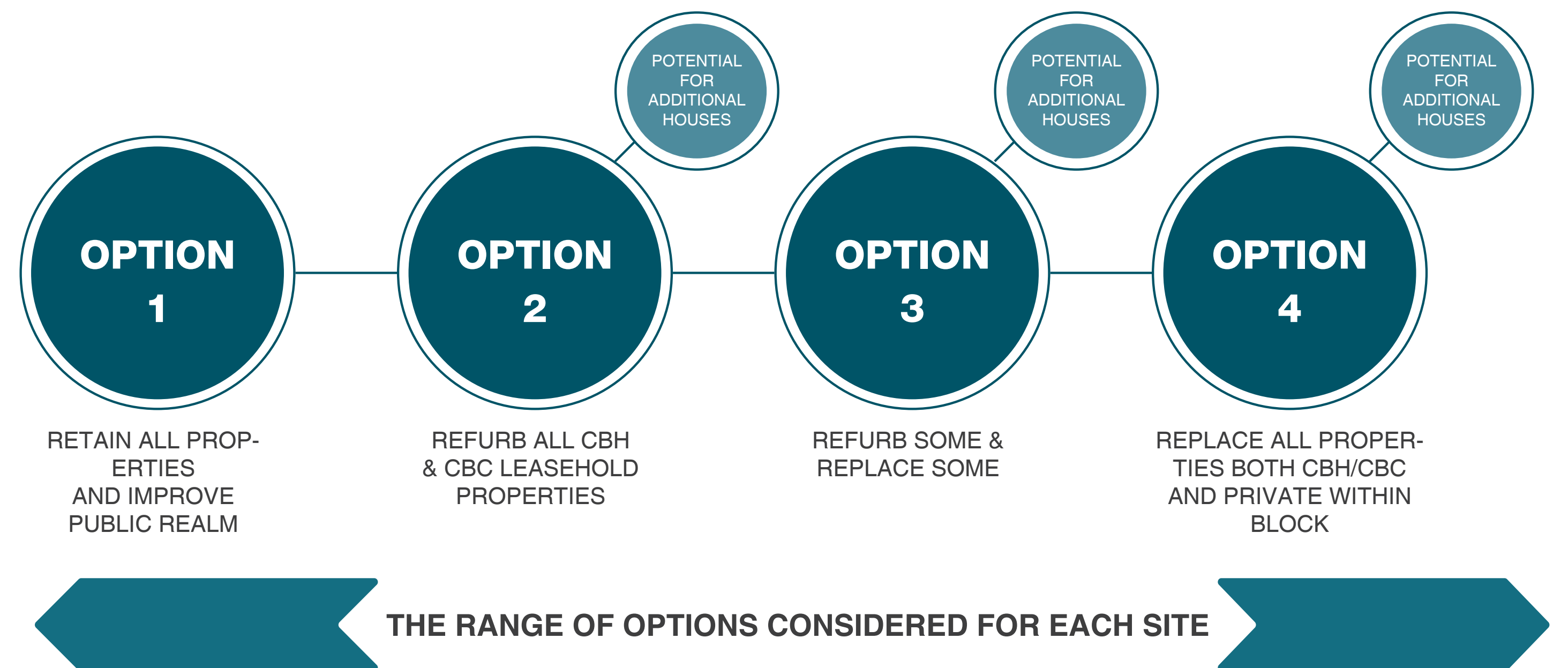
OPTION APPRAISAL THE PROCESS

The original objectives of the Cheltenham West Vision project were as follows:

