



# Pre-Application Design Statement

## Hardwick Campus, Cheltenham

March 2024

Fig. 01 Aerial View of The Site's Wider Context (Google Image)



# CONTENTS

## PART 1

- 1.0 Introduction
- 2.0 The Client
- 3.0 Site Context/ Appraisal
- 4.0 Existing Site
- 5.0 Evaluation & Rationale
- 6.0 Development Proposals
- 7.0 Precedent
- 8.0 Sustainability

Reference:  
7207-F-4000

March 2024	
First Issue	04.03.24 - AS DRAFT
Rev A	26.03.24

Author:  
Richard Stone

Hardwick Campus, Cheltenham.

## 1.0 INTRODUCTION



## 1.1 INTRODUCTION

The University of Gloucestershire is delighted to present initial design proposals for the redevelopment of land and buildings, at the Hardwick Campus site in Cheltenham.

The application is a pre-application comprising the following:

‘Redevelopment of University of Gloucestershire Hardwick Campus to mixed tenure residential development, composed of flats and houses all with associated access, parking, communal and private amenity, and green infrastructure.’

This document will explain the design rationale behind the initial proposals presented for comment, and hopes to demonstrate how the applicant is intending to create an environment for the benefit of existing and future residents, whilst also protecting and enhancing the local context.

This statement illustrates the way the design has been informed through early site analysis and investigation, before showing how the resulting scheme offers a positive solution in terms of use, access and design.

The proposals have been developed to provide much needed residential accommodation, with suitable associated access, parking and amenity, set within a long established residential community and highly sustainable location.

The scheme is based on sustainable place-making and will include homes that are designed to be energy efficient, offering low bills and reduced carbon emissions for future residents.

This statement should be read in conjunction with the other plans, reports and documents now submitted as part of this application.



Fig. 02 View Along St Pauls Road Towards Honeybourne Line Bridge Crossing To The East.



Fig. 03 Site Internal Central View Southwards Through Parking Courtyard Towards Main Site Entrance & St Pauls Road.



Hardwick Campus, Cheltenham.

## 2.0 THE CLIENT



## 2.1 THE CLIENT

### University of Gloucestershire

As part of the University of Gloucestershire continuing growth and investment strategy, it has made the decision to sell Hardwick Campus. This decision reflects the University's ambitions to create connected, vibrant campuses that offer an excellent student and staff experience; where courses are co-located, collaboration is supported, and spaces are managed to be environmentally and financially sustainable.

The decision also reflects the fact that Hardwick is in need of significant investment, while the creation of a new School of Creative Arts offers The University the opportunity to co-locate more creative courses at Park Campus, strengthening the student offer. As a result, there is no further requirement to provide educational facilities at Hardwick Campus, and the site is surplus to requirements.

Park Campus is approximately 2 miles from Hardwick Campus meaning equivalent educational facilities are available and are accessible from the proposal site. The purpose built 800 bedroom Pittville Student Village, approximately 1.4km from Hardwick Campus, is now fully operational, and will accommodate local demand related to the loss of the 123 beds at Hardwick Campus, which are now surplus to requirements. As such, this pre-application submission is made to discuss the long-term future of the site through redevelopment.





Hardwick Campus, Cheltenham.

## 3.0 SITE CONTEXT/ APPRAISAL



## 3.1 SITE ENVIRONS

Located within the largely residential St Pauls Ward area of the city of Cheltenham, the site is approximately 1.2 km north-west of the city centre.

The urban nature of the site location means there are numerous services, facilities, transport options and amenities all within a very short distance of the site.



Fig. 04 Site Location (Google Maps)



## 3.2 SITE DESCRIPTION/ EXTENTS

The site sits to the west of, and is bounding by the Honeybourne line, which runs north to south along the entirety of the eastern boundary on a raised tree lined embankment.

To the north lies the mid to late 20C two storey residential development of Marsh Gardens, whose properties back onto the north boundary extents of the site.

The site is bounded to the east by Marsh lane, over which and fronting the site lie traditional two storey rendered and brick terraced residential properties.

