



CHELTENHAM
BOROUGH COUNCIL

Overview & Scrutiny Committee

Cheltenham Development Task Force Update

3rd March 2014

Task Force queries?

- Approved by Full Council Dec 2009
- Established in Jan 2010 as an *advisory body*
- Membership is drawn from Councillors, business and community representatives with support from key CBC/GCC officers
- The business plan is approved by Cabinet and financial implications by Council
- Lead Cabinet member is Cllr Andy McKinlay
- Other Cllrs include Rob Garnham, Vernon Smith, Will Windsor-Clive, Steve Jordan

A progress check

- Key sites
- Public realm
- Transport issues

- Future targets



artistic impression - view of the avenue at the junction with the entrance avenue
midwinter, cheltenham



artistic impression - view of the lower level looking south
midwinter, cheltenham

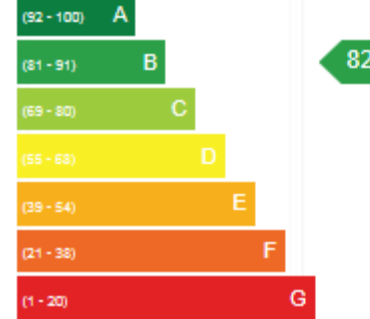


Midwinter

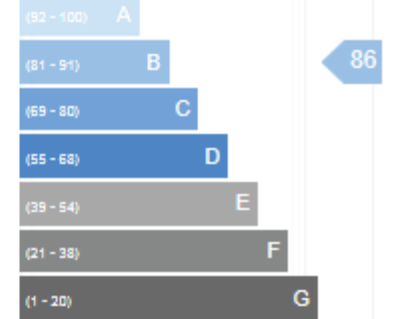
Or Use the property status filter :- Available Unreleased Reserved Sold



Energy Efficiency



Environmental Impact (CO₂)



England & Wales EU Directive 2002/91/EC

England & Wales EU Directive 2002/91/EC

Available Unreleased Reserved Sold



Progress update - Circa Cheltenham



H&M

RIVER ISLAND

Regent Arcade



Progress update





Honeybourne Gate



North Place & Portland Street



- Scheme has planning consent
- CBC has sold the site; confirmed retailer
- “Skanska UK is proposing to reduce its investment in the consumer-facing residential development market.” – the site is for sale
- Developer keen to progress North Place – commercial and car park element asap





WINCHCOMB STREET
TO PITTVILLE SPA
ALBION STREET
GLOUCESTER PLACE
FAIRVIEW ROAD



Albion Street blight





View from Albion Street

-
- Planning permission supported in July 2013
 - Consent issued August
 - Negotiations with house builder concluded
 - Aim to be on site to start demolition asap



Brewery phase 2

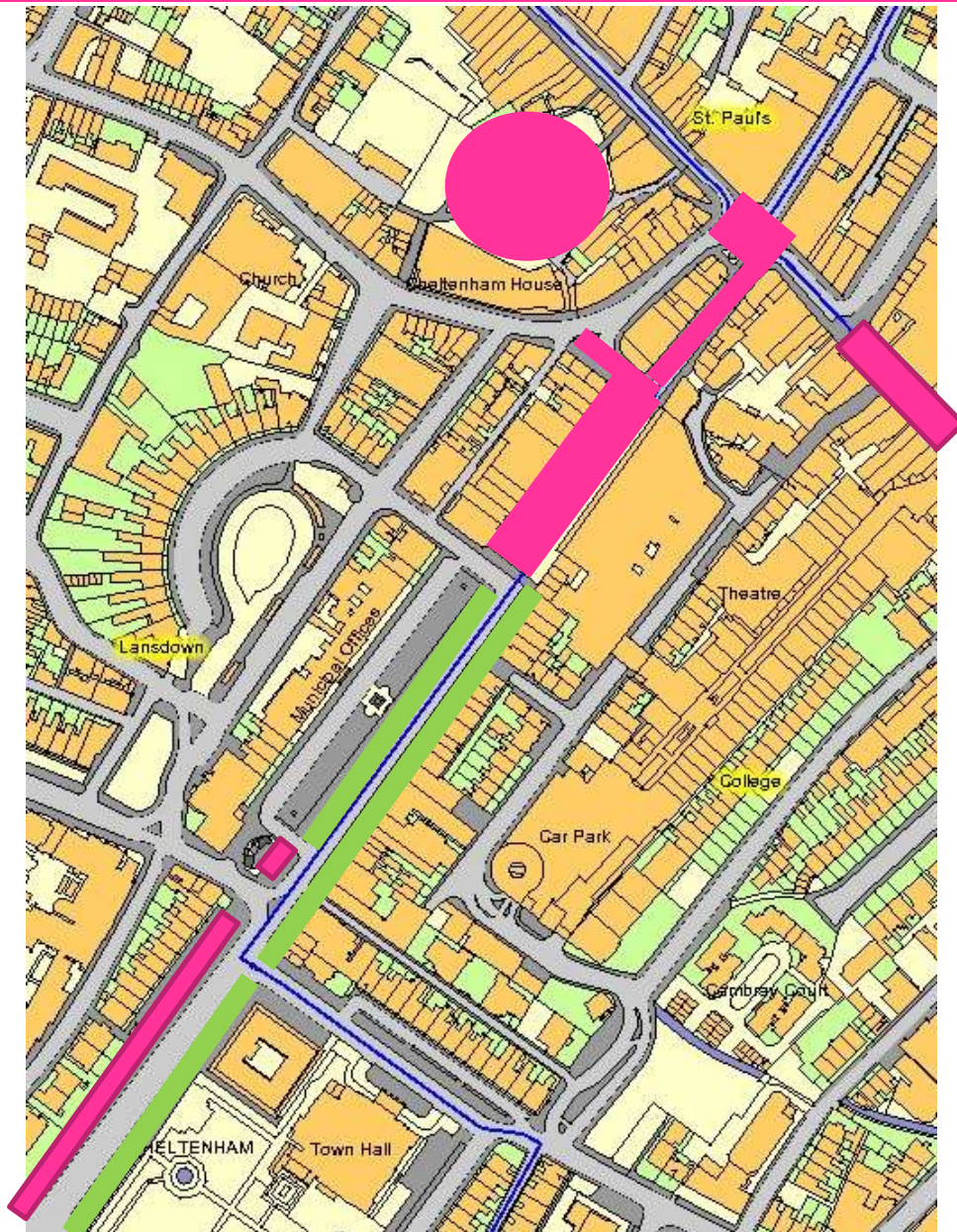
- Complex scheme
- Planning secured
- Negotiations with retailers
- Major players to be retained
- Baynham Way “stopping-up” order
- Contractor appointed