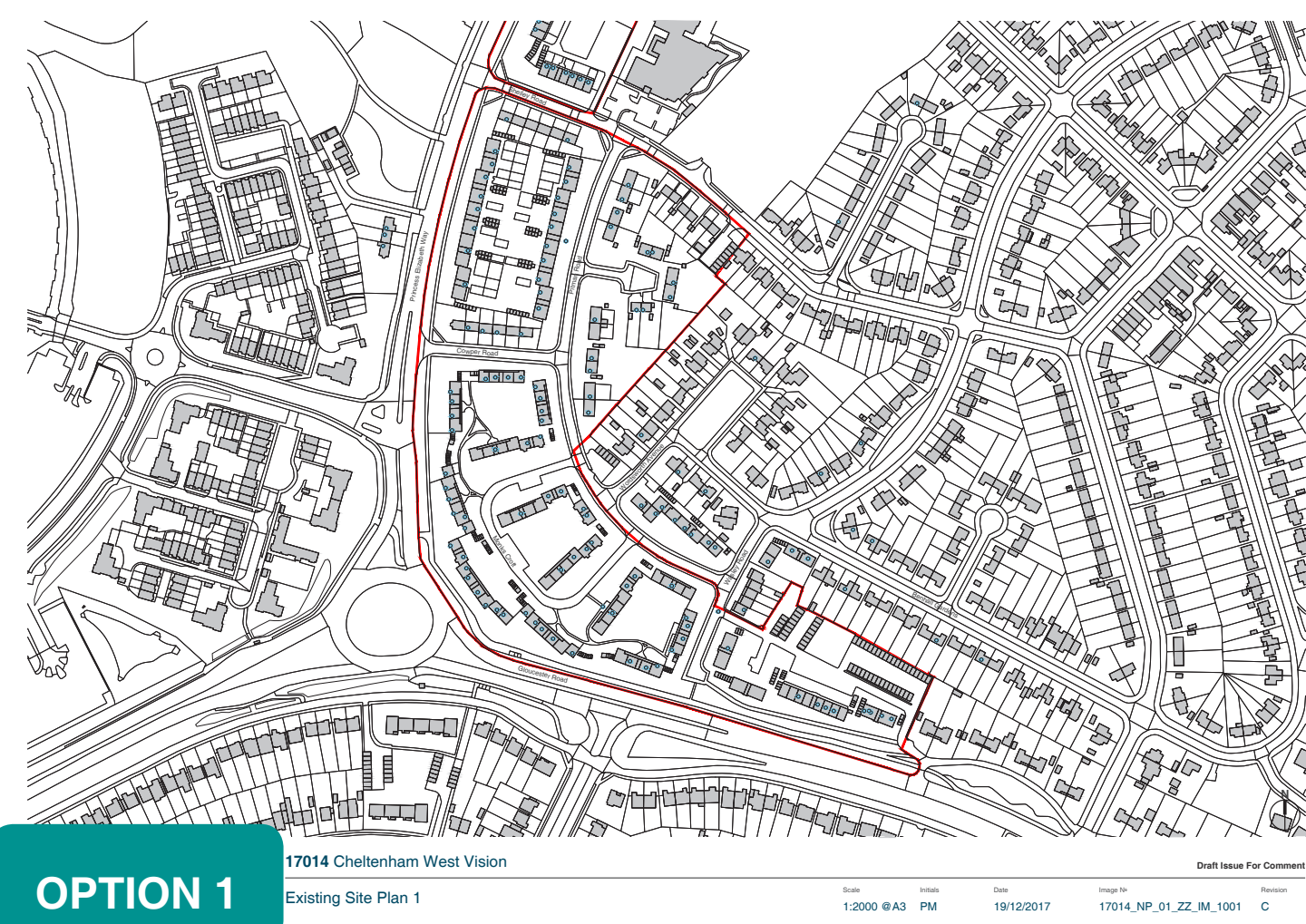
- To explore the potential of and present proposals for improving the gateway into Cheltenham, creating stronger character, identity, safety, community cohesion and investment potential through a sound approach to urban design.
- To present proposals for the diversification of tenure, to include a proportion of starter homes.
- To look at maximising land and assets within the control and ownership of the local authority (including redundant garage sites), to provide a net gain of 10% (additional) housing units within the area.
- To improve the quality of life and living conditions for residents with strengthened community cohesion resulting from the masterplanning and engagement process.

In order to gain an understanding on how these objectives and the Vision Principles may be used in any future development proposals for the Cheltenham West Area, a high-level option appraisal process was carried out. This involved producing a number of drawings (or 'options') for the various study areas within the Cheltenham West which looked at;

- Option 1 - Retaining buildings as they are
- Option 2 - Carrying out internal refurbishment
- Option 3 - Carrying out part internal refurbishment and part replacement
- Option 4 - Replacing all properties



OPTION APPRAISAL EXAMPLE OPTION DRAWINGS



OPTION APPRAISAL CRITERIA FOR SELECTING AN OPTION

The options for each study area were appraised by CBC, CBH, a stakeholder group and the consultant team against four headline criteria as follows;

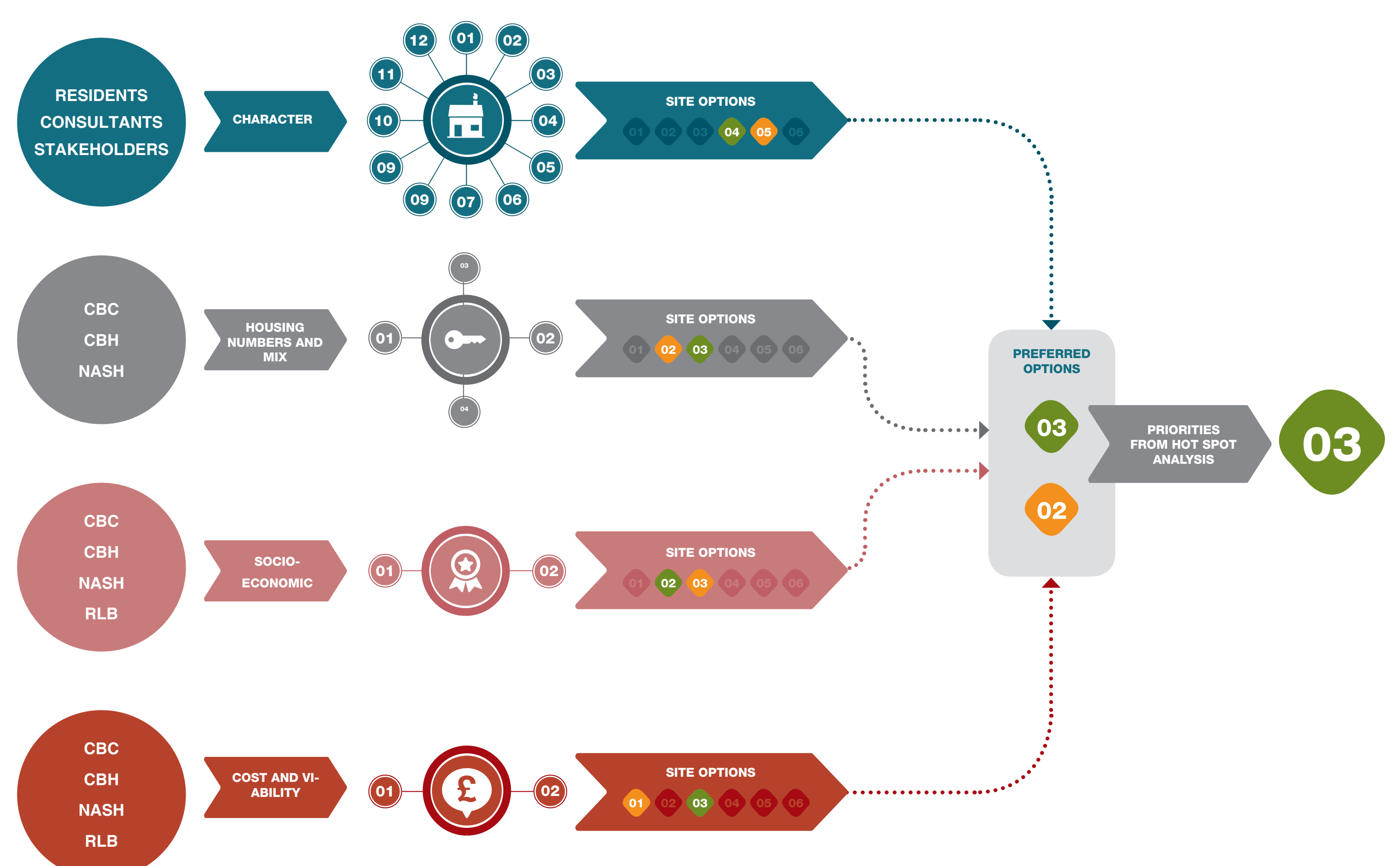
- Character Assessment
Looking at character, access and connections, open spaces and Secure by Design
- Housing Assessment
Looking at housing mix, tenure divergence, housing numbers and demand
- Viability Assessment
Looking at site values, construction costs, potential rent loss and disturbance allowance
- Socio-economic Assessment
Looking at tenure diversity and at the range of property types

