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| <b>APPLICATION NO:</b> 14/01423/FUL      |   | <b>OFFICER:</b> Mr Craig Hemphill          |  |
| <b>DATE REGISTERED:</b> 12th August 2014 |   | <b>DATE OF EXPIRY :</b> 11th November 2014 |  |
| <b>WARD:</b> St Pauls                    |   | <b>PARISH:</b>                             |  |
| <b>APPLICANT:</b>                        | Lance Leisure Ltd   |  |  |
| <b>LOCATION:</b>                         | 391 High Street, Cheltenham   |  |  |
| <b>PROPOSAL:</b>                         | Demolition of existing building and the construction of a four storey building for residential use together with three town houses and associated parking |  |  |

## REPRESENTATIONS

|                           |           |
|---------------------------|-----------|
| Number of contributors    | <b>11</b> |
| Number of objections      | <b>10</b> |
| Number of representations | <b>1</b>  |
| Number of supporting      | <b>0</b>  |

19 Hereford Place  
Cheltenham  
Gloucestershire  
GL50 4JQ

**Comments:** 3rd September 2014

As owners of a property adjacent to the proposed redevelopment of the Bingo Hall we strongly object to the proposed plans mainly due to the increase in traffic and reduction in parking spaces the development would contribute to.

It must be one of the most congested areas of the town and vehicles are damaged by other traffic trying to manoeuvre in the very narrow streets on an almost daily basis.

As everyone in the area knows traffic and parking are a continual nightmare. We have lived in Hereford Place for over seven years and have lost count of the times delivery people have had to park even just medium sized vehicles north of Nailsworth Terrace and carry or bring on a trolley goods to our house due to the fact the narrow road was so congested. It beggars belief that this same road is expected to carry heavy plant vehicles that are needed for such a development! It has often been mentioned that emergency vehicles such as fire engines etc would find it near impossible to reach many of the properties down Nailsworth Terrace and Hereford Place if needed to.

The Parking Study appears to be a complete farce and we feel it seems very much biased in favour of the development. Many of the vehicles that use and park down Nailsworth Terrace and Hereford Place are owned by students and turn up in term time (which is when the Parking Study should have been conducted).

The Parking Study and development proposal in general has also shown a total disregard for the (ten plus) cars that park alongside the Bingo Hall (on the north side outside Roebuck Cottages and 19-22 Hereford Place). They have parked there for the seven years we have lived there and I expect many years before that. If the development went ahead all these spaces would be lost and the vehicles would have to find spaces elsewhere.

Also the road surface outside these properties is in poor repair and just about coping with the current flow of traffic.

We feel if this development or similar were to go ahead then it would definitely need access directly from the Lower High Street.

11 Hereford Place  
Cheltenham  
Gloucestershire  
GL50 4BD

**Comments:** 1st September 2014

I object to this proposal due to the access of the site being through Hereford Place. This is already an extremely narrow street, and as mentioned in a previous comment, the refuse collectors already have to stay parked at the end of the road and walk down to collect the waste as they're unable to fit their vehicles down the street. More traffic will inevitably create more problems more current and new residents.

I am in support however of demolishing the Bingo Hall. This is a complete eye sore to the street.

9 Hereford Place  
Cheltenham  
Gloucestershire  
GL50 4BD

**Comments:** 1st September 2014

As owner of 9 Hereford Place I strongly oppose the proposed development on the basis of both access and parking problems that would be caused.

