

APPLICATION NO: 13/01101/FUL		OFFICER: Mr Ian Crohill	
DATE REGISTERED: 29th June 2013		DATE OF EXPIRY : 28th September 2013	
WARD: Benhall/The Reddings		PARISH: NONE	
APPLICANT:	Mr Peter Harris		
LOCATION:	Land at North Road West and Grovefield Way, Cheltenham		
PROPOSAL:	Proposed erection of a flagship BMW, Mini and Motorrad dealership including vehicle sales and servicing facilities and will include the creation of an access from Grovefield Way		

REPRESENTATIONS

Number of contributors	25
Number of objections	24
Number of representations	1
Number of supporting	0

24 Appleton Avenue
Cheltenham
Gloucestershire
GL51 6TS

Comments: 13th September 2013
This is an objection to this scheme.

Traffic:-

The traffic in this area is already reaching standstill in midweek mornings and all day Saturday. The scheme to add further traffic in the middle of the congestion area is going to lockup the area. There must be a traffic survey done on a normal school day as the usage will need to be measured not guessed.

Since Grovefield Way was built, we have had the following extra allowed by the planning system:-

- Overnight Camping and Caravan site on the corner of the Reddings and Grovefield Way from July 2013
- Nearly 400 homes on the old M&G sports ground just coming to completion
- New Sports Ground opposite the old M&G sports ground
- Two new superstores on B&Q site
- Morrisons doubling in size
- ASDA Superstore
- Office development next to ASDA
- Park and Ride original and extension
- KFC and Hotel on Golden Valley roundabout
- Opening of the Nuffield Hospital after this building being closed for about 10 years
- GCHQ itself moving to the one site and with insufficient parking the staff use the Park and Ride
- Development of the Dowty site giving the massive increase of businesses and Housing (Redgrove Park, Grace Gardens and Wade Close).

There is also a planning application in progress for 1400 to 1800 houses next to the Shurdington Road which will use Grovefield Way to access Gloucester and the Motorway.

Grovefield Way was not built to take this traffic. The cumulative effect of these will be well into three digits per hour and four in a day.

There is already a problem with Grovefield Way backing up to a few car lengths of the Reddings Road roundabout most midweek mornings and the ASDA superstore petrol station causing backups onto the Park and Ride Roundabout is common mid morning on a Saturday.

With the delaying of the Junction 10 access South for an unknown period of time the pressure on Junction 11 will increase and there is a noticeable increase of cars leaving the A40 at the Park and Ride and using the residential roads as they are not as congested. This could be best relieved by removal of the Park and Ride bus lane.

Vehicle access to Grovefield Way and North Road West from this development area should be banned and then planners should require it to be accessed onto the Golden Valley alone.

Other reasons:-

- As a Gatekeeper point for Cheltenham we need a positive statement for Cheltenham that is in keeping not a Lazy and incongruent eyesore.
- It should continue to be Green Belt.
- There appears to be insufficient parking for all the requirements of the dealership and as such there is a risk of overspill to local streets.
- Café is not required as there are eating places in ASDA, KFC, the Harvester, B&Q and the film studios.
- There is already a main BMW dealer on the Tewkesbury Road. All the other dealers are gradually moving there and there is no need to let them into a new area. It is not in keeping with the area. No new jobs will be added by building here as they will just move.
- No consultation has been done either on this change of use and as far as I am aware on the 2007 planning application.
- The design is a glass box and as such will be hot in the summer and cold in the winter. The design should be Eco friendly and at a minimum be self generation of electricity to run the temperature controls.

In summary, it is clearly agreed by the planners and by the Inspectorate at appeal, that the B1 development originally proposed is inappropriate within the green belt. Previous permissions are not relevant to a new proposal for the BMW development and it should be refused.

Please refuse the application in total.

Elm Farm
North Road West
Cheltenham
GL51 6RG

Comments: 31st July 2013

Should these plans not be resubmitted to a full planning board/ committee meeting? These plans have no bearing on the original plans that have been 'approved'. We were under the impression that new plans required new approval.

The original argument for building on what was originally green belt land was that GCC and CBC had to comply with government employment strategies. At this point there will not be an increase in employment, only a transfer of existing business to a new site. How will this build benefit the people of Cheltenham?

The proposed development will adversely affect the amenity of nearby residences.

The proposed units are too large for the area in terms of height, scale and massing.

The proposed site access will create a dangerous junction on to a road which is already gridlocked at peak times. There will be further increases in traffic volume with added noise and air pollution.

There is insufficient parking proposed, as with all new builds there are unrealistic goals with regards to car sharing etc. particularly in an area with limited public transport facilities.

Alternative brownfield site should be found.

8 Frampton Mews
The Reddings
Cheltenham
Gloucestershire
GL51 6UG

Comments: 27th August 2013
Letter attached.

Springfield
The Reddings
Cheltenham
Gloucestershire
GL51 6RY

Comments: 29th July 2013
Letter attached.

Comments: 30th July 2013

1. Whilst you have set out consultation dates with neighbours from 11 July 2013 to 1 August 2013, we can find no neighbours that have been contacted by you in respect of this application. We have already recorded this with you in a separate letter of representation. We believe that failing to obtain proper consultation is contrary to the planning process at law.
2. We note that this application is actually two applications. The first area is shown in red on the site plans and relates to the proposed erection of the BMW, Mini and MOTORAD dealership. The second "piggyback" application impinges on reserved matters on planning application 12/01086/REM in respect of the removal of trees and hedging along the Grovefield Way ring-road. This is not therefore a matter that can be dealt with as a delegated decision and the matter must pass to the full planning committee as have all other applications for this inappropriate development within the greenbelt.
3. The purpose of the Grovefield Way ring-road was to be a clearway to direct traffic away from existing urban areas and ease travel from the A40 towards Hatherley and Shurdington. Aerial photographs and drawings show that the logic of the ring-road was to contain it within hedged boundaries, with there being no direct access onto or off the ring-

road, other than for existing roads, some of which were deliberately severed (North Road East and The Reddings). Deeds of properties within North Road East confirm that the road has been permanently blocked onto Grovefield Way and no right to reinstate access onto Grovefield Way will ever exist. Why then is it now considered appropriate to allow access for this proposed development?

4. To date, existing development has always been deliberately set back from Grovefield Way. This policy has not been adopted in either Proposals Reference 13/01101/FUL or 12/01086/REM.
5. All development on Grovefield Way (with the exception of B&Q, which is in any event directly accessed from the road traffic island rather than off Grovefield Way) is no greater than two storey height. The proposals in applications ref 13/01101/FUL and 12/01086/REM include storey heights above the existing heights to create four storey buildings. To locate those buildings close to Grovefield Way is contrary to the original planning and Highways philosophy.
6. The proposal to locate the entrance to the proposed site off Grovefield Way is entirely inconsistent with the maintenance of traffic flows and the original concept and philosophy for the ring-road and indeed any ring-road. The applicant's documents do not make any direct reference to the proposal to increase the road widths, and they use only very light grey or light turquoise colours on the drawings to show the removal of extensive amounts of existing indigenous and established tree and hedge lines. This being to allow a third lane/refuge to be created in order to let traffic destined for the proposed garage and the wider proposals for offices to turn right against the main flow of traffic on the ring-road which is heading out towards the Golden Valley.
7. The scale drawings showing the elevations along Grovefield Way are not fully representative. For example, the Mini parked in the proposed development and the SUV on the road both appear only slightly smaller than the man walking along the footpath. Assuming the man to be average height (1.8m) the hummock separating the site from the road is dimensioned as 1m. However, on the drawing it is almost the same size as the pedestrian. No doubt this illusion results from the use of perspective, but with so little planting above the hummock, it is clear that any person with an eye-line higher than 1m will broadly see the 2.4m high security fencing to the compound before seeing the four storey building with the car hanging off it.
8. Architecture should be imaginative and not follow fashion. The planning statement confirms that the proposed user has strict design criteria leaving little room for flexibility and creates a very sterile and stereotypical building. What has been created is unimaginative in fashion, yet it is being lauded in press releases as somehow innovative. There is nothing of merit in this very uninspiring building.
9. There are diametrically opposed views expressed by the applicant in relation to the traffic usage of the site when comparing arguments advocated for the B1 usage under Application 12/01086/REM and those advocated for proposal 13/01101/FUL. The former congratulates itself for providing only very limited parking so as to control vehicular movements onto and off the site. The latter congratulates itself on providing much more car parking and a greater number of vehicle movements. The two applications do not fit at all well together with both of the sites being under the same ownership and indicates a reactive rather than proactive approach.
10. There are inaccuracies on the drawings, in particular, on the drawings of the existing tarmac crossovers on the illustrative landscape master plan. This appears to create a chicane opposite No 19 Chalford Avenue, immediately adjacent to a chevron traffic separation zone on the approach to the central refuge. This illustrates the ill-conceived/lazy and opportunistic nature of the application.