No weighting was given to the different criteria however the wider social and economic aspirations of the project were seen as a priority in assessing the overall project outcomes. The option that was selected most often became the 'preferred' option and this was taken forward to be combined into an overall masterplan and vision for the project.

It is important to note that the option appraisal process is the first step in establishing the parameters for any future development and this is to ensure that the community are not given any promises that cannot be delivered.

It is acknowledged that the preferred option is also a high-level first step, and that it would change and evolve if the study area were to be selected to be looked at in the future.

The next step for any future proposals would be to share the parameters with the community in the affected study area at an early stage to give opportunity for feedback to be included as the design progresses.





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Public Exhibition 13th December 2018

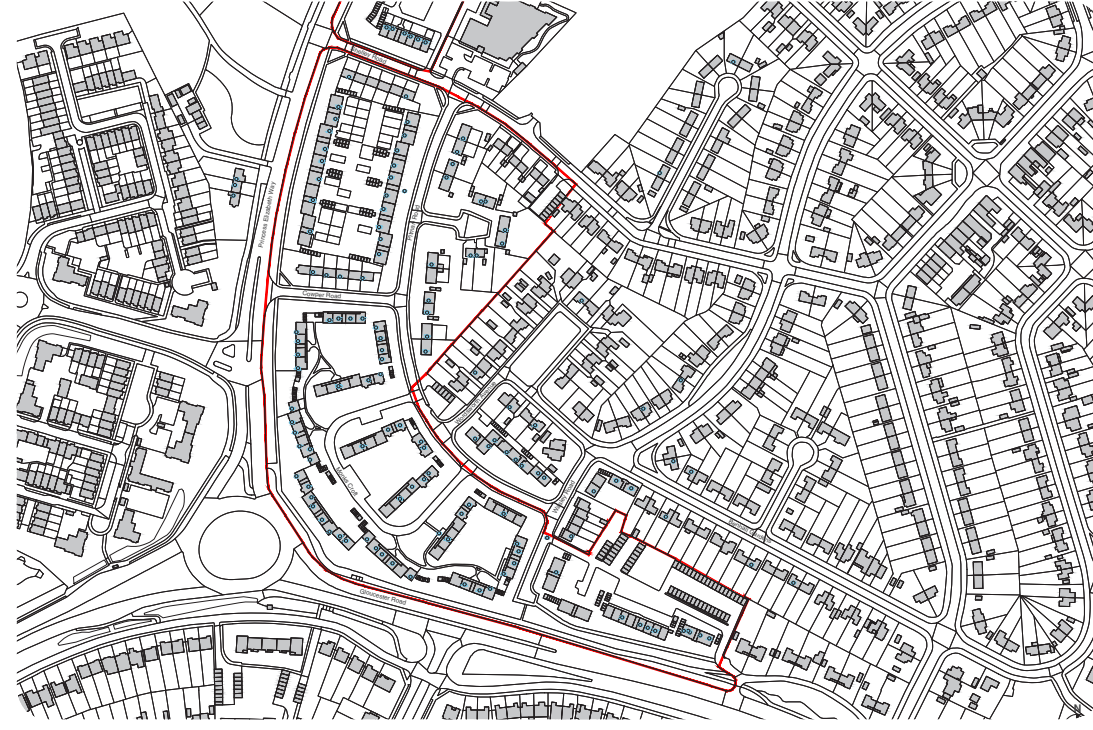
OPTION APPRAISAL - PREFERRED STUDY AREA OPTIONS

STUDY AREA 1

MONKSCROFT, BENHALL GARDENS & PITMAN ROAD

SUMMARY

- Refurbishment and selective redevelopment
- 358 existing homes
- 394 proposed homes
- 74% of existing homes are affordable
- 67% of proposed homes are affordable
- No loss of CBH rented homes