Public Realm

- On-going delivery
- Analysis
- Proposals for improvement



Promenade Works



Public Realm zoning

Sign Type 1: Map Monolith

Cheltenham Wayfinding Strategy Sign Type 1 - Primary Map Node

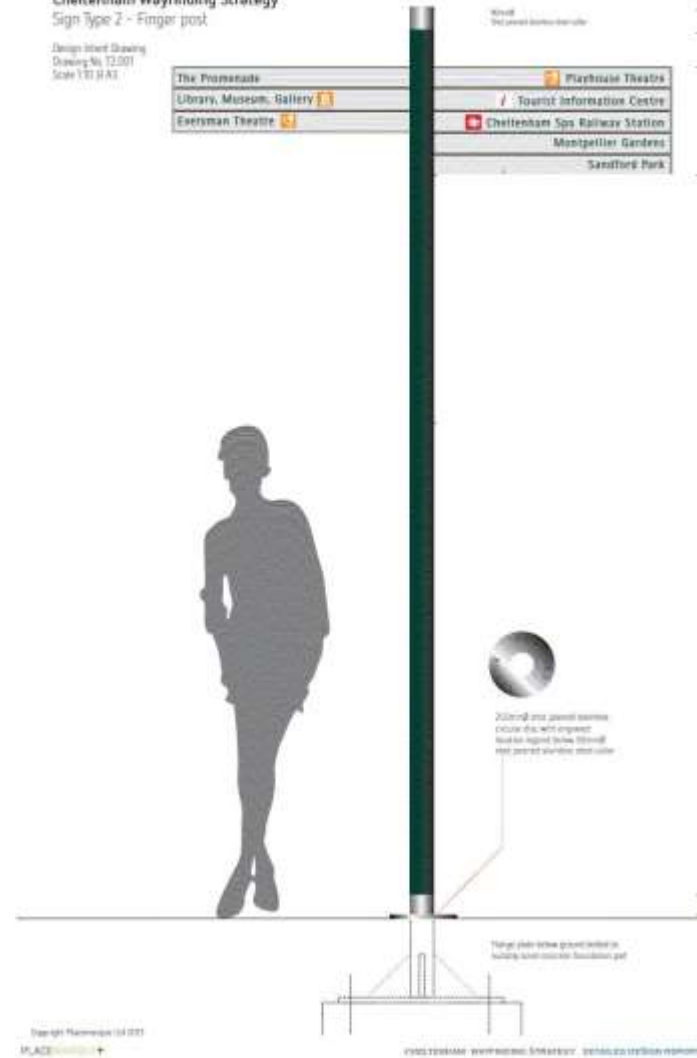
Design Intent Drawing
Drawing No. T1.001
Scale 1:10 @ A3