1. The 14 extra vehicles travelling in and out of the new development would create a huge level of chaos and stress. There is not enough room for cars to pass anywhere on Hereford Place (the main street), and the street is too narrow for vehicles to be able to reverse when cars confront each other. The turning area by the proposed development is very tight and creates difficulties already. Cars are often knocked and most residents already always tuck their wing mirrors in. There are already major problems with the current level of use and fourteen extra cars regularly passing through the street would create an appalling situation for both existing residents and those living in the new development.
2. Refuse vehicles already struggle to get down the street at times. Would refuse collectors be willing to wheel all the new bins to the end of the street when they can't get down to the end of it? Emergency vehicles are likely to have similar problems.
3. On Milsom Street cars often have to mount the pavement to pass each other, and where cars are parked on single yellow lines, passing can be an issue on this street too (though much less than in Hereford Place). (The entrance to Milson Street often also has illegally parked cars, especially in the evenings outside the time covered by the parking survey carried out.)
4. Parking is already a major problem in Hereford Place; a residents' scheme is in progress. As 8 of the proposed properties have two bedrooms some of these are likely to have more than one car, I would assume residents of the new development would not also be eligible for parking permits on the street (as they have an allocated car park). They would also not be able to have visitors parking in the street as suggested in the plans, once the permit system is in place. Once the permit system is in place the nearest place to park legally will be some distance away.
5. Parking at the south end of the street by the back on the Bingo Hall it appears would no longer be available and this is essential to cater for the number of cars currently.

6. The parking survey was done one Friday and Saturday in July, where during term time there are around 15 extra cars that park in the street (including students living on Nailsworth Terrace and Milsom Street, and possibly other streets too.) Even outside of term time the single weekend chosen seemed unusually quiet. In terms of the parking review underway the street has been identified as being under the highest level of parking stress. If in doubt I suggest a much more thorough study during term time.

Whilst I'm not opposed to development of the building, access to parking via Hereford Place would simply not work. The planners should consult with residents before submitting a more suitable plan. I believe the only suitable means of parking access would be via the High Street and not Hereford Place. A committee decision would appear appropriate if this allows these matters to be assessed more fully.

[As an aside I'm also not sure if all the residents are fully aware of this and have been giving a chance to consider it. There was less than three weeks from the date of receipt the letter to the deadline for comments, and the information doesn't seem to have been posted in the area.]

[In terms of clarity it is worth pointing out some ambiguity over 'Hereford Place', noting some may refer to Hereford Place as the small area at very south of the street only, where some refer to the whole street as Hereford Place, with Nailsworth Terrace being only the houses on the west side of the main street. I have used the latter definition noting the addresses of the houses on the east side of the main street are also 'Hereford Place' and the maps used [including those in the Design and Access Statement] generally label the whole street as Hereford Place.]

393 High Street  
Cheltenham  
Gloucestershire  
GL50 3HU

**Comments:** 2nd September 2014  
Letter attached.

19 Hereford Place  
Cheltenham  
Gloucestershire  
GL50 4JQ

**Comments:** 25th August 2014

As a resident of Hereford Place I am very concerned about the proposed development mainly due to losing our parking. As you are aware parking is very limited in Cheltenham and especially in Hereford Place. It would not be right for us to lose our parking due to this new development. For me it would mean I would have to move. I do not disagree with the building being made into residential however I think that consideration of existing residences and properties should be made a priority.

9 Roebuck Cottages  
Hereford Place  
Cheltenham  
Gloucestershire  
GL50 4BG

**Comments:** 31st August 2014

As residents of Hereford Place, we strongly oppose the plans for the proposed development of 391 High Street, which involve site access in our road.

Our views and concerns are listed below;

1. Site access to the rear of the building is simply not a practical option, and one that provides considerable concern to those who are residents in the area of Hereford Place and Nailsworth Terrace.

Nailsworth Terrace is an extremely narrow road, with cars parked either side continuously throughout the day and night. To increase the volume of traffic from the opposite end of the road (Hereford Place) is of great concern, as cars are currently being damaged from reversing down the narrow street and parking on road corners restricting view and turning ability. The road turn into Hereford Place is also narrow and the cul-de-sac is extremely busy with cars parked all along the proposed site entrance.

