

APPLICATION NO: 26/00763/FUL		OFFICER: Mrs Victoria Harris
DATE REGISTERED: 15th May 2026		DATE OF EXPIRY : 10th July 2026
WARD: St Peters		PARISH:
APPLICANT:	Cheltenham Borough Council	
LOCATION:	24 Alstone Avenue Cheltenham Gloucestershire	
PROPOSAL:	Proposed external rear and side wall insulation with a rendered finish to properties at Nos. 24, 25, 33, 37, 41, 48, 53, and 54 Alstone Avenue.	

REPRESENTATIONS

Number of contributors	23
Number of objections	22
Number of representations	1
Number of supporting	0

Eddington
66 Alstone Avenue
Cheltenham
Gloucestershire
GL51 8EJ

Comments: 1st June 2026

This scheme seems bizarre. Alstone Avenue was built for GWR staff circa 1905, so it's Edwardian, not Victorian. The houses use beautiful high-quality red facing bricks; they don't need painting, pseudo-stone-slabbing (No. 19), or rendering with experimental silicon. The scheduled properties have evidently been repointed and double-glazed. Rendering will not make their inhabitants any warmer or help to save the planet; it will merely disrupt the remaining architectural unity of our street. It's astonishing in these hard times that public money can still be spent on what some might call a vanity project. But if it's a case of use-it-or-lose it, wouldn't solar panels be more net-zero productive, or triple glazing?

Not everyone may agree with me. Unfortunately, few residents of the Avenue seem to have been sent the Council's letter detailing this very brief consultation. I found out only by chance. Why? And why is our borough councillor mis-identified, fully a fortnight after the local elections? It looks like carelessness. Clearly the consultation needs to be restarted, with all residents put fully in the picture by letter and given ample time to comment. Meanwhile, yes, I OBJECT.

Winston
61 Alstone Avenue
Cheltenham
Gloucestershire
GL51 8EJ

Comments: 6th June 2026

There are several reasons why I object to this proposal. It is clearly not in keeping with the remainder of the properties, (with the exception of 19 which was completed many years ago and detracts from its surroundings). Preserving the appearance of architecture by Cheltenham Borough Council has to go beyond the Promenade, Leckhampton and Pittville and The Park, otherwise it smacks of not caring what happens in parts of town that are not so prominent.

There would be upheaval, mess and potential danger to the general public with multiple works going on whilst parents and children amongst us other adults, have to walk on the pavements past these places and the vans/lorries that will be necessary for the work. Increased traffic is inevitable and a hazard in such a narrow and busy road.

With parking so limited, I foresee the road being blocked for periods which could lead to back ups into the surrounding Arle Road.

If there is a robust and proven benefit which has been fully considered, all residents should have the opportunity to read it. I would ask the council consider the application carefully taking into account the people they are supposed to serve. As a minimum keep all residents informed so a full and proper debate can be had.

22 Alstone Avenue
Cheltenham
Gloucestershire
GL51 8EH

Comments: 6th June 2026

22 ALSTONE AVENUE, CHELTENHAM, GL51 8EH

Dear Planning Officer

I wish to object in the strongest terms regarding the above planning application for the proposed external wall insulation and cladding to 8 random properties identified in Alstone Avenue.

Having just returned from holiday, my wife found out, by chance from a neighbour, about the proposed planning applications. No notification was received through our door, despite two of the properties being very near, and no notices have been posted on any lamp posts along the street. This information deficit has marginalised the community, violated their rights and treated all of us with contempt. How many houses did you actually notify about these proposals?

Alstone Avenue is a great example of an Edwardian Street with architectural cohesion and integrity. This attractive façade lends great character to the area, which will be destroyed by a hideous hotchpotch of inappropriate building work, destroying all the original historic external features. The negative impact will be palpable.

I agree in every particular with the letters of objection from Nos 29, 39, 55, 66 Alstone Avenue and Comment submitted Sat 23 May 2026, who have outlined with clarity the reason why this planning application should be refused. Indeed, like them, I have no objection to insulating the houses concerned to make them more thermally efficient, but this work should be done internally, which would be simpler, quicker and cheaper.