To the south the site is bounded by St Pauls Road as it joins Swindon Road running from east to west. To the south lies a mixture of modern three storey flatted development and traditional two storey terraced and detached property. In addition, a substantial stand of trees line the most south western boundary extents fronting both St Pauls Road and Swindon Road.

Existing vehicular access is currently possible from both St Paul Road to the south and Marsh Lane to the north west. These access points are connected crossing and through the site via a convoluted route of adjoined parking areas and roadways. Pedestrian access is also afforded along the southern boundary and to the sites north west.

Separate pedestrian access is also available to Hardwick Green to the sites south. There is presently no usable access between the campus and Hardwick Green.

The total site area measures approximately 1.9ha.



Fig. 05 Site Location Indicating Planning Red Line Boundary Extents. (Google Maps)



## 3.3 CONTEXT APPRAISAL

### Local Vernacular & Character

The area of St Pauls is generally characterised by a dense interconnecting network of streets formed largely by traditional terraced two storey dual pitched roof housing and some larger detached period properties, all creating linear perimeter blocks of development, largely dating from the C19. In the main, terraced properties sit to back of pavement edge with larger residences afforded small defensible front garden areas, all with private gardens to the rears.

The surrounding built form & character can be categorised as follows;

- Typically two storey, however 2.5 - 3 storey evident.
- Traditional building and pitched roof forms.
- Traditionally fenestrated.
- More modern 20C & 21C development, some infill yet with the majority being larger cul-de-sac and estate development.
- Mixed parking arrangements (generally on street).

In addition the local appearance features the following;

- Rendered and red brick with ground floor bay windows evident in part. Some stone and brick detailing and banding. .
- Predominantly stone heads and cills to brick properties.
- Slate & concrete tile roofing.
- Recessed front door entrances.
- White uPVC windows, doors and rain water goods.
- Clipped eaves and verges to terraced property, with more elaborate overhanging features to detached properties.



Fig. 06



Fig. 07



Fig. 08



Fig. 09



### 3.3 CONTEXT APPRAISAL

#### Local Vernacular & Character



Fig. 10



Fig. 11



Fig. 12



Fig. 13



Fig. 14



Fig. 15



### 3.4 LOCAL/ SURROUNDING LAND USE

The proposed site is largely surrounded by existing residential development and green infrastructure/ Recreation. Other land uses with the locality include, Commercial, Industrial & High-street, Health and Educational.

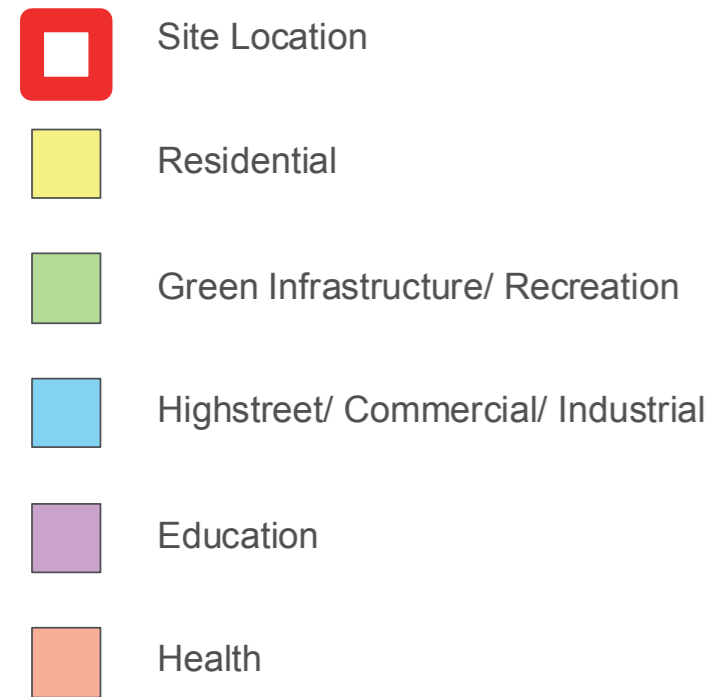


Fig. 16 Existing Surrounding Land Use.



