

APPLICATION NO: 14/01125/FUL	OFFICER: Mr Craig Hemphill
DATE REGISTERED: 24th June 2014	DATE OF EXPIRY : 23rd September 2014
WARD: Battledown	PARISH: NONE
APPLICANT:	
LOCATION:	Tim Fry Land Rovers, King Alfred Way, Cheltenham
PROPOSAL:	Redevelopment of land at King Alfred Way involving the demolition of the existing buildings and the erection of 86 dwellings, access, landscaping and other associated works

REPRESENTATIONS

Number of contributors	47
Number of objections	25
Number of representations	10
Number of supporting	12

16 Rosehill Street
Cheltenham
Gloucestershire
GL52 6SJ

Comments: 29th July 2014

I have looked online at the proposed development in King Alfred Way, and wish to log my objections to it.

It seems a rather "greedy" development, with so many properties squeezed onto a relatively small site. Will there be some "shared ownership" properties onsite, or is it solely a privately funded market being catered for? Is this an "affordable housing" scheme, which Cheltenham needs, as house prices have become unattainable for many of us over the last 10 years or so?

If this site offers opportunities for people to buy their own property at a reasonable price, then it could be a sensible proposition. However, the number of dwellings needs to be reduced by at least 25% to ensure the ecology can cope with the extra footfall. I do worry about increasing Cheltenham's population, though, as it is already a small town bursting at the seams with people not able to find employment, businesses closing down each week due to unaffordable town shop rents.

I also have concerns regarding the traffic flow. As many people have already pointed out, these roads around here are already dangerous for vision, speed, are difficult to negotiate due to cars parked on each side of the road, and turning out into Hales Road in the morning can take me over 5 minutes. Multiply that by 106 plus cars from King Alfred Way, and there will be huge "rush hour" delays, and increased air pollution from all the idling car engines.

I live in Rosehill Street, which has become more and more "commuter parking" over the years, as the town has very limited, cheap parking facilities for those who come in from out of town. If the Land Rover site is made into residential dwellings, I suspect that the "out of towners" will start to park there too, resulting in even more overloaded side streets.

Finally, having lived with the noise, dust and traffic pollution of the last 2 years whilst 3 houses are re-built in Rosehill Street, I dread the thought of living with that again at the rear of this property, but multiplied to an unacceptable level.

If planning is approved, when is the re-development likely to start?

I really do hope that this development is re-considered, and if it is approved, has a more sympathetic approach to the existing residents in the affected area.

77 Rosehill Street
Cheltenham
Gloucestershire
GL52 6SQ

Comments: 25th December 2014

Traffic is already an issue and with 86 further dwellings proposed it will only increase.

We are particularly concerned about the impact these additional occupants will have on local schools as majority if not all are at maximum capacity.

29 Haywards Road
Charlton Kings
Cheltenham
Gloucestershire
GL52 6RQ

Comments: 13th July 2014

My main concern is around increased traffic and parking requirements. As someone else has already said, parking in this area is already challenging and with the undoubted increase in cars that 106 extra dwellings will generate, the situation will only get worse. We have seen the plans and do not believe there is nearly enough parking allocation for the proposed number of dwellings. Our road is already used as a 'cut through' to the London/Cirencester roads and with the current parking challenges, the road can already be tricky to navigate at key times of the day. The traffic will only increase given the number of proposed new dwellings on this site. I would be supportive of a smaller number of dwellings on the site or, as someone else has suggested, some investment to tidy it up as an ongoing business park.

7 Sydenham Road North
Cheltenham
Gloucestershire
GL52 6ED

Comments: 23rd July 2014

My concern is the potential effect on traffic flow in the neighbourhood. At present many vehicles using the Battledown industrial estate by pass the A 40 and drive along Sydenham Road North and also many others trying to avoid congestion use this road as a 'rat run'. It is too narrow for this and residents have to take great risk to come out of their driveways at busy times-which seem to be much of the day. The proposed development can only make things worse with so many homes being built and I would urge the planners to consider ways of restricting access between Athelney Way and Sydenham road North.

7 Sydenham Road North
Cheltenham
Gloucestershire
GL52 6ED

Comments: 23rd July 2014

My objection is that the traffic will increase, particularly, rat runs along Sydenham Road North. This is already a big problem and a safety hazard as coming out of drives along this road cannot be done safely.

If the development goes ahead then traffic from it should be forced along the major roads. It should not be able to cross Hale's Road.

1 Churchill Gardens
Churchill Drive
Charlton Kings
Cheltenham
Gloucestershire
GL52 6JH

Comments: 21st July 2014

Far too many properties proposed for size of site. Reason number of vehicles. Has anybody taken a look at the parking in Haywards Road? At present the proposed site is industrial and those vehicles do not use Haywards Road, their access is via Athelney and King Alfred Way. Once this site becomes residential the owners will be using all available residential roads linking London Road. There is not sufficient parking proposed - as we all know most homes have at least two vehicles, if not more. Churchill Drive already has an excess of vehicles, including motor homes permanently parked because Haywards Road is overflowing.

Obviously so many units will also impact on all other services in the area. Therefore my objection is not a total ban on the re-development but a large reduction in the number. Packing them in like sardines is not conducive to comfortable living.

59 Hales Road
Cheltenham
Gloucestershire
GL52 6SL

Comments: 22nd July 2014

Letter attached.

16 Athelney Way
Cheltenham
Gloucestershire
GL52 6RT

Comments: 7th July 2014

My company has been based on this trading estate for nearly ten years and have grown the business throughout this time and now employ around 100 personnel with 50% of them working from the yard in Athelney Way.

What I cannot understand is that the industrial estate is a vibrant trading centre and is not run down with many empty premises struggling to survive. I can understand the case for much needed housing stock but you are turning 50% of a industrial estate into a housing complex

where the other 50% will continue to be used by industry. This will cause conflict with the existing traders who have worked in this area for long period. I could understand it a little better if the whole site was being developed but this is not the case.

I am a big fan of progress and things never stay the same but redeveloping only part of the site does not make sense.

There are many other brown field sites without damaging local businesses which are just as much needed as the new houses.

17 Ewens Road
Charlton Kings
Cheltenham
Gloucestershire
GL52 6JW

Comments: 25th July 2014

Planning to include:

1. Pedestrian crossing on King Alfred Way to enable young people to access the playing fields safely.
2. Cycle safety/ cycle paths.
3. Protection of all trees and enhancement of green spaces.
4. Bus stop and frequent and speedy bus route to & from town centre and local schools.
5. Enough local school places to meet anticipated demand.

Comments: 17th December 2014

Ensure traffic calming measures are in place.

20 mile zone Churchill Drive & Ewens Road.

Mini- roundabout at King Alfred Way/Haywards Road

27 Churchill Drive
Charlton Kings
Cheltenham
Gloucestershire
GL52 6JN

Comments: 20th July 2014

Although not opposed in principle to the redevelopment of King Alfred Way, the proposal of 106 dwellings is too many given the size of the site and will deliver properties small, cramped and not in keeping with either Ewens Farm or Hales Road.

I am not satisfied the plans address the impact increased traffic congestion will have on either the residential area or the adjacent industrial site. The latter requires access for large vehicles which will become problematic once the road side parking increases and will hinder their ongoing commercial success.

A reduction in the number of proposed dwellings is the sensible solution.

4 Churchill Gardens
Cheltenham
Glos
GL52 6JH

Comments: 28th July 2014
Letter attached.

58 Churchill Drive
Charlton Kings
Cheltenham
Gloucestershire
GL52 6JJ

Comments: 28th July 2014
Letter attached.

39 Churchill Drive
Charlton Kings
Cheltenham
Gloucestershire
GL52 6JN

Comments: 22nd July 2014
Letter attached.

37 Churchill Drive
Charlton Kings
Cheltenham
Gloucestershire
GL52 6JN

Comments: 26th July 2014

I live only a few yards from the top end of this proposed development. I object to the planned design on several grounds.

- 1) The number of dwellings on such a compact sight with limited access.
 - 2) The very low provision of visitor parking and also inadequate resident parking.
 - 3) The aesthetically ugly appearance of many of the buildings that are in no way whatsoever in keeping with the surroundings.
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- 1) At certain times of day the narrow residential roads of Ewens Farm are already dangerously busy, used as a rat run and short cut, it is already an accident waiting to happen. The junction between Haywards Rd and Churchill Dr is an almost perfect chicane which many take at high speed, competing with children and mums trying to cross the road to get to school. The addition of 300 to 400 extra people and around 200 cars cannot be acceptable without proper scrutiny of what safety measures etc could be taken. Ie Changing this junction or even possibly only having one way access (in the direction of Cheltenham) after all the existing estate is purely residential and was never designed to take through traffic.
 - 2) The parking provision for the new development is based on average vehicle ownership in the area based on census returns. This is a very flawed concept, it is obvious that the demographic of the younger first time buyer, that the new houses are designed for, is very different from the older residents of Churchill Dr and Haywards Rd. I own one of the nearest

houses to the development that does not already have its own drive, because most houses have put drop curbs and drives in visitor or extra parking is very restricted, it is often not possible, even now, to park close to my house. The new development needs to take more account of visitor parking and also flats and houses with insufficient assigned parking with nowhere to park they will end up trying to park outside my house and houses along Haywards Rd and Churchill Drive, potentially it could be a nightmare. I need to be protected from this considerable disadvantage. Perhaps the developers could install a dropped curb outside my house so that I may in the future put a driveway in. If they do not then I almost certainly will have to, I don't see why I should incur personal cost to protest what I already have. I am not sure if this kind of issue falls within the remit of the planning hearing, I hope so.

- 3) The appearance and design of the proposed dwellings will downgrade the area. They look similar to the very ugly and poorly constructed estate built on the GCHQ Oakley site, this even made an appearance on BBC Watchdog consumer program. The design is dictated, I suggest, by the accountants trying to maximize profit and with almost no concession to aesthetics. Tiny three story houses crammed in to extract every last drop of square meterage from the site. I understand the need for lower price housing but I object strongly to the cynical business model that we see in this planning application.

Thank you for reading my comments, I hope that others agree with me.

Comments: 8th December 2014

I live in one of the nearest properties adjacent to the top end of the development. The resubmitted and amended plan for this site has failed to address most of the objections associated with the original plan.

Traffic flow, at peak times and other times, these roads are used by heavy and often fast traffic as a rat run through to the London Rd, the addition of driveways and increased car ownership will impact greatly on residents of Churchill Drive and Haywards Rd, this has to be addressed by the planning authorities. The corner at Churchill Drive/King Alfred Way is particularly fast and dangerous and will be made worse.

Parking, there is not enough provision for parking with the proposed plan. Is there any communal parking at all? Where do visitors etc park? What if a resident has a work and a private vehicle? This cannot be swept under the carpet, it is a major concern for anyone already living in the surrounding streets. I will be FORCED to pay for a drop curb outside my house as it will be the only way for me to park near my home.

Density of housing has been reduced in this resubmitted plan, it does not go anywhere close to what is acceptable and in keeping with the character and quality of the area. It has gone from around 120 to 86, I would respectfully suggest that it needs to at least halve again to 43. The open spaces are very small and give the impression of a cheap and crowded housing estate designed by potential profit rather than quality or aesthetics.

Aesthetically this development looks and feels like other similar low cost and badly built housing that has already been built ie, on the ex GCHQ site at Oakley. This, very similar, site is so poor that it has featured on BBC's Watchdog consumer program. Surely we not want to keep making the same mistakes regarding planning issues relating to this kind of development.

The proposed building closest to me and one that would be in my line of sight is three stories, there are no three story houses in the area at all. It is a very ugly building that should not be built. There is no reason for building ugly utilitarian dwellings other than maximizing profit margins, whilst I accept that developers exist to make profits, this should not be done at the expense of the neighbourhood and neighbours and that is surely what the planning process sets out to protect.

