

24<sup>th</sup> June 2014

### **Ormond Place – Flower Stall**

On 7<sup>th</sup> April 2014 I submitted a letter noting my support for the vibrancy that the flower stalls bring to the streetscape of Cheltenham, but noting that in this instance, I felt that the stall is too big for this particular location and in its current location ran the risk of de-railing a major investment into this area by the operators of the Regent Arcade, who have already demonstrated their commitment to Cheltenham and the Arcade through the major investments of the last few years.

On 24<sup>th</sup> April 2014, a letter from all parties with an interest in the renewal of this flower stall licence was submitted to the licensing committee. That letter noted that the parties would seek to trial a compromise solution. Compromises included

- re-orienting the stall,
- changing the stall layout,
- changing its location either within Ormond Place or potentially on to the Promenade.

Following the determination of the licensing committee for a 3 month extension a meeting was held between Mark Morris, myself and Councillor Rob Garnham on 6<sup>th</sup> May 2014 to fully understand the requirements of the flower stall operator. Having noted these requirements I then set out a simple comparative analysis between Ormond Place and the Promenade – ~~this can be found at appendix 1.~~

At that meeting it was agreed that a fuller analysis be undertaken by the urban design team.

This was undertaken and explored fully in a meeting with Mark Morris on 23<sup>rd</sup> May 2014 – see appendix 2 which has both a written analysis and accompanying location and configuration options, and at the behest of the operator explored formats for a permanent stall.

A key point is that Ormond place is only 9m across and yet the stall occupies 5m of that space. This width of stall is as great as some Promenade shopfronts. The Promenade in contrast is 30m across so is more able to absorb a 5m width stall.

All interested parties were circulated with the analysis and drawings of that meeting.

Mark Morris was reluctant to undertake a trial on the Promenade but agreed he would trial alternative configurations on the Ormond Place site.

These were trialed with effect from 27<sup>th</sup> May 2014 with two major changes, a minimum 3m each side of the stall for pedestrian movement and the canopy turned through 90° - essentially now only occupying one third of the street width and thereby improving both pedestrian flow, access to window displays and visual linkages between the Regent Arcade

and Promenade. This trial was welcomed and photographed by all parties but sadly it was only continued for a few days and by Saturday 31<sup>st</sup> May the trial had ceased.

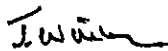
Discussions ensued but it was clear that Mark Morris was not willing to commit to a trial of any length arguing that the stall layout was entirely dependent upon the weather and secondly would not trial in any other location such as the Promenade (despite the work and offers of support from the urban design team and the Licensing manager) unless someone was prepared to underwrite any perceived loss of income.

Sadly the commitment to effective trials set out in the letter of 24<sup>th</sup> May 2014 has not been delivered, so it has been impossible to reach a compromise. This is despite significant time and resource committed to find viable alternatives.


On this basis I have no alternative but to again bring to the attention of the committee the concerns raised in my letter of 7<sup>th</sup> April 2014

- that the stall is too big for this location occupying over 50% of the street width
- that to remain as it is threatens a major investment by the Regent Arcade
- there are better locations for the flower stall without compromising other businesses or investment

Other parties to the compromise letter of 24<sup>th</sup> April 2014 also share my views and have signed below



J. Williamson - Cheltenham Development Task Force



H. Barber – CBC town landscape team



A. Rose – Beards

J. Forward – Regent Arcade