### 3.5 WIDER AREA ANALYSIS/ FACILITIES

The adjacent area analysis highlights that the site is located within a highly sustainable location for intended residential use, with numerous facilities including open recreation and play all within easy walking distance.




-  Site Location
-  School
-  Playground
-  Place of Worship
-  Medical Centre
-  Supermarket
-  Food & Drink

Fig. 17 Nearby Facilities



Hardwick Campus, Cheltenham.

## 4.0 EXISTING SITE



## 4.1 EXISTING SITE

### Existing Land Use

The Campus complex is located to the east and north of the wider proposed re-development site. The shaded area opposite illustrates the current extent of buildings and hardstanding with the remainder being private land.

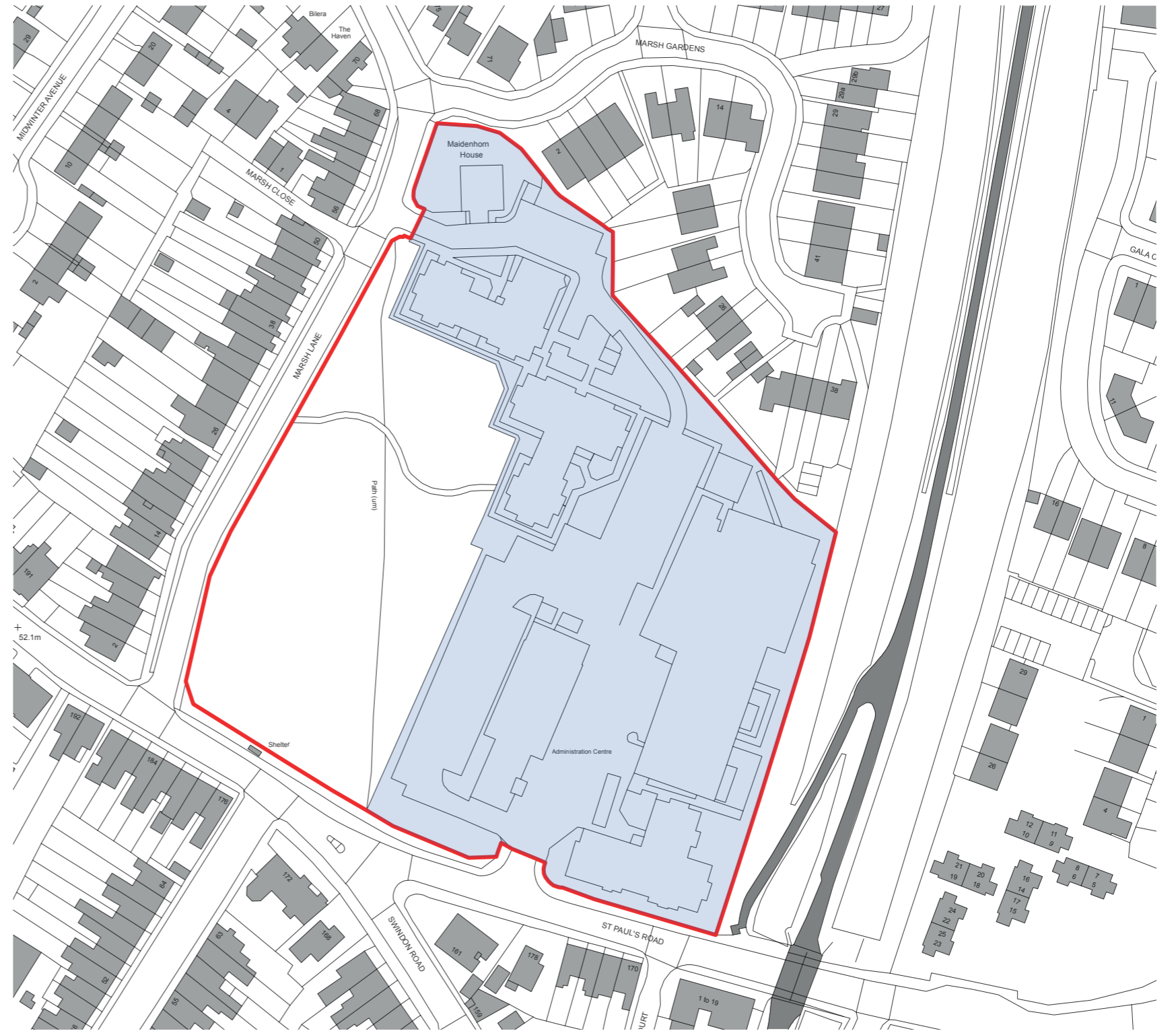


Fig. 18 Existing Site Layout



## 4.2 SITE APPRAISAL

### Site Vernacular & Character

Existing structures on site consist of a combination of substantial, yet low rise institutional/ educational facilities and residential halls, largely of modern design and construction and brick built, ranging in date from the latter 20th Century to early 21st Century.

We consider there to be little of any architectural merit on the site, and the scheme proposals require the removal of all site structures.



Fig. 19



Fig. 20



Fig. 21



Fig. 22



## 5.0 EVALUATION & RATIONALE

### Proposed Residential Development

The aim of the client and design team is to establish the principles for the residential re-development of the site, ensuring that a suitable and positive contribution to the existing townscape, community and environment is the result, all for the benefit of proposed and existing local residents.