Existing Site



Proposed View

STUDY AREA 2

HOBART HOUSE

SUMMARY

- Phased redevelopment
- 54 existing homes
- 89 proposed homes
- 94% of existing homes are affordable
- 57% of proposed homes are affordable
- No loss of CBH rented homes



Existing Site



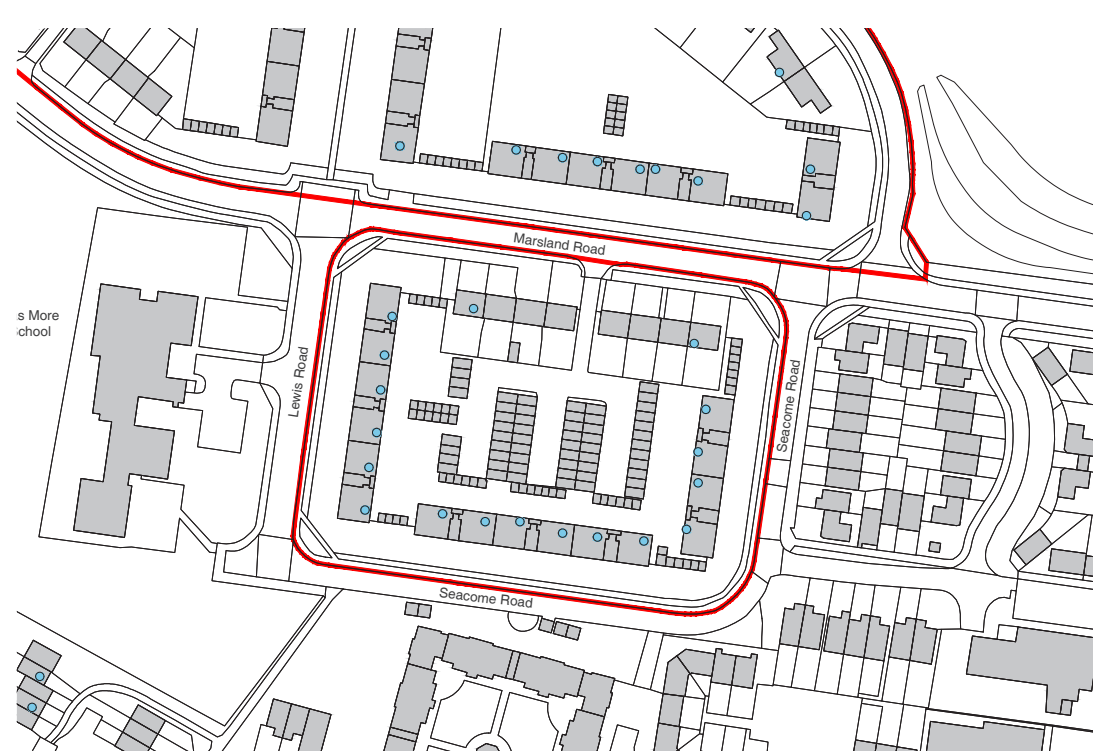
Proposed View

STUDY AREA 3

SEACOME & LEWIS

SUMMARY

- Redevelopment
- 56 existing homes
- 92 proposed homes
- 71% of existing homes are affordable
- 43% of proposed homes are affordable
- No loss of CBH rented homes



Existing Site



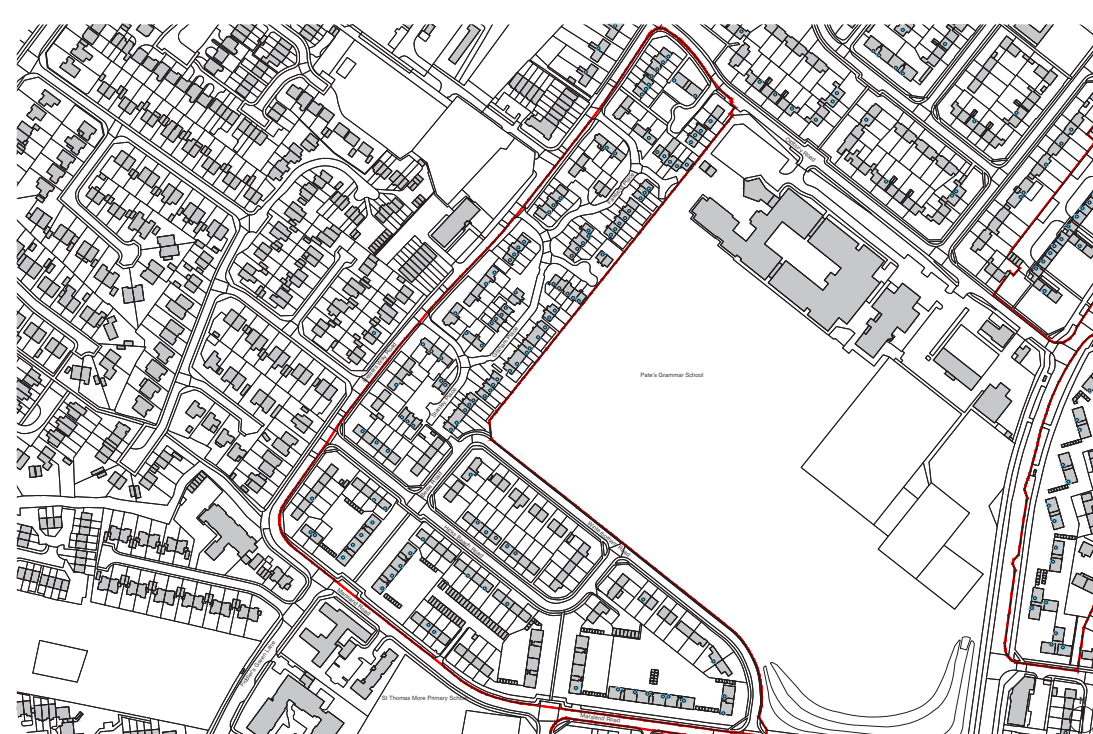
Proposed View

STUDY AREA 4

HICKS BEACH & HESTERS WAY ROAD

SUMMARY

- Refurbishment, selective redevelopment and infill to the rear
- 261 existing homes
- 315 proposed homes
- 67% of existing homes are affordable
- 56% of proposed homes are affordable
- No loss of CBH rented homes