11. Proposal 13/01101/FUL recognises that nearby significant development has occurred since the time that permission was granted for the B1 usage on the site under application 12/01086/REM. The applicant then seeks to dismiss the effect of the recent developments (which are now creating very significant tailbacks on both Hatherley Lane and Grovefield Way during the times that the applicant identifies peak traffic flows into and out of the proposed site) by saying that the additional development has occurred following B1 permission being granted in 2011. The argument is wholly irrelevant as this is a new application for non-B1 usage and reliance on existing traffic flow data is neither relevant, nor appropriate.
12. Whilst there appear to be two pedestrian crossings close to the site, with the exception of the proposed right turn refuge lane (which is no more than 6 vehicles in length), there are no proposals for traffic controls on Grovefield Way to ensure that traffic entering, or leaving, the proposed site has significantly less priority than those vehicles already using Grovefield Way in its intended purpose as a ring-road.

With the traffic volumes predicted in connection with reference 13/01101/FUL for the BMW dealership and without combining the traffic flows for any other development on the site, but taking account of the traffic stacking over the entrance to the site (which now occurs and backs-up to North Road East, Monday to Friday from 0745 to 0845), this small refuge will soon fill and vehicles will back-up onto the B&Q roundabout, particularly during peak times such as Christmas when shoppers will be using the Park and Ride, and Christmas traffic will be heading into Asda, B&Q, Pets at Home, Homestore, together with other traffic using KFC, leaving the Travelodge Hotel via the B&Q roundabout and entering or leaving the hospital and the new Asda business park.

This is in addition to the large volumes of local traffic leaving The Reddings/Hatherley for daily commutes. Regular gridlock onto B&Q roundabout and to the Golden Valley is entirely foreseeable. If the developer's proposals are allowed, other traffic will be unable to progress along Grovefield Way due to the proposed development. Traffic will then inevitably back-up to The Reddings roundabout and The Reddings will then become a rat run.

Even if traffic control measures were placed on The Reddings (note, previous proposals for traffic control measures have failed to find a solution to these problems and have met with much strong and organised opposition from residents) traffic would still have to use The Reddings in preference to Grovefield Way in an attempt to turn left onto Hatherley Lane, past the new Asda store. This will completely defeat the object and purpose of the recent traffic control measures introduced in Hatherley Lane as a consequence of the new Asda store.

There is no consideration of this within any of the applicant's documents, either in the traffic analysis, Design and Access statement or, on the developer's drawings. Further consideration of the reserved matters on application 12/01086/REN should continue to be held in abeyance until it has been dealt with satisfactorily. Likewise, the application for proposal 13/01101/FUL (BMW) must be refused until the traffic flows are adequately dealt with.

13. If approval is given to the development of this site, overspill parking into the surrounding roads will inevitably occur and will further restrict and frustrate traffic flows. The applicant identifies (whether mistakenly or otherwise) that the Park and Ride is being used as an unofficial car park. This simply highlights current parking for the saturation development in this area of Cheltenham is already inadequate. If traffic management is not adequately and properly considered before granting any approvals for the development of this site, the inevitable consequence will be a reactive traffic management policy of single and double yellow lines, chicanes, parking permits and the like being proposed.

The local Councillors and planners will be more than aware of the extreme local opposition to these proposed measures when the new Asda store was constructed. If the BMW proposal is approved or the reserved matters for the B1 offices are approved, the onus for resolving the problem will shift to CBC Highways instead of the developer (with the resultant use of council tax payers' money in endeavouring to find a solution) and both applications should be refused until an adequate solution/submission is made.

14. The applicant "cherry picks" the Inspector's report. The Inspector allows the B1 usage application on the basis of the Park and Ride extension which the applicant now says that they will no longer undertake. Further, that creation of employment land/opportunity may create a presumption against the greenbelt.

The applicant already has 150 employees and premises on the Tewkesbury Road. The applicant's Travel and Transport documents concentrate solely upon the existing 150 employees. Even within those numbers of employees, paragraph 3.17 of the Transport Assessment identifies 49 car parking spaces for staff, whilst also identifying that 30 will have a company car. This leaves 19 spaces for the other 120 members of staff, 70% of whom are car drivers. On the assumption that of the 105 employees that are identified as car drivers, 30 are the company car drivers referred to above, this leaves 19 spaces for 75 car drivers!

The inappropriateness of the analysis is further compounded by the analysis concerning itself only with the proximity of staff to the current premises on the Tewkesbury Road site, not on the proposed site. The travel distances to the new site are not known, and the viability of staff using alternative transport to their cars is not set out. Having had experience of garage servicing over many years, we are extremely sceptical about the proposal that car drivers will wait for their vehicles to be serviced, as most garages ask that the car is left with them at 0800 hours and collected at 1700 hours.

The applicant places so much reliance upon his proposed Travel Plan that his target is only for 85% of the employees to be aware of the existence of the plan within the first 3 years! There is no provision within the plan to see that it is implemented and indeed, the document allows for it to be varied at any time and in any way that the applicant may see fit. No reliance can therefore be placed upon either of these documents, and the proposal must be refused.

15. The Planning Inspector at appeal says that the B1 application should be permitted because it creates employment opportunity. The applicant/the applicant's agents have made press releases implying that all current employees will be moving to the proposed site, as well as a further 100 new jobs being created. However, none of the documents prepared by the applicant in support of their application identify these jobs. Presumption against the green belt is not therefore upheld, and the application should be refused because no employment is created.
16. The third basic tenet of the Inspector's allowance for the B1 development at appeal was in relation to B1 offices. The applicant's press release/press article in the Gloucestershire Echo 10 June 2013 states that "motoring bosses hope that the creation of the flagship will pave the way for more businesses to move onto the site". The applicant's agents simply say that the good thing about this is it will open up the site for further employment. The application for the BMW dealership is not in line with any of the three main tenets of the Inspector's contemplation, i.e., there is no identification of new employment, it is not a B1 development as originally allowed and the Park and Ride extension has been withdrawn. As such, it remains inappropriate development in the green belt and there is no presumption in planning law upon which to permit it.
17. The Inspector's report on the appeal notes that additional traffic flow analysis is required in the light of developments to other areas. The applicant has not fulfilled this obligation.

