

Planning Committee

23 July 2026

Public Questions (1 total)

1. Question from Elliot Craddock to Chris Gomm (Head of Planning) and Chair of Planning – Councillor Garth Barnes

What aspect of the new-build flats on St Margaret's Road do you feel really fits in with the existing and famous regency architecture Cheltenham is so famous for?

Response from Chris Gomm (Head of Planning) and Chair of Planning – Councillor Garth Barnes

Thank you for your feedback.

The design approach at North Place was not one of replicating or imitating Cheltenham's Regency architecture; that would have been the wrong approach here. The site's context is eclectic in character with no prevailing style; the site's surroundings are characterised by a mix of Victorian and twentieth century buildings as well as a limited number of Regency-era buildings. The site's frontage to St Margaret's Road is particularly mixed with the substantial Brewery Quarter building, constructed in 2005/2006, situated opposite.

A pastiche design approach would have been inappropriate here, but so too would a highly contemporary approach given the nature of the buildings to the east (rear); the approach that has instead been taken is essentially a compromise between the two with a modern approach being taken to domestic vernacular architecture. The terraced buildings (to North Place) under construction are modern but take their cues from artisan terraces elsewhere in the town both in terms of their scale and simplicity. The apartment block to St Margaret's Road will be bolder but will be subservient to, and will not compete with, the adjacent listed St Margaret's Terrace; it will infill what is currently a jarring and incongruous gap within the street scene.

Judgement should ultimately be reserved until the scheme is complete, occupied and landscaping/planting has become established; the council is satisfied that granting planning permission was the correct decision.