If this planning application does get passed, I will be seeking legal redress regarding the ultra vires nature of the procedures you have followed in this case. including judicial review.

Yours faithfully

25 Alstone Avenue
Cheltenham
Gloucestershire
GL51 8EH

Comments: 9th June 2026

As a tenant of one of the properties listed, I wish to formally object to the proposed works.

Neighbours have pretty much covered everything in their comments here and I absolutely agree with each and every one.

I haven't been issued with a great deal of information about the planned works. On trying to reach out to the sender's of the few letters about this, I have had no response to emails or phone calls.

As a tenant, I am unsure of my rights to refuse the planned works but if I am able to do so, this is my plan going forward.

40 Alstone Avenue
Cheltenham
Gloucestershire
GL51 8EJ

Comments: 30th June 2026

As neighbours to No 41 Alstone Avenue we object to the revised plans to the rear of the property. The application of silicone insulation and render to the walls that adjoin our property will mean a protrusion next to the bedroom at the rear of our home (No 40) and could result in moisture running off the walls and travelling to the brickwork of our property.

In addition the visual impact of the difference between the two properties will degrade the aesthetic of the area.

We would ask the Council members to reconsider the method proposed to improve energy efficiency in these properties.

We also wish to register our concern that full consultation with all residents has not taken place. No signs in the Avenue and only limited communication with properties adjoining the council owned houses.

Comments: 6th June 2026

Reasons for objection

We oppose this planning application on the following grounds:

- PHYSICAL IMPACT ON OUR PROPERTY - The proposed insulation and render will protrude several inches from the brickwork that is interwoven with our property.

This will disrupt both the visual line of the terrace but also mean changes in how moisture travels off the face of the buildings. This risks ingress of damp that could travel through the brickwork and damage our property.

- VISUAL IMPACT - The visual impact on the street will be inconsistent with the heritage and ambient environment of Alstone Avenue.

The frontages of all the houses on the street are exposed red brick. Any interspersions of single cladded houses will permanently disrupt the visual continuity and will encroach on the view from my own house and on other residents' with different aspects at other locations.

- IMPROPER AND INSUFFICIENT CONSULTATION - There has been no public notices either in local media or on notices in the street informing residents of this proposal.

Notwithstanding that fact that there may be a provision in the Town and Country Planning (Development Management Procedure) Order 2015, to only inform adjoining owners or occupiers (see below), I know that the occupier of No 42 Alstone Avenue has not received notice. Therefore, the applicants have not even fulfilled the bare minimum requirements.

(5) [F5In a case to which paragraphs (1A), (2), (4) and (4A) do not apply the application must] be publicised in accordance with the requirements in paragraph (7) and by giving requisite notice-

(a)by site display in at least one place on or near the land to which the application relates for not less than 21 days; or

(b)by serving the notice on any adjoining owner or occupier.

Even the tenants of the council-owned properties affected have not been told about the planned work.

Given the scale and impact of the proposed development it is iniquitous that other residents in the street were not properly informed and given the opportunity to comment.

Therefore we oppose this application and request the council reconsider where it applies the budget for this type of work.

49 Alstone Avenue
Cheltenham
Gloucestershire
GL51 8EJ

Comments: 8th June 2026

I wish to object to this application. The proposed changes would have a significant detrimental effect on the character and appearance of Alstone Avenue. This is a distinctive Edwardian residential street defined by its consistent red brick facades and traditional architectural features, which have been maintained for over 120 years.

Rendering a handful of scattered properties along the terraces would create a fragmented appearance and irreversibly harm its historic character.

I would also echo neighbour's concerns that residents have not been meaningfully consulted or notified of the proposal, with no signs having been put up along the street that I am aware of.

I would request that the council give proper consideration to options such as internal insulation and other energy efficiency measures, to achieve environmental benefits without permanently damaging the external appearance of the buildings and street.