With the local traffic problems that are now being encountered, it is clear that the local infrastructure has reached saturation, and the Local Authority's Highways Department have not been able to propose solutions to the existing problems without adding significantly more problems with this proposal. Some "joined-up thinking" is required and any entrance off Grovefield Way should be resisted.

18. BS5837:2012 gives presumption in favour of existing trees and planting and requires greater levels of preplanning than has been submitted. The species proposed are generally not indigenous species and do not replace the indigenous species which it is proposed will be removed. Imaginative design would allow the existing hedges to be retained and used to break up the site without the need for the "demolition" that the developer's agents call up on their drawings. The current BMW proposal and the reserved matters proposal should be refused on this basis.
19. With the presumption in favour of maintaining existing hedges along the edge of Grovefield Way and the precedent of development away from the line of the hedges, the developer's proposal to remove much of the existing hedge along Grovefield Way to expose the development along the ring-road is entirely contrary to the philosophy of the ring-road, BS5837:2012 and the local plan, as well as being contrary to good traffic management and very simply, to common sense. It should be refused for this reason.
20. The Planning Inspectorate seem to raise the prospect of Badgeworth Lane becoming the new boundary with the green belt, which raises the presumption that further "inappropriate" development on the green belt between Grovefield Way and Badgeworth Lane is in contemplation, and will be permitted in the future (as the planners will no doubt be aware, the area of green belt separating Gloucester from Cheltenham is already the smallest in England). If either of the current proposals were permitted, it would set a precedent for taking an entrance and delivering traffic flows directly onto the ring-road. This would be entirely contrary to the concept of existing traffic management, but would be difficult to resist on appeal. The current proposals should be refused for this reason.
21. If this proposal is to eventually be permitted, very significant traffic management measures need to be implemented along the full length of Grovefield Way, including traffic light controlled junctions on The Reddings roundabout, North Road West and Cold Pool Lane, as well as on the entrance to the site, with the latter taking very low precedence, or an alternative entrance to the site must be found.

Traffic lights would need to be introduced on the B&Q roundabout and these would need to be linked with "intelligent" traffic island management system on the main Golden Valley roundabout, in order to prevent gridlock occurring at several times of the day, exacerbated by Christmas traffic flows in December, further expansion of the Park and Ride, the Asda business park and the new retail units that have recently been built on the B&Q site.

The applicant and their agents have had 6 years to develop robust proposals to take account of other developments that have occurred in the interim. Previous permissions are not relevant to a new proposal for the BMW development and it should be refused.

22. The developer congratulates itself on sustainable construction but uses high carbon materials. The space contained within the building will have a very high solar gain and heat leakage. A good deal of fossil fuel will be used in attempting to maintain ambient temperatures in all seasons. The water feature will not enhance the local environment and is not sustainable, requiring the consumption of fossil fuels to maintain pumps and water levels due to evaporation rates.

The building architecture follows a very bespoke BMW design which is identifiable with its brand. The building is therefore bespoke and were BMW to leave the site over the intended lifespan of the building, finding another buyer/tenant may prove difficult, such that

premature redevelopment of the site would then be required. This further raises the potential carbon footprint.

23. Permitting BMW to occupy the site will be a thin entering wedge allowing a motor estate to be created on one of the most prestigious sites on the entrance to Regency Cheltenham. This has to be entirely contrary to the local plan.
24. In summary, it is clearly agreed by the planners and by the Inspectorate at appeal, that the B1 development originally proposed is inappropriate within the green belt. The Inspectorate has not made any decision, or been consulted, in respect of the proposed motor dealership and no precedents can be inferred from the previous appeal. There is no requirement to permit the applicant to be allowed to further "impose" upon the local green belt and the existing community with this inappropriate BMW development or the inappropriate reserved matters on the B1 development by allowing a wide expanse of hedging along Grovefield Way to be removed in order to display the developer's site, whilst also erecting significant and visually intrusive security bollards, hoardings, fences, the suspended vehicle, etc.

The applicant will no longer be undertaking development of the Park and Ride and this was clearly within the contemplation of the Inspectorate at appeal. The applicant does not establish any case for new employment on the proposed BMW site. The applicant wholly disregards the requirements of BS5837:2012 and proposes to remove much indigenous planting and hedgerows to the detriment of local wildlife, contrary to the Countryside & Wildlife Act.

The whole development is not in sympathy with its surroundings and remains inappropriate development in the green belt. The applicant seeks to intrude vertically to a much greater extent than is desirable or appropriate with both the building and the cars displayed within it and hanging off it. The BMW proposal would not have been within the contemplation of the Inspectorate.

The applicant has not carried out any proper assessment of the traffic conditions or the effect of same that will result from the development, or whilst it is being constructed. Public consultation has been extremely limited and neighbour consultation has been non-existent. The applicant identifies that the site has a very high local profile and a delegated decision for such a massive departure from the Inspectorate's determination cannot possibly be properly considered to be permissible. Much wider consultation with far more appropriate timeframes must be allowed, with the matter being referred to the Planning Committee. Traffic flows in the area have already created highly charged problems with Highways and the local councillors.

Existing traffic management associated with new housing, rat runs, congestion, etc, must all be properly considered and integrated into the proposals for the development of this site, otherwise, Cheltenham Borough Council and Gloucestershire County Council will be left trying to solve a problem which has already become divisive.

The onus on finding and funding a harmonious solution must rest with the applicant, and the current application for a BMW dealership and the reserved matters must be refused, because the submission made does not serve the local community, the wider community, nor does it create any new employment opportunity. Rather, it is simply that BMW prefer to move their operation and have chosen this site. The public consultation held before the application was submitted has been summarised by the applicant, and the data has been spun.

There is clearly significant public interest in the proposal and if the percentages in favour of the development are compared to those against on the 24 written comments received, it is clear that if a proper consultation were to take place in the way that previous

proposals for developments on this site have been conducted, the balance of local opinion would be against the proposal.

Maison Des Femme
North Road East
The Reddings Cheltenham
Gloucestershire
GL51 6RE

Comments: 1st August 2013

I strongly object to this application and I thoroughly endorse the others objections raised so far against this application. They have raised every issue I have with this application and more technical aspects that I hadn't even considered. My neighbours are very well informed about carbon footprint and sustainability it seems.

I also object to the way I had to find out about it too - you should be more transparent and keep locals better informed about such matters and deadlines affecting them.

I am going to communicate with my local councillors about this because I'm confused and upset as to how Green Belt is now seen as prime building land. As such I want to know who owns the land and how come it can be sold off.

The adjacent Park and Ride should never have been built on Green Belt but I suppose if needs are urgent and there is a positive effect on our town then so be it. We don't urgently need BMW on the Green Belt and it has no positive effect locally. I spoke to man in the BMW dealership and he seemed fairly convinced this move will happen - note the word "move" so it's not creating a completely new employment opportunity, these guys already have a site. So please reject this and all future applications to bulldozer our Green Belt in the name of commercial gain/expansion.

Applications to build on this land have been rumbling on for years now. You are not attracting any support, quite the opposite. Sadly, people I have spoken to reckon you'll ignore all the objections and that it comes down to money somewhere along the line. Shame on you all in planning, where's your loyalty to Cheltenham and our beautiful local countryside.

The Community Centre
North Road West
The Reddings
Cheltenham
GL51 6RF

Comments: 1st August 2013

Letter attached.

Lynwood
The Reddings
Cheltenham
Gloucestershire
GL51 6RL

Comments: 11th October 2013

Letter attached.

Iona
The Reddings
Cheltenham
Gloucestershire
GL51 6RT

Comments: 2nd August 2013
Letter attached.

