CHELTENHAM

Local development framework

16. FAIRVIEW AND ALL SAINTS' CHARACTER AREA APPRAISAL AND MANAGEMENT PLAN

JULY 2008

Cheltenham Borough Council
www.cheltenham.gov.uk

CHELTENHAM
BOROUGH COUNCIL

Central Conservation Area

16. Fairview And All Saints' Character Area Appraisal and Management Plan July 2008

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Key characteristics

This Character Appraisal of the Fairview Character Area within Cheltenham's Central Conservation Area concludes that the special interest of the area derives from the following key characteristics:

- The pattern and layout of streets varies across the area, with narrow terraces in the west to wider avenues in the east.
- The area was historically developed as artisan housing, providing a largely uniform character in some roads.
- The area contains a large amount of Georgian and Victorian buildings mixed with modern developments.
- All Saints' Church, a Grade I listed building is located within the area and greatly enhances the historical and architectural interest of the area.
- This character area contains over 100 statutory listed buildings (some of which are grouped under the same listing), which contribute to a varied collection of architecture.
- A number of original features such as ironwork and signage remain which enhance the historic character of Fairview.

Key issues

A number of problems and issues have been identified and have a negative impact on the character of Fairview character area. These form the basis for the Management Proposals of the Management Plan in the Part 2 of this document and are summarised below:

- Control of new development;
- Loss of traditional architectural features on some historic buildings;
- Negative impacts of the presence of equipment or installations on or around buildings, such as large aerials or satellite dishes;
- Poor street furniture;
- Drives and loss of front gardens;
- Boundary enclosures;
- On street parking;
- Setting and views;
- Enhancement of existing buildings and land