52 Alstone Avenue
Cheltenham
Gloucestershire
GL51 8EJ

Comments: 9th June 2026

As home owners on Alstone Avenue we strongly object the proposal.

The proposed cladding will have significant negative visual impact of the street of Edwardian red brick terraces, spoiling its cohesiveness and overall appearance.

From the planning, the proposed rendering appears to protrude significantly which will look unsightly against the adjoining red brick houses.

We strongly request the council explore an alternative option.

55 Alstone Avenue
Cheltenham
Gloucestershire
GL51 8EJ

Comments: 30th June 2026

Councils in this country have an appalling track record of installing external cladding to their property portfolios. I reference the tragic event of Grenfell Tower in 2017.

There is still no mention of which specific products will be used nor the final colour.

An architect and the applicant have put 15 words into their proposed materials and colours section of the application. Non of which tell anybody either the colour or the materials proposed. One of their words is not even in the English language. This illustrates the level of their competence.

What warranty will be provided to neighbours that any works will not cause damp issues in neighbouring properties?

98% of houses that were externally clad under a Government scheme have had issues with damp.

What makes this scheme any different?

Comments: 28th May 2026

Putting up external render at the front of 8 properties in a road of 70 plus houses brick built houses will look absolutely awful.

It will totally change the rhythm and character of Alstone Avenue.

The front of the houses could easily be insulated by simply putting the insulation on the inside of the properties. This would result in minimal disruption for the tenants as only 1 wall in each of 2 rooms plus a small area over the front door will be affected.

This would eliminate the costs of scaffold, having to remove the existing gas meters and associated gas pipework, having to re install the gas meters and new gas pipework post application of the external insulation that would be incurred if putting the insulation externally was chosen.

Also any future change of windows or doors will result in parts of the insulation having to be removed and subsequently replaced if applied externally.

19 Alstone Avenue has externally applied faux Cotswold Stone work on its front elevation. In my opinion it looks absolutely awful.

Alstone Avenue does not need another 8 properties looking so out of character.

I therefore absolutely OBJECT to this application.

Comments: 23rd May 2026

How will the 100mm insulation plus render look like when viewed from other terraced houses that are not having this external insulation applied?

The planning application states that " Smooth render in cintrasting colour to previous stone areas" will be applied.

What does this actually mean?

Which product will be used?

23 Alstone Avenue
Cheltenham
Gloucestershire
GL51 8EH

Comments: 8th June 2026

Dear Planning Officer,

We strongly object to this proposed rendering of properties along Alstone Avenue.

The Edwardian red brick is integral to maintaining the look and aesthetic of our road. Rendering of only some of the houses will make it alter their appearance and result in the loss of important architectural features.

Yours faithfully,

26 Alstone Avenue
Cheltenham
Gloucestershire
GL51 8EH

Comments: 6th June 2026

I wish to formally object to the proposal to install external wall insulation with a rendered finish to properties at Nos. 24, 25, 33, 37, 41, 48, 53 and 54.

Whilst I am keen to reduce carbon emissions and understand the importance of keeping the councils housing stock improved, I believe that the proposed works would do so to the complete detriment of the surrounding properties and cause irreversible harm to the character and appearance of the street and surrounding area.

The properties concerned form part of a red brick construction. The uniformity, texture, colour and architectural detailing of the original brickwork contribute significantly to the visual character and historic identity of the area. Covering these buildings with modern rendered external wall insulation would fundamentally alter their appearance and result in the loss of important architectural features and traditional materials.

The proposal would create a stark visual contrast between rendered properties and neighbouring brick-built homes, leading to a fragmented and inconsistent street scene. Such changes risk eroding the historic character of the area and setting an undesirable precedent for the incremental loss of traditional architecture.

I am also concerned that alternative methods of improving thermal performance may not have been adequately explored. Internal insulation, loft insulation upgrades, improved glazing, floor insulation and other energy-efficiency measures may achieve environmental benefits whilst preserving the external appearance of these historic buildings.