19A Barrington Avenue
The Reddings
Cheltenham
Gloucestershire
GL51 6TY

Comments: 12th September 2013

Main concern is parking for the staff as it states they propose to have 250 full time staff which is quite obvious that they will not have enough car parking spaces which will then result in the staff parking in residential areas nearby which will lead to a lot of unhappy neighbours with cars parked outside our houses plus the traffic is going to be 10 times worse than it now!

Andalin
The Reddings
Cheltenham
Gloucestershire
GL51 6RY

Comments: 31st July 2013

I strongly object to the proposal and would like to also to register my grievance that the vast majority of households in the affected area know nothing about this proposal therefore I believe the consultation to be inadequate and not to be in the spirit of existing planning guidance. Also given the potential impact and ramifications of this proposal I would ask that it is submitted to the full council planning committee and not dealt with under the auspices of reserved matters.

I object to the proposal on the following grounds:

The controversial decision by the Government Inspector to grant planning consent for this greenbelt site was for B1 use only i.e. Offices (other than those that fall within A2), research and development of products and processes, light industry appropriate in a residential area. This proposal is for A1 retail usage and conflicts with the consent given, as such it is inappropriate for the site and inappropriate for the residential areas that border the site.

The design not in keeping with the surrounding area and would not only be an eyesore to the residents but also to persons using the A40. The loss of mature trees proposed by this development again would damage the character of the local environment.

Since consent for a B1 development was given for the site on 2007 the traffic situation has changed significantly, the addition of an Asda, Pets at Home, Home Bargains and the new housing developments that feed Grovefield Way have increased traffic considerably with the result that the roads are congested and tailbacks on these and the surrounding roads are common place. The roads simply cannot cope with the current traffic already so the proposal to move an existing dealership from Tewkesbury Road to this site with the accompanying vehicle movements makes no sense and would be reckless.

This proposal is a simple ploy to turn the whole site into a retail park by stealth. If such a proposal was granted it would set a dangerous precedent that would for the reasons above adversely impact those living in the surrounding neighbourhoods.

25 Appleton Avenue
Cheltenham
Gloucestershire
GL51 6TS

Comments: 18th September 2013

I am concerned about the application on a number of points:-

- the inevitable increase in traffic/road noise
- further commercial development in a semi-rural area, a number of developments have had to be absorbed over the recent years, see above comment re traffic which has increased greatly over the last 10 years.
- loss of yet more natural environment and concern over the range of wildlife affected, badgers, birds (barn owls are regularly seen hunting in the area) and deer (group of at least 4 are regularly seen) to name but a few.
- car parking in surrounding residential roads, already increased with the move of GCHQ to new site with staff walking in to work, does not seem to be sufficient parking provision on the site

Flowerdale House
The Reddings
Cheltenham
Gloucestershire
GL51 6RL

Comments: 1st August 2013

Letter attached.

Baytree Cottage
Branch Road
The Reddings
Cheltenham
Gloucestershire
GL51 6RP

Comments: 1st August 2013

Letter attached.

24 Appleton Avenue
Cheltenham
Gloucestershire
GL51 6TS

Comments: 12th September 2013

I wish to strongly object to the proposed Cotswold Motor Group project on the following grounds:

Additional traffic: Over the last couple of years we have seen a steady growth in the number of local housing and business developments in this area of Cheltenham eg: Asda, housing on Grovefield Way, additional spaces at the Park and Ride, additional offices behind the Nuffield

Hospital, additional stores on the B & Q site, the re-opening of the camping site in The Reddings. Some of these have been major developments. This has all added to the traffic, regularly causing peak hour grid-lock and queueing onto the B & Q and Arle Court roundabouts, increased traffic noise and no doubt air pollution. It has also had a knock-on effect of diverting vehicles through the local residential areas, causing "rat-runs".

The early starting times at BMW and the large car delivery vehicles would compound the problems. The anticipated number of cars for the new local housing estates, and when they might be driven, was woefully underestimated and I am concerned that the same "spin" is being applied to this proposal. Despite the Travel Plans claiming that the local bus routes will be used by employees and customers - do you realistically believe that BMW drivers will catch the bus? (I have nothing personally against BMW drivers).

Secondly, I object because this is green belt land and should be retained as a semi-rural environment, for the benefit of local residents, and the wildlife. The quality of life, for the locals, will deteriorate if this proposal goes through.

In summary, I urge you to decline this proposal: BMW already have a strong presence on the Tewkesbury Road.

Fosseway
North Road East
The Reddings Cheltenham
Gloucestershire
GL51 6RE

Comments: 30th July 2013

This application completely ignores the green belt status of the land in question. It also inadequately considers the impact of traffic on Grovefield Way and the A40, and inadequate provision of parking for the claimed new business workforce will adversely affect parking in the adjacent residential areas.

We have seen the same ill conceived planning applications granted for the new GCHQ which has largely grid locked the A40/Grovefield Way during peak hours and where the GCHQ workforce has blighted the local Benhall residents with inconsiderate parking during the working week.

So far Council has been unable to resolve the shortfalls in the GCHQ development and yet this planning application will suffer from all of the same symptoms.

This is a wholly inappropriate development and should be rejected and the applicant guided towards more appropriate (brown fields) opportunities elsewhere within the Cheltenham area. Without proper assessment and consideration the A40 gateway to Cheltenham will result in Cheltenham's thriving city centre being inaccessible for the majority for the benefit of BMW who already have a successful business within the town.

2 Barrington Avenue
The Reddings
Cheltenham
Gloucestershire
GL51 6TY

Comments: 1st August 2013

Firstly, I am disgusted that I have not been notified of this application!

I object to both planning applications and fully support ALL of the other objections this application has received. I cannot believe that this is even being considered.

There are already large volumes of traffic in this area during peak times and I note that when the traffic analysis was conducted for the Asda development, it was done during half term giving a completely inaccurate analysis. The Golden Valley roundabout is already at maximum capacity during peak hours. Traffic backs right up along Grovefield Way, close to the proposed development to the Golden Valley roundabout in the mornings and from GCHQ right through to the B&Q roundabout late afternoon.

I am certain, if properly consulted, the majority of those would object to this application.

9 Shakespeare Cottage
North Road West
The Reddings
Cheltenham
Gloucestershire
GL51 6RF

Comments: 18th September 2013

Letter attached.

4 Shakespeare Cottage
North Road West
The Reddings
Cheltenham
Gloucestershire
GL51 6RF

Comments: 30th July 2013

The proposed development will adversely affect the amenity of nearby residences.

The proposed units are too large for the area in terms of height, scale and massing.

The proposed site access will create a dangerous junction on to a road which is often gridlocked at peak times.

There is insufficient parking proposed.

Alternative brownfield site should be found.

10 Shakespeare Cottage
North Road West
The Reddings
Cheltenham
Gloucestershire
GL51 6RF

Comments: 1st August 2013

Our objection is for the change of use from B1 Industrial to Retail premises as detailed above. We have accepted the enforced original planning application for B1 industrial use but there appears to a strategy from the planning consultants, now that planning has been passed, to change the parameters to suit any interested parties. Reasons for our objections are as follows:

1. Green Belt should be protected and if not every effort must be made to ensure compatibility with surrounding areas for residents / wildlife and vegetation.
2. Wildlife habitat and plant life must be protected replaced as and where appropriate.
3. Increased commercial traffic to North Road West used as a 'rat run' as well as other areas i.e. Badgeworth / Staverton.
4. Increased traffic turning right on Grovefield Way causing congestion and accidents.
5. Problems with traffic turning right onto Grovefield way from North Road West.
6. Increasing Speed of vehicles using North Road West.
7. With the recent housing developments along Grovefield Way the area affected is largely residential.
8. Spoiling the local community's use of the countryside for walking cycling and horse riding on minor roads.
9. Increased Noise Pollution to local residents of Industrial use of a car workshop.
10. Increased traffic noise from delivery vehicles outside normal working areas.
11. Increased Light Pollution to local residents as the site will need to be lit during darkness.
12. Noise and traffic 7 days a week as this is a retail outlet.
13. Privacy invasion of local residents of The Reddings due to height of buildings.
14. Loss of daylight due to overshadowing as we are directly opposite this site, and are most affected by this proposal. The proposed 2/3/4 storey buildings are completely unsuited to the look of the area , and in keeping with the 1930's traditional design of the nearest houses , namely North Road West
15. The BMW building application is not innovative or pleasing to look at.
16. Flooding is already a concern to all areas and can only be exasperated by digging down.
17. The new employment created by this proposal is not sufficient to override the above concerns. Most jobs on the new site are merely transferred roles from other sites and it appears that many of the new jobs created are likely to be part time.