2. The recent car parking survey carried out by National Data Collection, has no mention of the parking situation within Hereford Place. There are 6-7 parking spaces in this area, with cars also parking outside of their houses in the cul-de-sac when they can't obtain one of these spaces. The idea of wiping out this parking area to make way for a site entrance will lead to severe parking issues for the current residents.
3. The car parking survey was carried out on a Friday evening between 1600 and 1830 and on a Saturday between 1100 and 1430 hours during two dates in July. I would like to point out that there are a significant amount of students living on Nailsworth Terrace who are also car owners. The university term had finished at the time of the survey and therefore the students are unlikely to be in the area. These extra cars should be taken into consideration. We also feel that two dates in the same month do not offer a true representation of the volume of traffic and number of parked vehicles in the area.
4. There are plans to implement a residential parking permit in the areas of Milsom Street, Nailsworth Terrace and Hereford Place. This should highlight to you the parking issues in the area. Due to the parking difficulties in this town centre street, the council have proposed this scheme to help ease the parking problems we are encountering. Our concerns are that if the planning is approved with the access at Hereford Place, all 14 new dwellings could be entitled to permit parking on the street which will again increase the volume of cars in the area and cause more parking issues.
5. The flow of traffic past our property will be increased and this is a concern. We already have a number of cars trying to reverse and turn around in what is already a very narrow and restricted area.
6. Overlooking from the townhouses into our property is a concern, the proximity is too close and is directly opposite the residential properties currently on Hereford Place.

As residents of Hereford Place we are strongly concerned about the impact on local residents and feel that this proposed development is not suitable for this location.

**Comments:** 10th September 2014

Letter attached.

10 Roebuck Cottages  
Hereford Place  
Cheltenham  
Gloucestershire  
GL50 4BG

**Comments:** 2nd September 2014

I purchased a property in this area just last week, although I am keen for development in the lower end of Cheltenham one of the main reason I purchased the property is because of the parking. I am able to park my car close to my house and my visitors are able to park without causing problems to other residents.

If this development goes ahead it will reduce the amount of parking substantially. I know that permits are due to be put in to place which I have no problem with but there is a lack of space for resident parking with in Milsom Street and Hereford place.

The development will bring around 6-7 new cars to an area that currently doesn't have enough parking space already.

14 Nailsworth Terrace  
Cheltenham  
Gloucestershire  
GL50 4BE

**Comments:** 2nd September 2014

Objection because:

1. Had NO communication about the project with residents!
2. Unsolved and never ending parking problems in Nailsworth terrace and Hereford place! LACK OF SPACE!!!
3. The layout of the street is outrageous itself! Worth to have a look at it in person!!
4. Planned building works through Hereford place? When the waste collectors cannot access the road??? Really?

Flat 1  
47 Dartmouth Park Hill  
Dartmouth Park  
London  
NW5 1JB

**Comments:** 26th August 2014

Objection to Development Proposals

We understand that a planning application for redevelopment of the above property has been submitted to Cheltenham Borough Council and the development proposals comprise demolition of the existing building and the construction of a four storey building for residential use together with three town houses and associated parking. As the owners of 20 Hereford Place we wish to object to these proposals on the following grounds:

Lack of Public Consultation:

We are not aware of any consultation having taken place with local residents in respect of these development proposals despite the fact that they have a significant impact on the homes in Nailsworth Terrace and particularly Hereford Place. We consider the current application should be withdrawn until consultation with local residents has taken place and consideration given such

amendments as may mitigate the impact of the proposals on the neighbouring properties and their residents.

#### Impact on Parking:

The Parking Study submitted with the application is inadequate and misleading. There are numerous occasions when Nailsworth Terrace is almost impassable because the road cannot cope with the demand for parking and inconsiderate drivers park in the turning areas at the end of the road. Furthermore, the Parking Study makes no reference to the demand on Hereford Place itself. For years Hereford Place has suffered from inconsiderate drivers parking there because it is private land and hence uncontrolled. We consider that the applicant should be asked to submit a more thorough parking study that covers a twenty four hour period over a weekday, that it includes Hereford Place and that it should address the potential loss of parking to local residents in Hereford Place. Furthermore the existing residents of Hereford Place have established rights of vehicular parking on the private land and accessing the proposed residential parking from Hereford Place conflicts with these rights.