Part 1 – Character Appraisal

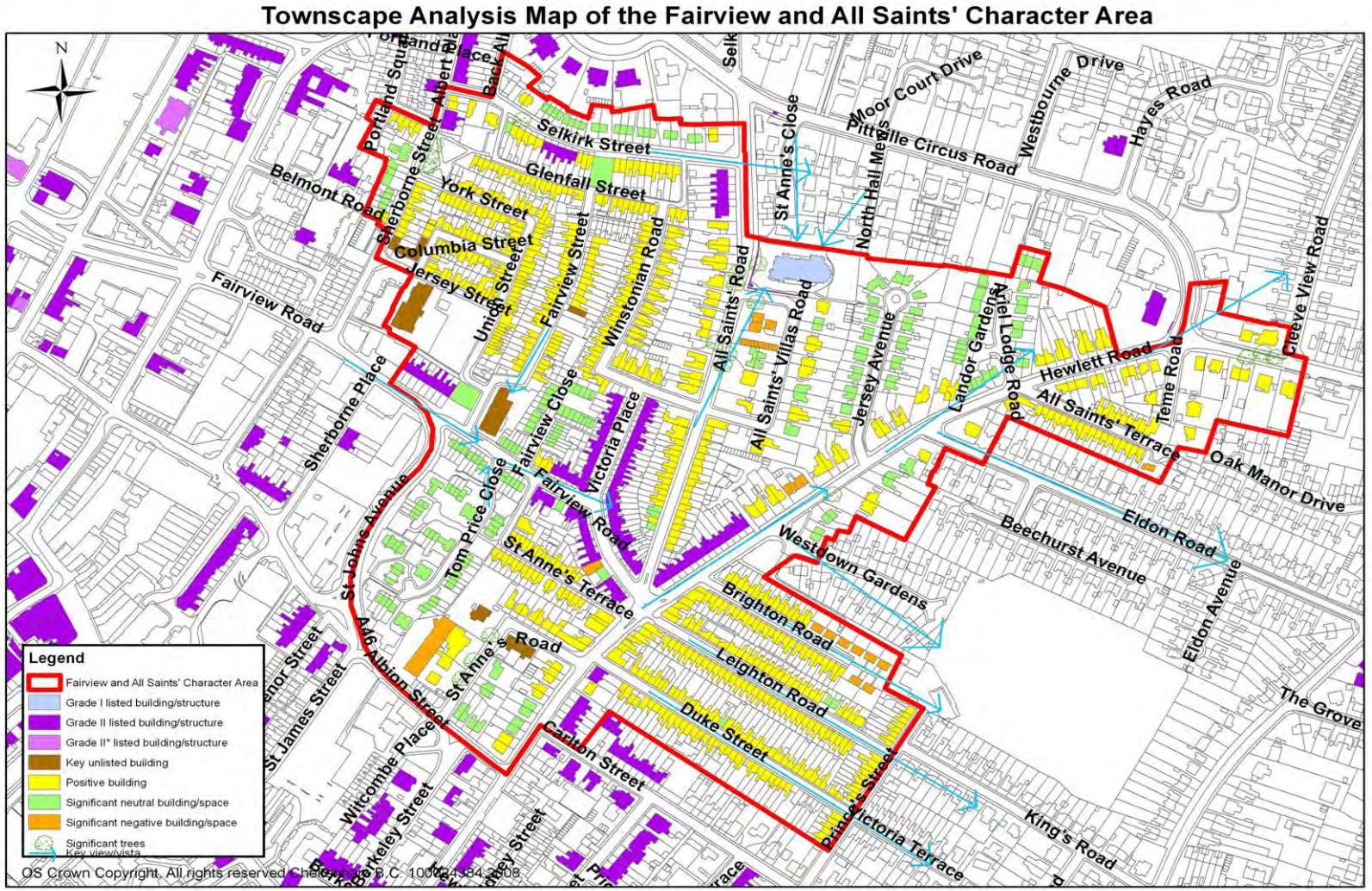

Figure 1 Townscape Analysis Map of Fairview Character Area

1 INTRODUCTION

What is a Conservation Area

1.1 A Conservation Area is an area of special architectural or historic interest, the character or appearance of which is considered to be worth preserving or enhancing. It is given special protection under the Planning (Listed Buildings and Conservation Areas) Act 1990 and Government policy in relation to Conservation Areas set out in Planning Policy Guidance 15 (PPG15). This legal protection enables the best features of an area to be preserved and new buildings and street works to be designed in-order that they enhance the area.

1.2 Some building work which does not require planning permission (known as "permitted development") can damage the special qualities of a Conservation Area. "Article 4" directions can be applied by the planning authority to limit permitted development rights and thus give extra protection to particular buildings.

The need for an appraisal

1.3 PPG15 stresses the need for local planning authorities to make an assessment of the special character and appearance of all Conservation Areas in their districts. The Government has also made the preparation of such assessment appraisals for all conservation areas a Best Value Performance indicator for local authorities. These assessments should be reviewed by local planning authorities every five years.

1.4 This document has been split into two parts. Part 1 of the document forms the character appraisal which provides an assessment of the character of a conservation area or parts of it. This appraisal provides the basis for Part 2, which comprises a management plan which gives guidance on how the preservation or enhancement of the character or appearance can be achieved. It also provides a sound basis for development control decisions made by local authorities (such as the design of highways or the appropriateness of the design of new buildings or open spaces).

1.5 Both parts of this document were subject to public consultation between 3rd March and 14th April 2008. Following consideration of representations received it was adopted by Cheltenham Borough Council on 28th July 2008 as a Supplementary Planning Document. It will be used in conjunction with the Local Plan as a material consideration in determining planning applications.

Planning context

1.6 Cheltenham Borough Council has various adopted and emerging planning related documents. They can be found on the Council's website - www.cheltenham.gov.uk. Some of the documents are quite broad in their content, whilst others are thematic, site specific or area specific. However, all fall within the statutory planning framework and all are material considerations in determining planning proposals. All these documents together look at various aspects of the built environment and need to be read as a whole within a particular context.

1.7 This document is part of that overall framework. The Character Appraisal (Part 1) is one of a number of such documents each assessing the character of parts of the conservation area and highlighting negative issues, which are

then addressed through Management Proposals within the Management Plan (Part 2). In developing planning proposals, the Character Appraisal and Management Plan need to be considered along with advice, guidance and policy set out in other planning documents, be they general, thematic or spatially specific.

1.8 Cheltenham's Civic Pride project aims to regenerate specific areas within the town. The project intends to develop and deliver public realm enhancement schemes and redevelop under-utilised council land including car-parks. More information on Civic Pride can be found at www.cheltenham.gov.uk Although this project is outside the Fairview Character Area, it is possible that there may be some consequential benefits.

The Central Conservation Area

1.9 Cheltenham is known as the most complete Regency town in England. It lies at the foot of the Cotswold scarp, where the valley of the River Chelt meets the Severn Vale. Currently the whole of the Cheltenham Borough area has a population of approximately 112,000 people.

1.10 Cheltenham's Central Conservation Area was designated by Gloucestershire County Council on 28th May 1973 and its boundary was extended by Cheltenham Borough Council on 14th August 1987. The Central Conservation Area includes the whole of the town centre, most of the Victorian, Edwardian and some of the later 20th century suburbs. It covers commercial, industrial, retail and residential areas, as well as the University campus complexes, some extensive school campuses and the hospital complex.

1.11 There is a Government requirement for existing Conservation Area boundaries to be re-assessed from time to time. Due to the size of the Central Conservation Area (reputedly the largest Conservation Area in Europe covering 600 hectares), it has been necessary to establish approximately 19 character areas. These have been appraised separately, in-order to identify their individual key components and in turn establish how each area may best be preserved and enhanced.