Furthermore, residents and neighbouring property owners appear not to have been meaningfully consulted before the proposal was brought forward. I live quite literally attached to one of these buildings and received no visit or consultation.

Given the substantial visual impact on the local environment, greater community engagement should have taken place at an earlier stage to allow concerns and alternative approaches to be properly considered.

The planning authority has a duty to balance environmental objectives with the preservation and enhancement of local character. In my view, this proposal fails to strike that balance and would result in unnecessary harm to the appearance and heritage value of the area.

For these reasons, I respectfully request that planning permission be refused, or that the applicant be required to explore alternative energy-efficiency measures that preserve the original red brick façades and the character of the street.

Yours faithfully,

Number 26

36 Alstone Avenue
Cheltenham
Gloucestershire
GL51 8EH

Comments: 6th June 2026

he street has a distinct architectural style that contributes to the overall appearance and character of the area. The unconsulted rendering works not only affect the visual cohesion of our street but may also impact property values and the community's sense of ownership and involvement in local planning decisions.

While I understand that the necessary approvals may have been granted, I am disappointed that local residents were not adequately consulted or informed before these significant changes to the appearance of our street were approved. The properties form part of a well-established streetscape, and alterations of this nature have a noticeable impact on the character and visual consistency of the area.

Many residents only became aware of the proposal after talking to other neighbours, leaving little opportunity for meaningful engagement or for concerns to be raised and considered. Regardless of whether the development complies with planning requirements, the absence of consultation has left residents feeling excluded from decisions that affect the appearance of their neighbourhood

My concern is not simply that the works have been approved, but that residents were not given a meaningful opportunity to understand or comment on changes that will have a lasting impact on the character of our street.

In addition to concerns about the character of the street, many residents are worried that these changes may have a negative effect on the desirability of the area and,

consequently, on local property values. Whether or not such an impact ultimately materialises, it is a matter of genuine concern for homeowners who have invested significantly in their properties and the appearance of the neighbourhood.

38 Alstone Avenue
Cheltenham
Gloucestershire
GL51 8EH

Comments: 8th June 2026

I have lived (and continue to live) at 38 Alstone Avenue for over 50 years. My property adjoins to one contained within the proposal.

I strongly object to this application.

The Cheltenham Borough Local Plan states 'The Government places emphasis on the promotion of good design, both for individual buildings and urban design'.

I do not agree that this application will improve the quality of the existing environment. In fact, I would argue that it will detract from any enhancement to the aesthetics of the Avenue, namely the original character and identity will NOT be retained.

Furthermore, the Joint Core Strategy, prepared within the context of national policy, looks to reflect the priorities of both Government and residents alike, again having regard to the local characteristics that make up an area.

In conclusion, the Cheltenham Sustainable Community Strategy Vision 2008-2028 refers to 'cherishing heritage'.

While energy efficiency improvements are of course desirable, care MUST be taken to ensure that any marginal gains (limited to 8 houses) do not come at the expense of the visual integrity of the entire Avenue.

29 Alstone Avenue
Cheltenham
Gloucestershire
GL51 8EH

Comments: 2nd June 2026

It is an absolute travesty that this is being considered. These house were built circa 1905 and Alstone Avenue is a great example of an Edwardian Street in Cheltenham. We should be preserving the history of our street not damaging it. Also the fact that the whole street has not been notified and no site notices have been erected is completely wrong.

Why are you trying to make these changes on the sly? There are so many better, more environmentally friendly, non-intrusive ways to insulate these houses. Furthermore, surely there are better things that the council can spend their money on to help people in the current economic climate we are facing. I am so very disappointed about this proposal.

36 Alstone Avenue
Cheltenham
Gloucestershire
GL51 8EH

Comments: 6th June 2026

I am writing to formally object to the proposed external rendering works planned for properties within our street.