#### Impact on Highways:

Currently the bingo hall possibly generates 2 vehicle movements per week, one for collection of refuse and the other for deliveries. The proposed development will generate at least 99 vehicle movements per week (7 x 14 residential plus 1 refuse). Nailsworth Terrace and Hereford Place struggle to cope with the current vehicle movements generated by existing residents and the High Street shops backing on to the roads. They will not be able to cope with the near 5000% increase in traffic generated by these proposals. Furthermore it is not demonstrated within the application that refuse or emergency services could reach the development. Currently refuse trucks are unable to enter Hereford Place and have to reverse all the way down Nailsworth Terrace.

#### Refuse Storage:

Whilst the proposed refuse storage is sited in a similar position to the existing its design is detrimental to the neighbouring residential properties. The current refuse store appears to be part of the overall building and is roofed; the proposed store appears to be slatted timber and is not roofed. The contents of the bin store will be readily visible from the first floor windows of Hereford Place and its timber construction will deteriorate quickly and less of a deterrent to vermin. In addition, the amount and type of refuse generated by the proposals is likely to differ greatly to that generated by the current use. As refuse vehicles cannot reach this part of the site it is particularly unneighbourly to site the refuse store so that refuse bins have to be wheeled up Hereford Place past the existing residential properties.

#### Quality of Proposed Residential Accommodation:

The houses in the proposal include first floor terraces over parking at ground floor; double bedrooms with high level windows look directly over the parking. The first floor terraces will obscure the natural daylighting to the bedrooms the levels of which are highly unlikely to meet habitable standards. Furthermore, the introduction of first floor amenity space which has to be screened by a 1.8m timber fence to avoid overlooking is in reality unsightly, un-neighbourly and a device that is unsuccessfully trying to overcome overdevelopment of the rear of the site. In addition, the design of the north-west elevation gives no consideration to the outlook of the existing residential properties as it lacks any articulation and fails to screen the view of tarmac and parking. Basically it is detrimental to the local residential environment. If despite the above the Council is still minded to grant permission for the current proposal we would ask that the following conditions are attached to the permission:

a) That no works are commenced until:

- i. A Construction Management Statement has been submitted to and approved by the Council
- ii. A Traffic Management Plan has been submitted to and approved by the Council.

For the reasons explained under Highways above we consider Nailsworth Terrace / Hereford Place is not capable of servicing construction of this scale; furthermore the applicant would not have the right to locate site cabins and other facilities in Hereford Place.

- b) That no works are commenced until alternative designs for the refuse storage which shall include brick/render walls and solid pitched or flat roof have been submitted to and approved by the Council
- c) That no works are commenced until alternative drawings are submitted for enclosure of the first floor terraces, parking below the terraces and the site.

The photomontages show a rendered wall to the north-west elevation of the first floor terraces; this is preferable to a timber fence. The rendered wall should be continued down to ground level (in lieu of the columns) so that it screens the parking below. A brick wall to the site boundary would be preferable so that it screens the sliding gate gear and appears less industrial.

- d) That no works are commenced until proposals for the reinstatement of Hereford Place / Nailsworth Terrace are submitted to and approved by the Council. The proposed development is not to be occupied until the works have been carried out Hereford Place roadway is in a poor condition and there is no evidence that this private land is capable of taking the increased traffic proposed. With or without the construction being serviced from the rear the proposals will impact on the road condition. It is therefore reasonable that the applicant should reconstruct and improve the road on completion of the works.
- e) That the permission be subject to the applicant entering into a S106 agreement for the works described above to be carried out.

**Summary:**

Whilst the principal of redevelopment of this site is welcomed the current proposal fails to address fundamental parking, highways access and neighbourly design issues. The layout of the development could be improved: a) To facilitate public and emergency services vehicles accessing the site and turning. b) To re-site and redesign the refuse storage so that it conceals the refuse, appears to be an integral part of the development and is more readily accessible to public service vehicles. c) To mitigate the impact of access to the development on the rights of existing residents d) To provide a design to the rear of the development that enhances the neighbouring residential environment e) Provide ground level amenity space for the housing and achieving daylighting to habitable standards in all the rooms.

Given the mass of the existing building there would appear to be no reason why the housing should not be three storeys to assist in achieving the above.