Fairview And All Saints' Character Area

1.12 In May 2001 Cheltenham Borough Council published a draft Urban Design Framework for Cheltenham, produced by Latham Architects (the "Latham" Study). It was never formally adopted by the Council, but has been a useful stepping stone for the development of a number of subsequent initiatives. It included a plan which divided the whole town into character areas and is the basis of the character area boundary used in this study.

1.13 The selection of the 19 character area boundaries has no impact on the overall boundary of the Central Conservation Area. Although as part of the work for the preparation of the character area appraisals, consideration has been given to possible boundaries of the Central Conservation Area being revised in the future as a separate piece of work.

1.14 The boundaries of the Fairview And All Saints' Character Area within Cheltenham's Central Conservation Area (see Fig. 2) have been based on the location of the historic artisan terraced houses within the character area. These houses date from throughout the 19th Century, and form a distinctive

area to the north east of the town centre. Today, Fairview and All Saints' is a predominantly residential area in the town, but also it contains both commercial and neighbourhood retail businesses in small clusters and individual buildings. Throughout the area there has been 20th Century development, which frequently contrasts in size, materials and architectural design with the older buildings. Some areas retain front gardens, ironwork and other period features, though many have been removed over time.

Summary of special interest

1.15 Fairview And All Saints' Character Area is special because:

a) The pattern and layout of streets varies across the area, with narrow terraces in the west to wider avenues in the east.
b) The area was historically developed as artisan housing, providing a largely uniform character in some roads.
c) The area contains a large amount of Georgian and Victorian buildings mixed with modern developments.
d) All Saints' Church, a Grade I listed building is located within the area and greatly enhances the historical and architectural interest of the area.
e) This character area contains over 100 statutory listed buildings (some of which are grouped under the same listing), which contribute to a varied collection of architecture.
f) A number of original features such as ironwork and signage remain which enhance the historic character of Fairview.

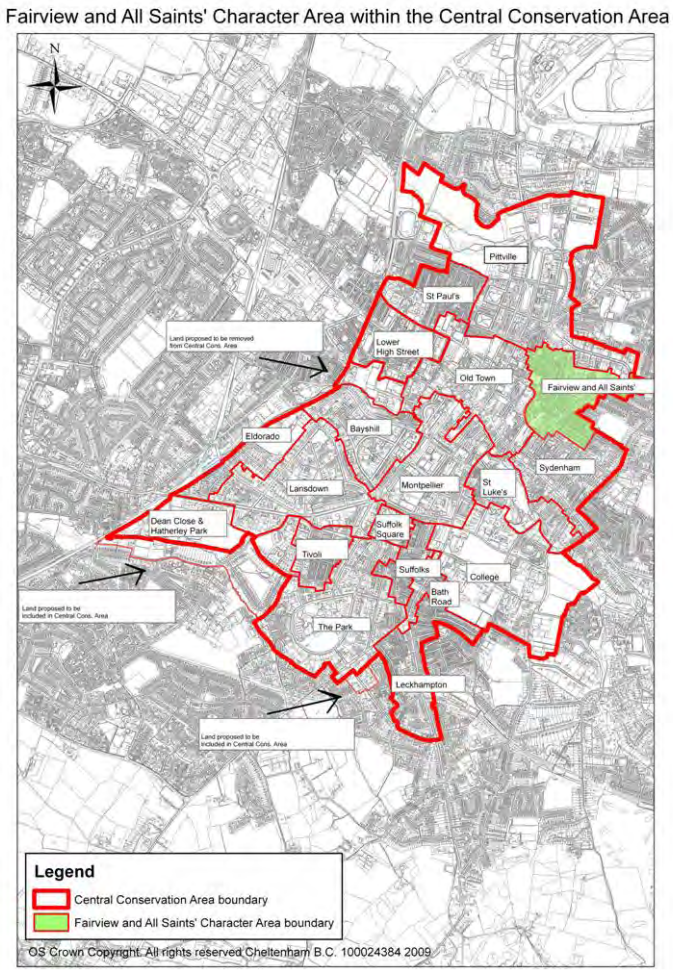

Figure 2 Fairview Character Area within the Central Conservation Area

2 LOCATION AND SETTING

Location and context of Cheltenham

2.1 Cheltenham is located in Gloucestershire. It is approximately 8 miles east of Gloucester, 40 miles west of Oxford and is immediately to the east of the M5 motorway. The town is set on low-lying land at the foot of the Cotswold scarp. Views of the Cotswold scarp from within the Conservation Area contribute to its character and setting. The town is surrounded by open countryside. Much of this is protected by the statutory Cheltenham/Gloucester Green Belt (to the west and north) and the Cotswold Area of Outstanding Natural Beauty (AONB) to the south and east. To the west of Cheltenham is the River Severn, with the Forest of Dean and Wales beyond the Severn.