The developers, as far as I know, have not put on a public display of their plans this time, it is difficult for many people to access plans online, I know that the objection last time was

overwhelming, I feel that making plans and drawings easily available to neighbours, many of whom are elderly, would have been the least that they could have done.

17 Churchill Drive
Charlton Kings
Cheltenham
Gloucestershire
GL52 6JN

Comments: 25th July 2014

Although I am not opposed to this development in principle, I am concerned about the effect it may have on traffic and parking in the local area, as there are already issues with high volumes of traffic and insufficient parking spaces for existing properties. The application states that the proposed housing development will generate less traffic than the existing industrial development and that overall the proposed development will have a positive impact on the local road network, although I don't believe this to be the case as 106 new dwellings will bring a significant increase to the amount of cars using local roads at all times.

I'm also concerned about the pressure that will be put on local services, such as schools, medical services etc by the high number of residents in the new development. It is not clear what provisions will be made by the developer to deal with this.

The development will lead to loss of employment opportunities and potentially damage local businesses, which is an important consideration.

61 Haywards Road
Charlton Kings
Cheltenham
Gloucestershire
GL52 6RQ

Comments: 18th July 2014

Letter attached.

61 Hales Road
Cheltenham
Gloucestershire
GL52 6SL

Comments: 23rd July 2014

Letter attached.

Comments: 23rd December 2014

Letter attached.

45 Hales Road
Cheltenham
Gloucestershire
GL52 6SL

Comments: 23rd July 2014

Our household of three adults are against this proposal and agree with all of the arguments listed in the comments section on here by other neighbours opposed to the development plans.

Although we will be listing similar themes to those already on here we feel it is important to add our support to those concerns:

Traffic - there is heavy traffic flow on Hales Road already, which will be made worse by yet more cars and thoroughfare.

Employment - You will be removing employment opportunities in the area only to add 106 more dwellings of people all needing jobs.

Local services - The doctors, hospital and schools are at breaking point already and adding more to their ever growing users is irresponsible. While the developers have said they will be offering you money to compensate for the increase, that will not last forever and you have to seriously think if it is sustainable for the next 20 years, not just 2 years.

Drainage - The systems here are quite old and can they cope with extra sewage and water flow? Hales Road and London Road have flooded regularly over the last few years in heavy rain fall.

Privacy - 3 storey buildings are too high and are not in keeping with the local houses already here. The people who have bedrooms at the rear of the property on Hales Road will have to be aware of being overlooked as would any potential new residents in their property. Plus I find the mix of trading estate and dwellings in such close proximity to be a strange situation to begin with, when you say the properties will be in keeping with the local area, do you mean in keeping with a trading estate or houses?!

Noise - The trading estate is quiet at night and the daytime is perfectly acceptable as the majority of us are at work, I can't see that being the case for 106 dwellings.

Wildlife - We have a bat box in our garden and have seen bats recently in the area. There are also a number of urban foxes here and we have had dens in a number of gardens in Hales Road. Birds use the trees here to nest in. I have also seen badgers, buzzards, hedgehogs and other wildlife in our garden alone, the building process, changing of the landscaping, human interaction and noise will all have an impact on these species, I do not feel that this has been examined thoroughly.

While we feel that some redevelopment in general is acceptable, aren't opposed to progress and that some elements of the trading estate could be looked at, we do question the suitability of the plans for the reasons I have listed.

Thank you for your considerations.

57 Hales Road
Cheltenham
Gloucestershire
GL52 6SL

Comments: 23rd July 2014

The 3 members of the household at 57 Hales Road all support the proposal with the the following 2 caveats:

The surrounding area is 2 storeys and the proposed 3-storey buildings would be too high.

3-storey buildings would adversely affect the privacy of residents on Hales Road.

59 Hales Road
Cheltenham
Gloucestershire
GL52 6SL

Comments: 21st July 2014

I am writing to object to the planning application King Alfred Way, Battledown ref 14/01125/FUL. There are several reasons for my objection to the proposal.

1. Loss of employment space

The Planning Supporting Statement document fails to mention, or even consider, the 9 other thriving businesses on the site, within the proposed development area, which will be forced to close or relocate should planning permission be granted. The presence of these companies; GS Scaffolding, Norman Cars, Pioneer Cars Sales, MG Scaffolding, Mitie Pest Control, The Kitchen Workshop, Challenge Motor Company, Precision Spark Eroders, Ellas Snack Bar makes the statement on Section 19 of the Planning Application; "Employment, Existing employees on site, full time = 29" incorrect. The loss of these businesses and the related unemployment will outweigh the 6 new jobs Tim Frys relocation may create. For example a single larger company has 50 employees operating from the site. The existence of such a high number of established businesses suggests the statement that the site is "not suitable for commercial use" to be incorrect.

The Planning Application form states "14. Existing Use, is the site currently vacant? Yes". This is incorrect.

An application for conversion of the site (B1/B8 light industry and storage) to D2 (gym) in 2013 (13/00631/COU) was rejected as Battledown Industrial Estate was deemed by the planning officer to be "vibrant and well occupied". It was also stated that due to the lack of marketing for one plot Cheltenham Borough Council "cannot therefore be confident, that there is no longer any future demand for this property". The vacant plots, all owned by the applicant (Tim Fry Landrovers), have not been actively marketed since 2004 as stated in the Employment Land Report. In reality the sign on one plot has only appeared in recent weeks. Therefore the statement by the planning officer is still factual.

The officers report (13/00631/COU) also stated ".. historic levels of losses of employment land to other uses, approximately 11 ha since 1991, with a further predicted loss of 9.1 ha as a result of existing commitments. The councils evidence base shows that there remains a shortage of employment land within the borough and that all existing employment land should continue to be used for that purpose. " The loss of further employment land in a town, which already lacks such space, would encourage more businesses to relocate to other towns with associated impacts on the local economy.

The loss of employment land would be contrary to the Gloucestershire County Council Adopted 2nd Review Structure Plan 1991-2011 Policy E.5, Existing Employment Sites: "Existing employment sites will be safeguarded for employment use except where the site is not required to meet existing or future employment needs, where employment use creates unacceptable environmental or traffic problems, or an alternative use or mixed-use".

Granting of such development would also be against the soon to be adopted Joint Core Strategy (2015 - 2031) which is currently in the pre-submission phase. Ambition 1 - a Thriving Economy, Strategic Objective 1 - building a strong and competitive urban economy states "develop the potential of the JCS area for further economic and commercial investment by: providing the right conditions and sufficient land in appropriate locations to support existing businesses."

2. Detrimental impact upon residential amenities

The proposed dwellings will have an adverse affect on the amenities enjoyed by neighbouring residents;

2. 1 Aesthetic

The new houses are not in keeping with the 1890s red-brick Victorian and Regency housing in the adjacent Hales Road (and beyond). The roof pitches, wooden cladding and white frontages do not fit with the local street scene.

2. 2 Elevation

The houses are built on elevated land which slopes up towards Haywards Road. The houses are of 2 - 3 storey. The houses in the local area are of 2 storey. The scale and proportions of the houses are not in keeping with the existing houses in the area and would negatively affect the amenities enjoyed by local residents.

2. 3 Density

The density of the proposed development is 61 dwellings per hectare. This is 20% higher than the maximum allowed density stated in the Local Plan (Policy H. S2). The houses are of higher density than existing plots in the area and the layout does not fit the existing street plan. The plots have limited outdoor space compared to existing properties.

3. Loss of privacy and overlooking

The Council has an obligation under the Human Rights Act, Protocol 1, Article 1. The Act states that a person has the right to peaceful enjoyment of all their possessions, which includes the home and other land. Additionally, Article 8 of the Human Rights Act states that a person has the substantive right to respect for their private and family life. Private and family life encompasses the home and its surroundings. (Britton vs SOS).

My property shares a boundary with the proposed development. The development is built on an elevation that slopes up behind our house. There are several three storey plots (41, 42, 43, 44 and 5-10, 11-19, 20). Houses built on such an elevation will appear approximately 2 storeys taller from our properties. We will be directly overlooked by several of these properties. This will result in complete invasion of privacy in our garden and allow new residents to look directly into our windows. The use of obscured glass would not prevent the windows being opened and direct overlooking.

We currently have a well established strip of scrub and palisade fencing at the bottom of our garden. The proposed loss of this habitat and the replacement with a 1.8m fence will not mitigate against our loss of privacy. The planting of sparse trees within the new dwellings gardens will be of limited mitigation to the overlooking as once sold the new owners will be free to "manage" these by clearance as they wish. It will also take at least 20 years for these to reach the size of the current trees which will be lost.

Additionally, an alley will now run behind plots 41, 42, 43. This will increase the risk of antisocial behaviour and crime in the area. We currently benefit from an area of scrub and palisade fencing at the bottom of our plots, therefore preventing rear access to our properties.

4. Overshadowing and loss of light

Due to the height of the proposed building and the grading of the land on which they will be constructed there will be overshadowing and loss of light to our gardens.

5. Highway safety

The roads and junctions which currently exist; Athelney Way and King Alfred Way are already hazardous. The area is used extensively for on road parking for commuters and residents of Hales Road and of users of the businesses in the industrial estates. The traffic survey conducted suggests that there will be a net decrease in traffic as a result of development. It does not consider the % of the industrial traffic recorded that would still be present visiting the remaining industrial units. It does not also consider the traffic that will continue to try to park in the area. The "heavy goods vehicles that area currently generated by the existing industrial development" will still be present in some numbers as Howdens, UK Select and Rinus Roofing will remain.

6. Environmental

Acceptance of the proposal will result in an increase in traffic e.g. 106 cars if each dwelling had 1 car, which in current times is a low estimate. The proposal of an additional crossing on Hales Road would further increase the length of time cars were stationary outside our properties having health implications due to increased exposure to exhaust gases. This would be exacerbated by the increase in vehicle volume if the Boots Corner traffic proposals are adopted.

The loss of the area of scrub adjacent to our properties would see the loss of an important strip of habitat in an urban area. The site has a mixture of well-established trees including a mature willow, which provides nesting sites for birds, which are often lacking in the urban area. The site was dismissed within the ecological assessment and a full survey of the trees and their roosting potential for protected species such as bats was not undertaken. This linear feature may also be a navigation route for commuting bats, without survey this cannot be dismissed.

Although some planting is proposed in the plans this cannot replace well-established scrub and mature trees. Additionally, planting within gardens will not be protected once the properties are sold.

The noise levels will also be increased due to the increase in number of people living in the given area. We currently experience minimal disturbance from the industrial estate due to their operating hours. Antisocial behaviour is likely to increase due to an increase in traffic outside normal working hours and general living noises such as music.

SUMMARY

Acceptance of the application would:

- Be contrary to recent planning decisions (13/00631/COU)
- Be contrary to the council policies:
 - Gloucestershire County Council Adopted 2nd Review Structure Plan 1991-2011 Policy E.5
 - Joint Core Strategy (2015 - 2031) which is currently in the pre-submission phase. Ambition 1 - a Thriving Economy, Strategic Objective 1
 - Local Plan (Policy H. S2)
- Be contrary to the Human Rights Act, Protocol 1, Article 1 and Article 8
- Detrimentally affect highway safety, have environmental impacts and a negative affect on the local residents amenities.

I hope you will consider these points when making your decision regarding the application.

Comments: 30th December 2014

I am writing to object to the revised planning application King Alfred Way, Battledown ref 14/01125/FUL. There are several reasons for my objection to the proposal. My comments should be considered as an addition to the previous reasons for objection.

1. LOSS OF EMPLOYMENT SPACE

The Design and Access Statement does not provide an accurate assessment of the thriving businesses that exist on the site currently. There are 9 businesses that will be forced to close or relocate should planning permission be granted. The diagram on page 7 of the statement omits the occupied businesses on Coltham Fields above the Tim Fry Garage.

The vacant plots, all owned by the applicant (Tim Fry Landrovers), have not been "actively marketed unsuccessfully". The majority of plots have only had signs appear following the initial application in July 2014.