As residents of a designated conservation area, we have a reasonable expectation that any alterations to the appearance of our homes will preserve and respect the character and historic significance of the area. The proposed rendering would significantly alter the appearance of the properties and, in my view, have a detrimental impact on the character and visual appeal of the street. The existing brick façades are an important feature of the area, and covering them with render would remove the traditional appearance that contributes to the conservation area's identity.

I am also concerned that the information provided in support of the scheme contains factual inaccuracies regarding the design and construction of the properties. Decisions of this nature should be based on accurate and transparent information, and I would ask that these details are reviewed thoroughly before any further action is taken.

Furthermore, there are technical concerns regarding the suitability of rendering traditional brick-built properties. Brickwork is designed to be breathable, allowing moisture to evaporate naturally. Applying render to the external walls may affect this breathability and could increase the risk of trapped moisture, damp issues, and deterioration of the building fabric over time if not appropriately specified and maintained. Given the age and construction of many of the properties involved, these concerns should be carefully considered.

A further significant concern is the apparent lack of consultation with council tenants and residents. To the best of my knowledge, residents have not been adequately informed of the proposals, given the opportunity to ask questions, or consulted on a scheme that will substantially affect their homes and the appearance of the neighbourhood. It is disappointing that such major changes are being proposed without meaningful engagement with those who will be directly affected.

Given the potential impact on the conservation area, the concerns regarding the suitability of rendering brick-built properties, the factual inaccuracies within the proposal, and the absence of resident consultation, I respectfully request that the council pauses the scheme and undertakes a full review. This review should include proper consultation with residents, a transparent assessment of alternative options, and a detailed explanation of how the proposal complies with conservation area requirements and planning policies.

70 Alstone Avenue
Cheltenham
Gloucestershire
GL51 8EJ

Comments: 6th June 2026

Dear Planning Officer,

We wish to formally object to the above planning application.

Whilst we support measures to improve energy efficiency and reduce carbon emissions, assuming the proposal is partly linked to the forthcoming introduction of EPC ratings of C or above for let properties. We have significant concerns regarding the impact this proposal would have on the character, appearance, and historical integrity of Alstone Avenue. We sincerely hope that alternative options, of which there are many are sought instead.

As an important point of correction to the submission details, Alstone Avenue is a distinctive Edwardian residential street rather than Victorian as cited. These properties hold deep local historical value, having been originally constructed as homes for local railway workers, that contribute to the positive sense of place and local identity. The avenue retains a strong architectural footprint through the consistent use of exposed red brick, traditional bay windows, chimney stacks, and uniform building lines. These features combine to create a cohesive, attractive, and historically significant streetscape which is one of the defining characteristics of the area.

Planning policy dictates that design solutions must be grounded in a thorough understanding of the local site and its distinctiveness, rather than applying a detached, one-size-fits-all digital model to a historic streetscape. The introduction of silicone render would therefore represent a significant and damaging departure from the established historic appearance of the street. The proposed properties are not grouped together in a single block; instead, they are scattered randomly on both sides of the avenue, interspersed among privately owned homes. As a result, the visual impact would not be confined to one location but would create an unsightly, fragmented "checkerboard" effect experienced along the entire length of the street. This would permanently fracture and erode the consistent red-brick character that currently unifies Alstone Avenue.

We request that this application be formally reviewed by the local Conservation Officers. The exposed red-brick façades and railway heritage are defining features of our street and the proposal would result in an unnecessary, harmful, and irreversible erosion of that character.

We therefore respectfully request that planning permission be refused as there are other options available to achieve what is required.

Sincerely,
No 70

39 Alstone Avenue
Cheltenham
Gloucestershire
GL51 8EH

Comments: 3rd June 2026

Re: Planning Application 26/00763/FUL - Proposed External Wall Insulation and Rendered Finish at 24, 25, 33, 37, 41, 48, 53 and 54 Alstone Avenue, Cheltenham

Dear Planning Officer,

I wish to formally object to the above planning application.

Whilst I support measures to improve energy efficiency and reduce carbon emissions, I have significant concerns regarding the impact this proposal would have on the character and appearance of Alstone Avenue.