General character and plan form of the Fairview and All Saints' Character Area

2.2 Fairview and All Saints' is positioned to the north east of Cheltenham's town centre. A small section of Cheltenham's Ring Road runs along the western boundary. The majority of roads in the area are residential side roads which contain artisan housing set in an irregular grid pattern. Hewlett Road is the main road running through the area, from the Ring Road to the residential suburb of Whaddon. Fairview Road and St John's Avenue on the southern edge of the area carry the northern relief road. There are three types of roads in the area; some roads are narrow with terraced housing, whilst some are wider and tend to be tree-lined, and some contain solely modern building developments.

2.3 The **narrow roads** such as Glenfall Street, Winstonian Road and Columbia Street tend to have:

- Few trees and small or no front gardens;
- Terraced houses often front directly onto the street giving a sense of enclosure;
- Large amounts of on-street parking;
- Houses are set in building plots of narrow width;
- Occasional original features have survived;
- Some distance views of the Cotswold escarpment can be seen.

2.4 The **wider roads** such as Hewlett Road and All Saints Road tend to feature:

- Trees and medium to large front gardens;
- Distant views of the Cotswold escarpment ;
- Well spaced development in medium sized plots;
- The building plot sizes enable the parking to be off-road;
- Occasional modern development is present.

2.5 The **modern developments** such as Tom Price Close and Ariel Lodge Road tend to feature:

- Trees and small front gardens;

- Small car parks or drives;
- Buildings set back from the road in small sized plots;
- Short terraces and semi-detached houses or flats.

Figure 3 Narrow plan form of Winstonian Road

Figure 4 Wider plan form of All Saints Road

Figure 5 Modern development of Tom Price Close

Wider landscape setting

2.6 The Fairview and All Saints' area is surrounded on three sides by the urban development of other character areas within the Central Conservation Area, with the immediate area to the east being outside the Central Conservation Area. A smaller scale of development to the east allows several views of the Cotswolds to prevail within the street scene. This creates a rural connection between the distant countryside and the urban area.

2.7 A small number of landmark structures are present, including All Saints' Church, the former All Saints' School on Fairview Road and a number of three storey buildings throughout the area. The north eastern part of Hewlett Road is dominated by Berkhampstead School in Pittville Circus Road. Large trees tend to restrict views of some of these bigger buildings in the area. The streetscape in the narrow streets is occasionally dominated by three storey buildings, such as occurs at 21, Glenfall Street. The more extensive terraced streets such as Brighton Road provide vistas of the Cotswold hills to the east.

Figure 6 Landmark All Saints Church

Figure 7 Landmark 21 Glenfall Street

3 HISTORIC DEVELOPMENT

Archaeology within the town of Cheltenham

3.1 Some archaeological research has been conducted within the Borough of Cheltenham and in-depth research can be found in "Pre-Regency

Cheltenham: An Archaeological Survey".[1] Many archaeological artefacts would have been lost during the expansion of the town in the 19th century, and so medieval and post-medieval finds have been very limited.

3.2 A few prehistoric remains have been found within the town, raising the possibility that people from Neolithic, Bronze and Iron Age periods travelled or lived here. An Iron Age enclosure ditch was uncovered on the site of the present day Children's Library in 1986-87. This indicates that an area of Iron Age occupation was likely situated nearby.[2] During the last 30 years, archaeologists have pinpointed several areas within the town which have been identified as likely areas of Roman occupation, and where Roman artefacts such as coins and pottery have been discovered. Within the Fairview and All Saints' Character Area, however, no finds have been noted in the Gloucestershire Sites and Monuments Record. The "Chelt" element of Cheltenham's name is amongst a number of the very oldest names in the country – believed to be of pre-Celtic origin.

3.3 Archaeological remains unearthed provide a basis for researching the origins and early development of Cheltenham, and contribute indirectly to a sense of place evident in the modern era.

Summary of Historic Development of Cheltenham

3.4 The first documentary reference to Cheltenham itself occurs in an account of the Council of Cloveshoe held in 803. It is highly likely, given the archaeological finds and possible place-name derivation that Cheltenham was in existence as a farming village for a long time before the 8th century. Its status was raised to that of a market town in 1226 and the market played a key role in its economy for several centuries. From c.1247 Cheltenham was also a Liberty. Spa waters were discovered adjacent to the town in 1716 and after King George III's visit to sample the waters in 1788, Cheltenham grew rapidly as a fashionable spa resort. The popularity of the town as a summer resort resulted in Cheltenham having a wealth of tree-lined walks and rides, squares and gardens. Its popularity led to expansion of the town away from the ancient High Street, and many fine classical style buildings were built for the growing population. The popularity of the spa waters waned from the middle of the 19th century, and Cheltenham developed other roles in the form of its growing importance as a major educational centre during the latter half of the 19th century. In turn this led to the development well into the 20th century of some acclaimed public schools and churches. Before World War II, light industry boosted the town's economy. The establishment of GCHQ in Cheltenham immediately after World War II has had an enormous impact on employment in the town. Today, the town's attractions include fine shops and events such as the races and numerous cultural festivals as well as its legacy of Regency architecture, with trees, parks, gardens and public spaces.