The loss of employment land would be contrary to the Gloucestershire County Council Adopted 2nd Review Structure Plan 1991-2011 Policy E.5, Existing Employment Sites: "Existing employment sites will be safeguarded for employment use except where the site is not required

to meet existing or future employment needs, where employment use creates unacceptable environmental or traffic problems, or an alternative use or mixed-use".

Granting of such development would also be against the soon to be adopted Joint Core Strategy (2015 - 2031) which is currently in the pre-submission phase. Ambition 1 - a Thriving Economy, Strategic Objective 1 - building a strong and competitive urban economy states "develop the potential of the JCS area for further economic and commercial investment by: providing the right conditions and sufficient land in appropriate locations to support existing businesses."

2. DETRIMENTAL IMPACT UPON RESIDENTIAL AMENITIES

The proposed dwellings will have an adverse affect on the amenities enjoyed by neighbouring residents:

2. 1 Aesthetic Although there has been some modification to the aesthetics of the housing in the revised plans, the new houses are still not in keeping with the Victorian and Regency housing in the locality. The roof pitches, zinc cladding on the blocks of flats, the asymmetric window glazing on the housing, the blue bricks on the flats and garages, do not fit with the local street scene and do not "integrate well" into the surrounding as suggested by the design statement. The new buildings will not "significantly improve the outlook".

2. 2 Elevation The houses are built on elevated land that slopes up towards Haywards Road. The houses are of 2 - 3 storey. The houses in the local area are of 2 storey or 2.5 storey as confirmed in the revised design and access statement. The scale and proportions of the houses are not in keeping with the existing houses in the area and would negatively affect the amenities enjoyed by local residents.

3. LOSS OF PRIVACY AND OVERLOOKING

My property shares a boundary with the proposed development. The development is built on an elevation that slopes up behind our house. There are several three storey plots (1, 7-14, flats units 15-30). Houses built on such an elevation will appear taller from our properties. We will be directly overlooked by several of these properties. This elevation will not "minimise the impact of development on the neighbouring residents". This will result in an invasion of privacy in our garden and allow new residents to look directly into our garden and house.

We currently have a well-established strip of scrub and palisade fencing at the bottom of our garden. The mitigation of this habitat loss with a 2.1m fence (included in this height is an open trellis) and the planting of sparse cherry trees are limited. It will also take at least 20 years for these to reach the size of the current trees that will be lost.

Additionally, an alley will now run behind plots 7, 8, 9, 12, 13 and 14. This will increase the risk of antisocial behaviour and crime in the area. We currently benefit from an area of scrub and palisade fencing at the bottom of our plots, therefore preventing rear access to our properties.

4. OVERSHADOWING AND LOSS OF LIGHT

Due to the height of the proposed building and the grading of the land on which they will be constructed there will be overshadowing and loss of light to our gardens.

5. HIGHWAY SAFETY

The roads and junctions which currently exist; Athelney Way and King Alfred Way are already hazardous. The area is used extensively for on road parking for commuters and residents. The new plan "does not allocate visitor parking". This will increase pressure for on road parking.

6. ENVIRONMENTAL

It is unclear how the loss of the established scrub boundary adjacent to our properties including well-established trees including a mature willow, which provides nesting sites for birds, which are often lacking in the urban area, the increase in car numbers could result in an "ecological

enhancement of the site". A full survey of the trees and their roosting potential for protected species such as bats was not undertaken.

Although some planting is proposed in the plans this cannot replace well-established scrub and mature trees. Additionally, planting within gardens will not be protected once the properties are sold.

7. CONSULTATION

The summary of the consultation comments suggest that residents only have concerns over increase in congestion. The comments made on the planning consultation website suggest that there are many other reasons for concern.

SUMMARY

Acceptance of the application would:

- Be contrary to recent planning decisions (13/00631/COU)
- Be contrary to the council policies:
 - Gloucestershire County Council Adopted 2nd Review Structure Plan 1991-2011 Policy E.5
 - Joint Core Strategy (2015 - 2031) which is currently in the pre-submission phase. Ambition 1 - a Thriving Economy, Strategic Objective 1
 - Local Plan (Policy H. S2)
- Be contrary to the Human Rights Act, Protocol 1, Article 1 and Article 8
- Detrimentally affect highway safety, have environmental impacts and a negative affect on the local residents amenities.

I hope you will consider these points when making your decision regarding the application.

2 Rosehill Cottages
Coltham Fields
Cheltenham
Gloucestershire
GL52 6SN

Comments: 7th July 2014

I would be against the proposal to build dwellings upon the property in King Alfred Way.

106 dwellings possibly containing families with at least one vehicle (& more often 2 or more,) means an additional 106 people & cars at minimum.

This area already has critical problems with residents needing parking. Adding perhaps 300 people & 200 vehicles does nothing to help this situation. The reality is that the planned development caters for the barest minimum of increase in vehicle numbers, the rest will be adding to the kerbside chaos. An already busy & dangerous pair of cross-road junctions with poor visibility on Hales Road will obviously suffer further with the proposed additional traffic burden.

What impact do these proposed new residents have on the local infrastructure? Are there sufficient places at local schools, doctors & dentists surgeries for example?

Whilst the current scrapyards are an eyesore, the light industry zone at least has the potential to provide employment. Its removal would mean that potential would be lost.

A scheme to tidy & renovate the area with a view to creating viable businesses would be of far greater benefit to the existing community of the area.

White Lodge
27 Sydenham Road North
Cheltenham
Gloucestershire
GL52 6ED

Comments: 18th July 2014
Letter attached.

21 Sydenham Road North
Cheltenham
Gloucestershire
GL52 6ED

Comments: 24th December 2014

We at our address object to the revised plans for several reasons:

- Developers know this area of town is a good catchment area for schools, however there are not enough places available at the local schools (we work in education and can see this problem is an issue every year despite slight fluctuation in demand)
- Traffic in this area is overly congested already and becoming dangerous to road users and people using private driveways. 86 new dwellings would mean a marked increase in cars, which would further decrease safety
- Currently this site is a trading estate, which if kept as a business area would be able to improve local economy by providing employment just outside the town centre, which is such a valuable and fast disappearing location for businesses
- The proposed buildings are not in keeping with the surrounding area and moreover are set to be three storeys high, which would encroach on their neighbours' privacy. Also the building process will tremendously disrupt the lives and homes of this area as well as local wildlife
- Building so much more housing in this densely populated part of our town will cause yet more strain on the public services eg. Council Services, as well as the Police, Fire and Ambulance services.

Please reconsider these plans. Thank you for your attention.

Ash House
9 Sydenham Road North
Cheltenham
Gloucestershire
GL52 6ED

Comments: 21st July 2014

1. local road infrastructure not adequate for increased traffic with 106 houses and construction traffic. As of Dec2014 Gloucestershire Highways confirmed they had no plans to deal with severe difficulties of Sydenham Road North residents to get in and out of their properties due to parking in this road, no solution to the tight single lane issues during working hours and horn noise due to frustrated drivers, lorries attempting to go down this road, inability to see at junctions etc.
2. there is single car parking for each of these properties only- local area cannot cope with more parking as extremely tight already

Comments: 25th December 2014

1. local road infrastructure is currently inadequate (double side of road parking) creating long stretches of single lane roads- this development will increase traffic flow down routes where road is already effective single lane (8:30- 18:30)with difficult visibility and impossible for local residents to exit their properties without 2/3 point turns in road. Frustrated drivers already using horns and road traffic accidents recently at Hales Road/ Sydenham Road North junction. Sydenham Road South same issues with single lane.
2. Still appear to be only one parking space per property in an area where there is huge parking pressures.

36 Rosehill Street
Cheltenham
Gloucestershire
GL52 6SJ

Comments: 18th December 2014

Although the change of land use from Business to Residential is welcomed, I do have concerns in regard to volume of traffic and parking.

As long as the following have or will be implemented, I would be in favour for the development to go ahead.

1. There is provision within the development for parking (most family's now have 2 cars).
2. The 20mph limit is extended from Haywards Road down King Alfred Way, Rosehill Street and Athelney Way to where they meet Hales Road.

24 Rosehill Street
Cheltenham
Gloucestershire
GL52 6SJ

Comments: 30th July 2014

Having viewed the plans for the proposed new development in King Alfred Way and visited the local exhibition, I cannot help thinking that the whole project is far too ambitious and aimed purely at maximising the profits for the developers. It would appear that little or no thought has gone into the effects that over one hundred new houses will have on the existing home owners in the immediate area. As a resident of Rosehill Street for over 30 years I have watched as the traffic congestion on Hales Road has worsened over time. Adding potentially another 200 cars per day would I feel, result in total chaos, especially at the notoriously busy times of the year such as the Cheltenham Gold Cup Festival.

The layout of the houses also is far too cramped. If planners have learned anything in town planning it must surely be that people like a little space around their homes. While we need new houses in the town, just merely cramming homes onto every inch of available space will have detrimental effects on the society we are trying to help.

Then there is the disruption of the building works themselves to consider and the loss of local employment with the businesses that will have to leave the area. Since the Hewdens Company moved this is a very peaceful quiet area of Cheltenham and the businesses on the site create no noise problems whatsoever.

I would urge you to seriously reconsider these plans and scale back the number of houses allowed.

Comments: 30th December 2014

Letter attached.

6 Coltham Fields
Cheltenham
Gloucestershire
GL52 6SP

Comments: 23rd July 2014

Background

My house, 6 Coltham Fields, backs directly on to the redevelopment site. The back wall and windows, (two kitchen windows and one bathroom window), face one of the old units. The gap between the back wall of the house and the wall of the unit is approximately one hundred and thirty-five centimetres. There is no barrier (fence or wall) between the back wall of my house and the wall of the unit.

Concerns

On the redevelopment plan, a boarded fence 1.8 metres high would run directly across the back of my property.

This would cause two problems:

- a. Infringement of my right of light from my two kitchen windows and the bathroom window.
- b. The fence would cover the outlet/vent (equivalent of a flue) for boiler gases.

During the demolition of the unit behind my house, the close proximity of my house to the unit (approximately one hundred and thirty-five centimetres) will need to be borne in mind in regard to my safety. As I am totally blind and live alone a suitable process will need to be in place to ensure that any safety issues of which I need to be aware during the demolition of the unit are communicated to me in an adequate and timely manner.

Comments: 22nd December 2014

Since the objections I raised to the previous plan have not been addressed, my objections to the revised plan remain the same. I have added some further clarification. See below:

Background

My house, 6 Coltham Fields, backs directly on to the redevelopment site. The back wall and windows, (two kitchen windows and one bathroom window), face one of the old units. The gap between the back wall of the house and the wall of the unit is approximately one hundred and thirty-five centimetres. There is no barrier (fence or wall) between the back wall of my house and the wall of the unit.

Concerns

On the redevelopment plan, a boarded fence 1.8 metres high would run directly across the back of my property.

This would cause three problems:

- a. Infringement of my right of light from my two kitchen windows and the bathroom window.
- b. My two kitchen windows and the bathroom window would be obstructed from opening.

c. The fence would cover the outlet/vent (equivalent of a flue) for boiler gases.

During the demolition of the unit behind my house, the close proximity of my house to the unit (approximately one hundred and thirty-five centimetres) will need to be borne in mind in regard to my safety. As I am totally blind and live alone a suitable process will need to be in place to ensure that any safety issues of which I need to be aware during the demolition of the unit are communicated to me in an adequate and timely manner.

1 Rosehill Terrace
Cheltenham
Gloucestershire
GL52 6SW

Comments: 24th July 2014

My objection is to the number of proposed units contained in the application. Parking and traffic flow are already an issue in the surrounding area. This plan appears to contain only minimal allocated parking and this would force vehicles to be left at the kerbside on already busy roads. Access on to Hales Road is already difficult at times and additional vehicles would any make this even harder and more dangerous for both road users and pedestrians.