Alstone Avenue is a distinctive Victorian residential street characterised by a long and largely uninterrupted run of traditional red-brick terraced housing. The avenue retains a strong architectural identity through the consistent use of exposed red brick, traditional bay windows, chimney stacks and uniform building lines. These features combine to create a cohesive and attractive streetscape which is one of the defining characteristics of the area.

The proposal seeks to apply external wall insulation and a rendered finish to a number of properties distributed throughout the avenue. There are currently no rendered properties within Alstone Avenue. Whilst a small number of houses have painted brickwork, these properties still retain their original architectural form and detailing. The introduction of rendered elevations would therefore represent a significant departure from the established appearance of the street.

I am particularly concerned by the cumulative impact of the proposal. The affected properties are not grouped together but are located at various points throughout the avenue. As a result, the visual impact would be experienced along the length of the street rather than being confined to one location. This would gradually erode the consistent red-brick character that currently defines Alstone Avenue.

In addition to changing the appearance of the properties, external wall insulation increases the thickness of external walls. This can alter the depth of window and door reveals, change the appearance of bay windows and obscure or diminish architectural details that contribute to the character of Victorian buildings. Such alterations risk creating a flatter and less authentic appearance and can disrupt the uniform building line that currently exists along the terrace.

The street benefits from long views in both directions, meaning any alterations to materials, finishes and building profiles are highly visible. The proposed rendered properties would therefore be prominent within the street scene and would appear visually at odds with the prevailing character of the avenue.

There is already an example of an externally clad property within the street, which demonstrates how alternative external finishes can appear visually discordant within an

otherwise cohesive red-brick Victorian streetscape. This proposal would extend that visual impact across multiple locations throughout the avenue.

I respectfully request that the Council carefully consider the cumulative impact of this proposal on the character and appearance of Alstone Avenue. The exposed red-brick façades are a defining feature of the street and contribute significantly to its sense of place and architectural identity. In my view, the proposal would result in an unnecessary and harmful erosion of that character.

Should the Council be minded to approve the application, I request that detailed consideration be given to the visual impact of the increased wall thickness, the treatment of window and door reveals, the retention of architectural detailing, and the colour, texture and finish of the proposed render.

For the reasons outlined above, I respectfully request that planning permission be refused.

Yours faithfully,

39 Alstone Avenue
Cheltenham
GL51 8EH

30 Painswick Road
Cheltenham
Gloucestershire
GL50 2HA

Comments: 4th June 2026

This is a remarkably attractive Edwardian Street, characterised by its uniformity, its restrained design and its street trees. While I fully support the efforts of the council to promote energy efficiency, its commitment to net zero and the creation of warmer homes, this scheme will disrupt the appearance of Alstone Avenue. I would suggest that the council seek the advice of the Conservation Officer and explore with him if there is a less damaging way of doing this work - making its residents warmer whilst keeping the character of the street.

13 St Pauls Parade
Cheltenham
Gloucestershire
GL50 4ET

Comments: 9th June 2026

The proposed cladding will significantly alter the appearance of this tree-lined street of Edwardian brick terraces, spoiling its cohesiveness.

I hope the council will explore alternative measures to improve the heating efficiency of these houses which will not have such a negative effect on the appearance of the street.

A conservation area review is currently underway, and a local listing exercise is imminent. Alstone Avenue should be considered by both of those of deserving of the additional protection give by these designations.

29 Alstone Avenue
Cheltenham
Gloucestershire
GL51 8EH

Comments: 2nd June 2026

I wish to register a strong objection to the above planning application on the grounds of procedural irregularities, factual inaccuracies, technical risks, harm to the character of the street, and the negative impact on neighbouring property values.

1. Procedural Failures and Potential Invalidity

1.1 Incorrect Ownership Certification

The application treats the eight properties as if they are all owned by Cheltenham Borough Council. While CBC does own these specific dwellings, the remainder of Alstone Avenue is privately owned. The works will materially affect the setting, appearance, and value of these private homes.