General history of the Fairview and All Saints' area

3.5 The historic development of Fairview and All Saints', based on plans from 1820, 1834, 1884, 1897, 1923, and 2007 have been studied in writing this section, which is accompanied by a map of the historic development of the area (see Fig. 8).

[1] 'Pre-Regency Cheltenham: An Archaeological Survey' Cheltenham Art Gallery & Museum, 1975
[2] 'Pre-Regency Cheltenham: An Archaeological Survey' Cheltenham Art Gallery & Museum, 1975

3.6 The area predominantly dates from the mid-late 19th Century, though there is a significant amount of 20th Century development throughout. The majority of the area comprises of historic terraced artisan housing, which is situated in the south and west of the character area. The residential buildings to the north-east of the area generally occupy larger plots, and consist of historic terraces, villas and modern semi-detached houses and bungalows.

Development by 1820

3.7 The 1820 Postmaster map of Cheltenham shows Hewlett Road as a turnpike road, with only Jersey Villa present, which was situated north of the Albion Street junction. There was very little building development further east than Fairview Road (which was known as Mount Pleasant Place at this time). Although Duke Street and St Anne's Terrace had been laid out by this time, the map suggests this was the extent of the town.

Development by 1834

3.8 A number of new roads had been laid out by this time, mainly in the area between Fairview Street and Sherborne Street, which were developed almost to their current scale, leaving few gaps. All Saints Road (which was known as Fair View Place at the time) had been laid out and the land seen today between itself, Hewlett Road, and All Saints Villas Road had been developed with a number of villas. Duke Street and Carlton Street were relatively undeveloped, whilst Hewlett Road was no longer a turnpike and had only Jersey Villa on its south side. The remainder of the Character Area was open and undeveloped at this time.

Development by 1897

3.9 Between 1834 and 1897 the majority of building development had taken place and many of today's roads had been laid in their current form. Amongst these new streets were Victoria Place, Brighton Road and Selkirk Street. Victoria Place had enabled the development of the area between All Saints Road and Fairview Street. Selkirk Street and Glenfall Street were laid out and developed in the intervening time, and were built on an open field site. These streets all contain the terraces that were built at this time. All Saints Terrace and Teme Road were developed with artisan terraces and larger villas respectively, including the 155-171 Hewlett Road villas section. Other than these few buildings, Hewlett Road remained relatively undeveloped. Brighton Road and Leighton Road are shown as comprising of terraced housing along their entire length. All Saints Road was lengthened to create a continuous highway between Pittville Circus Road and Fairview Place (later part of All Saints Road). This new extension attracted the development of six villas. The open space known as Fairview Gardens was *"…(bought by Charles) Winstone, a Fairview builder…in 1886"*.[3] It was developed shortly afterwards and become known as Winstonian Road. However by 1897 only the western half of this road was built.

3.10 All Saints Church was built on a previously undeveloped site and completed in 1868. It preceded the development of All Saints Villas Road (and formation of the All Saints Parish in 1869). It is mostly hidden from medium-distance view by the tree canopy, but it is a landmark building in the area.

[3] J. Hodsdon 'An Historical Gazetteer of Cheltenham' (1997) pg. 196

3.11 The Trinity Primary School on Jersey Street had been built by this time on open land. The Infant's School on School Lane (now named Fairview Close) had also been built on open land.

3.12 The land behind the Sherborne Place terrace (where St John's Avenue lies today) was partly used as a timber yard and saw mill some time prior to 1884. In the latter years of the 19th century, the land became an Athletic Ground.

Development by 1923

3.13 It appears from the 1923 map that between 1897 and 1923 some buildings were demolished leaving vacant sites. This happened in Brighton Road, Leighton Road, Hewlett Road and All Saints Road. Apart from the demolition of these buildings, the development of Fairview continued, albeit at a slower rate as there became less vacant land to develop. All Saints school on Fairview Road was constructed in 1899, and a number of plots along Hewlett Road had been filled with villas. A small section of Jersey Avenue had been laid and developed *"opposite (the) site of (the) former Jersey Villa,"*[4] which was demolished c.1911. Part of Ariel Lodge Road had also been laid.

3.14 The Infant's School on School Lane (now Fairview Close) is not featured on the map, presumably having been demolished.