I also have concerns about the impact this development would have on my privacy. My property backs on to the proposed site, with the current yard and unit screened by a substantial concrete fence. The proposed plan puts buildings much closer to my boundary than they are at present with the potential for my property to be overlooked. This proposed development and changes to boundary fencing causes the rear of my property which at present is very private to become much more accessible and observable to others.

6 Coltham Close
Cheltenham
Gloucestershire
GL52 6RL

Comments: 29th July 2014

Letter attached.

7 Coltham Close
Cheltenham
Gloucestershire
GL52 6RL

Comments: 31st July 2014

Letter attached.

12 Haywards Road
Charlton Kings
Cheltenham
Gloucestershire
GL52 6RH

Comments: 24th December 2014

Unfortunately documents pertaining to this application are not accessible at the time of writing. However, I have serious concerns about the proposed development and in particular the likely

increase of traffic along Haywards Road and through the Ewens Farm Estate that will be generated.

Both routes are already used as shortcuts and speed limits are routinely ignored despite the traffic calming measures in place. Therefore, I would like to understand how disruption to residents will be minimised.

One potential solution would be to block access to both ends of Haywards Road, by closing Haywards road either between Rosehill Street and the bottom of Ewens Farm or alternatively at the top of King Alfred Way - this would allow all existing residents of Haywards Road and Ewens Farm to access Hales Road through Rosehill street as is currently possible. I would like reassurances that the existing resident of Ewens Farm and Haywards Road will not be inconvenienced or endangered by an increased throughput of vehicles results from the proposed redevelopment.

I also have concerns relating to increased flood risk. A number of properties in the area were flooded in 2007 after work had been undertaken to improve drainage. Most of the properties affected in Haywards Road were ones that did not historically flood, but those that did flood historically were unaffected. In particular, I would like reassurances that the proposed redevelopment will not have any impact on the current infrastructure and flood risk will not increase.

Birchfield
Birchley Road
Cheltenham
Gloucestershire
GL52 6NX

Comments: 1st June 2015
Letter attached.

Hopwood
Ashley Road
Cheltenham
Gloucestershire
GL52 6QE

Comments: 1st June 2015
Letter attached.

The Eaves
13 Harp Hill
Charlton Kings
Cheltenham
Gloucestershire
GL52 6PY

Comments: 5th June 2015
Letter attached.

2 St Pauls Walk
Cheltenham
Gloucestershire
GL50 4GG

Comments: 10th June 2015
Letter attached.

66 Granley Road
Cheltenham
Gloucestershire
GL51 6LH

Comments: 10th June 2015
Letter attached.

Tall Timbers
Ashley Road
Cheltenham
Gloucestershire
GL52 6NS

Comments: 10th June 2015
Letter attached.

3 Coats House
Cheltenham
Glos
GL51 7RP

Comments: 14th July 2015
Letter attached.

9 Bath Parade
Cheltenham
Gloucestershire
GL53 7HL

Comments: 26th June 2015
Letter attached.

24 Bouncers Lane
Cheltenham
Gloucestershire
GL52 5JF

Comments: 16th June 2015
Letter attached.

2 Heron Close
Cheltenham
Gloucestershire
GL51 6HA

Comments: 16th June 2015
Letter attached.

157 Brooklyn Road
Cheltenham
Gloucestershire
GL51 8DX

Comments: 16th June 2015
Letter attached.

Flat 4
50 Grosvenor Street
Cheltenham
Gloucestershire
GL52 2SG

Comments: 3rd July 2015
Letter attached.

Flat 4
50 Grosvenor Street
Cheltenham
Gloucestershire
GL52 2SG

Comments: 3rd July 2015
Letter attached.

44 St Georges Street
Cheltenham
Gloucestershire
GL50 4AF

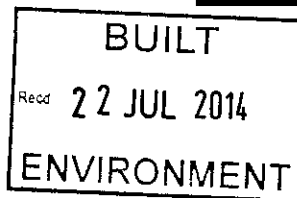
Comments: 30th June 2015
Letter attached.

5 Brooklyn Road
Cheltenham
Gloucestershire
GL51 8DT

Comments: 8th June 2015
Letter attached.

Ravenswood
Stanley Road
Cheltenham
Gloucestershire
GL52 6PB

Comments: 8th June 2015
Letter attached.



61, Hales Road,
Cheltenham,
Glos..
GL52 6SL

22nd July 2014

F.T.A.O. Mr. M. Redman.
Director.
Built Enviroment
Cheltenham Borough Council.
PO Box 12
Municipal Offices,
The Promenade,
Cheltenham,
Glos..
GL50 1PP

Your Ref.: 14/01125/FUL

Dear Sir,

Re: Proposed Development at Coltham Fields / King Alfred Way, Cheltenham.

Further to your letter dated the 3rd July 2014, and my subsequent visit to your offices to inspect the plans and proposal details, we wish to make the following comments.

A) We agree in principle with the overall proposal to change the use of this area and believe that it will improve the general appearance of the area

B) We have noted that the current proposal of 1.4 parking spaces per property has been reduced from 1.5 spaces, that were on their original, and feel that both these figures are low with todays lifestyles. We therefor believe that there will be a greater increase in traffic and parking requirements and that this will create a larger impact on local traffic, roads and junctions than has been envisaged.

C) With regard to the scale / height of the proposals we would like it to be noted that the vast majority of houses adjacent to the new buildings are only 2storey and feel that any new house properties should follow this line.

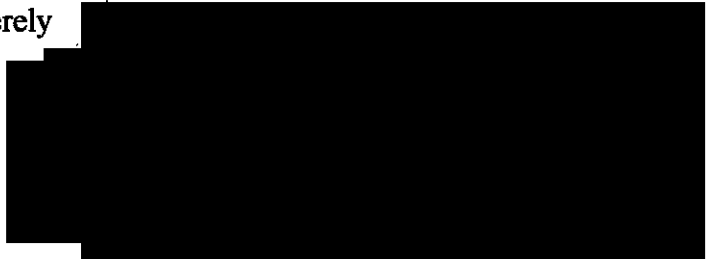
D) We are especially concerned with the 3storey proprties adjacent to N^{os} 39 to 63 Hales Road with regard to privacy from top floor windows. It is also noted that some properties may have overlooking windows in their side elevations.

E) We also note with the properties adjacent to N^{os} 39 to 63 Hales Road that there are side / rear accesses and found the drawings to not be clear as to wether this will pose any type of security problems to the rear of our properties.

F) Whilst the proposed Landscaping is acceptable, we trust that it will be carried out using mature plants and that it will be properly maintained / replaced for a minimum period of 5years.

We trust that the above clarifies our position with regard to their proposals and would assure you of our best intentions.

Yours Sincerely



14/01125/FUL
KINS ALFRED WAY

4 CHURCHILL GARDENS
CHICHESTER
SUSSEX

27-7-14

DEAR SIR,

REF KINS ALFRED WAY
HOUSING PLAN.

MY RESPONSE IS TO SAY NO
TO THIS PLAN, MY MAIN OBJECTION
IS TO THE AMOUNT OF TRAFFIC
THIS WILL GENERATE.

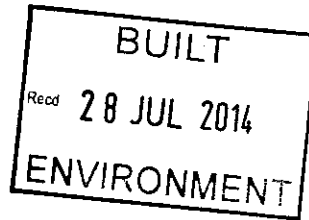
THE ENTRANCE INTO CHURCHILL
DRIVE (LONDON ROAD END) OF HAYWARDS
ROAD ALWAYS HAS THE OVER SPILL
OF CARS FROM HAYWARDS ROAD
PARKED THERE.

IF THERE ARE TRAFFIC QUEUES
IN THE LONDON ROAD BETWEEN THE
HOLY APOSTLES TRAFFIC LIGHTS AND
SIX WAYS WE HAVE EXTRA TRAFFIC
CUTTING THROUGH CHARLTON COURT ROAD

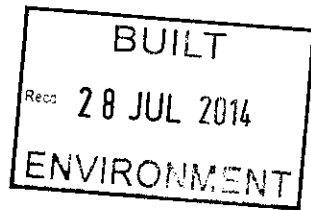
OAK AVENUE DOWN CHURCHILL
DRIVE INTO HAYWARDS ROAD, ALSO
IN THE MORNINGS THE SCHOOL RUN
CAUSES MORE CHAOS WAITING AT
THE TRAFFIC LIGHTS INTO LONDON ROAD.

WHEN THE CHEZEVITHAM RACES
ARE ON WE ALSO HAVE EXTRA TRAFFIC
CUTTING THROUGH THE ESTATE WHICH
DOES NOT HELP.

THATS WHY I OBJECT TO THIS
PLAN.



58. Churchill Drive
Chaulton Kings.



Dear Sirs

14/01125/FUL,

Re: King Alfred Way Housing Plans.

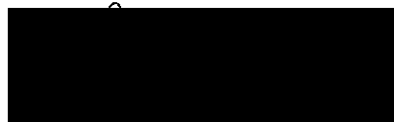
With reference to the concerns you mentioned in your recent letter, A, as a homeowner very close to the proposed site, would like to say that, in my opinion.

1. No increase in traffic, as most of the traffic past my house is cutting through from Haddon Road to Hales Road anyway.

2. No increase in speed!

and most important of all, it would be much less congested in King Alfred Way without all the parking both sides ~~with~~ which occurs now, namely Trade Vehicles.

Yours



Tracy Crews
Head of Planning
Cheltenham Borough Council
PO Box 12
Municipal Offices
Promenade
Cheltenham
GL50 1PP

39 Churchill Drive
Charlton Kings
Cheltenham
GL52 6JN

Sent by email to builtenvironment@cheltenham.gov.uk

REF: 14/01125/FUL

Monday, July 21, 2014

Dear Ms Crews

Re: Proposal Redevelopment of land at King Alfred Way REF 14/01125/FUL

After reviewing all documentation submitted as part of the application, I object to the proposal for the following reasons:

Noise or disturbance

I note that a noise report has been submitted with the application, but at no point within this assessment does it address the additional noise for current residents that will be introduced by placing 106 dwellings in the immediate vicinity.

It is stated that the industrial estate has only generated 9 complaints over 9 years (which suggests that few of these are recent). I anticipate that many, if not all of the complaints were due to a faulty alarm in one of the premises, which was not inherently due to the use of the land. I note that no statistics have been produced to show whether this level of complaints is significantly higher than the complaint rate produced by a residential estate of over 100 dwellings.

I live in one of the properties closest to the industrial area and have not found the noise to be an issue, particularly as most activity takes place during the day when I am at work. However, if 106 residential dwellings were introduced I anticipate that the noise levels, particularly during evenings and weekends, would significantly increase and so would the level of complaints. This would also include the significant increase in traffic noise from the development, again particularly during evenings and weekends.

Traffic

I am extremely concerned regarding the increase in traffic on an already busy road network that the development will generate. The proposal documentation confirms that there will be an 'increase in traffic movements at weekends' and I would suggest this increase will be seen at all times. The proposal also claims a benefit of a 'reduction in HGV traffic'. This statement ignores the fact that the industrial estate will still exist and will still require HGV traffic, but also ignores the fact that HGV traffic is currently restricted to the industrial estate and not allowed past Hayward's Road. This same restriction will not apply to the 200 plus additional vehicles being introduced to the area.

The only two main routes into the estate (London Road and Hales Road) are already very busy, particularly at peak travel times and adding a further 150+ vehicles to these routes is likely to increase congestion to both our estate and the surrounding areas. The proposal contradicts the claims made in its own Employment Land Report which states that 'Hales Road is also a relatively narrow access road and severe traffic congestion is encountered at many times during the day as traffic feeds into its junction with the A40'.

