

The Flower Stall Meeting 23rd May 2014 Analysis and Options.

The issues discussed on 6th May regarding space need i.e. high footfall zone, access for loading, access to power and water – beneficial, preferably multi-faceted, direct sun-light issues, need to maintain adequate circulation space for pedestrians, scooters, prams etc, views of traders in close proximity – restricted window and circulation space, scale and height of canopy in current location, impact of “other” street traders (daily & monthly) if alternative viable location found – have been factored in to the analysis.

The licence allows for a stall to occupy between 12 and 18m², although our understanding of preferred operational size is 16m².

The following considerations are made in line with the boroughs ‘Policy on Measures to control street scene activities in Cheltenham’ with particular reference to the following clauses:

Licence will not be granted if... ‘The site or pitch obstructs either pedestrian or vehicular access, or traffic flows, or places pedestrians in danger when in use for street trading purposes,’

and:

‘the town centre... has conservation area status and as a result the Council will adopt a more restrictive approach to applications for these areas in particular.... The appearance of a trader’s business must enhance, or at least not be detrimental, to the street scene.’

Ormond Place

- Ormond Place is 9m across building to building so by Cheltenham standards one of the narrower streets.
- The photographs show the current space occupied and critically width of the stall with its umbrella and spread of flowers.
- Ormond 1 identifies the potential locations of a minimum spaced 12m² pitch within the road closure area of Ormond Place
- Ormond 2 identifies the maximum permitted 18m² pitch within the road closure area of Ormond Place – which at 5m x 3.6m is not far from current circumstance. It certainly narrows the passing pavement down to an unacceptable 2m width each side.
- Ormond 3 identifies the preferred 16m² pitch within the road closure area of Ormond Place but again this takes up a 5m width.
- An option for a kiosk which could only be located as option 3C has been explored. Given that this location is in the central conservation zone, an off-the-shelf solution unlikely to be deemed acceptable. An example of a bespoke solution delivered in London is shown. This example designed by Buchanan Associates cost c£50k
- It is worth noting that the Beards frontage at number 70 The Promenade is only 5.5m and several shops on the Promenade have even narrower frontages.

The Promenade

- All Promenade options are in proximity of the existing cluster of 4 phone boxes which will have power and water as part of their refurbishment.
- Whilst we have not yet produced a photo montage of the flower stall on the Promenade, the fact that The Promenade is 30m across gives comfort that in the right location it should be visually acceptable.
- Prom 1 is an alternative location for a 16m² pitch which can be implemented with no other works
- Prom 2 reflects a preference identified by Mark but would need negotiation with the established use by Café Rouge. It is likely to need to be multi-faceted as shown on the drawing as Café rouge unlikely to support if visually it reflects the view shown on the current photographs.
- Prom 3 identifies a pitch that can be implemented now with a revised location subject to relocating the bicycle racks. This site would equally need negotiation as currently used by the green coffee machine. The two activities do not however appear mutually exclusive.



