

<b>APPLICATION NO:</b> 23/00728/FUL	<b>OFFICER:</b> Mrs Lucy White
<b>DATE REGISTERED:</b> 29th April 2023	<b>DATE OF EXPIRY :</b> 24th June 2023
<b>WARD:</b> St Marks	<b>PARISH:</b>
<b>APPLICANT:</b>	Cheshire West And Chester Council
<b>LOCATION:</b>	Lansdown Industrial Estate Gloucester Road Cheltenham
<b>PROPOSAL:</b>	Erection of single storey building to accommodate artists studios (replacement of the existing artist studios at Lansdown Industrial Estate).

## REPRESENTATIONS

Number of contributors	<b>8</b>
Number of objections	<b>1</b>
Number of representations	<b>1</b>
Number of supporting	<b>6</b>

14 Great Western Road  
Cheltenham  
Gloucestershire  
GL50 3QN

### Comments: 17th May 2023

The new art studios will provide much needed affordable studio space for local artists to work, replacing the existing building which has housed a growing community of artists for over 20 years.

The Lansdown Art Studios supports local businesses and encourages positive well-being for the community and the artists. The new art studios will secure their future and continued contribution to the culture of Cheltenham.

84 Rowanfield Road  
Cheltenham  
Gloucestershire  
GL51 8AG

### Comments: 8th May 2023

We have 3 comments:

1) What screening will be installed to hide the building from ground level view from houses along Rowanfield Road? Even though the proposed new building is single storey with pitched roof it will still be visible - this is especially so since the landlords of the LIE removed existing trees/greenery a few years ago which provided screening and replaced with only a 6-7 ft fence. The new build will present an opportunity to re-install appropriate screening.

2) The proposal includes a bin store at the rear of the building adjoining houses 84-86 Rowanfield Road. Depending on waste to be disposed of this could cause smell

emanating into gardens immediately adjoining the building. Reassurance of the type of waste to be disposed of is required. Re-locating the bins on the other side of the property next to parking might be more suitable?

3) The proposal includes bio-diverse planting to the rear of the building but this is not specified. What is proposed?

Zed House  
Malvern Road  
Cheltenham  
Gloucestershire  
GL50 2JH

**Comments:** 22nd May 2023

As Chair of the Lansdown Art Studios Association, on behalf of all our current artist members, previous members and artist colleagues, I confirm our wholehearted support for this application to build new, sustainable art studios that will benefit the arts culture of Cheltenham and provide a long-term home for a large group of artists.

In its new location, the studios will be good neighbours to adjacent residents. In a new, low height single storey building, making art will be a quiet, low-key activity that generates no noise and minimal non-toxic waste.

If this application is approved, then our objections to application no. 21/02832/OUT are withdrawn.

Units 41B And 42  
Lansdown Industrial Estate  
Gloucester Road  
Cheltenham  
Gloucestershire  
GL51 8PL

**Comments:** 18th May 2023

Letter attached.

42 King Arthur Close  
Cheltenham  
Gloucestershire  
GL53 7EX

**Comments:** 12th May 2023

This will be a wonderful contribution to Cheltenham's cultural art scene. Local artists will be given the opportunity to work in designated studio spaces and secure the future of the Arts for future generations in the town. The single storey design will mean better access for artists and visitors with disabilities.

1 Southfield Approach  
Cheltenham  
Gloucestershire  
GL53 9LN

**Comments:** 6th June 2023

I strongly support this application. Cheltenham has many artists but there is a lack of affordable studio space and many people do not have the space to paint at home. The Lansdown Studios regularly invite members of the public to visit their studios and these events and their exhibitions in the town's art galleries are always well attended, so they are making a positive contribution to the community.

The Dairy  
The Leigh  
Gloucester  
GL19 4AG

**Comments:** 16th May 2023

I support the relocation of the Art Studios. There is a shortage of Art and Craft studios in Cheltenham. Lansdown Art Studios have provided an important space that is supportive for the artists enabling them to pursue their work and contribute to the Cheltenham Art Scene.

30 Willowherb Close  
Cheltenham  
Gloucestershire  
GL52 5LP

**Comments:** 15th May 2023

I am strongly supportive of the relocation of the art studios as they are Cheltenham's largest artistic non-profit making community and offer rare studio space to creative people. A purpose-built single storey art studio complex will be an asset to Cheltenham's wider art community and will also provide both visitors and artists easy access for all mobility levels. This new complex will be a major improvement on the present facilities on the site, to the town as a whole, and its public arts' strategy.



17<sup>th</sup> May 2023



**For the attention of Ms Lucy White**

Cheltenham Borough Council  
PO Box 12  
Municipal Offices  
Promenade  
Cheltenham  
Gloucester  
GL50 1PP

Unit 42a  
Lansdown Industrial Estate  
Gloucester Road  
Cheltenham  
Gloucestershire  
GL51 8PL

T: 01242 225720

[enquiries@v3manufacturing.com](mailto:enquiries@v3manufacturing.com)

Dear Sirs

**Reference: 23/00728/FUL - Erection of Single Storey Building to Accommodate Artists Studio**

I write in connection with the above as set out in your letter of 4<sup>th</sup> May 2023.

Although we are very supportive of the artist's studio and the important cultural role they play in our community, we do have major concerns that the solution that is being proposed, whereby a purpose built facility will be erected on what is currently parking on the Lansdown Industrial Estate, will only exacerbate some of the main issues of concern that we previously raised in relation to Outline Application **21/02832/OUT**.

Our principal concerns with the latest Application are:

- parking is already at a premium on the site for the employees of the businesses operating from there;
- the Travel Plan for the previous Outline Application for 215 dwellings included a proposal to reduce from the standard CBC recommendations, the ratio of parking for each size of dwelling, which we believe will already lead to residents overspilling onto the remaining industrial area;
- losing a further area of parking in order to erect the artist's studio will only serve to exacerbate the already challenging parking, access, safety and security issues that were previously highlighted and which we do not believe have been adequately addressed or resolved to date.

I would refer you to our letter of 7<sup>th</sup> February 2022, where we listed the full list of concerns that we had relating to the Outline Planning Application **21/02832/OUT** (Appendix 1 attached and which we do not believe have been adequately addressed or resolved.

If you would like to discuss or require further information on any of the points raised above, we are very much available to speak or to meet in person on site.

Yours faithfully



**Susan Hutchings**

Director

CC: [ccl.sandra.holiday@cheltenham.gov.uk](mailto:ccl.sandra.holiday@cheltenham.gov.uk) & [cll.richard.pineger@cheltenham.gov.uk](mailto:cll.richard.pineger@cheltenham.gov.uk)

**Attachments:**

Schedule 1: Copy of Letter submitted to L/L Consultation Process  
Schedule 2: Photographs Demonstrated Parking and HGV Congestion

# Appendix 1

7<sup>th</sup> February 2022

## For the attention of Ms Lucy White

Cheltenham Borough Council  
PO Box 12  
Municipal Offices  
Promenade  
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Dear Sirs

## Reference: 21/02832/OUT - Outline application for the redevelopment of the northern part of Lansdown Industrial Estate

I write in connection with the above as set out in your letter of 19<sup>th</sup> January 2022.

Firstly, I would like to reiterate the general disappointment that we expressed as part of the consultation process with the Landlords representatives in August 2021 (copy attached), that the plans are under consideration for a scheme that will result in the reduction of industrial space in favour of residential on this site. Commercial space in Cheltenham is already at a premium with high demand, and this will be detrimental to the protection of employment in the local area.

Having now studied in detail the various documents submitted in relation to the application, please find set out below, a number of specific points of concern we would ask to be addressed as part of the planning process.

### Access and Public Safety

Have the Public Protection Team been consulted on this scheme ?

Specifically has a health and safety assessment been undertaken of the risks presented by an increased volume in pedestrians and cyclists ? The proposed pedestrian and cyclist access route is through an area of high industrial traffic, including heavy goods vehicles and fork lift trucks as well as busses in the main entrance area from the Gloucester Road. This is particularly concerning bearing in mind a high number of these pedestrians and cyclists are likely to be children who will be tempted to use the area as an extended playground and bike park ? What improvements to the Gloucester Road access and additional provision for HGV turning points are being considered, if vehicular access to the remaining industrial units is reduced through the removal of access from Rowanfield Road ? We raise this particularly as it is our understanding that this entrance is owned by ABC Motors with a legal easement / automatic statutory declaration attached to it.

Please find attached a number of photographs demonstrating the already congested nature of heavy goods vehicles, fork lift trucks and general site traffic in this area. This will be further exacerbated if space is lost for vehicular access in the provision of additional pedestrian walkways and cycle paths.

### Noise & Odors

Has a noise impact assessment been undertaken ?

The V3 unit has a compressor sited 1 metre from proposed garden boundaries. This compressor can operate 24/7 during peak production periods. Due to the intermittent nature of demand it will be also be more noticeable than something with a constant background noise.



- What provisions is it proposed will be put in place around screening and noise insulation to ensure that industrial tenants do not face a continual barrage of residents' complaints on noise, odours and impact on their outlook that there will practically be very little they can do to improve, and actually shouldn't have to do, when occupying an industrial unit that permits B1, B2 and B8 use ?
- We have created more than 25 new jobs on our site over the last year, and demand for our products from this site is high. We need to be able to continue for the purpose we entered into a lease on, and without risk of restrictions on our operating hours and processes being imposed in the future.

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### **Parking**

- Have the Council Highways Team been consulted on the proposals ?
- The Travel Plan included in the application documents implies that there is a proposal to reduce from the standard CBC recommendations, the ratio of parking for each size of dwelling. If this is accepted, how is it proposed to manage and police the excess cars in the vicinity and ensure that they do not overspill onto the remaining industrial area of the estate further exacerbating the already challenging parking, access, safety and security issues referenced above ?

### **Site Security**

- How is it proposed that security will be maintained in the remaining industrial area which is currently managed through gates at the main access points that are locked to the general public between 21/2200 hrs and 0600 hrs daily ?

### **Flood Risk**

- The planning documents include a report on the flood risks for the new development area that has identified a risk of ground and surface water flooding for which there appear to be plans to mitigate and manage. Please advise what mitigation measures will be undertaken to manage ground and surface water in the remaining industrial units area due to the reduction of impermeable surfaces from the new development, and the risk of excess water seeping into the neighbouring area ?

If you would like to discuss or require further information on any of the points raised above, we are very much available to speak or to meet in person on site.

Yours faithfully



**Susan Hutchings**

Director

CC: [ccl.sandra.holiday@cheltenham.gov.uk](mailto:ccl.sandra.holiday@cheltenham.gov.uk) & [cll.richard.pineger@cheltenham.gov.uk](mailto:cll.richard.pineger@cheltenham.gov.uk)

### **Attachments:**

Schedule 1: Copy of Letter submitted to L/L Consultation Process

Schedule 2: Photographs Demonstrated Parking and HGV Congestion

## Schedule 1:

19/08/2021



Lansdown North Consultation Team  
Camargue  
Eagle Tower  
Cheltenham  
GL50 1TA

Unit 42a  
Lansdown Industrial Estate  
Gloucester Road  
Cheltenham  
Gloucestershire  
GL51 8PL

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Dear Sirs

Ref : Lansdown Industrial Estate Northern Development Proposal

I write on behalf of a group of commercial and industrial tenants on the Lansdown Industrial Estate, who have recently been made aware of the proposals for the redevelopment to residential housing of the northern part of the estate.

Firstly, I would like to express our general disappointment that the plans are under consideration for a scheme that will result in the reduction of industrial space in favour of residential on this site, and how this may impact on the protection of employment in the local area.

Having now had an opportunity to study in detail the outline plans, I set out below a number of specific points and concerns that we would like be taken into account as part of the consultation process, which is due to conclude on 23<sup>rd</sup> August:

Access to and from the estate is already severely limited and the proposals to reduce further will have a severe impact on businesses operating, and access for emergency services

Parking on the estate is already at a premium with the cars of staff already employed by existing tenants having to park on areas outside of allocated and communal parking zones during the normal working week. With 218 new homes added to the site, even with resident parking bays included within the plans, this will almost certainly result in a significant increase in the number of additional cars in the area and will become untenable for industrial tenants.

Industrial units on the estate currently have permission for various uses, but are predominantly B1, B2 and B8 use which include light and general industrial and warehousing. Our understanding is that nothing in the outline plans can dilute the permissions that ourselves and neighbouring tenants have already been granted to continue to run our operations which may on occasions result in 24 hour and 7 day working.

Industrial and such close residential occupants are never going to make particularly harmonious neighbours due to noise, odours, less than aesthetically pleasing views and unsociable operating hours. In respect of V3's own leased area, the current plans show our compressor house and smoking area 1 metre from proposed garden boundaries. All of this can cause friction between individuals, and we do not want to be faced with the prospect of responding to a continual barrage of residents' complaints that there will practically be very little we can do to improve, and actually shouldn't have to do, having entered into a lease that permits us B1, B2 and B8 use.



- Increased pedestrian activity, much of which is likely to be children, will create major health and safety issues for traffic visiting the industrial units, much of which is heavy goods vehicles and who on occasions operate 24/7. There is no space available to increase pedestrian/cycling thoroughfares
- Increased on street parking and in unauthorised areas in the vicinity of the industrial units will present an additional access risk for emergency vehicles.
- A significant increase in pedestrian activity is also likely to result in increased crime levels and present a much higher security risk for individual industrial tenants.



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We are more than happy to meet to learn how these significant concerns will be addressed and look forward to hearing from you shortly.

Yours sincerely



**Tim Cound**  
**Director**  
V3 Manufacturing Limited

Cc Dan Maynard, Caisson

Schedule 2: Photographs Demonstration Access, Congestion & Potential Health and Safety Issues on the Remaining Industrial Unit (taken over 24 hour period Thursday 3<sup>rd</sup>/Friday 4<sup>th</sup> February 2022)