The fact that the residential travel plan suggests that 'other surrounding roads such as King Alfred Way, Athelney Way and Hayward's Road are relatively lightly trafficked and can be crossed safely' suggests that

proper research and observations (or even reading the applicant's own reports) have not been carried out to accurately assess risks to road users (including pedestrians). The NPPF states that 'Development should only be prevented or refused on transport grounds where the residual cumulative impacts of development are severe.' The current peak time traffic rate, according to the application, for Hales Road is 900-955 vph and King Alfred Way and Athelney way are both between 200-300vph. The majority of the latter traffic then progresses through the current housing estate via Churchill Drive. The suggestion that 'drivers are likely to drive more cautiously than in the existing industrial situation' clearly demonstrates that no assessment of traffic has been carried out on this residential road and junction which I contend would suffer a severe impact should a further 150+ vehicles be introduced to the area.

The proposal to build 'two private roads' off Haywards Road, dangerously close to the busy junction with Churchill Drive and a blind corner where King Alfred Way meets Haywards Road will be a significant hazard. This will also reduce road parking options for existing residents. It is also completely contrary to the proposal's claim that 'the number of vehicular accesses on to the adjacent roads will be rationalised' as they will be creating two on a road where currently no access to the site exists. Development should be restricted where highway safety would be endangered through the creation of an access without sufficient mitigation. The blind corner at the end of Haywards Road is likely to offer even less visibility should the proposals continue as there are 2- and 3- storey buildings proposed between the corner and the first entrance, which would significantly endanger highway safety.

The junction with Haywards Road and Churchill Drive at the end of King Alfred Way is already very busy and subject to many near misses. The Transport Assessment incorrectly identifies this junction as being with Ewens Road. The fact that, fortunately, no fatality has occurred yet does not give much weight to the conclusion that it is 'safe'.

Parking

I do not believe the parking solution provided in the proposal is sufficient and will cause both current and future residents significant problems. The assumption of 1.4 cars per dwelling is supposedly based on census data, but I am concerned that this does not reflect the reality amongst the existing houses in the area or the experience of other similar developments in the Borough. I would anticipate that most dwellings will have at least 2 vehicles each. Visitor spaces are also inadequately provided for and the assumption that they can park on the road will further impact on local residents. In fact the GCC Highways comments confirm that 1 visitor space per 5 plots is more appropriate

The suggestion to introduce parking restrictions in the form of double yellow lines will further limit road parking options for existing and future residents which will intensify the parking problem in the area. The idealistic assumption that most of the new residents will walk or cycle is naive and does not appear to be supported by any factual evidence from any other development within the Borough.

Visual Impact and Privacy

The Design and Access Statement claims that the proposed development "complements and respects neighbouring development". I disagree with this assertion as currently my property faces only the top of a roof of an industrial unit obscured by a fence and trees. The proposal indicates that there will be several properties facing the road, one of which is a three-storey block of flats. As all the other dwellings within sight of my property are two storey 3-bedroom houses, this is certainly not complementing or respecting neighbouring development and, I believe, will diminish the privacy my property and others currently enjoy.

The suggestion made by the developer that converting the unit to the proposed housing would be a 'better' visual impact gives no consideration to the fact that most of the existing houses do not face onto the industrial estate, but would face houses under the proposals. There is also no consideration to the significant history of the site as an industrial area. It has never been anything other than industrial and the residential area grew around it.

It is disappointing that the history of the site as an industrial area is being ignored, including the planned demolition of one of only 2 of the remaining original buildings from the brickworks. The proposal refers to the NPPF guidance on design stating that development should 'respond to local character and history', so it is even

more disappointing that demolition of an original building and the change in use from industrial is being proposed.

Amenity

The Design and Access Statement claims that the development is 'entirely sustainable' which does not take into consideration the impact on traffic, parking, and more importantly the local amenities. The site is within walking distance of many local amenities, but as other reports and comments have confirmed, those amenities including schools and doctors surgeries are already over capacity and would not be able to serve an additional 106 households. The report provided on the capacity for schools also has to make the assumption that more than half of the proposed dwellings will not have children, which is unlikely, and therefore the detrimental impact of the proposal on local amenities is likely to be much higher in reality. The fact that the local schools are oversubscribed is also likely to increase the traffic problems as more residents will have to drive their children to school.

The area is dominated by family homes and has been for at least the last 40 years. The suggestion that the proposal 'reflects the character of the area in terms of the proposed scale, density, massing and layout' appears to be misguided. Only a few buildings in the area are 3 storeys and the density proposed far exceeds that of the current residential layout.

There appears to be no mention in the application documentation as to what will happen to the phone antennae currently located on the site.

Economic

The application form states that the site is currently vacant, but only 2 units out of 13 on the development site are currently vacant, only one of which has been 'marketed unsuccessfully'. Most of the buildings on the site have not been maintained, but this fact should not necessarily lead to the conclusion that the site itself is unsuitable for commercial purposes. The fact that several businesses currently operate from the site is testament to this. There are in fact many unutilised brown field sites in Cheltenham that would prove much more suitable for residential development without the need to impact on active businesses and local employment.

The developer's own Employment Land Report makes reference to an official report in 2011 that 'concludes that the estate is a good employment site with some strong characteristics'. The proposal itself quotes 'a range of employment opportunities within the Battledown Industrial estate' even though the development would remove half of the current 'employment' land. Furthermore in justification of the Residential Travel Plan it is suggested that 'future residents will have good access to local employment opportunities, with the site being located within an existing employment area'. This would suggest that the land is perfectly suitable for employment and that by changing half of the industrial this would significantly limit the 'local employment opportunities' for residents.

The fact that the site is 6 miles from the motorway does not appear to have been an issue for the industrial estate before now and is in fact referred to by the developers as a positive factor when discussing ease of access to the road networks for the new dwellings. The statement that all traffic has to pass through Cheltenham town centre to connect to the motorway is completely inaccurate and suggests little local knowledge of the Cheltenham road network. The site is actually very close to the A40 which is one of the main routes out of Cheltenham and the Transport Assessment submitted with the application confirms that the 'site offers good access to the local and strategic road network'.

It is also contradictory that one of the justifications for the land not being suitable for future employment is the 'narrow access roads', but those same roads are described as wide and suitable for HGVs as part of the argument that traffic will not be a problem. If there is such a 'poor road network', it is difficult to see how this can be viewed as suitable to support at least another 150 vehicles.

Flood risk

The report refers to a report from 2008 that 'does not record any incidences of fluvial flooding at or near the site, including in 2007'. I am aware of several properties in Churchill Drive that have been flooded on more than one occasion and although not directly adjacent to the site, are close to the area. I am concerned that 'The Surface

Water Management Plan for Gloucestershire advised that parts of the existing public sewer system are old, and can exacerbate surface water flooding if the sewer capacity is exceeded' and by adding an additional 106 dwellings to the system, this could increase the likelihood of flooding in the area.

The proposal suggests that more 'green' areas will help with surface water drainage, but this claim does not seem to address the fact that the same report confirms most of the site is of 'impermeable nature'. This may not make the situation worse, but it is difficult to see how this would offer a 'significant betterment', particularly if the additional usage of the sewer system by 106 dwellings increases the risk of flooding.

Biodiversity

I am concerned that due consideration is not being provided towards the possibility of priority species, particularly bats being disturbed by the proposals. Making planning decisions without due consideration of priority species is contrary to the Natural Environment & Rural Communities (NERC) Act 2006 which applies to all public organisations, including local authorities. s.40 of the Act states "Every public authority must, in exercising its functions, have regard, so far as is consistent with the proper exercise of those functions, to the purpose of conserving biodiversity." Under s.41 of the Act, bats are listed by Defra as a priority species for the conservation of biodiversity.

Although an ecological report has been provided as part of the application it suggests that the minimum possible survey has been carried out in relation to the risk to the local bat population. Only one visual survey was carried out on one day in March (time of day is not stated), which is at the very start of the recommended period for such surveys. The fact that the development includes a pre-1914 building with gable ends and within 400m of water would require investigation. However, the additional fact that the developers have been informed of regular bat sightings in the area (and it has been confirmed that bats are recorded within 1km of the site) and the survey identified some possible roosting site features (even though "potential for bats is minimal", it is not non-existent), I would hope that a socially responsible developer would conduct more detailed surveys during the optimum period to ensure that the risk is reduced and suitable precautions are taken.

SUMMARY

The current landowner may feel the need to sell and relocate and is able to do so without requiring a change in use or the scale of the proposed redevelopment being necessary. The density of new developments is recommended as between 30 and 50 dwellings per hectare. Therefore for this site the number of dwellings should be 51 and only up to 85 where transport accessibility is good. I therefore disagree that the density is appropriate and, if it were to proceed, should be limited to less than 60.

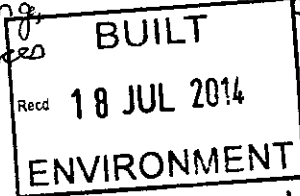
The proposed development is not sustainable, particularly in respect of traffic and amenities and ultimately would have a detrimental impact on these and other factors for both current and future residents.

I believe that the change of use would be unsuitable and will have a detrimental impact on both the businesses currently occupying the site and those that would remain. However, if it is to proceed, the number of dwellings needs to reduce significantly and the number of parking spaces needs to increase significantly. Any change will need to be exercised with caution so as to avoid harm to flora and fauna.

Yours sincerely



Tracey Crews,
Head of Planning,
Municipal Offices
Cheltenham



61, Haywards Road
Charlton Kings
Cheltenham,
Glos GL52 6RQ
8/7/2014

Thank you for the letter of the 3rd. July,
regarding the redevelopment at King
Alfred Way. I am very much against
this, as most people I know, although a lot of
people just grumble, and don't take the
trouble to do anything about the situation.
Looking ahead I can see many problems,

1 Traffic Already there is a great deal of
traffic in Haywards Road, which is a
residential area, already visitors complain
they cannot, at certain times, park nearby.
Many people have young children & pets.

2 Six Ways Clinic I am told that this
group of doctors already have 10,500
patients, even if they were to have more
doctors, there is no further room for expansion
of the premises. We can wait 3 weeks for appo.

3 Schools Children living in this redevelopment
would be in the catchment of Holy Apostles
School, not a large school.

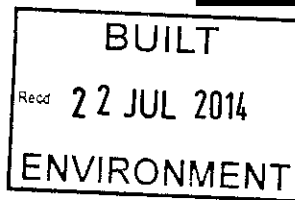
4 Buses There is only a 1/2 hr. service, from

the Town Centre to Charleston Kings, & vice versa. Already at certain times of the day, the buses (particularly a.m.) can pass full up at Holy Apostles and at the next two bus stops, going into town, this will also increase queues at lunchtime, and evening ^{in town}. If we had a 10 minute bus service, like so many areas, there would be less problems, but we don't.

Value of Property The value of houses in this road especially will decrease, and would-be buyers would no longer see it as the desirable area it once was.

Yours sincerely





61, Hales Road,
Cheltenham,
Glos..
GL52 6SL

22nd July 2014

F.T.A.O. Mr. M. Redman.
Director.
Built Enviroment
Cheltenham Borough Council.
PO Box 12
Municipal Offices,
The Promenade,
Cheltenham,
Glos..
GL50 1PP

Your Ref.: 14/01125/FUL

Dear Sir,

Re: Proposed Development at Coltham Fields / King Alfred Way, Cheltenham.

Further to your letter dated the 3rd July 2014, and my subsequent visit to your offices to inspect the plans and proposal details, we wish to make the following comments.

A) We agree in principle with the overall proposal to change the use of this area and believe that it will improve the general appearance of the area

B) We have noted that the current proposal of 1.4 parking spaces per property has been reduced from 1.5 spaces, that were on their original, and feel that both these figures are low with todays lifestyles. We therefor believe that there will be a greater increase in traffic and parking requirements and that this will create a larger impact on local traffic, roads and junctions than has been envisaged.

C) With regard to the scale / height of the proposals we would like it to be noted that the vast majority of houses adjacent to the new buildings are only 2storey and feel that any new house properties should follow this line.