Development by 1932

3.15 Between the years of 1923 and 1932, very little building development took place within the Character Area. Some buildings on the site of the saw mills to the south of the Athletic Ground had been removed.

Development 1932 – 21st Century

3.16 The character area has changed significantly since 1923, with the 1935 slum clearance programme and modern development. A number of roads were targeted by the slum clearance, including Columbia Street and Jersey Street. In Jersey Street, Hodsdon states that *"3 houses (were) listed in (the) 1935 slum clearance programme..."*[5] The cleared areas of these roads were filled with more housing of a better quality, which results in historic areas containing the occasional building of a different style. All Saints School on Fairview Road was converted to flats in the early part of the 21st century.

3.17 Hewlett Road is now developed continuously, as are All Saints Road and Eldon Road. St John's Avenue has been laid over Sherborne Place and become part of the Ring Road. Tom Price Close has been developed *"on part of the former Cheltenham Rugby Club ground."*[6] Along Hewlett Road are the cul-de-sacs Jersey Avenue, Ariel Lodge Road and Westdown Gardens, all of which are mainly comprised of modern residential buildings from 1935, 1958, and 1975 respectively.

3.18 Throughout the area there has been infill development with modern buildings constructed in the large grounds of historic properties, with varying degrees of success. These tend to detract from the historical and architectural significance of the area and its buildings.

[4] J. Hodsdon 'An Historical Gazetteer of Cheltenham' (1997) pg. 90
[5] J. Hodsdon 'An Historical Gazetteer of Cheltenham' (1997) pg. 91
[6] J. Hodsdon 'An Historical Gazetteer of Cheltenham (1997) pg. 180