Existing Site



Proposed View

STUDY AREA 5

DOWTY ROAD, BRAEBURN CLOSE & BERKLEY HOUSE

SUMMARY

- Redevelopment
- 71 existing homes
- 92 proposed homes
- 76% of existing homes are affordable
- 59% of proposed homes are affordable
- No loss of CBH rented homes



Existing Site



Proposed View

STUDY AREA 6

COATES & ELGAR, OFF NEWTON ROAD

SUMMARY

- Refurbishment and redevelopment
- 54 existing homes
- 76 proposed homes
- 93% of existing homes are affordable
- 66% of proposed homes are affordable
- No loss of CBH rented homes



Existing Site



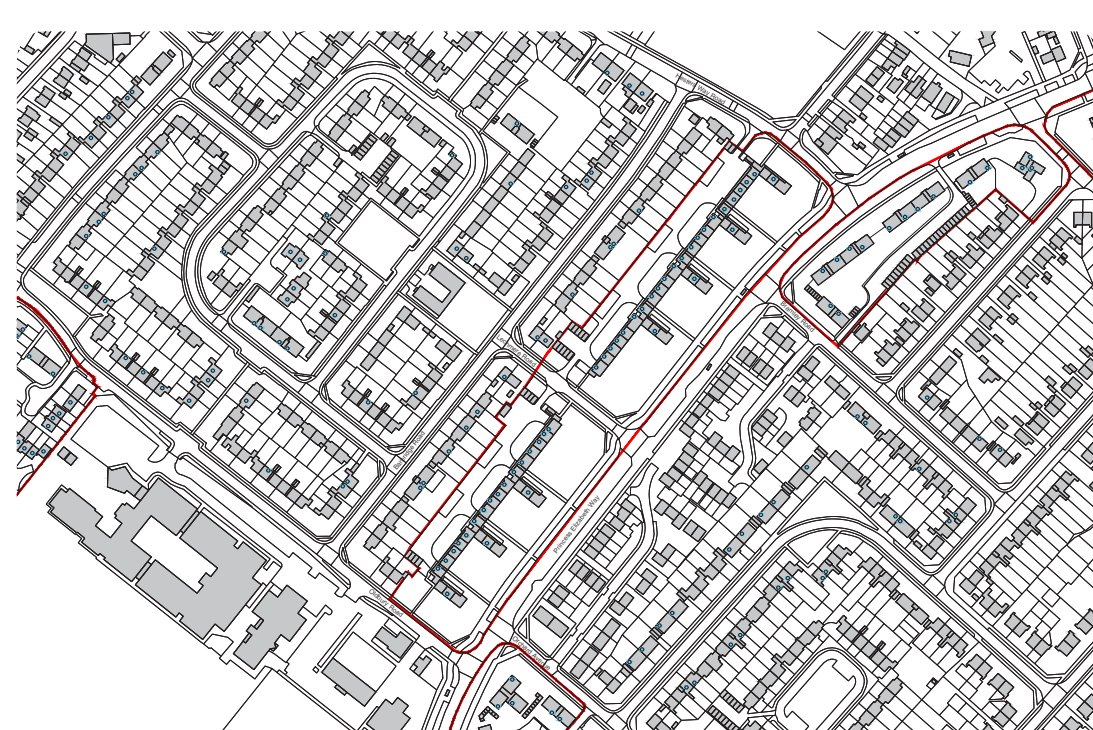
Proposed View

STUDY AREA 7

SCOTT & EDWARD WILSON HOUSE

SUMMARY

- Refurbishment and redevelopment
- 206 existing homes
- 308 proposed homes
- 97% of existing homes are affordable
- 65% of proposed homes are affordable
- No loss of CBH rented homes



Existing Site



Proposed View



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OPTION APPRAISAL - PREFERRED STUDY AREA OPTIONS

STUDY AREA 9 TELFORD HOUSE

SUMMARY

- Redevelopment
- 47 existing homes
- 85 proposed homes
- 100% of existing homes are affordable
- 55% of proposed homes are affordable
- No loss of CBH rented homes



Existing Site



Proposed View

STUDY AREA 10 DURBAN HOUSE, NEW ZEALAND HOUSE & SOUTH AFRICA HOUSE

SUMMARY

- Redevelopment
- 104 existing homes
- 148 proposed homes
- 91% of existing homes are affordable
- 64% of proposed homes are affordable
- No loss of CBH rented homes