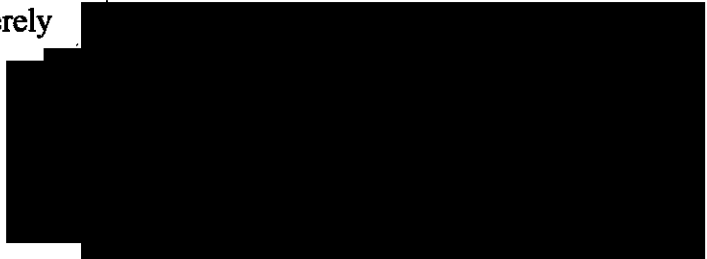
D) We are especially concerned with the 3storey proprties adjacent to N^{os} 39 to 63 Hales Road with regard to privacy from top floor windows. It is also noted that some properties may have overlooking windows in their side elevations.

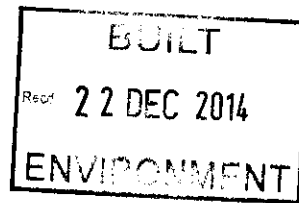
E) We also note with the properties adjacent to N^{os} 39 to 63 Hales Road that there are side / rear accesses and found the drawings to not be clear as to wether this will pose any type of security problems to the rear of our properties.

F) Whilst the proposed Landscaping is acceptable, we trust that it will be carried out using mature plants and that it will be properly maintained / replaced for a minimum period of 5years.

We trust that the above clarifies our position with regard to their proposals and would assure you of our best intentions.

Yours Sincerely





61, Hales Road,
Cheltenham,
Glos..
GL52 6SL

19th December 2014

F.T.A.O. Mr. M. Redman.
Director.
Built Environment
Cheltenham Borough Council.
PO Box 12
Municipal Offices,
The Promenade,
Cheltenham,
Glos..
GL50 1PP

Your Ref.: 14/01125/FUL - Revised

Dear Sir,

Re: Proposed Development at Coltham Fields / King Alfred Way, Cheltenham.

Further to your letter dated the 4th December 2014, and my subsequent visit to your offices to inspect the revised plans and proposed details, we wish to make the following comments.

- A) We agree in principle with the overall proposal to change the use of this area and believe that it will improve the general appearance of the area
- B) We have noted that the current proposal increases the number of parking spaces per property from 1.4 / 1.5 spaces, that were previously proposed, and feel that it is more in keeping with today's lifestyles. We still believe that there will be a greater increase in traffic and parking requirements and that this will create a larger impact on local traffic, roads and junctions than has been envisaged.
- C) With regard to the scale / height of the proposals we would like it to be noted that the vast majority of houses adjacent to the new buildings are only 2storey and feel that any new house properties should follow this line. We also feel that many of the photographs in the proposal could be misleading.
- D) We are especially concerned with the 2.5 / 3storey properties adjacent to N^{os} 39 to 63 Hales Road with regard to privacy from top floor windows. It is also noted that some properties may have overlooking windows in their side elevations.
- E) We also note with the properties adjacent to N^{os} 39 to 63 Hales Road that there are side / rear accesses and found the drawings to not be clear as to whether this will pose any type of security problems to the rear of our properties.

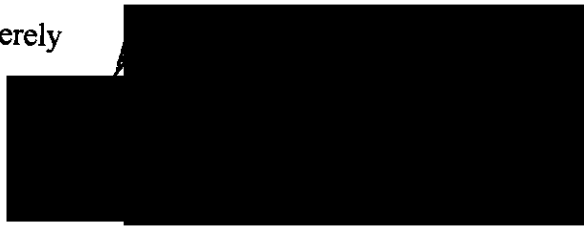
F) Whilst the proposed Landscaping is acceptable, we trust that it will be carried out using mature plants and that it will be properly maintained / replaced for a minimum period of 5years.

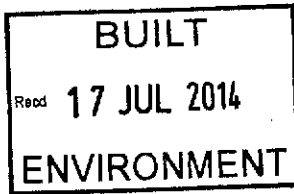
G) Having inspected the proposed plans for this developement we feel it is not clear with regard to Street Lighting, and wether this will infringe on existing properties.

H) It has also been noted that the proposal is to include rental accommodation – Private, Council or Association ???

We trust that the above clarifies our position with regard to their proposals and would assure you of our best intentions.

Yours Sincerely

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



The White Lodge,
27, Sydenham Road North,
Cheltenham GL52 6EJ.

15th July 2014

Your ref. A/01125/FUL

Mrs. Tracey Greves,
Head of Planning,
Cheltenham Borough Council,
Cheltenham.

Dear Mrs. Greves,

Proposal: Redevelopment of land at King
 Alfred Way to a view to erect 106 dwellings.

I have been living at the White Lodge,
27 Sydenham Road North corner of Hales Road since
the beginning of 1968. The traffic has been steadily
increasing over the years but I dread to think what
it will be like if such a development should go through.

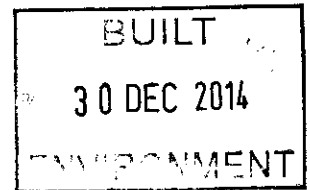
The traffic, the noise and the pollution
will be unbearable.

Yours sincerely



24 Rosehill Street
Cheltenham
Glos
GL52 6SJ

Mike Redman
Director Built Environment
Cheltenham Borough Council
P.O. Box 12
Municipal offices
Promenade
Cheltenham



23 December 2014

Dear Mr Redman

RE: Redevelopment of land at King Alfred Way

With regard to the above proposal, while I do not totally agree with the development, I just wondered if you had taken into account other proposed changes in Cheltenham which would also have a serious impact on the same area? I am mainly thinking about the proposed closure of Boots corner to traffic. The current thinking seems to be that this will result in much heavier traffic using Hales Road as a means to get around the town center.

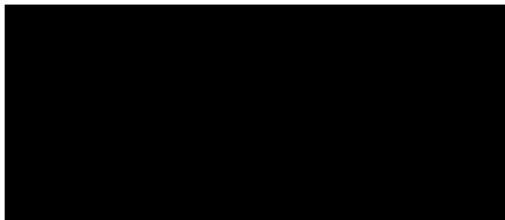
With the proposed development of another 86 new homes this could bring potentially another 160 more vehicles onto a road that is busy at the best of times.

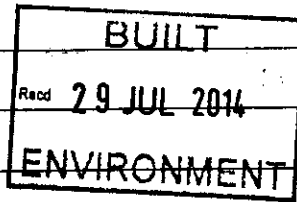
Has anyone considered the total effect of increased traffic from the new road system added to the inevitable increased traffic from 86 new homes, together with even more traffic from new homes at the old GCHQ site? I cannot help but feel we have the recipe for the "perfect storm" for traffic chaos on a daily basis, not forgetting the times of year when the road is at a total standstill because of racing and other large events at the Racecourse.

While each proposal has its advantages, together, they will create misery and frustration for the local residents trying to carry on with heir lives.

I urge you to reconsider the housing plan and the results for this area of the town.

Yours sincerely





6, COLTHAM CROSS
CHELTENHAM
GLOS
GL52 6 RL

SUNDAY 27-07-14

REF 14/01125/FUL KING ALFRED WAY

Dear Manager Built Environment.

We had a draft pushed through our letter box on Saturday, regarding the King Alfred Way Housing Plan, the one important point I would like to make is, there is an old Minster Tower Building at the back of our property, and if its knocked down it would leave our garden all open with no security at all.

As part of Centre, there was a very thick cable running along the back of our property, if its still there it should be made safe.

Yours sincerely



BUILT
Recd 31 JUL 2014
ENVIRONMENT

7 COLTHAM CLOSE,
CHELTENHAM
GLOS.
GL52 6RL

Dear Sir, I am a resident in
Coltham Close. I have concerns
about the proposed development
in King Alfred Way.

Dirt, dust noise & privacy being
the main fears.

My low garden wall would be
no defence against possible intruders.

The Hales Rd. is already a
traffic blackspot & people
without cars need a safe place
to cross for access to town.

I have lived at the above

address for 50yrs!

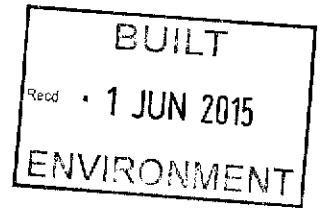
I am fond of my 2 bedroom semi + hope I can end my days here.

My neighbour [REDACTED] at No. 5 agrees with the points I have raised.

Yours faithfully
[REDACTED]

Birchfield, Birchley Road, Cheltenham, GL52 6NX

May 31st 2015



**Mr M Redman
Director Built Environment
Cheltenham Borough Council
The Promenade
Cheltenham
GL50 1PP**

Dear Sir

In the recent General Election there were many debates about the need for more housing in this country and how brownfield development should take priority over the use of greenfield sites. With Cheltenham having an understandable amount of Green Belt around it, I really support this view.

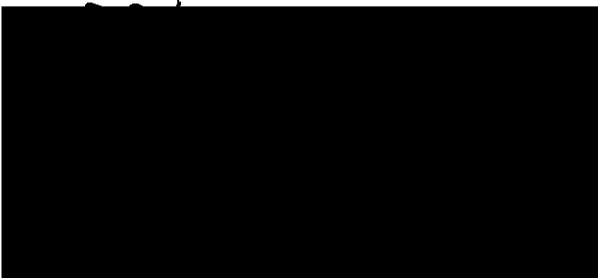
However, as a businessman I understand that employment is important too so existing employment sites that can meaningfully contribute to employment have to be kept. But if these employment sites are no longer serving their purpose and are actually reducing the prospects of greater employment and prosperity, then they should be considered for housing.

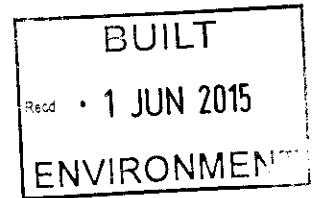
Therefore, I am writing to support planning application 14/01125/FUL for 86 new homes on brownfield land in King Alfred Way. An earlier application was for 106 homes and this has now been reduced to 86 homes and 34 of these will be affordable properties. There is a strong need for more affordable housing as I only know too well because my sons aged 25 and 27 are having to look outside Cheltenham in order to find sensible rents and property prices.

The application has also been revised with a greater number of parking spaces for each home being built, the height of the homes has been reduced and landscaping improved.

This site is surrounded by existing residential housing, is close to the town centre and nearby is Queen Elizabeth Playing Field which would be an amenity for new residents. I feel that this proposal represents the kind of regeneration that the Battledown area deserves.

Yours faithfully





Hopwood
Ashley Road
Cheltenham
GL52 6QE

29 May 2015

Mr Mike Redman
Director Built Environment
Cheltenham Borough Council
PO Box 12
Municipal Offices
The Promenade
Cheltenham
GL50 1PP

Dear Mike

Planning Application 14/01125/FUL New Housing Battledown Industrial Estate

I write to you regarding the above application as someone who has been closely associated in promoting the regeneration of our town. My business involves a portfolio of commercial and residential properties and in the past we have gained a Civic Award for the conversion of an old warehouse in the town centre into 11 apartments. I also served as a member of a regeneration project for the Lower High Street for the upgrading of the frontages to residential and commercial properties.

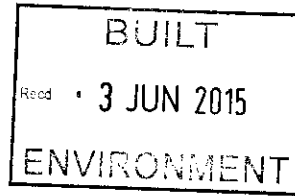
Therefore I have a particular interest in the future economy of Cheltenham and this is especially so regarding the above application as it is closer to home as I live in the Battledown area. This industrial estate is extremely rundown with buildings looking very shabby and I fear these units could attract vandalism. I am not surprised to read on the council's web site that a number of those overlooking the site agree in principle with the overall proposal to change the use of this area and believe that it will improve the general appearance of this part of Cheltenham.