To achieve a successful outcome the design team have sought to undertake a process of evaluation as described below.

#### **Understanding The Site;**

Initial site analysis as contained within this statement has been used to formulate a scheme proposal as presented, being the beginning of what will be a more extensive process of site assessment and scheme layout evolution. Technical studies will be undertaken to support the analysis of the site including amongst others, a review of the ecology, movement, access, land use, heritage and the character of the area.

#### **Evaluating the Constraints & Opportunities;**

To inform the proposed design a number of opportunities and constraints for the site have been identified. These include the following;

- Deliver modern, warm, efficient and high quality housing of mixed tenure to meet local housing need.
- Maximise site potential to ensure scheme viability.
- Protect and enhance existing site and local heritage/ character.
- Respect as much as is possible existing urban fabric, layout and aspect.
- Provide suitable car parking provision and site access links.



Hardwick Campus, Cheltenham.

## 6.0 DEVELOPMENT PROPOSALS



## 6.1 DEVELOPMENT PROPOSALS

### Constraints

The diagram opposite indicates the main constraints considerations identified and used to inform our proposals as submitted, with the key points to note as follows;

- Positive and negative boundaries have been identified with the aim to inform potential areas for active frontage and movement, and areas requiring enclosure/ protection.
- Existing green infrastructure is highlighted indicating potential for retention, protection and enhancement and conversely, removal.
- Existing key vehicular and pedestrian access nodes and movement routes are shown.

