

CLIENT

Markey Developments Ltd

PROJECT NAME

2 Gloucester Road

LOCATION

Cheltenham

SOLUTIONS IN PLANNING FOR

Redevelopment of key Brownfield Site



Proposed view

This site lies on the edge of Cheltenham town centre opposite the red brick and terra cotta Cheltenham Gas Company Building with its tall clock tower and adjacent to Tesco and the Honeybourne Line.

HPP were involved to facilitate the redevelopment of this key Brownfield site. After careful negotiation with Cheltenham Borough Council received a positive recommendation from the Council's officers in late 2008 only to be refused by Members who considered the scheme to adversely affect the character of the area and the amenity of surrounding properties.

Via appeal HPP successfully gained planning permission for the proposal that the Planning Inspector considers to be a high quality scheme that will enhance the character and appearance of the area.

In addition to the appeal, HPP also submitted a revised scheme for 188 student flats, commercial units and a gymnasium on the same site that also seeks to create a contemporary landmark building which the Council have just approved.

Through careful and successful negotiation of the two schemes proposed, the client now has the opportunity to implement either proposal.



Existing view