Sign Type 2: Fingerpost

Cheltenham Wayfinding Strategy Sign Type 2 - Finger post

Design Intent Drawing
Drawing No. T2.001
Scale 1:10 @ A3



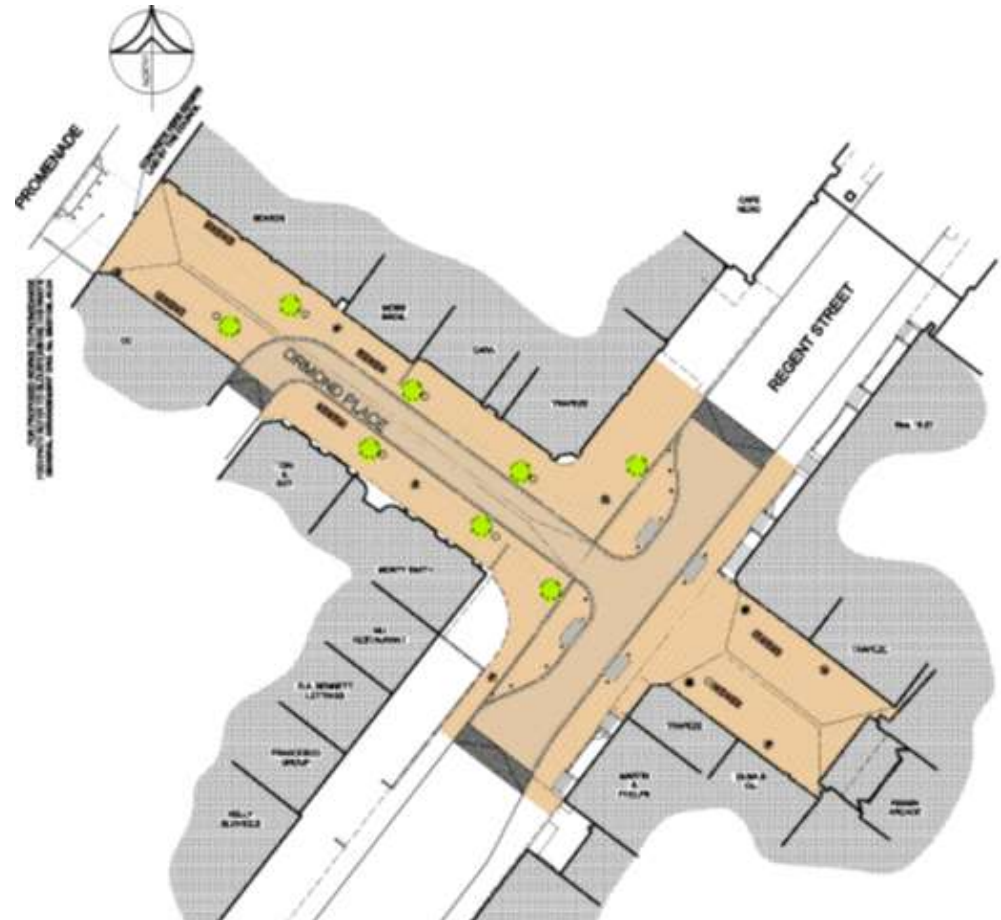
Pedestrian Way finding





Phone box refurbishment

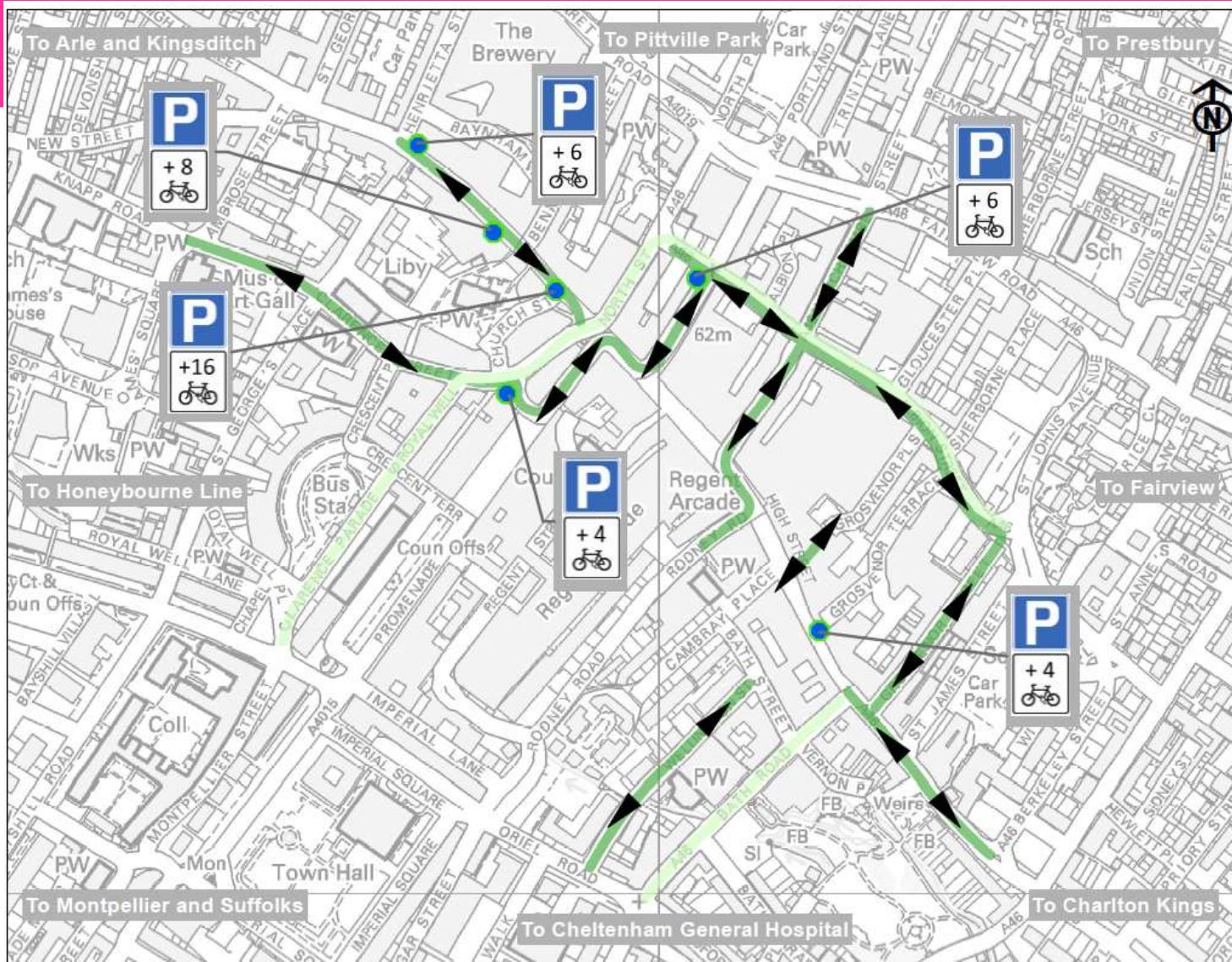
- Following success of High Street frontage....



Ormond Place



St Mary's Minster









Improvements for Cyclists

This map sets out the proposals for cycling improvements to be delivered as part of the Cheltenham Transport Plan. This map is for information only.


The improved cycle routes will be signed to link with key destinations to improve navigability across Cheltenham

Key

-  Number of Additional Cycle Spaces
-  Existing streets to become two-way for cyclists
-  Cycle Links with Decreased Traffic Flows
-  New Cycle Stand Location
-  Key destinations to be signed to-and-from Town Centre.
-  To Charlton Kings

Date: Aug 2013
 Drawing No. 001_Aug2013
 © Crown Copyright and database right 2012, Ordnance Survey 100019134

0 30 60 120 Meters

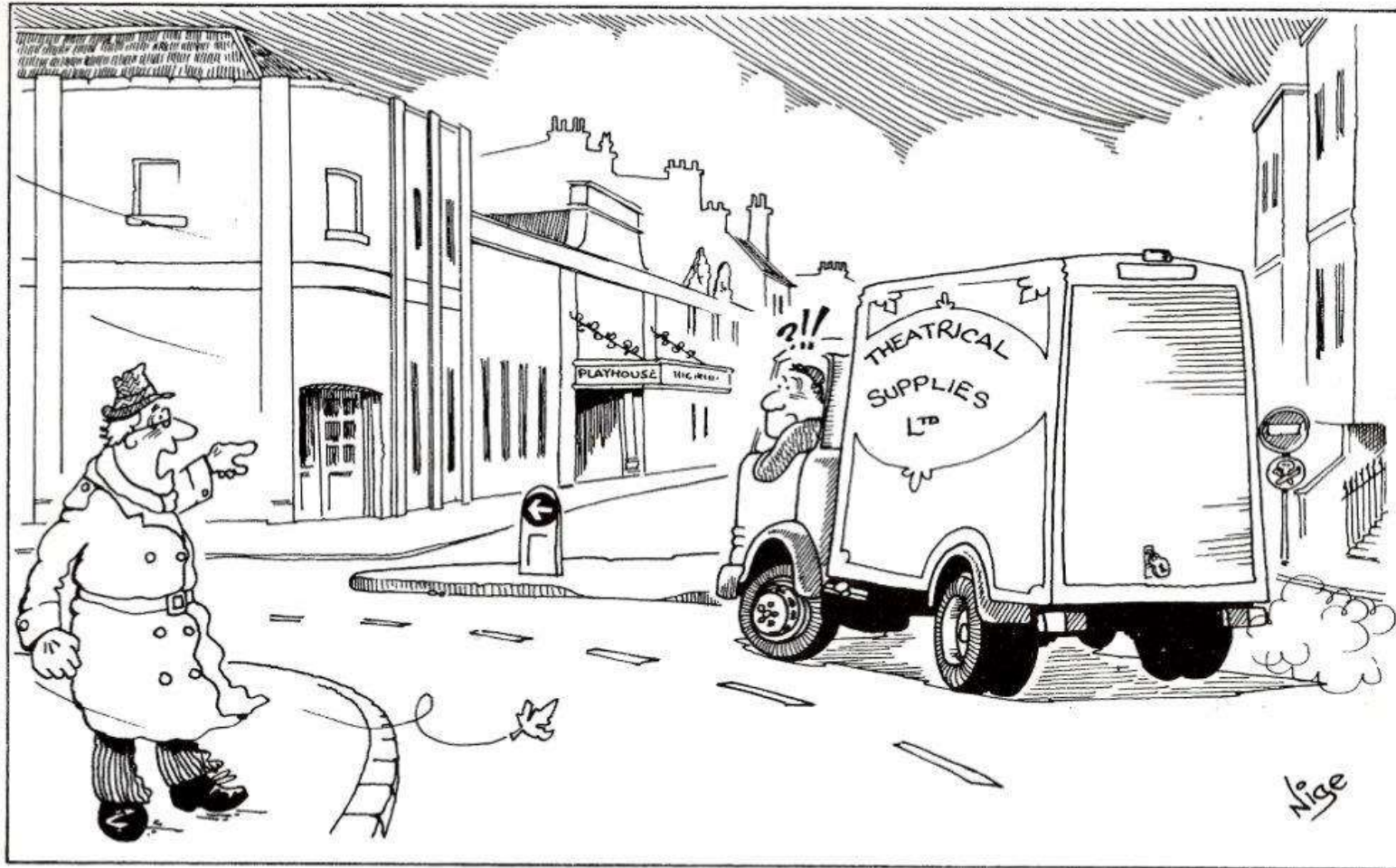


Promoting cycling

Transport Issues

- Local Sustainable Transport Fund (LSTF) – successful GCC/CBC/GC bid
- Gloucestershire Local Transport Body (GLTB)

- Maintain economic vibrancy of town centre, reduce severance, assist regeneration, support modal shift, reduce pollution
- Not pro-pedestrian or pro-car – it is attempting to balance outcomes - hence different focus and proposals for different locations – such as
 - Bath Road – safety based on previous GCC audit
 - Boots Corner – pedestrians/public transport
 - St Margaret's Road – efficient traffic corridor
 - Car park access – improve to reduce travelling



“Playhouse Theatre? — It’s over there, but I couldn’t begin to tell you how to get there!”

(Cheltenham News Shopper)

Cheltenham Transport Plan

How Will It Be Done? To achieve this, we are proposing...

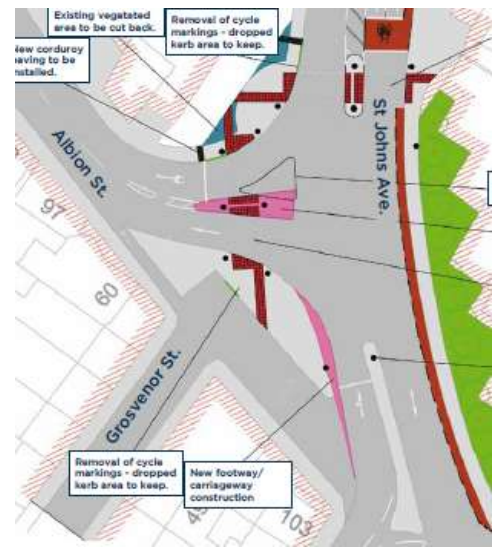
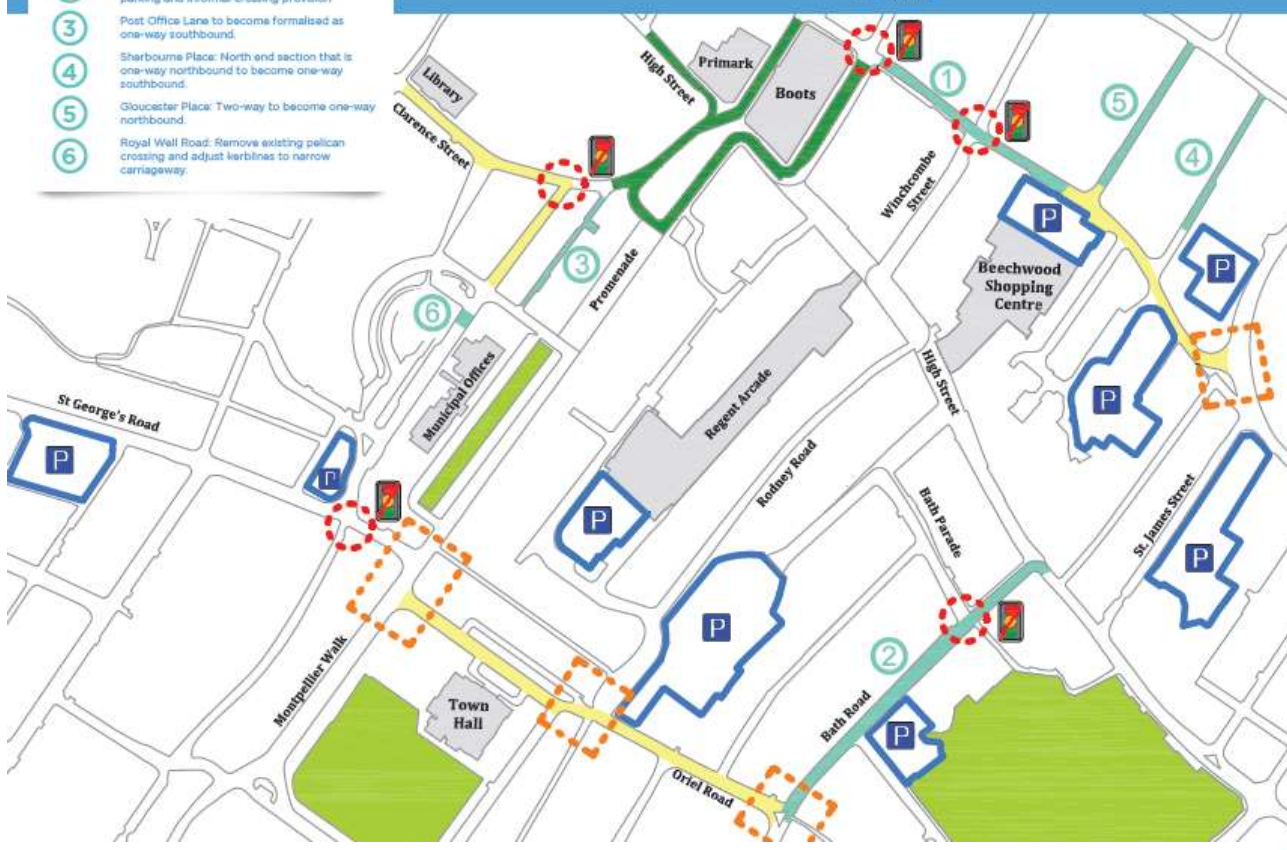
Proposals

- Create an attractive centre for the town that will bring visitors and shoppers to Cheltenham.
- Restrict traffic at Boots Corner to buses and taxis during the day time.
- Allow two-way traffic in Imperial Square, Oriel Road and Albion Street (part).
- Provide local people with information on their travel choices and promote more walking, cycling and bus use.
- Improve the efficiency of junctions and remove unnecessary traffic signals.
- Improve signing to car parks and for cycling and walking.

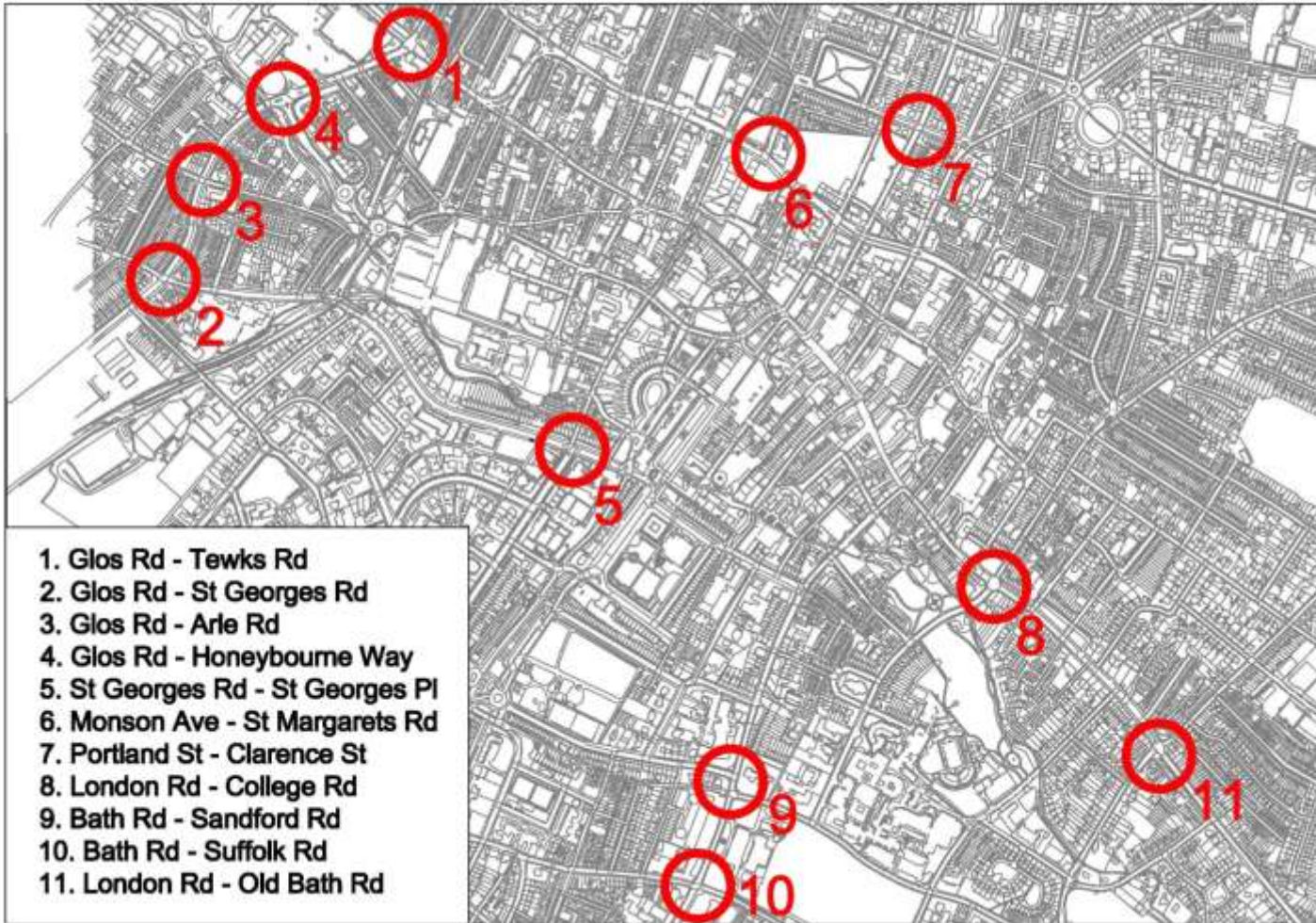
Benefits for Cheltenham

- Bolster the town's economy, attracting new businesses to the town centre and creating job opportunities.
- Improve access along the High Street for pedestrians and create the opportunity to improve the central space.
- Make access to the car parks more direct and reduce the need to drive round the town centre.
- Reduce traffic levels across the town and minimise the amount of additional traffic in neighbouring roads.
- Keep pedestrians, bikers and motor traffic moving safely, reducing congestion and improving air quality.
- Reduce traffic in the town centre and encourage walking and cycling.

- Pedestrian space through which buses and delivery vehicles pass.
- Buses and pedestrians 10am - 6pm
- Loading and taxis also permitted 6pm - 10am
- Existing Car Park.
- Traffic lights removed, replaced with priority junction.
- Junction redesigned to accommodate change of one-way road to two-way road.
- Road currently one-way, proposed to become two-way.
- Albion Street one-way eastbound reduced to single lane with westbound bus lane.
- Bath Road southbound two lanes reduced to southbound single lane with additional or street parking and informal crossing provision
- Post Office Lane to become formalised as one-way southbound.
- Sherbourne Place: North end section that is one-way northbound to become one-way southbound.
- Gloucester Place: Two-way to become one-way northbound.
- Royal Wall Road: Remove existing pelican crossing and adjust kerblines to narrow carriageway.



Physical Measures



Associated Measures

- Scheme consulted summer 2013
- CBC considered consultation outputs and a petition opposing proposals – scheme supported subject to establishment of a liaison group
- GCC agree to progress to traffic regulation order

- CBC / GCC have begun liaison meetings with independent transport specialists as facilitators

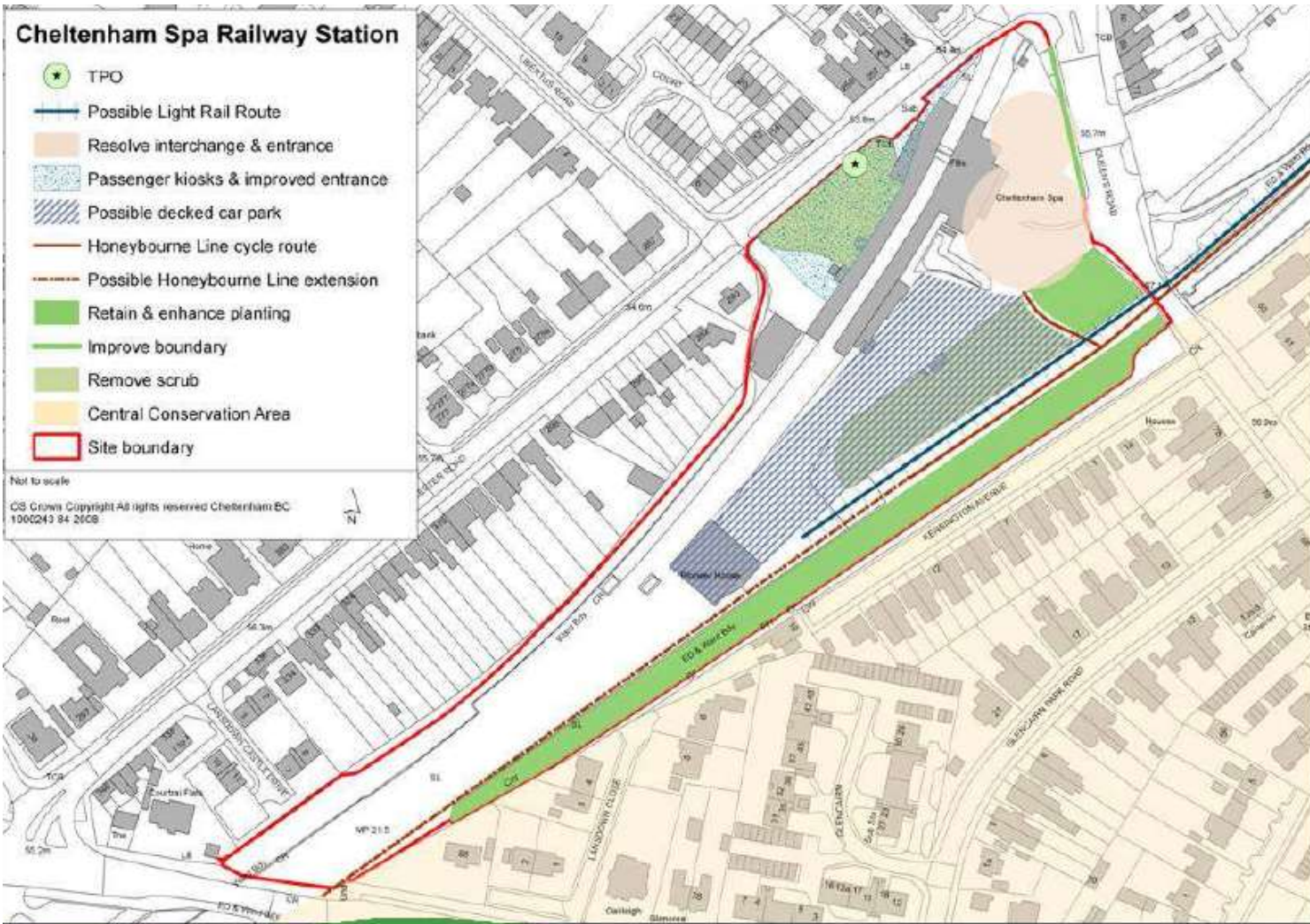
- Ambitions for improvements to Cheltenham Spa station from around year 2000 but did not come to fruition
- Franchise bidders exploring options with CBC/NR
- 2012 CBC produced planning concept statement

Cheltenham Spa Railway Station

-  TPO
-  Possible Light Rail Route
-  Resolve interchange & entrance
-  Passenger kiosks & improved entrance
-  Possible decked car park
-  Honeybourne Line cycle route
-  Possible Honeybourne Line extension
-  Retain & enhance planting
-  Improve boundary
-  Remove scrub
-  Central Conservation Area
-  Site boundary

Not to scale

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**Cheltenham Spa Railway Station
Concept Statement
February 2012**



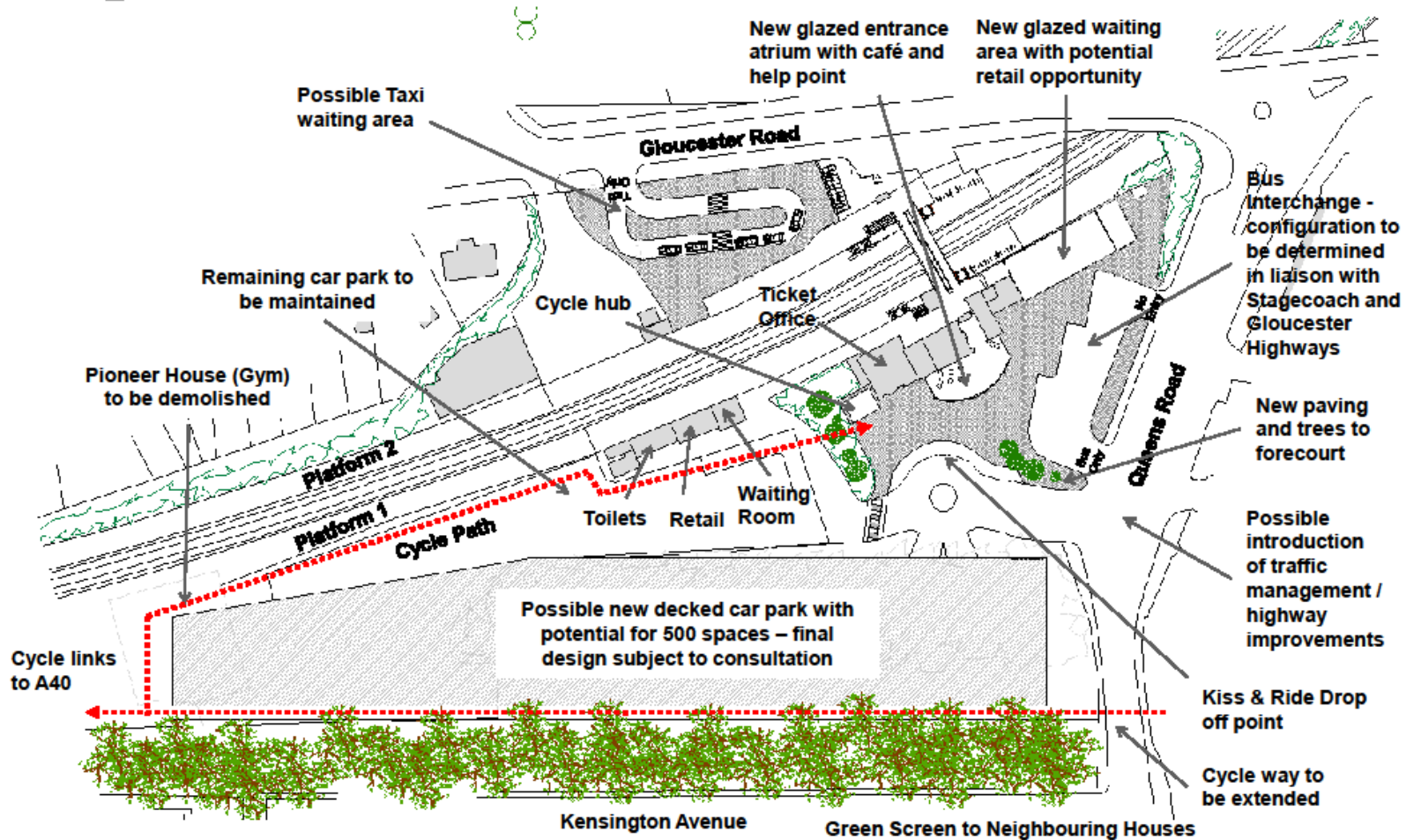
Cheltenham
Development Task Force
making things happen

Cheltenham Spa Concept statement

- 2013 GLTB established via DfT and invited bids for County schemes
- Aim was to secure funds to assist improvements
- First bid short-listed for £3.3m
- As Network Rail do not wish to progress bay platforms at this stage scheme has been re-submitted
- Passenger data for 2011/12 = 1,816,020 + 211,535 interchanges – 5.13% growth on previous year
- GLTB considering revised schemes in April 2014
- CPRE score GLTB top for balance of schemes



POSSIBLE IMPROVEMENTS – FORECOURT/ PARKING



What has the task Force achieved and what about the future?

OUR PLANS FOR CHELTENHAM

OUR AIMS

To improve the town centre sites and streets to support the town's economy.

Key concepts include: greening the central area and creating a north-south green link; creating a strong identity for its quarters; improving streets and spaces; building sustainably; developing green transport, and; introducing public art.

Greening the Promenade



- Extend Promenade to Montpellier and Pittville.
- Green north to south: trees, planting, green walls.
- Improve and create new public spaces.
- Reduce traffic dominance.

Quarters



- Identify distinct role and character of quarters.
- Enhance their unique identity.
- Improve public art and surface materials.
- Be consistent in terms of design.

Streets & Spaces



- Create attractive public realm.
- Encourage pedestrians & cyclists.
- Reduce vehicle dominance.
- Encourage social use.

OUR SITES

To make best use of council owned sites and encourage private developers to deliver imaginative schemes that add value to the town.

Deliver sustainable mixed-use developments that revitalise brownfield land.

Create additional employment and housing opportunities and make high quality town centre spaces.

Royal Well



- Remove through traffic.
- Simplify bus use and movement access.
- Create high quality public space and link to the Promenade.

Portland St. / North Hill



- New public space as part of improved linkages.
- Develop links through and around the area.
- Retain about 300 car park spaces.
- Provide 150+ jobs.

Harris & Strong



- To work with developers and the community.
- Encourage high quality sustainable schemes where desirable.

MAKING LINKS

Create links between the different town centre areas.

The links will promote high quality physical connections between existing and new development areas with environments for passing through, for relaxing and enjoying the space or both.

Boots Corner



- Reduce through traffic.
- Revitalise Boots Corner as a pleasant public space.
- Connect east-west and north-south routes.

The Brewery



- Making it easier to walk from the Brewery to the High Street.
- Link the Brewery to other sites.

Ring Road



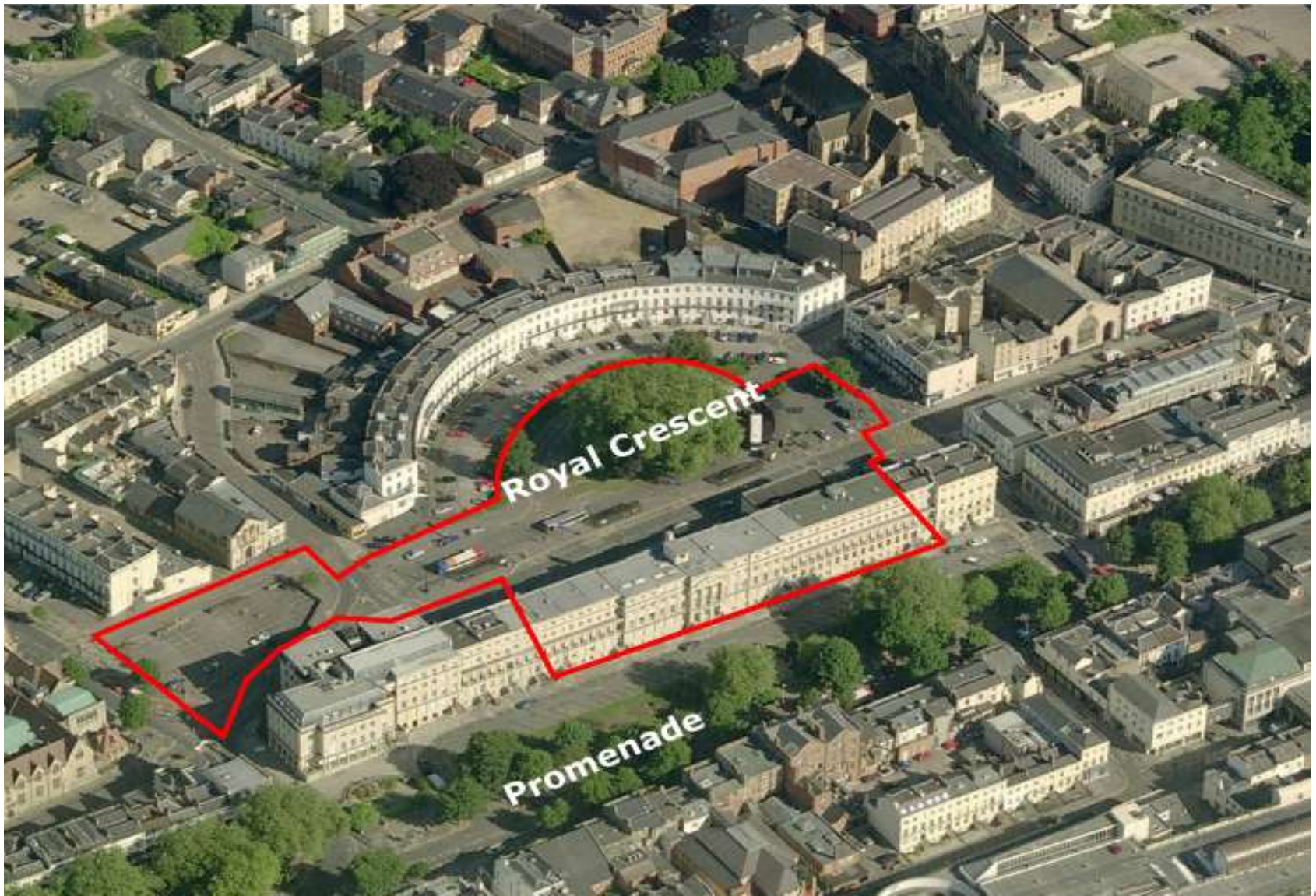
- Create pleasant pedestrian environments.
- Improve pedestrian linkages.
- Introduce calmed crossing places.
- Make it a greener space which you can enjoy.

Opportunities & Challenges



Future targets?

- Progress sites that have secured consent - North Place, Honeybourne Gate, Brewery phase 2, Albion Street
- Subject to statutory consultation, progress Cheltenham Transport Plan with GCC
- Progress public realm phases
- Subject to GLTB outcomes support bid
- Explore options for Municipal offices



Royal Well



- Historic assessment completed with EH support
- Arboreal survey completed
- Development brief amended
- Archaeological desktop study completed
- Flood Risk Assessment completed
- Transport plan consultation undertaken

Currently.....

- Exploring alternative locations
- Soft market testing



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Municipal Offices progress



Questions