

Case Study 1

19 Pittville Crescent, Cheltenham

CLIENT

Banner Homes and Blythe Valley Developments

TYPE OF DEVELOPMENT

Redevelopment of key corner site on Pittville Crescent

DESCRIPTION

This site is at the northern end of Pittville Crescent in the Central Conservation Area, and is surrounded by a number of protected trees. It is currently occupied by a 1950s detached house of no architectural merit.

The scheme was for a new apartment block, and the challenge was to find a scheme that responded appropriately to the site constraints and the particularly sensitive location. The application followed three previous attempts at redevelopment all submitted over the past ten years by different companies. All previous proposals had failed either at appeal, or at the initial application stage.

SF Planning was employed by Banner Homes and Blythe Valley Developments to manage and guide a fresh proposal. After extensive pre-application discussion, and a consultation event, a recommendation to permit by the Council's Officers was achieved. The Council's Planning Committee unfortunately disagreed with their officers, and SF Planning was employed to deal with the appeal.

SF Planning successfully gained planning permission for the proposal at the appeal. A thorough statement by SF Planning ultimately resulted in the Planning Inspector concluding that the proposal complied with planning policy at all levels. The Inspector considered the proposal to be a well mannered building which respects its setting, and responds well to the challenges which the site presents. The appeal decision can be found [here](#).