These are in addition to the original petition submitted by local residents which still stands as the view of the local community that this should not become a retail area.

Should this be passed this will only open the floodgate to further retail / car showroom applications to the surrounding area which is as currently greenbelt/ semi rural .

2 Appleton Avenue
Cheltenham
Gloucestershire
GL51 6TS

Comments: 19th August 2013

Whilst walking with my young children along north rd west this weekend, I was shocked to notice a planning notice subtly placed summarising this proposal, to propose such a significant development and notify local residents in such an ineffective way will obviously only target a very low audience, perhaps this underhand process will achieve what I suspect to be a predetermined outcome probably influenced by money.

I agree with all previous postings and suspect 90% of the local residence will be unaware of this development until their daily commute gets worse again, this is a sad fact that we have watched get progressively worse as more housing is built on 'safe' green belt land.

I suspect a future committee will force me to drive over bumps, or stop at tragic lights as a fix to the predictable increase in local traffic.

This proposal along with ASDA and the recent expansion on the B&Q site is quickly removing many of the qualities to this area that attracted me to move here.

Why can't existing brownfield eyesores be tidied up with this proposal? We haven't even filled up all of the space next to ASDA yet.

3 Verda Place
Cheltenham
GL51 6GL

Comments: 31st July 2013

Should these plans not be resubmitted to a full planning board/ committee meeting? These plans have no bearing on the original plans that have been 'approved'. We were under the impression that new plans required new approval.

The original argument for building on what was originally green belt land was that GCC and CBC had to comply with government employment strategies. At this point there will not be an increase in employment, only a transfer of existing business to a new site. How will this build benefit the people of Cheltenham?

The proposed development will adversely affect the amenity of nearby residences.

The proposed units are too large for the area in terms of height, scale and massing.

The proposed site access will create a dangerous junction on to a road which is already gridlocked at peak times. There will be further increases in traffic volume with added noise and air pollution.

There is insufficient parking proposed, as with all new builds there are unrealistic goals with regards to car sharing etc. particularly in an area with limited public transport facilities.

21 Appleton Avenue
Cheltenham
Gloucestershire
GL51 6TS

Comments: 17th September 2013

I wish to add my strong objection to this planning application. I cannot add much, if anything, to the numerous well-informed and detailed objections already lodged as regards the design, change of use and more technical points.

Simply, traffic is already chaotic at various times during the day, particularly the regular gridlock during rush hour at each end of the day. Allowing yet more building work to add to that traffic is just ridiculous - the roads barely cope as it is.

Yet more building will result in more traffic. More traffic means more chance of road accidents, serious injury, etc. Do we need a fatality or two before enough is enough?

There seems to have been a blatant attempt to bring the application in 'under the radar' - there has been very little, if any publicity for this potential development.

This planning application to inflict industrial and retail construction on Green Belt land cannot be allowed.

4 The Grange
The Reddings
Cheltenham
Gloucestershire
GL51 6RL

Comments: 31st July 2013

Letter attached.

1 Barrington Mews
Barrington Avenue
The Reddings
Cheltenham
Gloucestershire
GL51 6TZ

Comments: 3rd September 2013

Letter attached.

[REDACTED]

From: Internet - Built Environment
Sent: 27 August 2013 08:56
To: Internet - Planning Comments; Crohill, Ian
Subject: FW: 13/01101/FUL

-----Original Message-----

From: [REDACTED]
Sent: 24 August 2013 18:28
To: Internet - Built Environment
Subject: 13/01101/FUL

With ref to above planning for BMW development on Grovefield Way, I am not at all happy with the lack of consultation. The traffic has not been considered at all. Grovefield way is already getting badly gridlocked with extra traffic due to additional housing. There has been no improvements made to the roundabout by B&q and KFC. Extra traffic is coming in for Asda and extra stores by B&q. Gchq people are parking on roads around here. The situation will get worse with this BMW development. Their staff will end up parking on residential roads.
THE DEVELOPMENT IS NOT NEEDED. There is already a perfectly good BMW garage on Tewksbury road.

Regards,

[REDACTED]
8 Frampton Mews,
Cheltenham,
GL51 6UG.
[REDACTED]

[REDACTED]

From: [REDACTED]

Sent: 29 July 2013 09:26

To: Internet - Planning Comments; Gloucestershire Highways; Councillor Nigel Britter; Councillor Jacky Fletcher; info@gloucestershirewildlifetrust.co.uk; consultations@naturalengland.org.uk; Internet - Built Environment

Subject: 13/01101/FUL - URGENT - NEIGHBOUR CONSULTATION

Dear Mr Crohill

With reference to the above application, we URGENTLY advise that the Neighbour consultation has not taken place as set out in your key dates and the situation needs to be addressed urgently. We only chanced upon it.

We have spoken to many neighbours in many streets & roads surrounding this proposes development and NONE have received any notification from you that the application has been submitted & that comments are invited.

You cannot reach a considered, fair or equitable decision on the proposal without proper neighbour consultation.

Please confirm that the necessary notices will be posted and neighbours will be written to and the statutory periods for consultation extended to address this error.

This are many reasons why this is proposal is not appropriate & previous local petitions have demonstrated this. You are not allowing sufficient consultation time & the "pre-application" consultation is not relevant.

We look forward to hearing from you.

Yours sincerely

[REDACTED]

The Reddings & District Community Association

The Community Centre, North Road West, The Reddings, Cheltenham. Glos. GL51 6RF
(Charity Registration No. 266092)

Mr. I. Crohill
Planning Officer
Cheltenham Borough Council
Municipal Offices
Promenade
Cheltenham
GL50 1PP

31st July 2013

Dear Sir **Planning Application - 13/01101/FUL**
Proposed BMW Development, Land at North Road West and Grovefield Way

With regard to this application I can confirm that the Community Centre has not received any notification of the above Planning Application which we would have expected under the neighbour consultation stage.

We have become aware of the deadline of 1st August as the expiry date for this consultation and today have found a notice taped to a lamp post opposite the centre hidden to view behind overgrown brambles and hedging in contrast to the Notice about Tree Preservation still displayed in full view on our gas meter housing.

We are therefore writing to give comment on the proposal where we consider the proposals may effect the Community Centre, its patrons and access to and from the site.

The points raised in our letter of the 14th August 2012 still reflects our views on the B1 part of this site which we assume are still subject to approval of reserved matters.