I walk my dog across the Queen Elizabeth Playing Field and around the streets surrounding the site of this proposal. You cannot help but notice that a number of other buildings on the Battledown Industrial Estate are empty and this is not surprising since the units are very outdated and clearly not fit for purpose as far of potential tenants are concerned. In terms of traffic, I find that as a pedestrian it is quite hazardous walking down King Alfred Way with large vehicles reversing into and out of various locations and frequently vehicles are parked on the pavements so you are forced to walk in the road. I note that in the highways report the officer concerned commented that traffic generation would be lower with housing than with an industrial area. I can well believe this view.

Cheltenham is a major employment area but sometimes I feel there is too much "in commuting" to the town. There is a shortage of housing and I feel that this particular site would help provide both mainstream and affordable homes.

Yours sincerely





13 Harp Hill
Cheltenham
Gloucestershire
GL52 6PY

May 30th 2015

**FTAO Mr M Redman
Director
Built Environment
Cheltenham Borough Council
Municipal Offices
The Promenade
Cheltenham
Gloucestershire
GL50 1PP**

Dear Sir

Planning application for residential housing in King Alfred Way, Cheltenham 14/01125/FUL

As a resident of Battledown I would like to support this application for 86 new homes including 40 per cent affordable housing.

I am of the opinion that Cheltenham has a shortage of affordable housing, which has been compounded by the fact that a significant number of retirement developments have been allowed and these do not trigger affordable housing, unlike open market housing. I sold a plot of land in Wellesley Road, Cheltenham, which specifically provided three affordable homes.

Not only are retirement developments excluded from providing affordable housing but I know that a site of former industrial units, where open market housing is currently being constructed in Leckhampton Road, is not being required to include affordable housing.

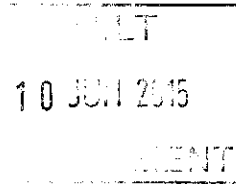
I am aware by reading the officer's report that the recommendation is refusal for application 14/01125/FUL and yet, in many ways, this is a better site for housing than the Leckhampton Road site since it is closer to town and major facilities, it is more sustainable as it is not on the edge of the town and its impact on the surrounding properties is one of improvement whereas the Leckhampton Road location is largely adjoining open countryside.

Whilst it is understandable that the council is keen to keep employment sites for just that purpose, there needs to be a demand for this type of industrial units and the empty units on the Battledown Industrial Estate is testament to the fact that the companies want higher specification commercial premises.

I hope your planning committee take these points into account before making a decision on this application which I feel has merits.

Yours faithfully

A large black rectangular redaction box covering the signature area of the letter.



2 St Paul's Walk
Cheltenham
GL50 4GG

6/6/2015

The Planning Offices
Cheltenham Borough Council
The Promenade
Cheltenham
GL50 1PP

Dear Sir or Madam

I have never written to the council before but I and I know friends of mine feel that the borough council is not doing enough to provide more affordable housing which hundreds of young people and others need in this town.

I can speak from experience. I am aged 27 and have stable employment and have a partner. When we were first looking to have a home of our own she was on a zero hours contract which made it almost impossible to have a home of our own. I heard about affordable housing and shared ownership. Thankfully we were able to buy a shared ownership three-bedroom property in St Paul's Walk where we live with our daughter. The rent and mortgage we are paying costs £500 a month. If we were renting on the open market such a house would be between £900 or £1,000 and the costs for a 100% mortgage would be even more.

My partner and I count our lucky stars that we were able to get one of these affordable shared ownership homes but others are not so fortunate as many of my friends seem to think they are like gold dust. Everyone always says the housing market is all about supply and demand but the affordable sector seems to have a great shortage in supply but a massive demand. My partner feels that the council should be encouraging more developers to include affordable housing and no new housing should be allowed unless it includes a percentage of affordable housing.

I know that there is an application in for new housing in King Alfred Way (14/01125/FUL) and this would provide a considerable number of affordable homes. Too many young people have to commute to work in Cheltenham from Gloucester and other cheaper towns as they cannot afford to live in Cheltenham. Perhaps, all the people who are whinging about traffic should think about this. I know the area around King Alfred Way and this new development would improve the environment no end.

Yours faithfully



PLT
10 JUN 2015
ENVIRONMENT

66 Granley Road
Cheltenham
GL51 6LH

8 June 2015

**The Planning Officer
Cheltenham Borough Council
Municipal Offices
The Promenade
Cheltenham
GL50 1PP**

Dear Sir or Madam

I am interested in the planning application 14/01125/FUL because I believe new housing should be built on brownfield land. Too many of the new developments in Cheltenham are for retired people and I support this application because it will provide a good percentage of affordable housing. We need to help young people because they are the future.

Jobs are important but the buildings on the Battledown Industrial Estate date back to the 60s and 70s. Many buildings of this era are being demolished to make way for housing and new commercial premises which fit the modern business environment. But the Battledown Industrial Estate is not somewhere where businesses want to relocate as shown by the empty units there.

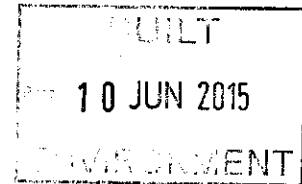
I feel the council has to be flexible in its approach to employment land so that businesses that are handicapped by inefficient premises can expand and produce more jobs which are what everyone wants to see.

Yours faithfully

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



Tall Timbers
Ashley Road
Cheltenham
GL52 6NS



8 June 2015

Mr M Redman
Director Built Environment
Cheltenham Borough Council
The Promenade
Cheltenham
GL50 1PP

Dear Mr Redman

Planning reference 14/01125/FUL

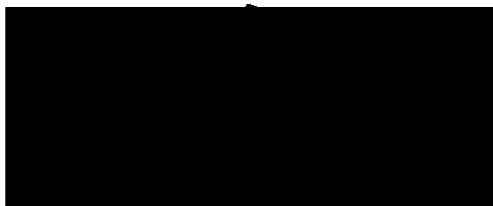
I have had an opportunity to examine the most recent plans to redevelop the Battledown Industrial estate. It would appear to me to make eminent sense as the present use is a small industrial estate in the midst of a residential area of Battledown.

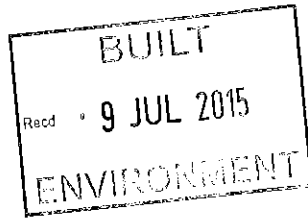
These industrial buildings themselves are out-dated and it is understandable to hear that the businesses currently operating from them find it difficult to expand their work processes thereby hampering further recruitment of staff. This may be why a number of other units have remained unlet. This is basically a brownfield "in fill" site which could provide a number of smaller house, some family housing and provide affordable housing.

Having seen details of the earlier scheme for 106 homes, the revised plan is greatly improved: more space between the properties, less impact on existing neighbouring homes, building heights reduced, parking spaces per home have increased as a result of the reduction of homes to 86.

I would really commend this proposal to the planning committee. I will therefore be sending a copy of this letter to the planning committee.

Yours sincerely





3 coats house
Chelt
GL51 7RP

6/7/15

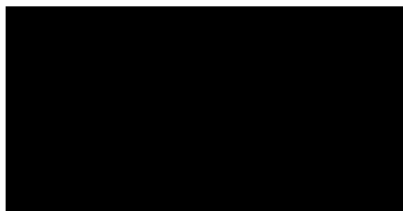
Planning Reference: 14/01125/FUL

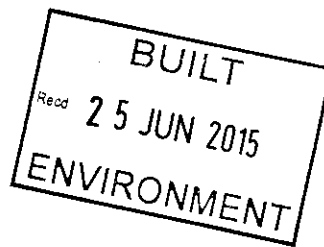
Dear Mr Redman

I would to add my support to the above application. One thing Cheltenham needs is affordable homes so that young people, such as myself, can get a foot on the housing ladder.

This proposal is planning on delivering a good number of these affordable homes on what must be brownfield land instead of eating into Cheltenham's dwindling green fields.

Yours faithfully





23/06/2015

Mr Mike Redman
Director Built Environment
Cheltenham Borough Council
The Promenade
Cheltenham
GL50 1PP

RE: Planning Application Ref 14/01125/FUL

Dear Mr Redman

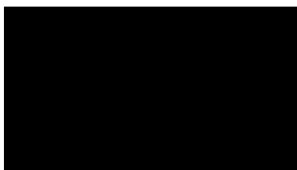
I am writing in support of the planned housing development at King Alfred's Way.

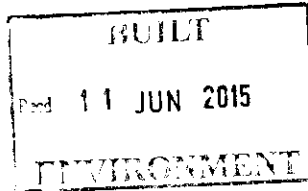
I am currently a student in Bath but am from Cheltenham and would like to live there full time again once my course is over. One thing keeping many young people like myself away from returning to the town is the shortage of affordable homes available to us. This development would help with that as well as replacing a current eyesore.

There is too much development being proposed on green fields and in locations around Cheltenham that make no sense, this proposal will be replacing a few tired looking yards and buildings with a sensible looking development of housing.

I hope that my views are considered when it comes to making the decision.

Yours





24 Bouncers Lane
Cheltenham
GL52 5JF

June 10 2015

Mr Mike Redman
Director Built Environment
Cheltenham Borough Council
The Promenade
Cheltenham
GL50 1PP

Dear Mr Redman

Local people desperately need more housing in Cheltenham, as evidenced by the number of construction sites for new homes in the town. I was interested to learn from friends about the council's policy on a planning application which will deliver ordinary housing as well as affordable homes. I refer to planning application 14/01125/FUL for 86 homes to replace very rundown employment units at Battledown Industrial Estate. One of the reasons given was that employment land in the town should be retained for employment.

I was surprised that this should be a reason for suggested refusal, given the circumstances and how the present units are not fit for purpose. Living in Bouncers Lane I have seen how employment land on the west side of Bouncers Lane, previously an employment site of Premier Products, the local company which produces commercial cleaning products, has been used for housing. For years a number of industrial units at the top of Leckhampton Road provided employment with a number of small companies operating from there. These units were just as rundown as those in King Alfred Way and yet planning permission was granted and, again, surprisingly no affordable housing has had to be provided.

Just like the Leckhampton Road site, the proposal in King Alfred Way is in a completely residential area and parts of the site are really a breaker's yard where parts of Land Rovers are removed with the carcasses remaining an eyesore.

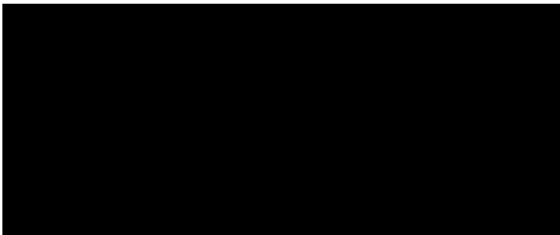
The application going to the planning committee has been amended and the designs are an improvement, the number of homes has been reduced, the quantity of affordable housing has been increased and the number of parking spaces per house has risen.

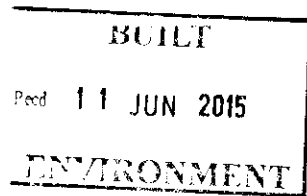
I can understand an employment policy which seeks not only to maintain employment but to help it increase. The current occupiers find that the buildings are not fit for purpose and prevent expansion. If the current occupiers were able to move to a larger site they would be able to increase their repair and sales business quite dramatically and they will move to a new employment site which is currently not creating jobs.

It just seems to me that there is not a level playing field here, allowing houses on employment land in Bouncers Lane and Leckhampton Road (much further from the town centre and facilities than King Alfred Way) and yet wanting to refuse housing on redundant buildings on an industrial estate where there is a history of units not being taken up for employment.

I hope the planning committee consider this very carefully since these could be grounds for success at an appeal which would cost the ratepayers of Cheltenham.

