



Vision Principles

The key principles of the proposed Vision for Cheltenham West are 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
- Maximise 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

Vision Ideas

CONNECTIONS & MOVEMENT

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



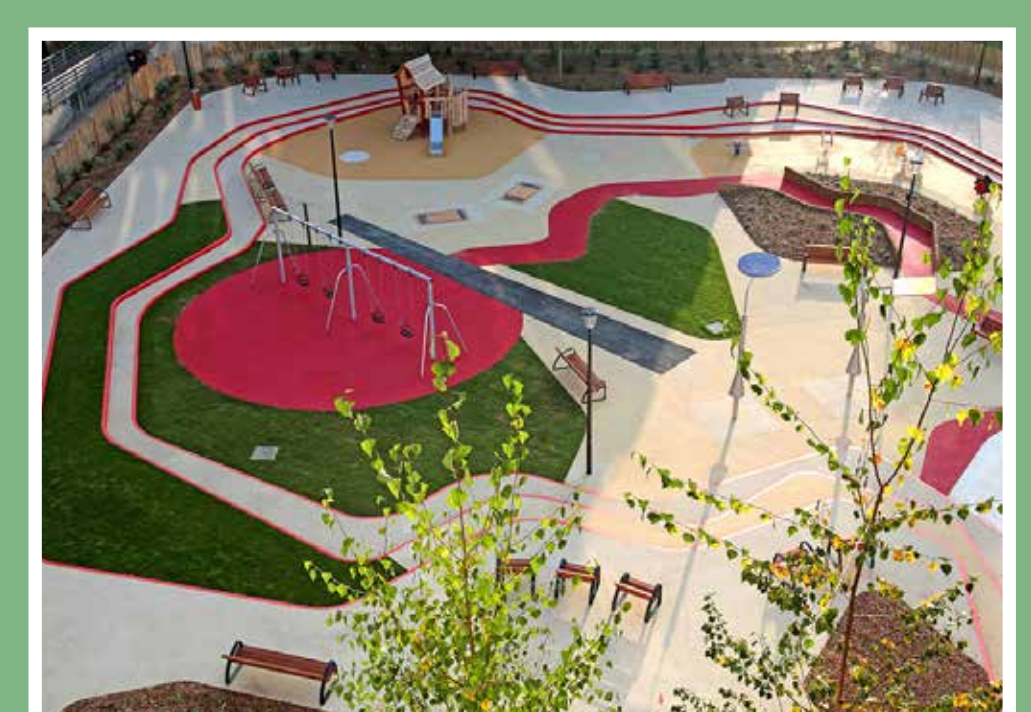
SOCIO-ECONOMIC

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



LANDSCAPE & PUBLIC REALM

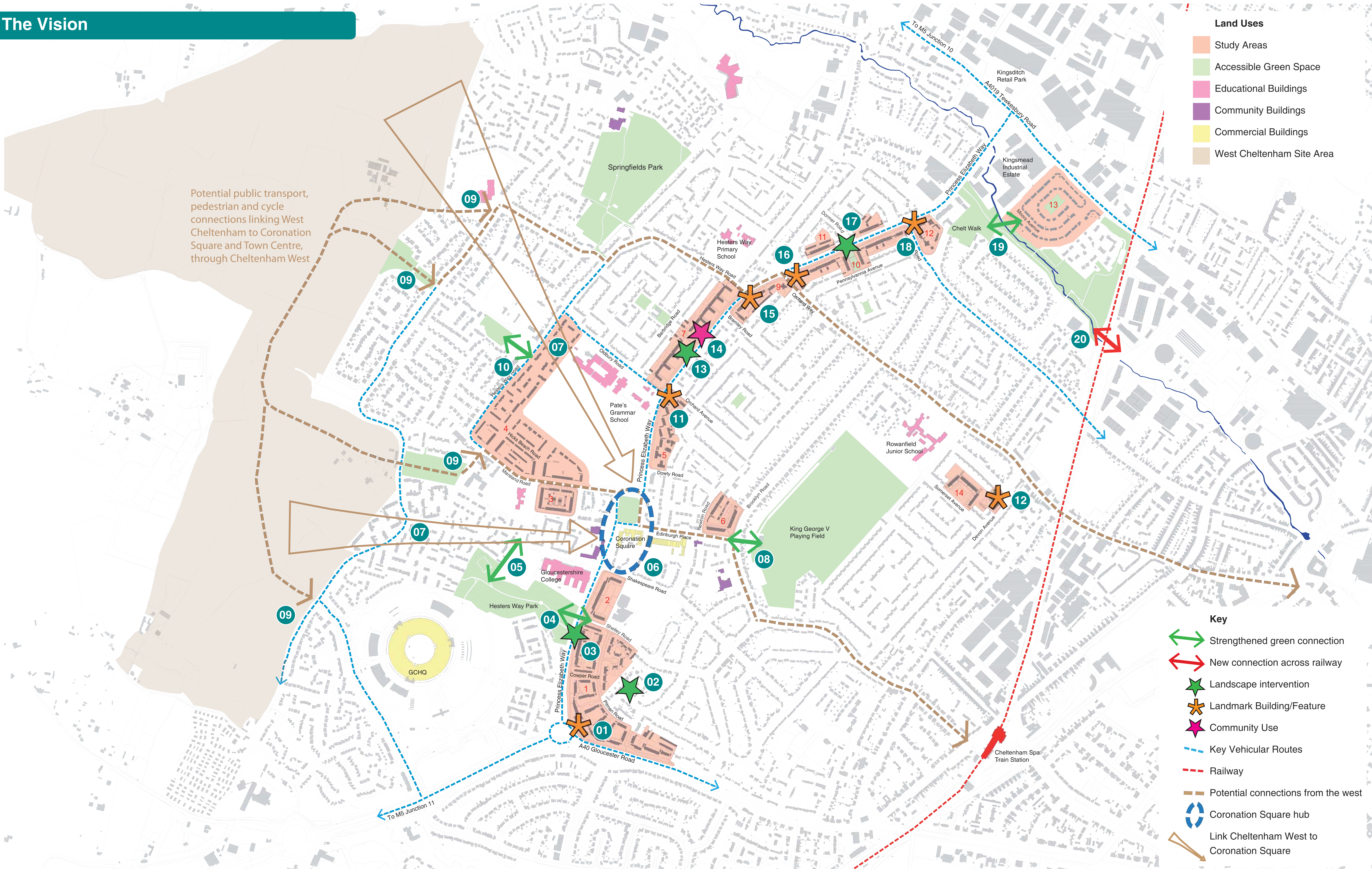
- 02 Landscape intervention**
Improve landscaping and add play area to Wordsworth Avenue green
- 03 Landscape intervention**
Improve landscaping opposite Hesters Way Park
- 13 Landscape intervention**
Create new landscaped park and play area near junction of Lechmere Road and PE Way
- 17 Landscape intervention**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





The Vision

Potential public transport, pedestrian and cycle connections linking West Cheltenham to Coronation Square and Town Centre, through Cheltenham West



- Land Uses**
- Study Areas
 - Accessible Green Space
 - Educational Buildings
 - Community Buildings
 - Commercial Buildings
 - West Cheltenham Site Area

- Key**
- Strengthened green connection
 - New connection across railway
 - Landscape intervention
 - Landmark Building/Feature
 - Community Use
 - Key Vehicular Routes
 - Railway
 - Potential connections from the west
 - Coronation Square hub
 - Link Cheltenham West to Coronation Square



Vision Ideas

CHARACTER

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



COMMUNITY

- 14** *Community Use*
• Provide new building for community use

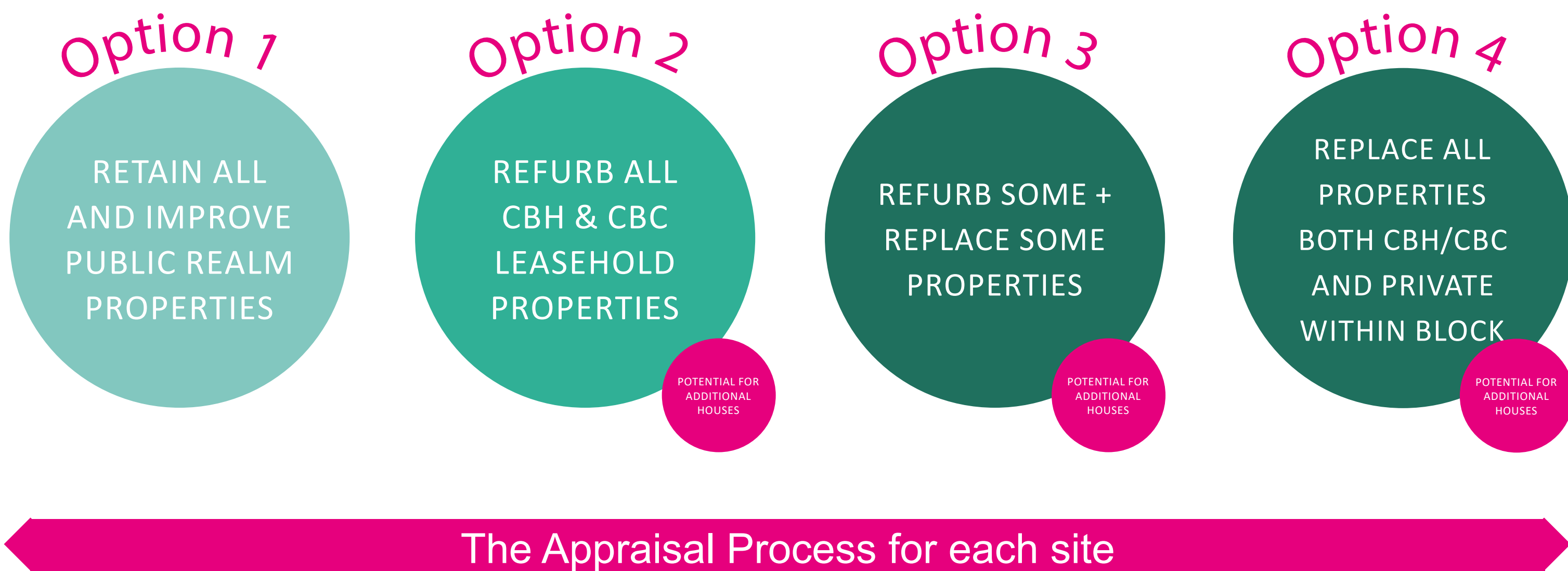


Next Steps

Our next step is to assess what you have told us you like and what you don't like about our vision and design ideas, before coming up with some design ideas for housing.

This involves an appraisal process that looks at a number of options ranging from retaining buildings as they are, internal refurbishment, part refurbishment and part replacement, through to replacement.

We will show the results of the appraisal process next time and explain how the options will be assessed and how the decisions have been influenced.



Contact Us

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