We comment as follows:-

1. The application is for BMW/Motorad to erect showroom, offices, workshops, external storage on part of the site approved under 10/00468/TIME (as B1 development) and subject to 12/01086/REM but the landscape drawings in particular cover the whole development site not just that defined for BMW.
The application includes substituted detail (in particular boundary landscaping) on the part of the site still within Use Class B1 and which, is subject to reserved matters. Application 13/01101/FUL does not state this as its intention to address reserved matters and with its change of Use Class should therefore be subject to full council planning meeting and not be decided by delegated powers as is stated on the CBC website.
2. The BMW proposal shows that the line of the carriageway has been widened and re-aligned in order to create a right turn vehicle lane refuge and in order to achieve this all the existing planting on the east of the site has to be removed.
The intentions for this section of landscape planting were not clear on the approved B1 scheme and this question was raised in our letter of the 14th August 2012 which queried whether it was the intention to keep the highway planting as original designed for the SW Distributor Road or not. Subsequently this landscaping was subject to reserved matters.
The BMW proposal clearly intends to remove all existing hedgerow, and trees, within this boundary, to create a clear view into the site therefore destroying the semi-rural nature of this location and breaches the principles upon which Grovefield Way landscaping was created and approved. It also contravenes the requirements of BS5837:2012 which seeks to preserve indigenous planting & hedgerows being particularly relevant as the site boundary still remains the Green Belt boundary along this road.
It must be born in mind that the B1 part of the development could still have industrial operations together with any ancillary supporting external equipment visible at any point within the estate and a robust dense landscape boundary is essential.
4. The Travel Assessment in its introduction (1.1) states that its purpose is to examine the highway transportation issues associated with the development and concludes (1.5) that the development vehicular traffic would be accommodated without detriment to the future operation and safety of the local highway. Nowhere in the document is there any examination of the current traffic volumes that have increased since the traffic survey was undertaken for 10/00468/TIME and completion of other local developments have fed into the road system.
Also the Travel Plan and Transport Assessment gives a variety of figures relating to staff car usage, daily vehicular repair visits and sales test drives but makes no reference to numbers arising from delivery and service vehicle visits and possibly road testing of repaired vehicles.
These numbers are significant enough to warrant a complete reassessment of the capability of the local infrastructure to cope with the additional activity.
The existing traffic volumes on the Arle Court and B&Q roundabouts are already creating long queues of traffic at both

roundabouts at peak times and by adding more movements into the system will only make it worse.

There are fears that North Road West will become an adopted route for test drives and that the congestion on Grovefield Way will lead to vehicles looking for alternative routes along North Road West and Reddings Road creating Rat Runs.

5. There is a right turn refuge lane proposed at the site entrance with the length of this refuge accommodating approx. 5/6 vehicles. Together with employees and customers all aiming to get into the site at peak times this refuge is likely to fill up quickly and tailbacks to, and on, the B&Q roundabout (and beyond) can be expected. With current traffic volumes, backed-up traffic reaches approx. half way from the B&Q roundabout to North Road West and it is reasonable to expect that this will back up past North Road West with the anticipated additional volumes and the consequence of features noted in 6 below.
6. The development drawings faintly illustrate that the carriageway is also narrowed, at an island position, north of North Road West, by creating a projection from the east side (B&Q) pathway into the carriageway further restricting the traffic flow. Along with the existing pedestrian crossing near North Road West this means that as well as the right turn into the site there will be three pedestrian crossings on Grovefield Way in a very short length of road which can only reinforce the argument that these features, and the traffic queuing into the site, will result in further backing up the traffic.
7. Those of us that live locally, know, without any argument, that traffic volumes have increased considerably in the last two years. Partly it could be said as a result of recent developments, partly as a result of motorists avoiding bottlenecks and traffic congestion elsewhere and partly as a result of Grovefield Way delivering the purpose for which it was built. The construction of what is in effect another retail outlet will put further strain on this particular area.

If the traffic flow increases are not addressed now, it will be too late to recover a sensible resolution once the development is complete and it will be left to Cheltenham Borough Council and Gloucestershire Highways to find the solution which will be at a considerable cost to rate payers.

8. The removal of parking to supplement the Park and Ride parking is of concern if there ever becomes a shortfall on the BMW site and Park & Ride spaces are used for that business. Likewise we are concerned that the Community Centre car park will be seen as an easy way to avoid the congestion and any parking shortfalls and we will be forced to adopt and pay for higher security measures to protect the car park and building and it is important that our facilities are not compromised by unauthorised parking which requires us to police our car park, or indeed be effected by yellow line restrictions in the vicinity of the centre.

This concern is raised by the differing numbers being quoted in various sources against the drawn plans:-

- a. The Planning application states that there will be 318 car spaces provided.
- b. The Plan Drawings indicate: 142 spaces in external storage area: 37 spaces (for 105) in the staff area :54 Service parking: :93 other spaces (326 Total)
- c. The Travel Plan states: 105 car drivers employed
- d. The Travel Assessment states: 49 spaces are allocated for staff (including 30 staff cars) : 47 spaces provided for customers
- e. The Plan drawings also show motor cycle parking and sales areas which are not covered at all in the documents.

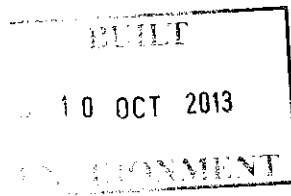
It is unclear therefore from these documents if there will be spare capacity to accommodate business expansion.

9. In the context of the whole site, the remaining B1 part of the site could also be subject to a complete redesign and different Use, as has been the BMW part of the site, and therefore the BMW application should not be determined in isolation.

Yours faithfully



Honorary Secretary
Reddings & District Community Association



Lynwood
The Reddings
Cheltenham
GL51 6RL
10th October 2013

Your ref: Planning Application 13/01101/FUL

Dear Sir / Madam

I am writing to express some concerns and views with regard to the above planning application, which I understand is due to be discussed at the next planning meeting.

I understand from visiting your offices that permission has already been granted to develop this area of Green Belt Land. I think this is a great shame, as once our precious Green Belt has gone, it has gone forever.

However, given that development is a fait accompli, my comments below are related to trying to ensure that it disturbs the current social and ecological balance as little as possible.

- 1) **Retention of existing hedgerows** – I believe from viewing the plans that the external boundary hedgerows will be retained. I do hope that it will be the **existing** mixed hedgerows which will be retained and not a replacement once development is complete. This will be a good thing as this retains a wildlife habitat and will visually soften the development. If any internal hedgerows can be retained then this would also be beneficial.
- 2) **Screening trees along the A40 Golden Valley bypass** - I notice that there is an intention to thin this. This would be a very bad move for local residents because of the traffic noise from the Golden Valley. I have lived in the Reddings (roughly parallel to the bypass) for over 10 years, and during that time the traffic noise has increased significantly. We would benefit from thicker planting of trees which would baffle the traffic noise.
- 3) **Increased volume of traffic** – since people have settled in the new development of houses along Grovefield Way, traffic has already increased to be impractical on the current roads. The queuing at the Park & Ride roundabout and onto the Arle Court roundabout is already dreadful at peak times. I understand there will be about 250 employees at the proposed site and this will only add to the problem. I strongly urge you to consider how this can be alleviated by working with the Highways department. Here are a few possibilities which may improve the situation:
 - a. Include traffic lights for this junction onto the Arle Court roundabout. At present this queue of traffic only gets a chance to enter the roundabout in the gap between the other traffic lights changing.
 - b. Allow this junction a slip road directly onto the bypass, for the same reasons.
 - c. At the junction of Badgeworth Lane and the Reddings, turning out of the Reddings is hazardous as it is very blind from the right. If a mirror were

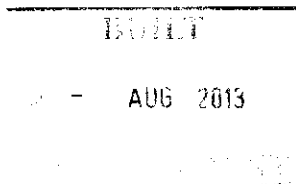
placed at the junction (as there is for Court Road) this turn would be safer and improve traffic flow.