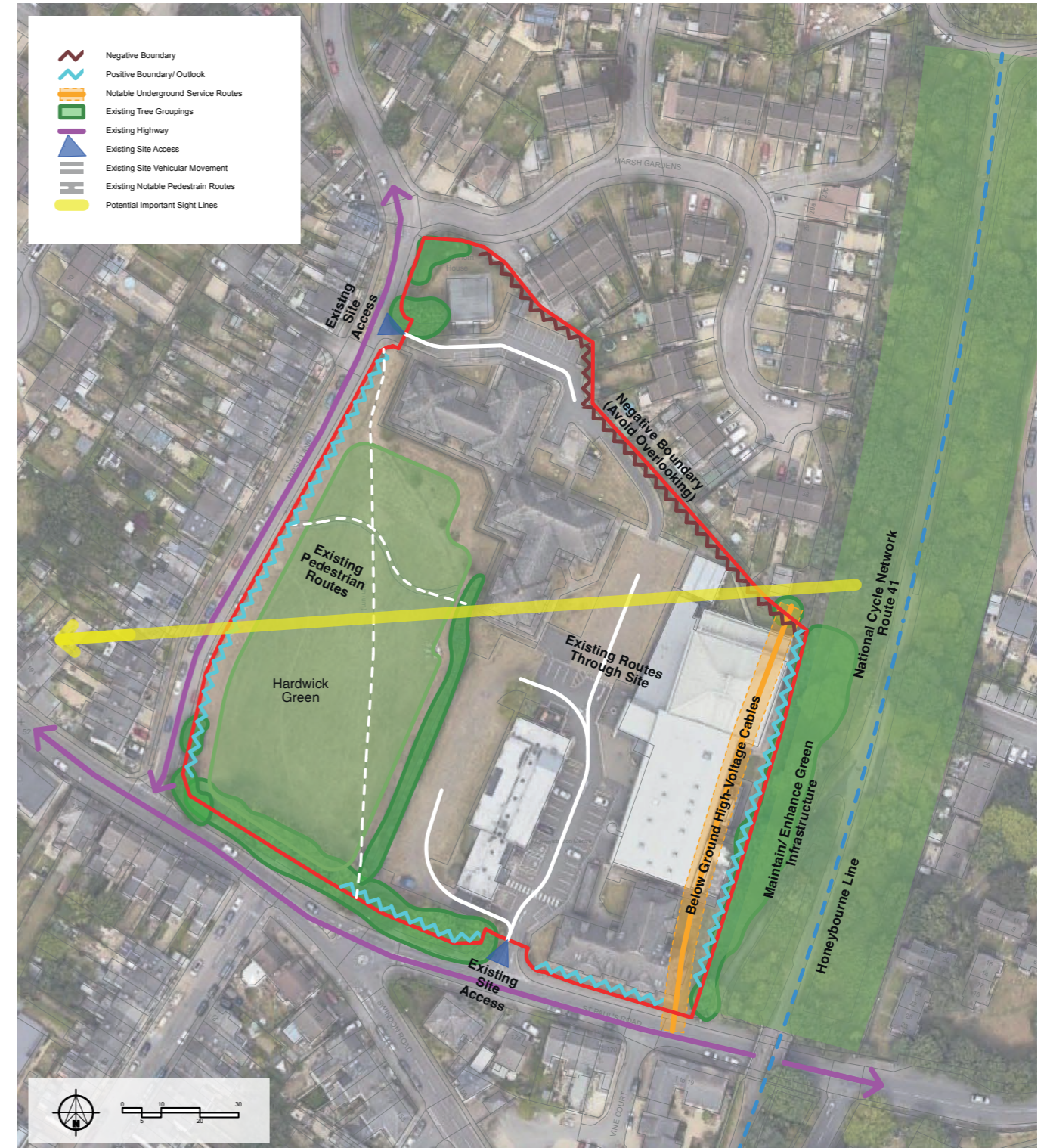


Fig. 23 Site Constraints Diagram



## 6.2 DEVELOPMENT PROPOSALS

### Parameter Plan

The parameter plan indicates and highlights the following;

- A considered potential area for residential development.
- Areas of existing and enhanced green infrastructure and site planting. Extensive proposed areas of additional integrated green infrastructure.
- Retained area of open green.
- Retained/ improved site access locations.
- Site movement strategy.
- Protection of existing residential amenity.
- Potential active frontage to be established along existing and proposed streets/ movement routes.



Fig. 24 Proposed Parameter Plan



## 6.3 DEVELOPMENT PROPOSALS

### Proposed Site Potential

#### Layout;

The current proposals indicate a mixed development of flats and houses with associated access, parking and amenity.

Both existing site access points are retained and linked via proposed vehicular access routes and loop roads providing opportunity for suitable access and active frontage for proposed units.

Three and Four storey flatted accommodation is proposed to the far southern extents of the site, either side of the retained bell mouth and fronting Site Paul's Road. Lower density two and room in roof housing is proposed across the remainder of the site, arranged in linear terraces creating perimeter block forms integrated amongst proposed areas of green infrastructure.

Housing presents active frontage to both Marsh Lane along the western boundary, and towards the raised embankment of the Honeybourne Line to the east. Along the northern boundary proposed units back onto the private amenity of Marsh Gardens.

Existing green boundaries are to be reinforced, integrated and protected.

A portion of Hardwick Green to the sites south west is retained along with the existing tree line running along Swindon Road. A LAP is also proposed.

