
Appendix A - Civic Pride SPD Comments & Recommendations

Preface

Name	Comment	Change Requested	Officer Response	Officer Recommendation	ID
Rose Freeman (The Theatres Trust)	Para.3.3: we support the Economic Objective To enhance the town's reputation as a national centre of culture It is important to sustain the cultural dimension of a town's centre. In this phase of economic downturn the cultural offer and cultural services could be seen as an easy hit and their budgets reduced or cut altogether - such cultural vandalism would prove a false economy.		Comments noted. However, Para 3.3 is not part fo the consultation. No further action.	No change.	12
Wm Morrison Supermarkets Plc	Morrisons generally welcomes the Council's revised pragmatic approach to the development of this site.		Noted	No change.	15
Margareta Mojzisova	The proposed change in land use would have no impact on the delivery of the site. In summary, our previous comments for the SPD remain the same as those already outlined in our previous letter and we have no objection to the proposed changes within the revised SPD.		Noted.	No change.	16

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Mark Murphy (Gloucestershire Constabulary)	Various comments on paragraphs 3.17, 3.19, 3.29, 3.30, 3.32, 3.35, 3.36, 3.46, 3.47.		None of these paragraphs form part of the consultation, which is focussed on a few paragraphs where consequential amendments are suggested as a result of changes to the North Place/Portland Street development brief.	No change.	17
Mrs Julia Bishop	No comment.		Noted	No change	22
mgr	The existing car parks are adjacent to a residential home and two storey houses. It is inappropriate and unfair to the existing dwellings to build five storey buildings on the site. Any buses must be positioned well away from Monson avenue and Northfield passage.		Comment refers to Para 3.37 of the SPD, which is a summary of the North Place/Portland Street Development Brief. Design Principle B states that 5-storey development <u>may</u> be acceptable on main streets only (St Margaret's Terrace is at 5-storeys); it also states that only upto 3-storeys maximum is likely to be acceptable on the sensitive northern and western edges.	No change	6

Figure 10: North Place Development Principles

Name	Comment	Change Requested	Officer Response	Officer Recommendation	ID
Jeremy Williamson	Figure 10 - needs revising to ensure accuracy of land ownerships		Agree. Land ownership details have now been clarified on North Place and land at Warwick Place is now considered to be part of the Brief's area.	Amend Figure 10 to correctly identify land at North Place and Warwick Place as within the Brief's area.	9

3.37 Land Use

Name	Comment	Change Requested	Officer Response	Officer Recommendation	ID
Rose Freeman (The Theatres Trust)	We suggest that town centre land uses should reflect PPS4.	Office and retail should not be deleted, and leisure and the arts should also be included.	Comment noted. Amend para 3.37 to give examples of potential uses.	Amend para 3.37 to read "The site should be mixed town centre uses including residential (<u>including a minimum of 40% affordable dwellings</u>), commercial (<u>e.g. office, retail etc.</u>), leisure, arts, bus interchange and public spaces...."	10

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Wm Morrison Supermarkets Plc	For the avoidance of doubt the SPD should clarify the range of commercial uses which are acceptable on North Place/Portland Street site. For example convenience retail development could be appropriate given proximity to a town centre gateway and scope for foodstore to generate linked town centre trips, fostering vitality and viability.		Comment noted. Amend para 3.37 to give examples of potential uses.	Amend para 3.37 to read "The site should be mixed town centre uses including residential (<u>including a minimum of 40% affordable dwellings</u>), commercial (<u>e.g. office, retail etc.</u>), leisure, arts, bus interchange and public spaces..."	13
Mark Murphy (Gloucestershire Constabulary)	Add the following to the end of the paragraph: "...Any building or landscape design should apply the principles of Crime Prevention through Environmental Design (CPTED) and Secured by Design (SBD)."		Comment noted. This part of the SPD is intended as a summary of the North Place/Portland Street Development Brief - a comment on the need to follow secure design principles is more appropriate in that document.	No change. Incorporate comments on security by design into North Place/Portland Street Development Brief.	18
Jeremy Williamson	Para 3.37 Land use needs clarification as does not fully accord with brief. Words such as residential and commercial should be followed by clarifying comments e.g. (including 40% affordable) and (potentially office, retail etc)		Comment noted. Amend para 3.37 to give examples of	Amend para 3.37 to read "The site should be mixed town centre uses including residential	5

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			potential uses and clarify affordable housing need.	(including 40% affordable dwellings), commercial (e.g. office, retail etc.), leisure, arts, bus interchange and public spaces...etc."	

3.38 Transport

Name	Comment	Change Requested	Officer Response	Officer Recommendation	ID
Wm Morrison Supermarkets Plc	Given the uncertainty regarding the nature and form of the development on the site, alternatives to North Place as a means of access		Agree that access opportunities should not be restricted to North Place - subject to modelling, there are likely to be other opportunities on Portland Street and other locations. However, the Highway Authority's view is that the introduction of a new junction onto the Cheltenham Northern Relief Road (St Margaret's Road) would introduce further delays and congestion to an existing vital transport corridor. Additionally, it is important that provision of access points	Amend 3.38 to read " <u>There are a variety of access opportunities to the site. However, the Highway Authority's view is that the introduction of a new junction onto St Margaret's Road would introduce further delays and congestion to an existing vital transport corridor and vehicular access to the site here is unlikely to be acceptable. Additionally, choice of access points will not be allowed to compromise urban design objectives which are seeking the creation of vibrant streets and spaces, good pedestrian linkages and enhanced street scene.</u> Portland Street would remain	14

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	should be incorporated into the documents.		around the site does not compromise urban design objectives which are seeking the creation of vibrant streets and spaces, good pedestrian linkages and enhanced street scene. Suggest specific reference to North Place is deleted, but that the concern about congestion and urban design issues is identified.	part of the existing road network to ensure access and permeability. There is a major opportunity to enhance the quality and appearance of <u>both St Margaret's Road and Portland Street</u> . Also, improving junctions will help pedestrian and traffic movement and thus address existing congestion. <u>Any access proposals to the site will be subject to modelling.</u> "	
Dave Woodward	How will access to the Albion House Social Club be maintained during and after work on North Place and Boots Corner. What will be the route to the car park.		Access to properties on North Street will continue to be along North Street - which will have bus priority and access for service vehicle and frontagers.	No change.	21

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Jeremy Williamson	Para 3.38 Transport. Whilst the main vehicular access will be from North Place may be desirable, alternatives will be considered and subject to traffic modelling for impact		Agree that access opportunities should not be restricted to North Place - subject to modelling, there are likely to be other opportunities on Portland Street and other locations. However, the Highway Authority's view is that the introduction of a new junction onto the Cheltenham Northern Relief Road (St Margaret's Road) would introduce further delays and congestion to an existing vital transport corridor. Additionally, it is important that provision of access points around the site does not compromise urban design objectives which are seeking the creation of vibrant streets and spaces, good pedestrian linkages and enhanced street scene. Suggest specific reference to North Place is deleted, but that the concern about congestion and urban design issues is identified.	Amend 3.38 to read " <u>There are a variety of access opportunities to the site. However, the Highway Authority's view is that the introduction of a new junction onto St Margaret's Road would introduce further delays and congestion to an existing vital transport corridor and vehicular access to the site here is unlikely to be acceptable. Additionally, choice of access points will not be allowed to compromise urban design objectives which are seeking the creation of vibrant streets and spaces, good pedestrian linkages and enhanced street scene.</u> Portland Street would remain part of the existing road network to ensure access and permeability. There is a major opportunity to enhance the quality and appearance of <u>both St Margaret's Road and Portland Street.</u> Also, improving junctions will help pedestrian and traffic movement and thus address existing congestion. <u>Any access proposals to the site will be subject to modelling.</u> "	8

3.39 Parking

Name	Comment	Change Requested	Officer Response	Officer Recommendation	ID
Gloucestershire County Council	Car parking: PPS3 - Housing (June 2010) states in paragraph 51 that Local Planning Authorities should, with stakeholders and communities, develop residential parking policies for their areas, taking account of expected levels of car ownership, the importance of promoting good design and the need to use land efficiently. The SPD and technical appendix refer to a residential car parking requirement of 0.8 per dwelling. However, no evidence is provided to back this level.	Evidence is required on the type of dwelling, provision of parking (on site or on street), controlled or uncontrolled, along with the availability (or otherwise) of additional public car parking etc. It should be a requirement that individual developers set out the evidence base to back up the level of provision proposed. This should be done in liaison with the LPA and the Highway Authority. It is therefore premature, to include the level of 0.8 per dwelling in the development brief.	Agree.	Delete existing paragraph 3.39i) and replace with: <u>"Residential parking levels will be agreed with the planning and highway authorities and will be based on evidence related to the need of accommodation provided and the availability of parking in and around the development overall."</u>	1
Rose Freeman (The Theatres Trust)	Not specific to North Place but generally regarding town centre parking arrangements, we would like to emphasise that the economics of evening cultural and entertainment venues are reliant on audiences being able to get to the venue by car and public transport and being able to park their cars and bikes safely.	We would strongly urge any policies concerned with parking provision to consider the presence of theatres, cinemas and evening leisure facilities and especially to retain the Regent Arcade car park.	Agree.	Amend 3.40 by adding the following at the end of the paragraph: <u>"Public parking will need to positively consider the needs of the evening economy in terms of charging regimes, opening and closing times etc."</u>	11
Mark Murphy (Gloucestershire Constabulary)	Redraft the 2nd and 3rd sentences to read: "...Residential and commercial parking should be designed to provide safe and secure areas for both person and		Agree.	Amend paragraph 3.40 by amending the 2nd sentence as	19

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	vehicle, offering well lit spaces with good natural surveillance. This parking can be provided on street in secure, overlooked locations..."			follows: "...location of parking. Residential and commercial parking will be <u>designed to provide safe and secure areas for both person and vehicle, offering well lit spaces with good natural surveillance. This parking can be provided on-street</u> in secure, overlooked locations. Undercroft parking..."	

3.41 Sustainability

Name	Comment	Change Requested	Officer Response	Officer Recommendation	ID
Mark Murphy (Gloucestershire Constabulary)	Add the following to the end of the paragraph: "... to assist in achieving in both environmental standards the design should incorporate Crime Prevention and Secured by Design."		Agree.	Amend last sentence of paragraph 3.41 to read: "...The development should aim to achieve at least Level 5 of the <u>Code for Sustainable Homes</u> and "very good" under the BREEAM environmental building standards; <u>to assist in achieving each</u>	20

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				<u>standard design should incorporate Crime Prevention and Secured by Design."</u>	

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