Existing Site

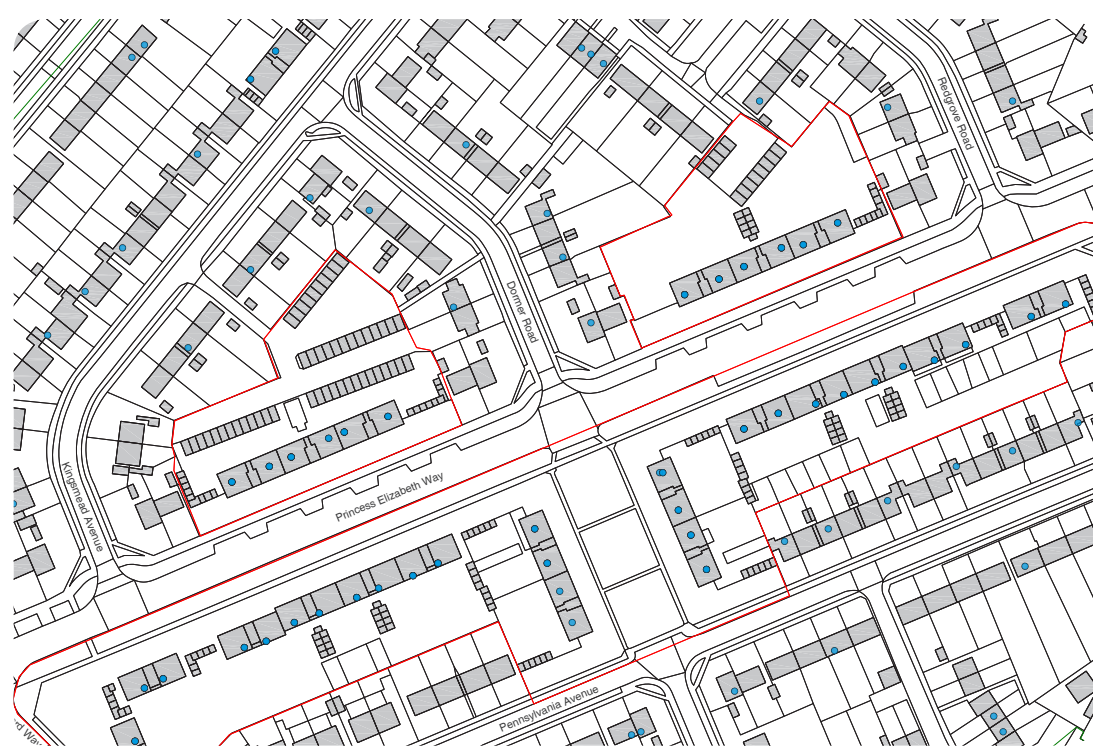


Proposed View

STUDY AREA 11 RHODESIA HOUSE & CEYLON HOUSE

SUMMARY

- Redevelopment
- 58 existing homes
- 78 proposed homes
- 90% of existing homes are affordable
- 60% of proposed homes are affordable
- No loss of CBH rented homes



Existing Site



Proposed View

STUDY AREA 12 GREVIL ROAD & ARLE ROAD

SUMMARY

- Redevelopment
- 32 existing homes
- 49 proposed homes
- 75% of existing homes are affordable
- 49% of proposed homes are affordable
- No loss of CBH rented homes



Existing Site

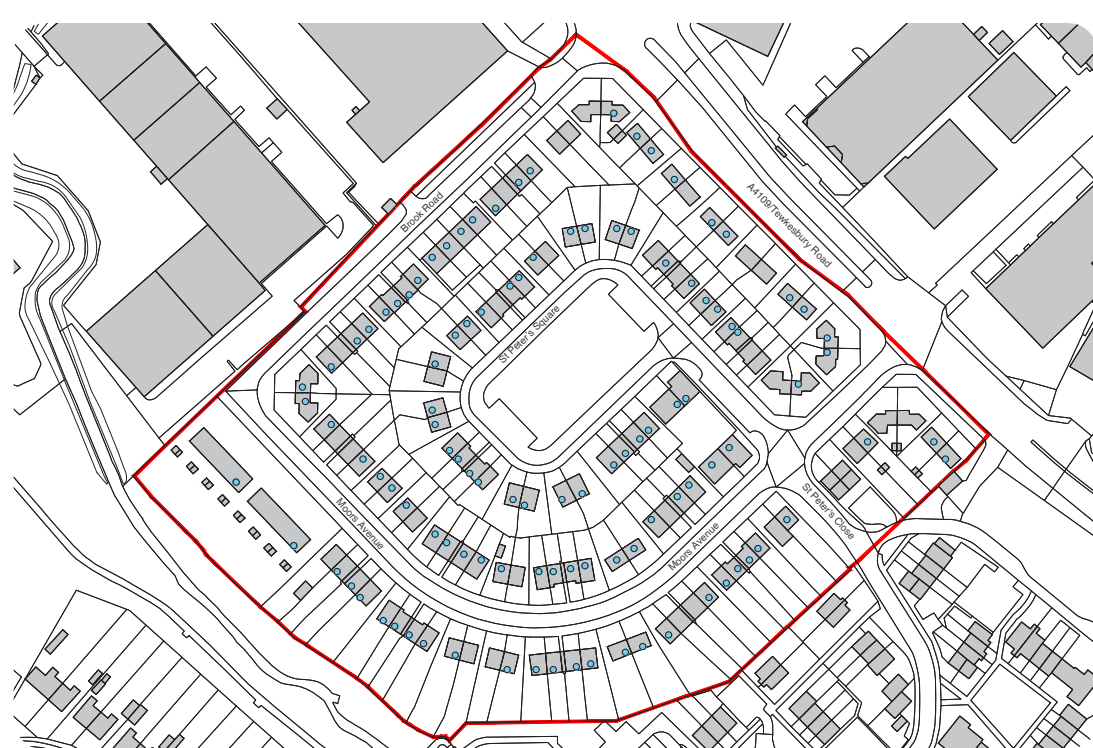


Proposed View

STUDY AREA 13 THE MOORS

SUMMARY

- Redevelopment
- 160 existing homes
- 122 proposed homes
- 78% of existing homes are affordable
- 60% of proposed homes are affordable
- Loss of CBH rented homes made up within other study areas