Overall we consider that the applicant should be asked to withdraw the current application, carry out consultation with local residents and subsequently submit a further application which addresses these issues. I would appreciate an acknowledgement of receipt of this letter of objection, advice as to when the application will be considered by the Council Planning Committee and whether there is the opportunity to make representations at the Committee meeting. I look forward to hearing from you.

**Comments:** 8th December 2014

Thank you for your letter of the 26th November 2014 advising that revised plans for the above development have been registered with the Council. The new documents that have been placed on the website since my previous email are:

- 28/08/14 Crime Prevention Design Advisor
- 02/09/14 Letter of Rep
- 09/09/14 GCC Highway Response
- 10/09/14 Letter of Rep
- 26/11/14 Additional Info Car Parking Survey Nov 2014
- 26/11/14 Additional Info Nov 2014 Parking Beat

There are no new plans. If the new plans are missing from the website I would ask that determination of this application be deferred until the new plans are published and proper consultation can take place.

If there are no new plans and the only new documents are as above then all the objections I have previously made still stand. None of these objections have been recognised by the applicant let alone considered and responded to.

Despite the GCC Highways response there is no consideration of access for emergency vehicles and only cursory consideration of that for service vehicles such as refuse trucks. I'm surprised that despite the concerns raised by local residents that the Fire Brigade, Ambulance Service and Council Refuse do not appear to have been consulted. In addition the proposals give no consideration to the provision of parking for the disabled contrary to Council policy.

The updated car parking survey still does not consider Hereford Place and the hours are arbitrarily limited. Any survey should consider a full twenty four hour period both weekday and weekends. It should also consider Hereford Place which as private land is outside the control of any Council Parking Control scheme. The imposition of residents parking elsewhere in the neighbourhood will only increase the problems in Hereford Place as motorists seek tariff free parking. The proposed development deprives local residents of their parking and gates off its own so it is not generally accessible. This is unreasonable and if the development is to have parking then it should be open to all. Alternatively the number of bays it is depriving local residents of should be replaced with new generally accessible bays.

The proposed plans only offer 1 bay per new residential unit despite Council policy recognising the need for up to 1.5 bays per unit depending on the nature of the home. Given that the GCC Highways response advises that the site is highly sustainable and in a town centre location surely it would make sense for the flats to be 'car free' and limit the additional traffic / parking to just that for the houses. This might have the additional benefit of enabling the houses to have proper gardens at ground level rather than in screened first floor boxes.

I have attached a copy of our previous objections all of which stand given the information currently available on the website.

The Cusphaus  
Blacksmith Lane  
Cheltenham  
Gloucestershire  
GL52 5JA

**Comments:** 15th October 2014

I believe there is an opportunity here to retain the building as a place of entertainment and perhaps develop as an arts cinema/community hall. There doesn't seem to be the provision of many places of entertainment at that end of town.

Totally uninspiring housing that has been proposed. Usual postage stamp sized housing to cram as many buildings in such a small space.



Little Evesham House  
Wellington Road  
Cheltenham  
Gloucestershire  
GL52 2AE

**Comments:** 16th October 2014

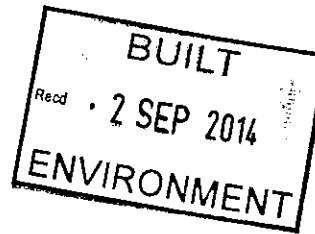
I would like to lodge my objection to this proposal on the following grounds:

1. The building is one of the last remaining cinema buildings in Cheltenham and its replacement with housing would remove the potential of its ongoing use for arts and leisure purposes. While the Bingo business may be in decline, other leisure or cultural activities, such as cinema, theatre, or arts/crafts might well be operable in the building, either alongside, or instead of the Bingo business. Cheltenham is lacking an arts centre facility.
2. The Lower High Street is not principally a residential street, and retaining the building in its present use, or a related use, for leisure purposes would provide an 'anchor' at that end of the Lower High Street which would give greater potential for the street to retain and improve on its character as one containing a mixture of shops, pubs and cafes. A small, and apparently unprepossessing, residential development would not achieve this, and might easily lead to a decline in the street's prospects.
3. The building itself is of some historical interest, having been opened as the Essoldo Cinema in 1937. It still retains some original interior features. Apart from the Daffodil Picture House (now operating as a restaurant) this is the only original cinema building in Cheltenham not to have already been demolished.