Yours sincerely





2 Heron Close
Up Hatherley
Cheltenham
GL51 6HA

June 9th 2015

The Planning Department
Cheltenham Borough Council
Municipal Offices
The Promenade
Cheltenham
GL50 1PP

Dear Sir or Madam

I am very familiar with the Battledown area as I have worked in this part of town for a number of years. The planning application 14/01125/FUL has a number of very good points as it will improve the area which is heavily residential and not industrial. Certainly if I lived in properties surrounding the present crumbling buildings and was faced with HGVs and other commercial vehicles travelling along residential streets I would be in strong support. I would be especially supportive since the highways officer has said that the amount of traffic generated by the new housing will be less than the current commercial traffic.

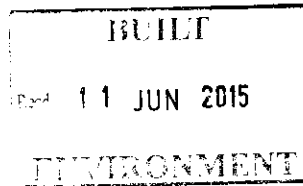
This industrial estate was built in the 1960s at a time when many people did walk to work from the locality but nowadays people travel distances to work. The buildings are not fit for purpose and this can be best illustrated by the fact that two of the industrial units have been empty for a while.

Personally I have always believed that industrial buildings should be on the edge of the town rather in locations close to residential housing. This allows delivery vehicles to have easy access to industrial units and not adding unnecessarily to residential streets. It is fine to have commercial businesses in and around the town centre because this makes the town an attractive shopping destination.

This proposal is a sensible one which will provide new housing for all ages and needs. Importantly it will bring additional affordable housing, something that Cheltenham desperately needs.

Yours faithfully

Cc to planning councillors



**157 Brooklyn Road
Cheltenham
GL51 8DX**

7 June 2015

**The Planning Offices
Cheltenham Borough Council
Town Hall
The Promenade
Cheltenham
GL50 1PP**

Dear Sir or Madam

Please regard this as a letter of support for the planning application for new homes on land off King Alfred Way, Cheltenham (planning application 14/01125/FUL). I have lived for all my 27 years in the town and driving around all you seem to see is so many new developments for retired people. The demographics of our country is showing a big rise in the older generation but what no one seems to realise is that older people generally live in properties that they purchased 20 or 30 years ago and have the ability to buy on the open market. I am not against but if older people want to downsize they can do so to smaller properties without them being in a complex of older people's properties.

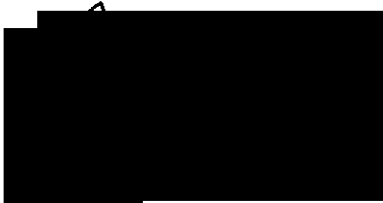
Young people starting out have no equity and struggle to stand on their own feet. Many young people in Cheltenham, paying high rents in the private sector, cannot afford to put money aside for a deposit because they struggle to pay these exorbitant rents.

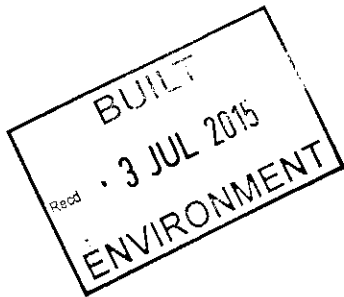
With Cheltenham being a hot spot for people to retire to the shortage of affordable housing here is made worse because so many retirement developments are being constructed. What is wrong is that the developers of retirement properties do not have to provide ANY affordable housing. This is bad enough in most towns where more open market housing is built but if you have a place like Cheltenham where developers know they will build retirement homes and sell them quickly the problem is made even worse.


All local authorities are under pressure to provide more homes. Employment land is important but I know this part of Cheltenham and there are not that many jobs on the site of this proposal and the demand is low for such industrial buildings.

For all of the above reasons, I hope planning committee members support this application.

Yours faithfully






Flat 4,
50 Grosvenor Street,
Cheltenham,
Glos.
GL52 2SG

30/06/2015

Mr M Redman
Director of Built Environment
Cheltenham Borough Council
The Promenade
Cheltenham
GL50 1PP

Dear Mr Redman

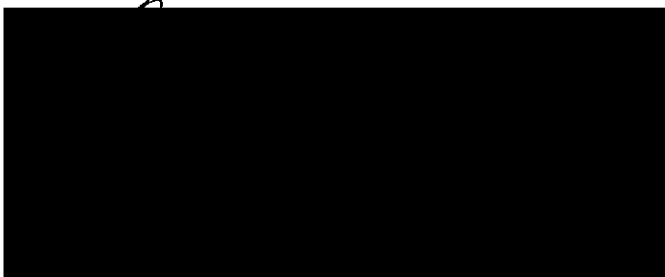
I am writing with regards to the Planning Application Ref 14/01125/FUL, the proposed redevelopment at King Alfred Way.

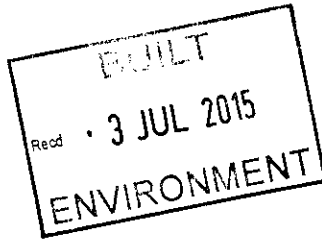
I have looked at this application online and can see no logical reason for it not to be approved at planning committee, it is a proposal on already developed land which, if it makes any impact on the surrounding area will enhance it.


Currently there is a car breaker's on site which is frequently messy, overcrowded with broken cars and quite frankly an eyesore for any neighbours. This application seeks to replace this with a relatively small scale development of housing which seems to be well thought out.

I would like to add my support to this application and hope that you will also.

Yours faithfully






Flat 4,
50 Grosvenor Street,
Cheltenham,
Glos.
GL52 2SG

30/06/2015

Mike Redman
Director of Built Environment
Cheltenham Borough Council
The Promenade
Cheltenham
GL50 1PP

Dear Mr Redman

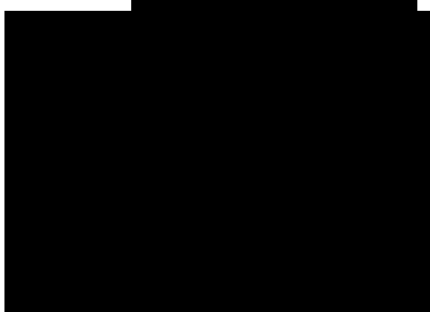
I am writing with regards to the Planning Application Ref 14/01125/FUL, the proposed redevelopment at King Alfred Way.


The fields and green spaces around Cheltenham are already under siege from developers trying to build on them.

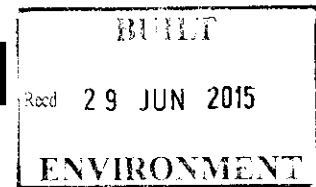
This development is proposing to revamp a run down industrial estate and is offering to provide some much needed affordable housing. In my opinion this is a win win solution to the current housing shortage we have in Cheltenham.

Please consider this letter as one of support for the application.

Yours sincerely




44 St George Street
Cheltenham.
GL50 4AF



22.06.15

Mr M Redman
Director Built Environment
Cheltenham Borough Council
The Promenade
Cheltenham
GL50 1PP

Regarding Planning Application Reference: 14/01125/FUL

Dear Mr Redman

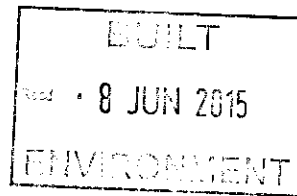
I am writing to add my support to the above planning application.

I have only just been made aware of this application but cant see any problems with it at all, it is going to deliver some much needed affordable housing which will help young people like myself be able to get a foot on the property market. It is also being proposed on land that is already developed on and so will not harm any green fields like other proposed developments.

In short I am in favour of this proposal.

Yours sincerely





5 Brooklyn Road
Cheltenham
GL51 8DT

June 3rd 2015

The Planning Department
Cheltenham Borough Council
PO Box 12
Municipal Offices
The Promenade
Cheltenham
GL50 1PP

Dear Sir or Madam

Re Planning Application for housing Application Number 14/01125/FUL

As a Cheltenham resident since the 1970s I wish to support this planning application because it will bring new housing to a part of the town that needs regenerating and this housing will be for families, probably single people and also affordable housing where there is a strong demand.

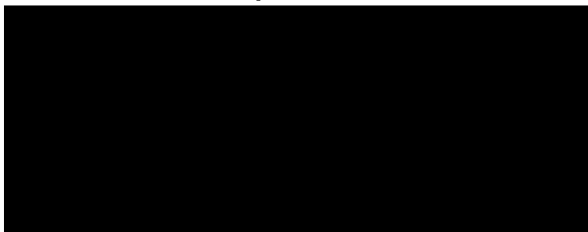
In recent years there has been a tendency to use employment land for a significant number of retirement developments. I would include amongst these the former Chelsea Building Society premises in Thirstaine Road and other commercial developments which have been converted for the over 55s.

I can understand why people looking towards retirement might want to come to live in such a pleasant town as Cheltenham. What concerns me is much of the housing development for retirees is not really local demand. Looking at the retirement sector developments which are currently being developed on employment sites around Cheltenham such as the scheme on the corner of St George's Road and Bayshill Road and on Lansdown Road, I feel that many of these will be taken up by people who have no connection with the town.

Where there is demand in this town at the moment is flats and smaller houses, not so much retirement housing but more affordable housing which is within walking distance of the centre and close to open spaces such as Queen Elizabeth Playing Field and the playing field in Charlton Park.

I know there is a case to be made that employment land should be retained but the buildings which would be demolished are way out of date and other land is basically used as a scrap yard which brings the area down. There is no demand for such industrial buildings as other premises on the industrial estate have remained empty for some time.

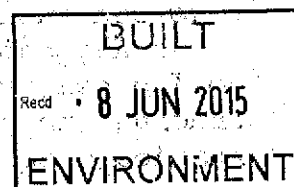
Yours faithfully



Ravenswood Stanley Road Cheltenham GL52 6PB

June 4th 2015

Mr M Redman
Cheltenham Borough Council
Municipal Offices
The Promenade
Cheltenham
GL50 1PP



Dear Mr Redman

WHY HOUSING IN KING ALFRED WAY IS A REALLY GOOD IDEA.
Planning Application: 14/01125/FUL

Driving around the Cotswolds as I do I am regularly astounded to see how many of the small villages and smaller towns are losing their individual identity by expansion into the countryside that has remained unspoilt for centuries. Of course, this erosion is not within the boundaries of Cheltenham or the responsibility of the Borough Council.

I thought of this terrible state of affairs again the other day as I walked from my home, down Battledown Approach and cut through Queen Elizabeth Playing Fields and walked along King Alfred Way on my way into town. I was aware of the erosion of the quality of life in this part of Cheltenham and looked at the current use of two parts of this application site which are messy monuments of corrosion with rotting cannibalised Land Rovers which must be a depressing site for residents who overlook them. I say walked but it was rather more zig-zag in King Alfred Way and frequently I had to use the road as so many vehicles were parked on pavements and then you almost felt you were taking your life in your hands with low-loaders reversing into premises and HGVs delivering products. Sometimes I see young mothers having to weave their pushchairs with young infants on board between the vehicles.

I love walking, even if it is almost an obstacle course such as my description above. Frequently my walk takes me across the QE Playing Fields along Haywards Road as I dine at The Langton Restaurant in Charlton Kings. What strikes me on this road is the relatively heavy amount of HGVs and other commercial traffic such as white vans and other commercial vehicles which are involved in the parts industry. Not surprising therefore that the county council's transport department has said there would be a reduction in traffic if the industrial use of the land ceased and was replaced by housing.

Local councils are under enormous pressure from the Government to deliver more housing whilst at the same time protecting jobs. But the economic vitality of an area like Cheltenham will not dramatically improve if old established firms such as Tim Fry Land Rovers are trapped in out dated buildings which hamper expansion and therefore reduce the chances of a much larger workforce. Most garages in Cheltenham are situated on prominent roadside sites where they enjoy curb appeal for their sales. From my walks over the years, I see little enthusiasm for other firms to occupy the other empty premises on the industrial park.

Far more appealing is the replacement in a predominantly residential area is housing that is on a site, unlike some of those small villages in the Cotswolds, where there is existing infrastructure and adequate schools and open spaces nearby.

In my view, there are very compelling reasons why this proposal should be allowed.

Yours sincerely