Despite this, Certificates B, C, and D have not been completed, and no evidence is provided that other affected owners were notified. This raises serious concerns about the validity of the application.

1.2 Lack of Proper Publicity

No site notices have been posted, and only a very small number of residents appear to have been notified. Given the scale and visibility of the proposed works, this is contrary to the requirements of the Town and Country Planning (Development Management Procedure) Order 2015.

This alone is grounds for the application to be invalidated.

2. Factual Inaccuracies in the Design & Access Statement

The Design & Access Statement claims:

"The Alstone Avenue properties are traditional brick Victorian housing."

This is incorrect.

2.1 Actual Construction Date

The houses were built around 1903/ 1905, placing them in the Edwardian period, not the Victorian era. This matters because:

- a) Edwardian brickwork uses different materials and construction methods.
- b) The architectural character is distinct and should be preserved.
- c) The technical behaviour of Edwardian solid brick walls differs from Victorian construction.

The misidentification of the buildings' age undermines the credibility of the applicant's technical assumptions, including breathability, moisture behaviour, and the suitability of silicone render.

3. Internal vs External Insulation - The Applicant's Claims Are Not Evidenced
The Design & Access Statement asserts that external insulation is preferable because internal insulation is more disruptive and more likely to cause damp. This is not supported by evidence.

3.1 Edwardian Solid Brick Walls Require High Breathability
The Statement itself acknowledges:

"The finish of the external wall insulation significantly impacts on the breathability of the walls."

Edwardian solid brick walls rely heavily on vapour permeability. Applying silicone render over insulation:

- a) Reduces breathability
- b) Alters the moisture balance
- c) Risks trapping moisture
- d) Can accelerate freeze-thaw damage in older bricks

Given that many properties on the street already suffer from damp, this risk is significant.

3.2 Internal Insulation May Be Safer and More Appropriate
Breathable internal insulation systems (e.g., wood fibre boards, lime plaster) can:

- a) Preserve the external appearance
- b) Maintain the historic brick façade
- c) Allow vapour to diffuse safely
- d) Avoid trapping moisture externally
- e) Be installed selectively in problem rooms
- f) And be a significantly cheaper and less disruptive alternative.

The applicant has not demonstrated that internal insulation was properly assessed or ruled out.

3.3 Disruption to Residents Is Not a Planning Justification
The unjustified and incorrect claim that internal insulation is more disruptive is not a material planning consideration. It does not justify:

- a) Harming the character of the street
- b) Risking moisture problems in 120-year-old brickwork
- c) Reducing neighbouring property values

3.4 No Moisture or Damp Risk Assessment Provided
Given the age of the buildings and existing damp issues, the absence of hygrothermal modelling is a serious omission.

4. Harm to the Character and Appearance of Alstone Avenue
4.1 Loss of Original Edwardian Brickwork

The brick façades are a defining feature of the street. Rendering over them will:

- a) Permanently erase original materials
- b) Introduce a finish not present elsewhere
- c) Damage the architectural coherence of the road

4.2 Fragmentation of the Streetscape

The eight houses are not adjacent. Rendering them will create a patchwork effect, disrupting the visual rhythm of the street and harming its aesthetic value.

4.3 No Colour or Material Controls

The application does not specify:

- a) Render colour
- b) Texture
- c) Reflectivity
- d) Weathering behaviour

This is unacceptable for a development affecting the public realm.

5. Environmental and Technical Risks

5.1 Moisture Trapping and Damp

Silicone render, while more breathable than brick slips, is still less breathable than exposed brick. Without detailed modelling, the risk of:

- a) Trapped moisture
- b) Freeze-thaw damage
- c) Mould growth
- d) Internal damp

cannot be dismissed.

5.2 Biodiversity

No ecological assessment has been provided, despite the likelihood of nesting birds and vegetation disturbance during scaffolding and works.