Existing Site

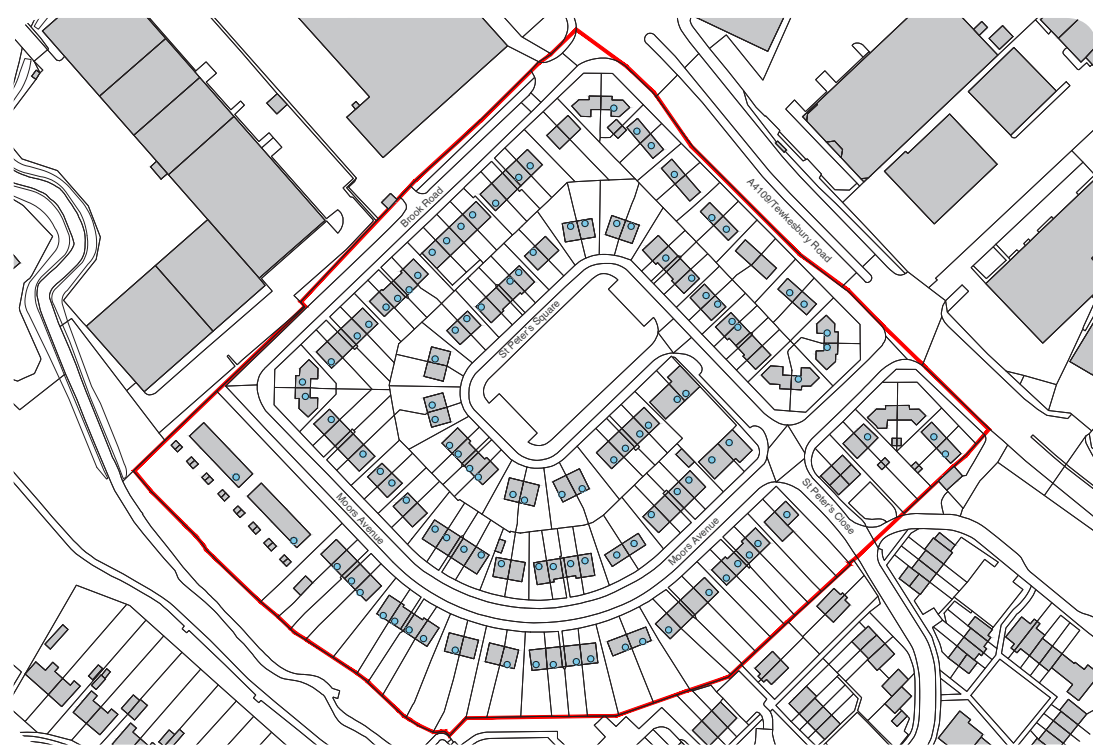


Proposed View

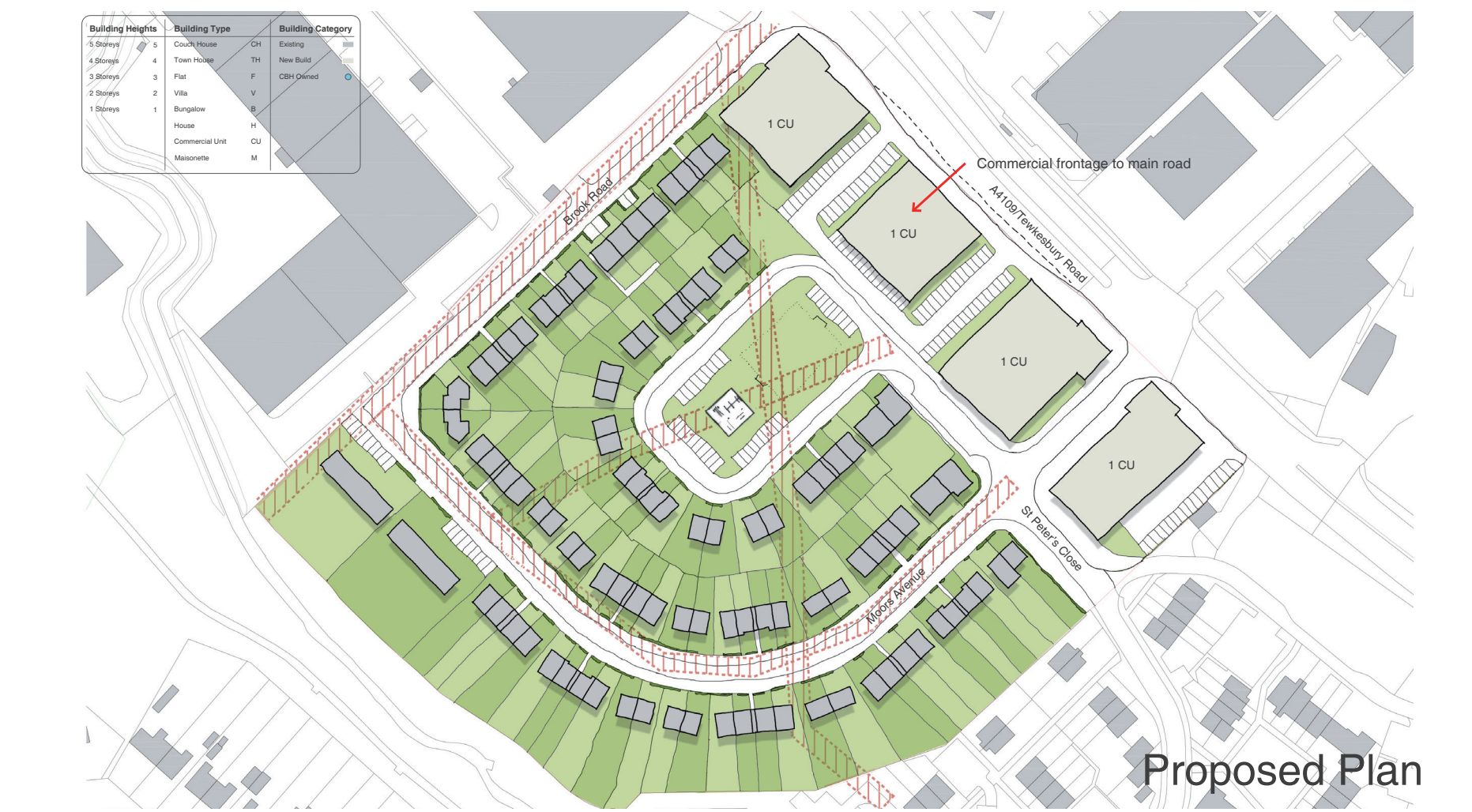
STUDY AREA 13 THE MOORS (LIGHT/PARTIAL PHASE)