I would propose a 'stay of execution' during which time the possibilities for continued use of the building for arts and leisure purposes could be investigated more fully.

Reference: BH/01  
Date: 31.08.14

Cheltenham Borough Council  
Planning Department  
Municipal Offices,  
Promenade,  
Cheltenham,  
Gloucestershire,  
GL50 9SA



393 High Street  
Cheltenham  
Gloucester  
GL50 3HU

Dear Sir/Madam,

**RE: PLANNING APPLICATION REFERENCE 14/01423/FUL: BINGO HALL, HIGH STREET, CHELTENHAM. REPLACE ACE BINGO WITH RESIDENTIAL DEVELOPMENT COMPRISING THREE TOWNHOUSES AND ELEVEN APARTMENTS.**

As the son of the landlords of the neighbouring property to the above development proposal, I would like to comment on my and my parent behalf that we are not opposed to the principle of developing the bingo hall site to provide residential accommodation, but we do feel the application has a few issues that are mentioned below, and on the grounds of these issues we would currently have to object to this application, but with due consideration taken to resolve these issues we are willing to revoke our objection.

**Rear Vehicular Access to the site**

As an existing resident we are concerned about the impact the development would have on Hereford Place. The sites only vehicular access is from the square on Hereford Place and there are existing problems on this road with parking and a constricted access into the square.

With an additional 30 extra vehicular movements on average per day the constricted access point is not adequate and with the low number of parking spaces provided in the proposal the parking situation on the road would surely be further worsened.

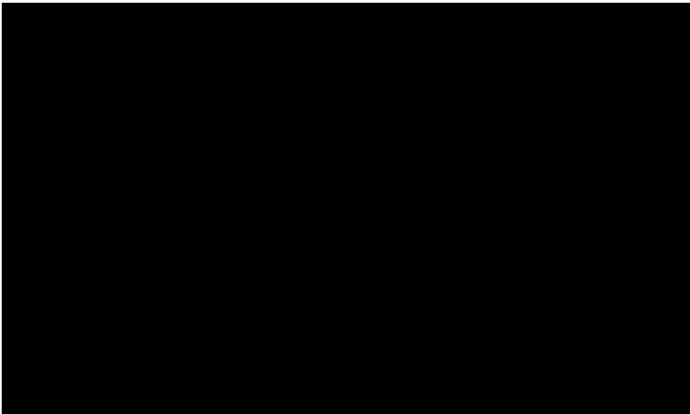
The constricted access point is also not adequate for refuse and emergency vehicles and the Turning Head requirement for such vehicles in front of the site gate has not been shown on the plans.

The existing parking use on the square has not been mentioned in the application, which currently provides 8 communal spaces for local residents, and with the proposal of the gated development as currently shown the communal spaces would be lost to proved vehicular access to the development.

In conclusion, I am strongly of the view that vehicular access to the gated development would be fairer to the local residents if it was provided directly from the northern boundary of the site as the current proposal does not provide the required access for refuse and emergency vehicles and will only further exacerbate the current parking issue on Hereford Place.

As a local resident, I trust this letter comes as constructive criticism and is not of great detriment to the applicant.

Yours sincerely,



In light of the recent planning application to demolish Ace Bingo, I have attached some images from the street, which should highlight to you further the parking situation and access issues within Nailsworth Terrace and Hereford Place. These pictures were taken at 4:30PM on Friday 5<sup>th</sup> September, before the usual rush hour traffic! The situation got even worse later on into the evening with cars parked on single yellow lines in Milsom Street, and cars parking on both corners of Hereford Place.

As requested, we have submitted our formal comments via the public portal, along with the other residents, and I trust our objections will be thoroughly considered regarding the access and parking issues.

(resident at 9 Roebuck Cottages, Hereford Place)