6. Cultural and Historical Considerations

Even though the street is not in a conservation area, the houses form part of Cheltenham's early 20th-century suburban heritage. The consistent brick façades contribute to:

- a) The character of the neighbourhood
- b) A sense of place
- c) The architectural coherence of the street

Rendering eight scattered houses undermines this.

7. Impact on Neighbouring Property Values

Rendering council-owned houses in a street of predominantly brick private homes will:

- a) Reduce visual cohesion
- b) Create an inconsistent appearance

c) Potentially depress the value of neighbouring properties

This is a material planning consideration.

8. Alternatives Not Adequately Explored

The applicant has not demonstrated that:

- a) Internal insulation was properly evaluated
- b) Partial or rear-only insulation was assessed

The proposal appears driven by convenience rather than suitability.

Conclusion

This application is procedurally flawed, factually inaccurate, technically incomplete, and harmful to the character, environment, and value of Alstone Avenue. The misidentification of the houses as Victorian and the unsubstantiated dismissal of internal insulation further undermine the credibility of the proposal.

I therefore request that Cheltenham Borough Council:

- a) Invalidate the application due to incorrect ownership certification and inadequate neighbour notification.
- b) Require a full damp and moisture risk assessment.
- c) Require a streetscape and character impact assessment.
- d) Require proper evaluation of internal insulation alternatives.
- e) Refuse the application unless the applicant can demonstrate that the works will not harm the character, environment, or value of the surrounding homes.

50 Alstone Avenue
Cheltenham
Gloucestershire
GL51 8EJ

Comments: 6th June 2026

I am very concerned about these plans and the impact on the street. Firstly I was completely unaware of this application and would not have known about it had one of the other residents not mentioned it to me. Given the impact of the changes surely all residents should have been properly informed to allow them the opportunity to raise objections. I have not seen any signs on the street and have had no formal information through my door.

Alstone Avenue is a beautiful street of Edwardian properties. The uniform look of the houses, keeping their original historic appearance, is part of the charm. It would have a significant detrimental effect should random houses have the frontage suddenly changed. I understand the reasons for the change and like others support looking at ways to improve energy efficiency, however I believe there are other ways this can be managed which would not affect the external appearance.

21 Alstone Avenue
Cheltenham
Gloucestershire
GL51 8EH

Comments: 8th June 2026

I would like to strongly register my objections to the Proposed External Wall Insulation and Rendering of 8 properties in Alstone Avenue.

Whilst I agree with the principles of making our home more energy efficient I do not agree with defacing our 130 year old Edwardian tree lined avenue. I am disappointed that the Council did not see fit to inform all residence of this avenue of their intentions to change the nature and aesthetics of this well preserved set of Edwardian houses.

Before I was informed by a neighbour a couple of days before the deadline to comment on this proposal, I had no idea which houses we inhabited by council tenants. This proposal would see the council houses standing out like a sore thumb. I am not sure if this is what council tenants would wish.

I would therefore ask the council to seek advice on alternative ways to insulate these homes without vandalising the exterior appearance. I would also like the Council to give the same consideration to conserving the appearance of our street as it would a to more affluent part of the town.

44 Alstone Avenue
Cheltenham
Gloucestershire
GL51 8EJ

Comments: 7th June 2026

I strongly object to this proposal.

The charm & character of Alstone Avenue lies in the uniform red brick houses. It's what appealed to us when we purchased our house over 40 years ago. A tree lined Avenue of red brick houses was the description. Doesn't have quite the same ring to it when you add 8 sporadic rendered properties. It will definitely spoil the overall appearance of the whole street.

I'm surprised that not all residents were informed considering the impact this will have.

7 Alstone Avenue
Cheltenham
Gloucestershire
GL51 8EH

Comments: 8th June 2026

Dear To Whom It May Concern,

We strongly object to this proposed rendering of properties along Alstone Avenue. The Edwardian red brick is integral to maintaining the look and aesthetic of our road. Rendering of only some of the houses will make it look disparate.

Yours faithfully,