- 4) **Parking problems** – There does not appear to be sufficient parking provision for the 250 employees and other visitors to the site. This is likely to mean that people will park in the surrounding residential roads. As the roads are not coping well with the volume of traffic at present, this feels like an accident waiting to happen as drivers have to negotiate more congested roads with the extra hazards of parked vehicles. Please can you consider the parking provision again with BMW to find an appropriate solution. As a further note to this, I see planning for car transporter parking is on-site. This is vital, and it is most important that this designated parking is kept clear of other vehicles so that the car transporter can park there. Otherwise the car transporter will be parked outside in the road, creating a blockage and traffic queues.

Thank you for reading this letter, and I hope you will be able to consider my concerns.

Yours sincerely

A large black rectangular redaction box covering the signature and name of the sender.



Iona
The Reddings
Cheltenham
Glos
GL51 6RL

Ref planning application 13/01101/FUL

Dear Sir

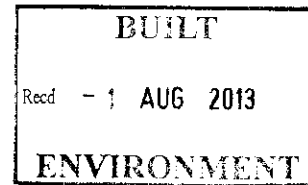
I wish to object to the above planning application on the following grounds

1. The development is in the green belt between Cheltenham and Gloucester an area that should be kept as green belt to protect the area against urban sprawl.
2. The development will have a direct impact on traffic flows in the area. These have already been increased by the housing estates which have been built on Grovefield Way. North Road West is not suitable to support the amount of vehicles which would use this facility.
- 3 The Houses in North Road West would suffer from Light and Noise pollution if this planning application is approved.
- 4 The Reddings has already had enough development from the ASDA site and the addition businesses on the B&Q site.

Yours sincerely



**Flowerdale House
The Reddings
Cheltenham
Glos, GL51 6RL**



Dear Sir/ Madam

31st July 2013

Planning Application 13/01101/FUL – BMW Grovesfield Way

Firstly, I have been unable to register on the website so I am putting this in writing and will hand deliver it to the Planning Office – such is the level of my objection to this proposed development.

My Objection is based on the following:

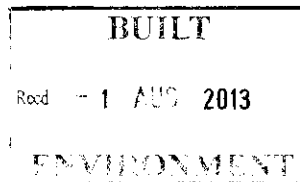
- This is greenbelt land and therefore no development should be permitted
- This area of greenbelt makes an effective barrier between Gloucester and Cheltenham and must not be lost
- Grovesfield Way is unable to cope with the current level of traffic and further development will exacerbate the problem and lead to the creation of additional “rat runs”
- There is inadequate provision for parking on the site so local residential roads will be used for parking – as is the case with GCHQ in Benhall
- The access to the site is off a dangerous bend where traffic already regularly travels to fast
- The removal of trees along the A40 will eradicate the green corridor currently achieved and will increase noise pollution
- This part of The Reddings is a Residential Area and industrial units are not appropriate
- The style of the building is inappropriate to Cheltenham – the statement that it will be the gateway to Cheltenham will make the town a laughing stock – welcome to a beautiful Regency town; here is a modern monstrosity!

- The positioning of the showroom will cause a distraction to motorists coming into and leaving Cheltenham along the busy A40 corridor increasing significantly the risk of an accident on a de-restricted stretch of dual carriageway
- The height of the building is inappropriate bearing in mind there are no other buildings higher than two storeys in the vicinity
- If our planners are so keen to develop this plot of land then the only suitable development is an extension to the Park and Ride; creating more parking spaces and increasing the number of buses, therefore encouraging a greener journey into the centre of Cheltenham
- The Asda development was granted on the back of major traffic calming measures in the area which two years later are non-existent

Please, please, please refuse this application

Yours faithfully





Baytree Cottage
Branch Road,
The Reddings
Cheltenham
Glos
GL51 6RP

Planning Ref: 13/01101/FUL

Dear Mr Crohill,

July 30th 2013

I write to make representation regarding the above planning application which was granted at appeal in May 2007 where a detailed application has now been submitted for a new BMW car showroom etc., with an entrance off Grovefield Way near to the Arle Court Park and Ride site.

My neighbours and I can see no justification for this incursion into our precious greenbelt land, and do not believe that a car showroom with workshops etc., will bring any benefit to our local area - these facilities already exist on the Tewkesbury Road, and surely we already have enough car dealerships locally!!

We believe that the Cheltenham Borough Council were right when they originally turned down this planning request, and that it should never have been allowed on appeal.

Please will you make our feelings known to the appropriate authorities.

Yours sincerely,



[REDACTED]

From: Internet - Built Environment
Sent: 18 September 2013 08:56
To: Internet - Planning Comments
Subject: FW: 13/01101/FUL - Land At North Road West And grovefield way, Cheltenham

-----Original Message-----

From: [REDACTED]
Sent: 17 September 2013 21:42
To: Internet - Built Environment
Subject: Re: 13/01101/FUL - Land At North Road West And grovefield way, Cheltenham

Of course, it is 9 Shakespeare Cottages, North Road West, The Reddings, Cheltenham, Glos GL 51 6RF Regards, [REDACTED]

Sent from my iPad

On 16 Sep 2013, at 09:09, builtenvironment@cheltenham.gov.uk wrote:

> [REDACTED]
> [REDACTED]
> Thank you for your email.
>
> Can you please reply to this email with your postal address? We
> require this for registering all representations on planning
> applications. We will then forward this to be registered against this
> application. Alternatively you may send it directly to
> dcomments@cheltenham.gov.uk .
>
> I hope this is helpful.
>
> Yours sincerely.
>
> Dave Anderson
> Customer Liaison Officer
> Built Environment
> 01242 264170
> david.anderson@cheltenham.gov.uk
>
> Website: www.cheltenham.gov.uk
> Working together to create a great future for Cheltenham Follow us on
> twitter: www.twitter.com/cheltenhambc
>
>

> -----Original Message-----

> [REDACTED]
> **Sent:** 14 September 2013 19:41
> **To:** Internet - Built Environment
> **Subject:** 13/01101/FUL

>
> Dear Sir/ Madam,
> I wish to voice our concerns with the BMW planning application at
> Grovefield Way. Our concerns are as follows: There is already traffic
> congestion along Grovefield way with long tailbacks at peak times. It
> will be much worse if retail moves into this site. The original plan
> was for non retail, but letting BMW in is the thin end of the wedge
> and more will follow. Parking provision is no where near enough and
> the local side roads will fill with many more cars causing further
> congestion. Large mature trees will be removed for this site to become
> more visible which cannot be encouraged for the sake of advertising.
> We hope you will consider these concerns, as these green field areas
> which boarder Cheltenham and which give the town it's character are
> under such pressure. As the land is developed on this side of town and

> the development moves towards the motorway, when the same happens the
> other side the two conurbations of Gloucester and Cheltenham will
> become one, losing the distinctive nature of both. Yours, Rupert and

> [REDACTED]

> Sent from my iPad

> This email (and any attachments) is strictly confidential and is
> intended for the use of the addressee only. If you are not the
> addressee please notify the sender at Cheltenham Borough Council (CBC)
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> Any information sent to CBC may be copied to other council officials
> or outside agencies in line with legislation. www.cheltenham.gov.uk

[REDACTED]
4 The Grange, The Reddings,
Cheltenham, Gloucestershire, GL51 6RL.
[REDACTED]

Mr Crohill,
Cheltenham Borough Council,
Planning Dept.
Municipal Offices,
Cheltenham,
GL50 9SA

30/7/13

Dear Mr Crohill,

Ref: 13/01101/FUL

We are writing to you about the application made by Cotswold BMW to build a dealership on the greenbelt land between the A40 and Grovefield Way. We are opposed to it for several reasons:

Suitability of this type of development on this land – How can this development welcome people to regency Cheltenham? This will be the first thing visitors to the town will see. It will be an eye sore and will ruin the green approach to Cheltenham from the West. It is totally out of keeping with the surrounding greenbelt land. This is a greenbelt/residential area and is the main reason the majority of people purchased their housing in The Reddings area. This type of development will dramatically increase the amount of traffic, air and noise pollution that we will have to live with on a daily basis and will undoubtedly set a precedent for further similar application in this area.