Landscaping and extensive tree planting is proposed throughout. Overbearance and overlooking and the impact of the proposed development upon existing adjoining land uses has also been of key consideration. Overlooking has been minimised as much as is possible through appropriate separation distances.



Fig. 25 Proposed Site Layout



## 6.4 DEVELOPMENT PROPOSALS

### Use/ Amount

#### Use;

- Residential.
- 40% affordable housing provision.

#### Amount;

- 52 Houses
- 17 Flats

Total 69 Units.

#### Affordable Housing;

- 1b2p NDSS Flat x 2
- 2b3p NDSS Flat x 3
- 2b4p NDSS House x 15
- 3b5p NDSS House x 9

Total 29 Units.

#### Market Housing;

- 1b2p NDSS Flat x 5
- 2b3p NDSS Flat x 3
- 2b4p NDSS House x 4
- 3b5p NDSS House x 10
- 3b6p NDSS House x 18

Total 40 Units.

#### Parking;

- 145 Parking spaces are to be associated with and proposed across the site.
- All houses are provided with allocated parking to meet local authority policy requirements.
- All flatted units are provided with one parking space via grouped

non-allocated, non-curtilage parking.

- 13 Visitor parking is also provided.
- An additional 9 parking spaces are also provided for the scheme and wider community located and accessed off March Lane.

#### Private Amenity;

- All housing units are afforded private amenity areas.

#### Secured By Design;

Scheme proposals will be set out and designed with Secure by Design principles in mind to help achieve healthy, inclusive and safe places for future residents. This will be achieved through;

#### Permeability;

- Excessive permeability is to be limited within the scheme, with circulation only provided around to property frontage and to be controlled to more private/ communal areas.

#### Surveillance;

- Where pedestrian routes are proposed active surveillance will be accommodated with units to be orientated to overlook these routes or additional windows provided to look onto these spaces.

#### Defensible Space;

- A clear definition public and private realm is pertinent to crime prevention, this will be accommodated within the layout through the use of soft planting, protecting the privacy and security of occupants whilst reducing the potential for neighbourhood disputes. Suitable boundary features will also been accommodated in the layout to prevent the potential for crime. Accesses to properties will not hidden and will be suitably overlooked.



Hardwick Campus, Cheltenham.

## 7.0 PRECEDENT



## 7.1 IMAGES



Fig. 26



Fig. 27



Fig. 28



Fig. 29



Fig. 30



Fig. 31



## 7.1 IMAGES



Fig. 32



Fig. 33



Fig. 34



Fig. 35



Fig. 36



Fig. 37



Hardwick Campus, Cheltenham.

## 8.0 SUSTAINABILITY



## 8.1 SUSTAINABILITY

The client is committed to delivering homes that are well built, affordable, efficient and low carbon.

For this project, the key focus areas are;

- Deliver various homes in size that contribute to supporting diverse and inclusive communities.
- Adopt 'fabric first approach' to reduce energy demand and carbon emission from homes.
- Adopt a building solution that minimises waste and low embodied carbon such as Modern Method of Construction (MMC).
- Ensure biodiversity net gain is achieved by well-considered soft landscape scheme integration.

### **Social Value;**

The scheme seeks to enhance its Social Value to the existing neighbourhood through its provision of Affordable housing to meet the varying local needs.

### **Environment;**

Biodiversity Net Gain will be incorporated to meet Local & National policy requirements.

### **Energy Performance;**

As a design ethos, 'fabric first' will be the employed approach to the proposed dwellings to reduce the energy demand of the properties and reduce carbon accordingly.

- Highly efficient building form and envelope.
- Use of careful detailing for reduced thermal bridging.
- Design to appropriately manage solar gain/ prevent overheating.

### **Renewables;**

Scheme proposals present the opportunity for;

- Low energy fittings including LED lighting.
- Tap and shower rates with flow controls.
- Energy labelled white goods where provided.
- Controls on external lighting.
- Photo voltaic energy generation with potential integrated battery storage.
- Heat pumps.
- MVHR.
- Electric heating.
- EV Charging throughout.

Subject to more detailed technical assessments.