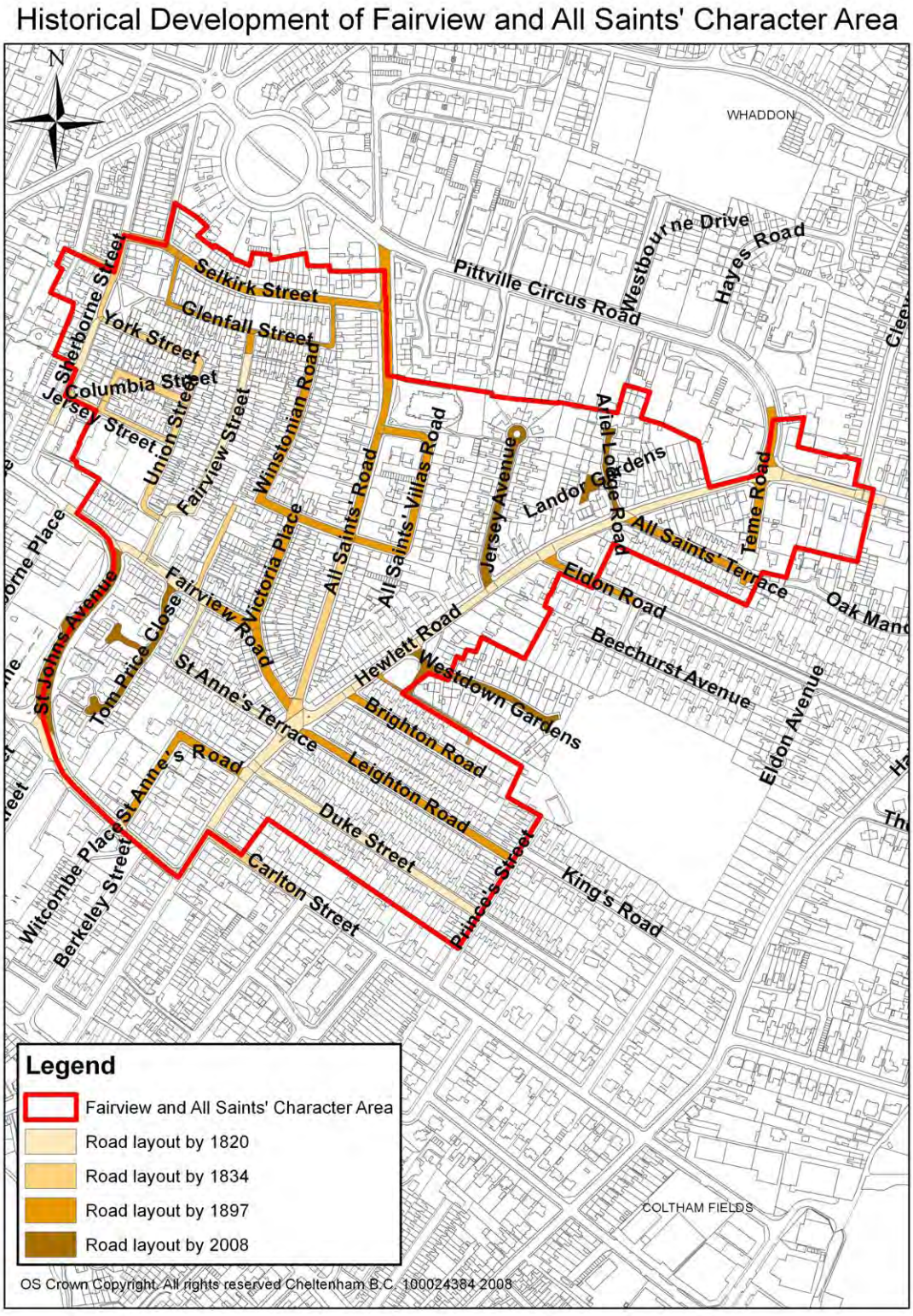

Figure 8 Historical Development of Fairview Character Area

4 SPATIAL ANALYSIS

The character and interrelationship of spaces within the area and key views and vistas

Public and private space

4.1

Figure 9 View along Hewlett Road

Public and private spaces, together with views out of, into and within the Fairview and All Saints' Character Area impact on the area's character and appearance. Spaces in the west of the area are generally narrow and create a sense of contained space because the buildings obstruct the views that create a link between immediate urban and distant areas. The eastern half tends to be comprised of wide tree-lined roads, such as Hewlett Road which create a spacious atmosphere.

4.2 The residential areas in the west vary between houses fronting directly onto the street and those which have a front garden. In some cases this building/street relationship varies on different sides of the same road. These areas generally have high levels of on-street parking and consequently appear to be cluttered.

Figure 10 Houses on west side of Winstonian Road front directly onto the street

Figure 11 Houses on east side of Winstonian Road have contained front gardens

4.3

Figure 12 Street scene in All Saints Road

In the east of the character area the buildings tend to have a larger plan form. They are located in more generous plots with gardens fronting the road, these factors combine to create a sense of space. The transition between the two types of buildings can be clearly seen along All Saints' Road.

4.4

Figure 13 Tom Price Close car park

The modern building developments in Tom Price Close and Jersey Avenue tend to have a front garden space and off-road parking on either a driveway or small parking court.

4.5

Figure 14 Railings along Brighton Road

Where buildings do not front directly onto footpaths, they are separated from public space by the use of various boundary treatments. These cause a visible and distinct division between public and private space. Boundary treatments predominantly take the form of attractive and traditional railings, as well as modern and traditional brick walls as found on Brighton Road and Victoria Place. The retention of railings is a particularly special quality within the character area.

4.6

Figure 15 Hedgerow in Hewlett Road

Hedgerow acts as an attractive boundary treatment, which softens edges between public and private space. Hedging also complements front gardens by enhancing the green environment in places such as on Hewlett Road and All Saints' Road.

4.7

Figure 16 Poor wooden fencing evident in All Saints Villas Road

Wooden fencing appears in isolated locations throughout the area. It is an unattractive boundary treatment and negative feature within the street scene.

Garden Space

4.8

Gardens, historically and today, form an attractive, traditional frontage to both historic and more modern buildings, providing them with a colourful, interesting setting and enhancing the

Figure 17 Hewlett Road garden space

special qualities of properties and the street scene. Trees and shrubs create privacy in gardens by screen properties from public view. Front gardens can be found along parts of Hewlett Road, Leighton Road, All Saints Road, Selkirk Street and Winstonian Road.

Key views and vistas (see Fig. 1)

4.9

Figure 18 Vista of Cotswold escarpment down Brighton Road

The majority of long distance views tend to be in roads on an east to west axis such as Selkirk Street. The roads on north-south axis such as Victoria Place which has development at either end, are less numerous. However there are medium distance views looking north up Hewlett Road.

4.10 Roads with a linear plan such as Brighton Road form long vistas to view the Cotswold escarpment and wooded elevation to the east.

4.11

Figure 19 View along York Street blocked by buildings

Views can be stopped by the presence of buildings, for example buildings on Union Street close the view down on to Jersey Street. In places such as Victoria Place viewed from Fairview Road, distance views are possible due to the low ridge height of the houses. These views establish a rural connection.

4.12

Figure 20 View of All Saints Church roof from All Saints Road

The roofline of All Saints' Church is visible from All Saints Road, and from North Hall Mews and St. Anne's Close, both of which are in the Pittville Character Area. Because the roof is the only visible aspect of the church from medium-distance views, a sense of intrigue is created concerning the identity of the building.

4.13

Figure 21 Former All Saints School viewed from Union Street

The former All Saints' School (now converted to flats) on Fairview Road is visible from the surrounding area. The red-brick contrasts with the surrounding buildings. The gabled roof and its scale makes it appear much taller than a 2-storey building, so that it dominates its immediate surroundings.