Layout and design of the building - Having the main buildings at the Grovefield Way end of the site means this eyesore will be more obvious when passing the site. If it is going to be built the parking area should be at the Grovefield Way end as this will then be able to be hidden more easily by clever planting along the road.

Architecture of the development – Apart from looking like a cruise ship plonked in the middle of the site they really can't seriously think that this is an appropriate building to replace this precious greenbelt land. Nowhere in the immediate area are there buildings with 4 stories making it totally out of keeping with the area. I appreciate that this land has been lost to the local community for ever but surely this can not be an acceptable alternative to greenbelt land. They should be making some attempt at replacing what is going to be lost by using curved architecture to reflect the surrounding Cotswold Hills rather than an unimaginative block building that can be seen at BMW dealerships anywhere in the country. Why could they not make this a flagship building to show they

Cheltenham Borough Council	
Environment Group	
RECEIVED TO	
31 JUL 2013	
DATE OF	TYPE OF
REVISION	REVISION
REVISION	REF.

are really interested in replacing this land with something interesting or ground breaking? Planting the roof with sedum or meadow plants and planting around the site with native hedgerows, native seed and fruit bearing trees would help to hide this development from local residents who don't want to see their ugly building every time they pass the site. Make BMW consider the local ecology and Cheltenham's reputation as a tourist location rather than putting their soul-less, cheap, blueprint buildings here.

Landscaping of the land – Amenity grass is barren land as far as wildlife is concerned. Please encourage the planting of meadow grasses and wild flowers along the A40 and Grovefield Way.

The removal of trees along the A40 boundary will not only be a loss of a green corridor necessary for wildlife but will result in increased noise levels from vehicles travelling along the A40 and the M5. This is already a problem and I can't imagine what it will be like if trees are removed.

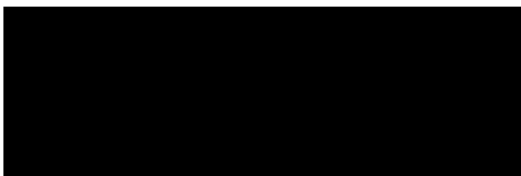
Flooding is already a problem at the Badgeworth Road end of North Road West and the increased paved areas proposed on this site and the resulting water run off could be a major flooding problem waiting to happen. Using green roofs would help with this as would increased use of meadow/grassland. At present this land is used by overwintering birds such as fieldfare, redwing and bullfinch. They feast on the berries in the hedges and fruit on the trees. The loss of the hawthorn hedge along Grovefield Way at the new housing development has already had a major impact on the loss of food for overwintering birds so please ensure this balance is redressed at this new development by insisting on the planting of native hedgerows that are allowed to fruit and are not cut back until the early spring. Also replanting with native fruit trees such as the locally endangered Perry pear and other berry bearing trees will help the situation.

As far as we can see, major landscaping will be required to 'screen' the neighbouring residential homes making it an inappropriate development for this site. The light, noise and increased traffic pollution resulting from this development far outweighs any contrived benefit.

This land has been approved for light industrial use and not retail units which is what BMW are proposing.

We urge you to reject these plans and make BMW show they are considering the local ecology, local residents as well as regency Cheltenham town. Should planning be approved we are hoping that the council will insist that BMW take this opportunity to be a flagship dealership for local wildlife, ecology and residents rather than sticking to their usual blue print for dealership buildings and municipal landscaping.

Yours sincerely,



Cheltenham Borough Council			
Environment Group			
PASSED TO			
REC'D	- 3 SEP 2013		
Date of Response		Type of Response	
Initials of Res		File Ref	

1 Barrington Mews,
The Reddings,
Cheltenham
Gloucestershire
GL51 6TZ

Cheltenham Borough Council,
Municipal Offices,
Promenade,
Cheltenham
Gloucestershire
GL50 1PP

Monday, 2nd September 2013

Your Ref: **Planning Application 13/01101/FUL**

Dear Mr Crohill,

I am writing to provide you with my official objection to the proposed development of a BMW dealership on designated Green Belt Land on Grovefield Way, Cheltenham.

Much akin to other residents in the area, the lack of formal notification that this planning application is under consideration by the committee is alarming. I certainly do not feel as though I have been kept informed of this development by any official body and that the volume of responses received cannot be considered a fair representation of local residents views, as I am sure that the majority are not even aware of this application.

With this in mind, there are four key issues that I believe are cause enough for this application to be rejected.

1. **This is designated Green Belt Land.** The primary application for development on this land was rejected for this very reason and as far as I am concerned, nothing has changed. The lack of development of this land is essential to ensure restriction of urban sprawl from this suburb of Cheltenham into the suburbs of Gloucester.
2. **The increased volume in traffic during peak hours will be excessive.** As a local resident, I am acutely aware of the chronic problem associated with the queuing of traffic from this area of Cheltenham to the Arle Court roundabout. This accompanied with the introduction of vehicle delivery wagons and ca. 250 new employee vehicles will only serve to worsen the problem. I note that there is no provision of any improvement to the existing road layout in this application (note: I do not consider a protected turn box off Grovefield Way to the proposed development site as a traffic improvement as this will only serve benefit in one direction and will not assist during employee exodus from the site during peak hours). It should also be noted that the increase in stationary vehicles queuing to gain access to the Arle Court roundabout and the A40 Golden Valley roundabout will result in an increase in gaseous pollution in the area. I would very much urge you to request an official survey of this application by Gloucestershire Highways.
3. **The lack of parking provisioned on the site.** As noted in several other objections to this development and drawing comparisons to other local large employers such as Ultra Electronics and GCHQ, it is not unreasonable to assume that the over-spill of vehicles due to lack of parking from the

proposed development into the local residential streets will occur. As I am sure you are already aware, residential streets in the local area could not sustain such activity for the following reasons:

- a. There are no parking restrictions in the area, either in the form of double yellow lines or designated no parking areas, allowing for a "free for all" for anyone to park where they like, resulting in congestion.
 - b. The residential streets in the area are designed to reduce the speed of vehicles and as such there are many tight turns and narrow approaches to the adjoining capillary roads. The increase in parked vehicles from this development will result in the inability of refuse collection vehicles navigating the streets – due to both the reduced road width and also the access to refuse bins placed on the curb. I am aware that this is already a real problem in streets near GCHQ, where refuse collection is regularly abandoned and residents go without having their refuse bins emptied for weeks at a time.
4. **The increase in vehicular noise as a result of the removal of established screening vegetation alongside the A40 approaching the Gold Valley roundabout.** It is already true that low-level traffic noise can be heard in this area of Cheltenham and the removal of this screening vegetation will only lead to an increase in this unwanted noise resulting in a reduction in quality of life to local residents.

Taking all of these critical points into account, I very much urge you to decline this appeal to the original rejection of development of this land. I believe that the original planning committee definitely made the right decision in protecting Cheltenham from this clear destruction of Green Belt Land and ensuring that, although not perfect, the infrastructure that currently supports the area isn't stretched even further beyond its original design capacity.

Yours sincerely,

