



 **evansjones** | Case Study

Planning Application

Cheltenham Bath Road

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Project Overview:

Evans Jones acted as lead consultants to take forward a planning application for a mixed-use redevelopment of 252 Bath Road to form a flexible retail / café use on the ground floor with 8 residential units above.

Challenges:

Prior to Evans Jones's appointment an early application (promoted by other consultants) had been refused by Cheltenham Council's planning committee on the grounds of design and amenity impacts. Evans Jones reviewed the decision and recommended the appointment of a new design team to take the site forward. The site, located on a prominent corner and within Cheltenham's Central Conservation Area, required a high quality design approach.

Service: Planning Application
Location: Cheltenham



Evans Jones managed the application submission, coordinating with all appointed technical experts. Representing the client at planning committee. Evans Jones achieved majority support for the proposal securing planning permission prior to the adoption of CIL. Many landowners would have given up after the refusal of consent. With the guidance of Evans Jones and the production of a carefully presented planning application we were able to secure a valuable consent for the redevelopment of the site.

Results:

The hotel completed to schedule and was open for business in December 2011.