SUMMARY

- Redevelopment of frontage
- Removal of 42 existing homes
- Provision of 8,200 sqm of commercial space over 2 floors



Existing Site

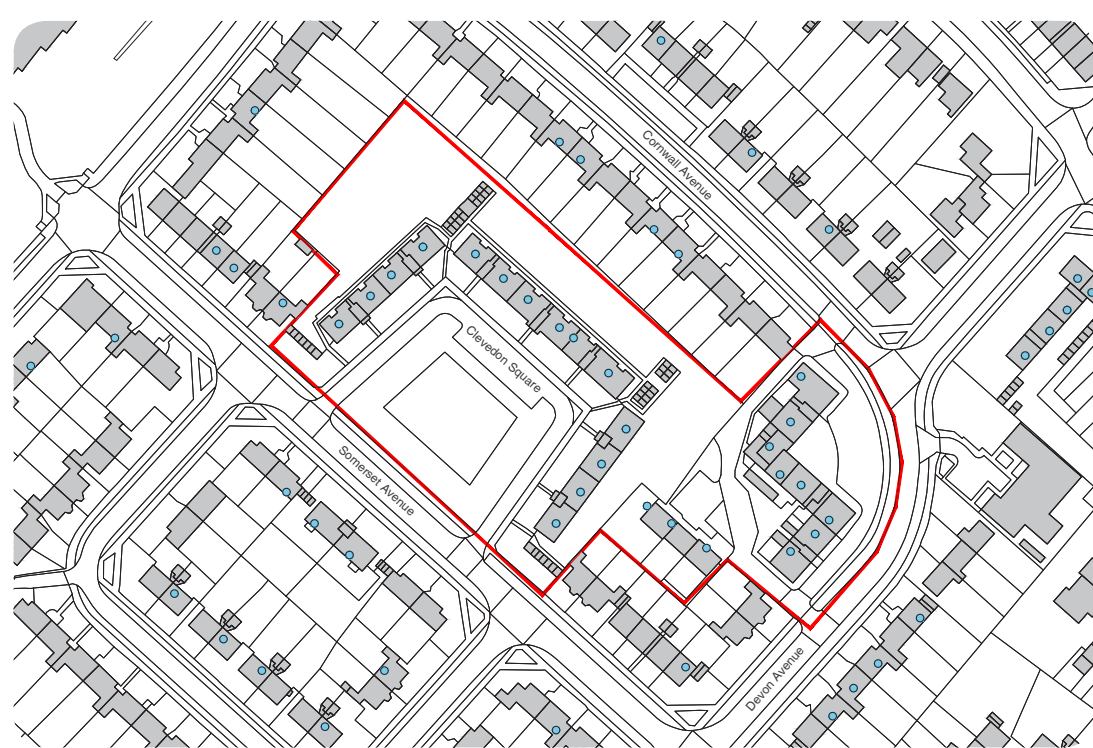


Proposed Plan

STUDY AREA 14 ROWANFIELD EXCHANGE

SUMMARY

- Redevelopment
- 61 existing homes
- 84 proposed homes
- 92% of existing homes are affordable
- 67% of proposed homes are affordable
- No loss of CBH rented homes



Existing Site



Proposed View



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NEXT STEPS

The Cheltenham West Vision project has highlighted a number of steps to be taken before any development takes place and this will include:

- preparing a community engagement strategy for any further design development
- exploring the funding and delivery options available
- developing a project delivery timeline
- developing a planning application strategy for the area
- choosing a mix of houses and flats for any new development
- considering the long-term management and stewardship of any future proposals

CBH and CBC are currently developing a short-term action plan to review the Cheltenham West Vision and more information will be made available when this has been agreed.

No decision has yet been made by CBH and CBC to carry out any development within the Cheltenham West area.

CONTACT US

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ILLUSTRATIVE VIEW OF STUDY AREA PREFERRED OPTIONS