High quality bespoke flower kiosk in London



'Front' view of stall - occupying 5m width

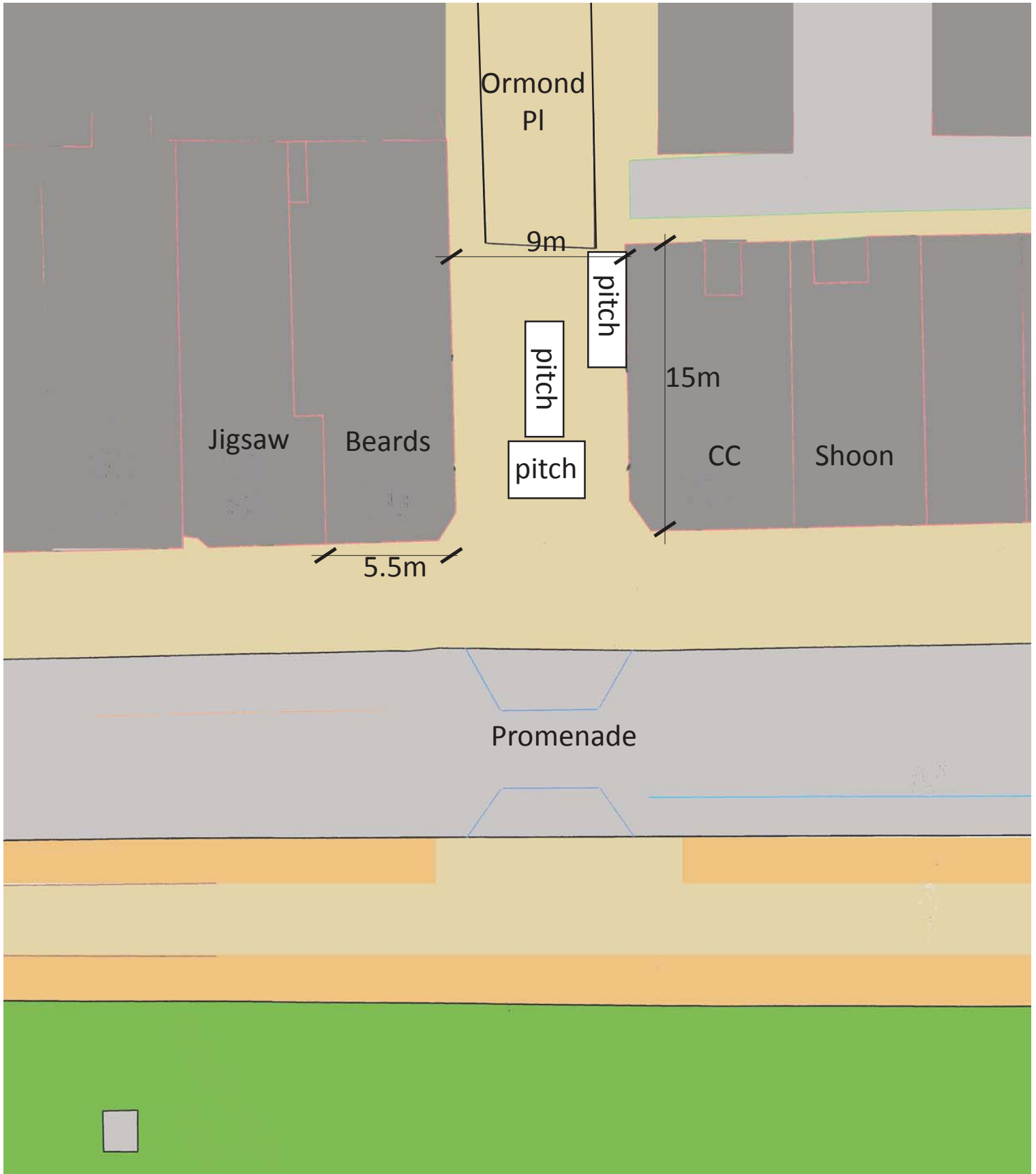


'Rear' view of stall

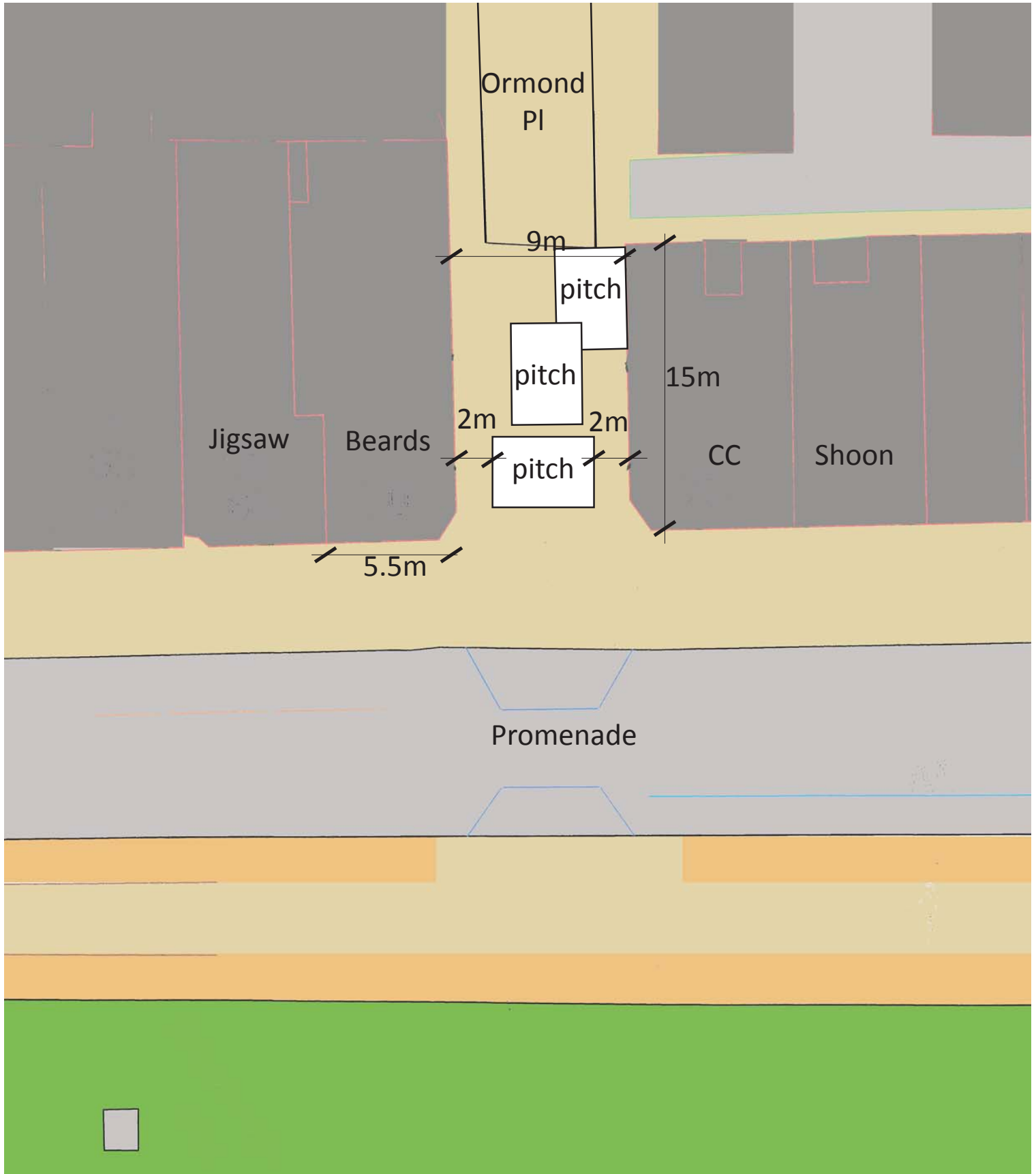


View of stall & proximity to street furniture & building facades

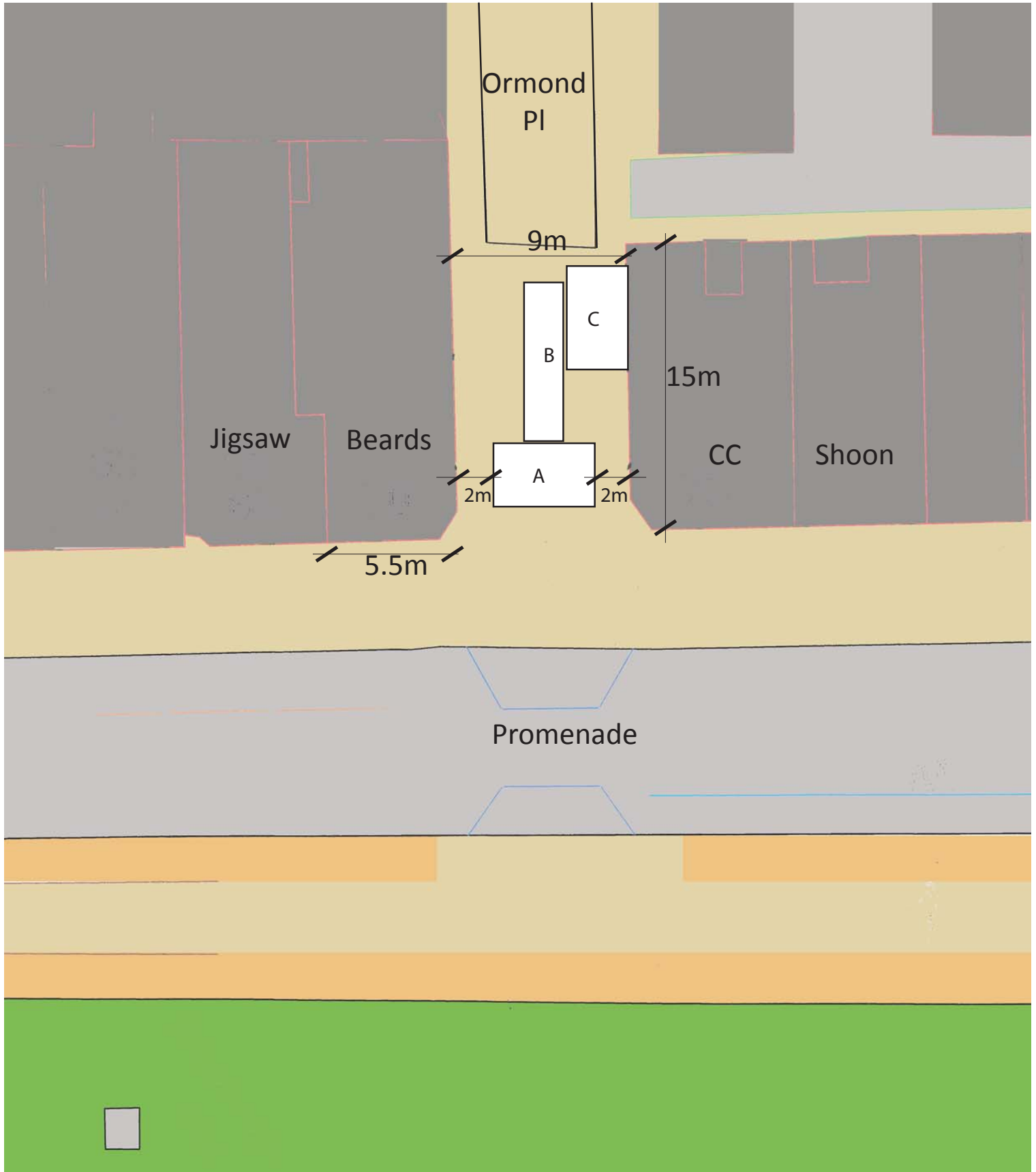
Ormond - 1 (minimum). 12 SqM @ 6.0x2.0m, 6.0x2.0m & 4.0x3.0m



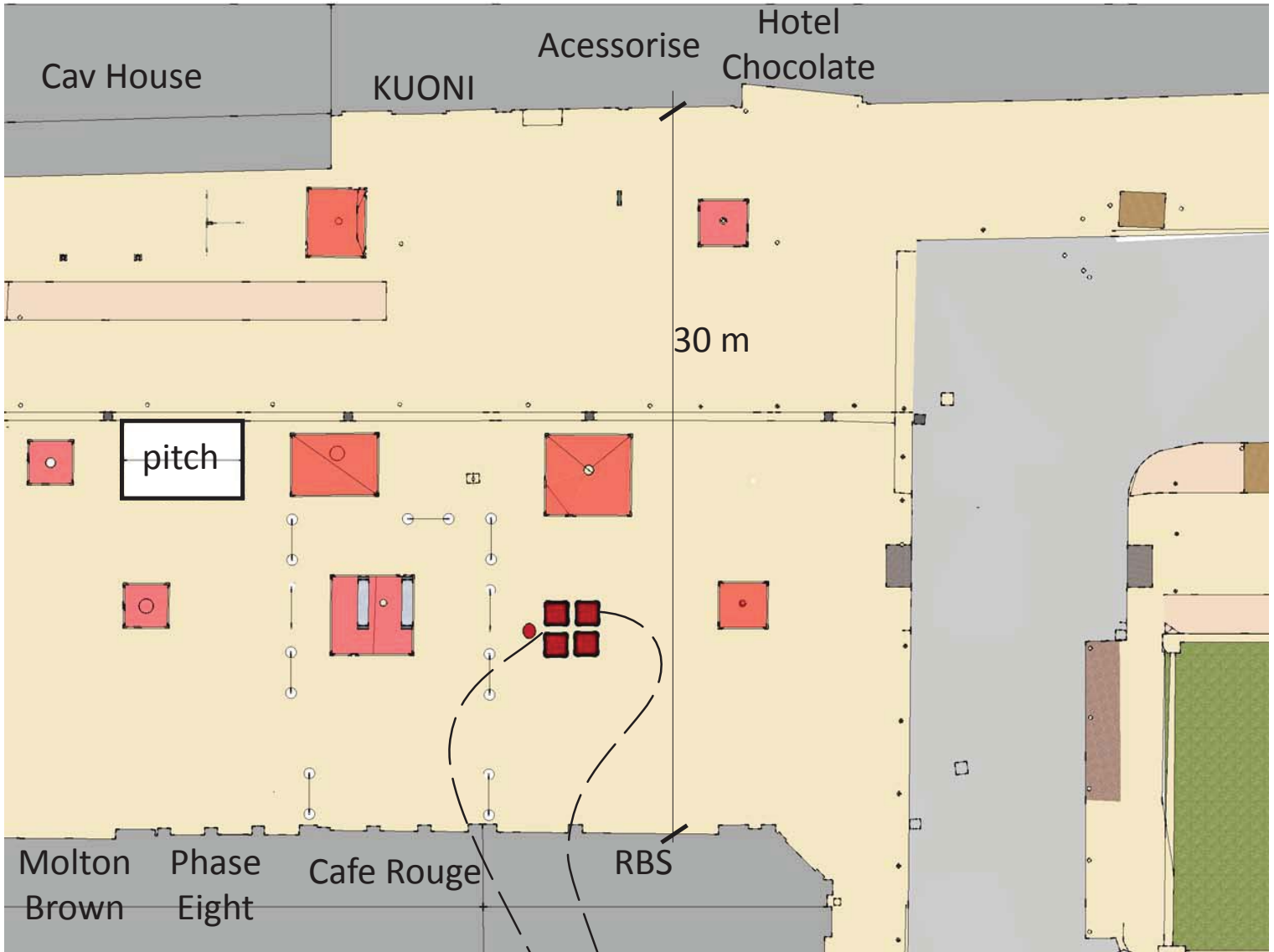
Ormond - 2 (maximum). 18 SqM @ A=5.0x3.6m



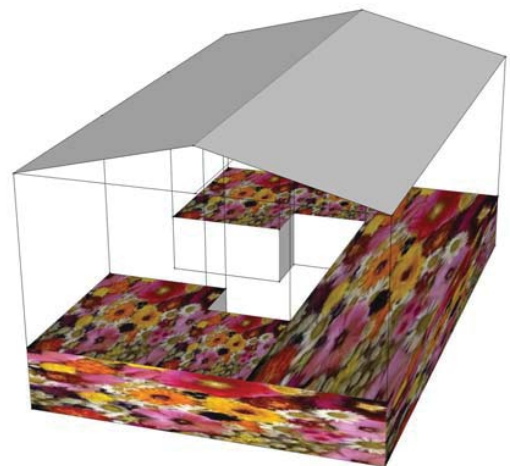
Ormond - 3 (operator preferred). 16 SqM @ A=5.0x3.2m, B=2.0x8.0m, C=3.0x5.3m



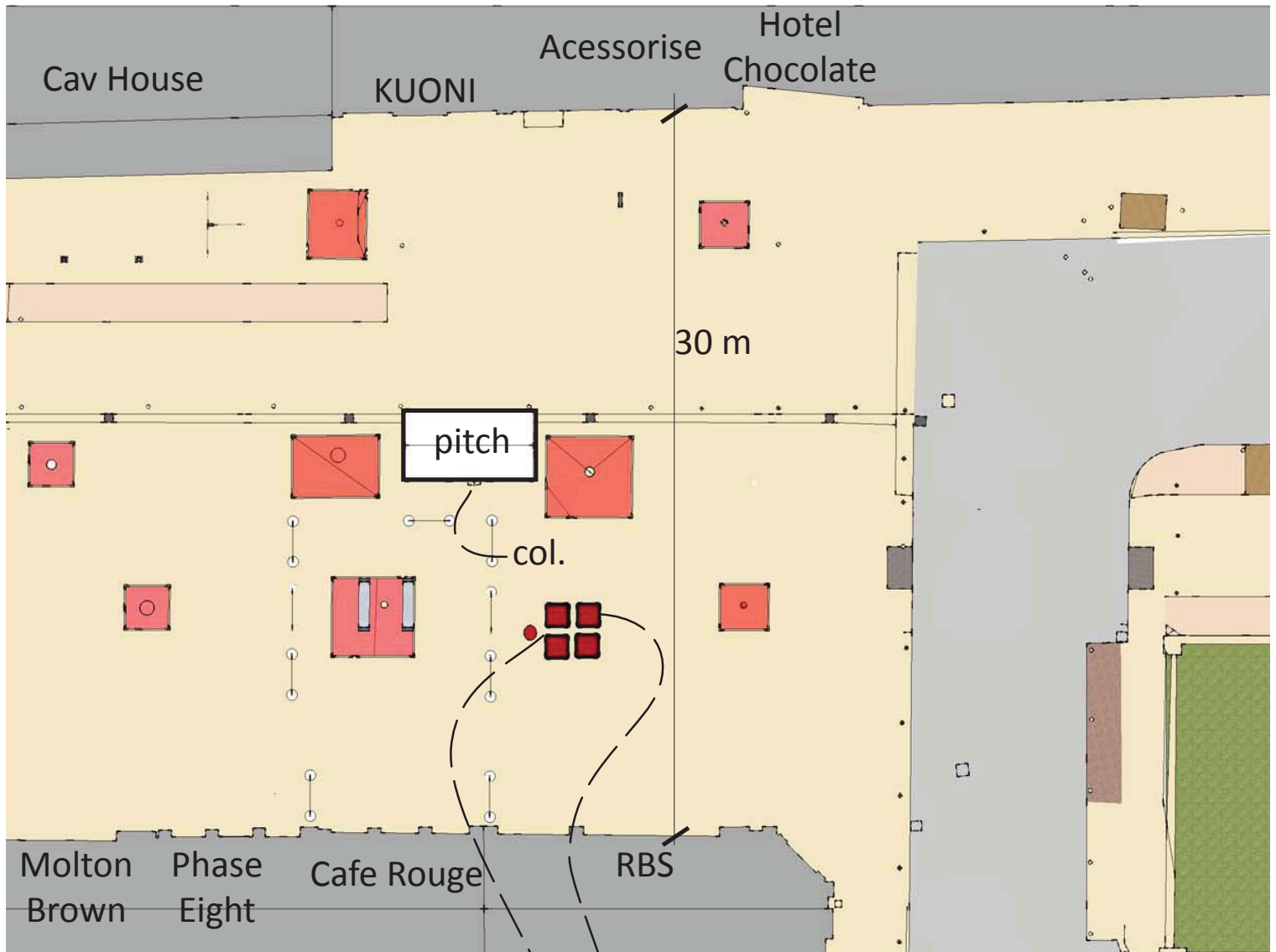
Prom - 1. can implement now, 16 SqM @ 5.33x3.0m



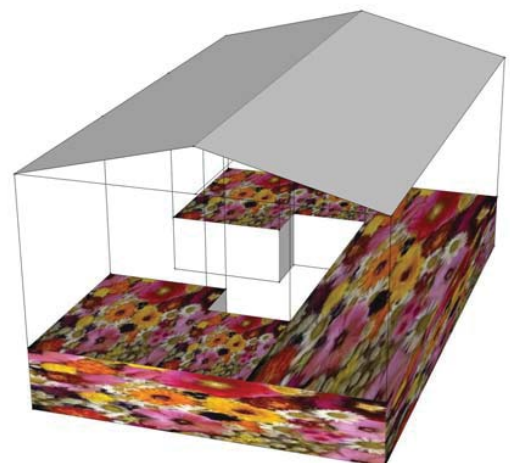
water connection
power connection
In kiosk



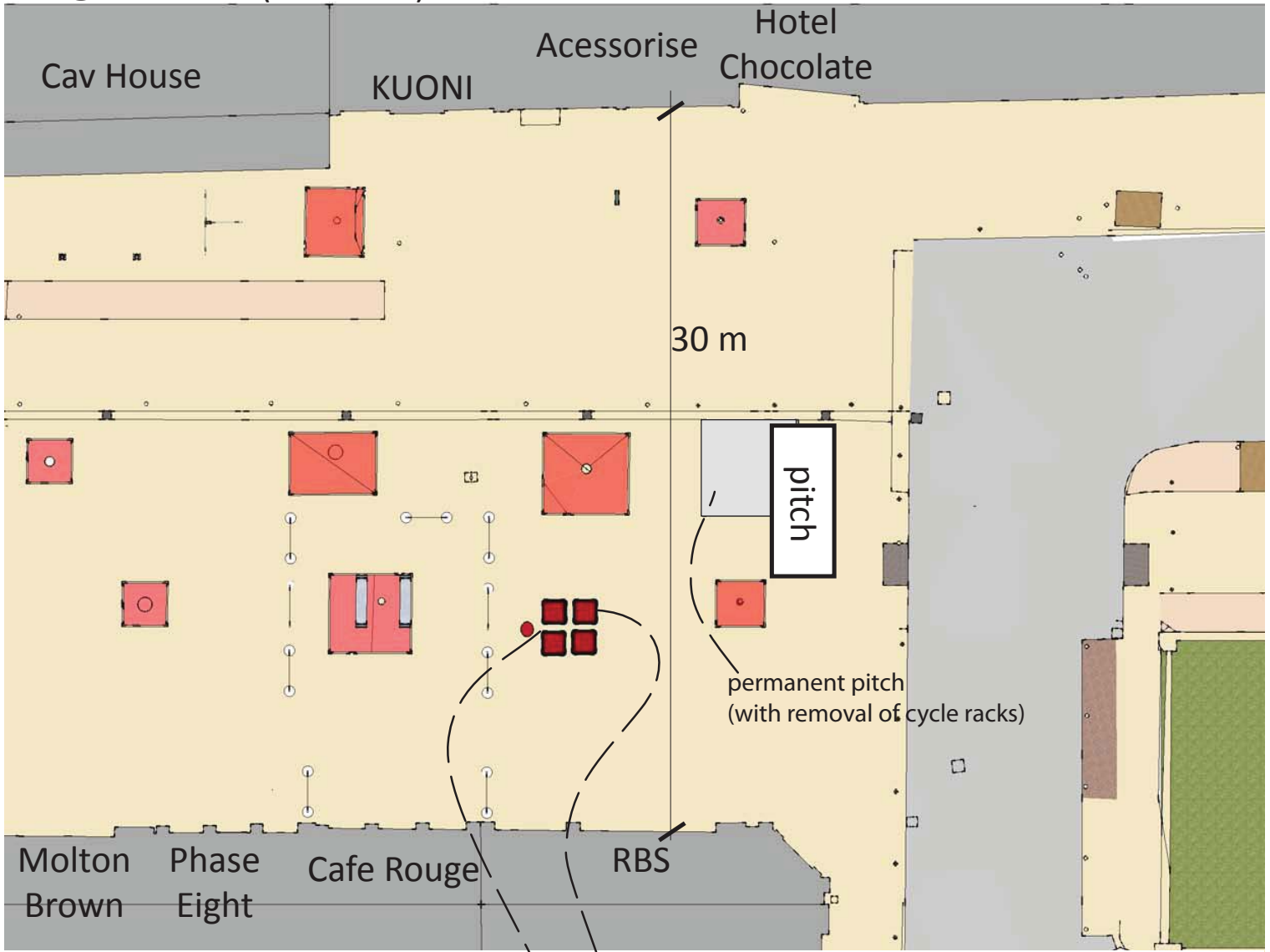
Prom - 2. can implement now, 16 SqM @ 5.8x2.7m (close to lighting column)



water connection
power connection -
In kiosk



Prom - 3. 16 SqM can implement now (with permanent location shadowed)
@ 2.5x6.4m (4.0x4.0m)



water connection
power connection
In kiosk