5 CHARACTER ANALYSIS

Use of area and how use creates special interest

5.1 The land uses are varied within the Fairview and All Saints' Character Area, due to the area's close proximity to Cheltenham's town centre. Mixed uses create activity throughout the day and contribute to the special interest of the area.

Residential

5.2

Figure 22 All Saints Terrace – a residential street

Since it was first developed the Fairview and All Saints' area has primarily been a residential area, and this residential use remains today. The larger buildings have frequently been converted into flats, though the terraced housing is the most prominent building type in the area. The modest artisan housing establishes a distinct, unique character for the Fairview and All Saints' area. There are also modern building developments in the area.

Commercial / Business

5.3

Figure 23 Shops on Hewlett Road

Fairview and All Saints' has a mix of other uses such as shops, restaurants and small commercial uses which are supported by the neighbourhood as well as serving the wider area.

5.4 Shops are predominantly located in Hewlett Road and include a post office, florist, barber's shop, sewing shop, hair salon, estate agents, chemist, funeral directors and off licence. These shops create noise and pedestrian traffic which help keep the vitality of the area. There are some isolated commercial/retail premises such as Winnen's Furniture

showrooms on Selkirk Street located within a residential area.

5.5 Four public houses can be found in the area; The Sherborne Arms on Sherborne Street, The Kemble Brewery on Fairview Street and The Swan and Fiery Angel on Hewlett Road. These generate activity which keeps the area vibrant and well used.

Figure 24 The Sherborne Arms public house

In Fairview Road, there is a chartered accountants office; a car repair garage which uses the rear courtyards; a motor cycle store; an Indian restaurant and a takeaway. In Albion Street there is an off licence, three hair salons, a house clearance store and a Kwik Fit car garage.

Figure 25 Victoria Place car repair garage

All Saints' Church

5.6 The Grade I listed All Saints' Church has a significant visual presence in All Saints' Road. It contributes to the character and appearance of the area and provides a traditional and attractive feature for the community. It also generates some noise and activity.

Figure 26 View of All Saints Church from North Hall Mews

Education

5.7 There are two schools in the Fairview and All Saints' area. These are the Holy Trinity Infant's School in Jersey Street and part of Berkhampstead School in Hewlett Road. The presence of these schools generates a large amount of traffic in mornings and afternoons, as well as noise and activity throughout the day. They also create a sense of community within the area.

Figure 27 Holy Trinity Infant's School

Road Use

5.8

Figure 28 High levels of on-street parking in Tom Price Close

St. John's Avenue and the small part of Fairview Road located in the character area form part of the Ring Road and experience high levels of use everyday. These roads sever the Fairview and All Saints' Character Area from the Old Town Character Area and act as a strong and distinct barrier. Other than this major traffic route there are no other main roads. Hewlett Road is constantly used to access the side roads as well as through route to Prestbury and beyond. Residential streets carry less traffic, but have high levels of on-street parking, which causes the roads to become visibly cluttered. In order to deter rat-running many of these streets have traffic management measures which are often visually intrusive.

5.9 The Cheltenham Urban Design Framework Transport Strategy aims to alleviate the high levels of traffic and congestion in Cheltenham's town centre by reassigning traffic along other routes around the town centre. This work is being carried out as part of the Cheltenham Civic Pride project (refer to www.cheltenham.gov.uk for further details). The Transport Strategy suggests that the implementation of the Strategy would cause a 'detrimental/relatively significant' increase in traffic levels along St John's Avenue during the morning rush hour period, and a 'detrimental/not significant' increase in traffic levels during the evening rush hour period. The Cheltenham Urban Design Framework Transport Strategy – Traffic Impact Assessment states that *"…traffic would increase by about 200-250 veh/h along Fairview Road, St John's Avenue and St James Street "*[7] during the morning rush hour period.

Architecture and historic qualities of buildings

5.10 The buildings in the Fairview and All Saints' Character Area are mainly small artisan terraced houses, although some larger formal terraces are present as well as semi-detached villas. The listed buildings in the area, other than All Saints Church, are made up exclusively of artisan and formal terraced housing. Most of the area was constructed in the mid-late 19th Century. The uniformity, building materials and architectural detailing of the housing gives the Fairview and All Saints' area unique and distinctive character and appearance.

Historic terraces

5.11 Whilst the majority of terraces are not listed, almost all of the artisan terraces along Victoria Place are Grade II listed. The larger and more detailed terraces along Hewlett Road are also Grade II listed.

5.12 The similar built form and detailing of terraces creates unity and cohesion in the area. Many of the terraced houses are 2-storeys and frequently have

[7] Cheltenham Urban Design Framework 'Transport Strategy – Traffic Impact Assessment' (March 2007) pg. 11-12

shallow pitched roofs set behind a parapet front gutter. