

APPLICATION NO: 13/00777/FUL	OFFICER: Mrs Wendy Hopkins
DATE REGISTERED: 16th May 2013	DATE OF EXPIRY : 15th August 2013
WARD: All Saints	PARISH: NONE
APPLICANT:	Meaujo (766) Ltd
LOCATION:	Former Odeon Cinema, Winchcombe Street, Cheltenham
PROPOSAL:	Construction of 6 no. townhouses, 8 no. apartments, 6 no. retail units, new vehicular access and associated works; following demolition of the existing building

REPRESENTATIONS

Number of contributors	4
Number of objections	1
Number of representations	0
Number of supporting	3

92 Sheldons Court
Winchcombe Street
Cheltenham
Gloucestershire
GL52 2NR

Comments: 2nd June 2013

I wish to register my support for this development. Even the building site which will naturally precede completion of the work will not be any worse than the ruins of the Odeon, the Small Business Centre and the derelict car showroom it will replace. I see the plans as an element of regeneration for an area of town which has looked neglected for decades. I would even speculate that this development may have a positive effect on the value of my house. I would urge you to grant permission. Thank you.

Cheltenham Chamber Of Commerce
2 Trafalgar Street
Cheltenham
Gloucestershire
GL50 1UH

Comments: 21st June 2013

Letter attached.

Flat D
Frances Court
Priory Street Cheltenham
Gloucestershire
GL52 6DG

Comments: 24th June 2013

I wish to add my support for this development. Although the Odeon Cinema is an Art Deco building, it has no real architectural merit, other than the two graces that adorn its front. As the whole building is now beyond preservation, I view its demolition and the planned development as an addition to Winchcombe Street, worth praising.

However if possible, it would be a good public relations exercise for the developers to incorporate the two graces in the new development.

Flat 3
45 Pittville Lawn
Cheltenham
Gloucestershire
GL52 2BH

Comments: 24th June 2013

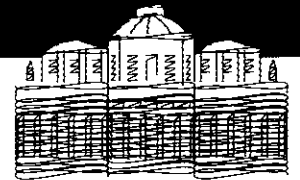
I wish to object in the strongest possible terms to the proposed demolition of the old Odeon Cinema on Winchcombe Street on the following grounds:

1) There is precious little Art Deco architecture in Cheltenham. By my reckoning there are five buildings that could be so called. To demolish this fine example would therefore be lay waste to 20% of Cheltenham's Art Deco architecture at a single stroke. To replace it with a mere pastiche of Regency is ill-advised and timid. Imagine if Rome were to erect Roman ruins. It would be in bad taste.

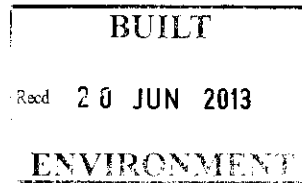
2) Those who support the application incline to the view that to preserve the building would cost more than to knock it down. But if one is to reduce to the matter to mere money, then consider the success of the Daffodil restaurant. Rather than get rid of this architectural gem, and replace it with mock Regency buildings, those behind it have transformed into a highly successful restaurant.

The Tobacco Factory in Bristol is another example of a fine building which been put to another purpose. It was saved from demolition by Bristol architect George Ferguson who has turned it into a model of urban regeneration. The developers are wrong to assume demolition is the only answer. The mock Regency idiom may be well-intentioned and is a distinct improvement on the usual sub-Corbusier offerings of provincial practices, but there is no reason to get rid of a building of real architectural merit in the name of money. It is a false economy.

3) Nor am I convinced that the current plans offer adequate parking and access. What is more, developing the site in this way may well lead to further congestion on an already busy road.



CHELTENHAM
CHAMBER OF COMMERCE



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

20 June 2013

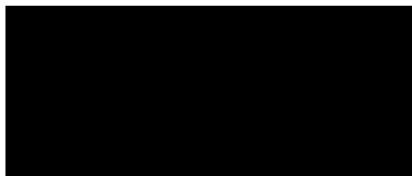
Dear Sir/Madam

Re: Haines and Strange 13/00827/OUT – Odeon 13/00777/FUL

At the recent Executive Meeting of the Cheltenham Chamber of Commerce it was agreed that we would write to the Planning Department to confirm our support for the recent Planning Applications for the redevelopment of the former Odeon Cinema and the former Haines and Strange site.

Both have been vacant for a number of years and are becoming derelict eyesores. We feel that the proposal would improve and enhance this area and provide much better retail space together with needed residential units which will connect the Town centre with the proposals to the North on the former Black and White site. We do hope that this application will receive support from the Planning Committee.

Yours faithfully



Planning Executive
Cheltenham Chamber of Commerce

- WORKING FOR BUSINESS
- PROMOTING CHELTENHAM
- CREATING NETWORKING OPPORTUNITIES
- PROTECTING OUR ENVIRONMENT

President *Martin Quantock*

Secretary *Pauline Harris*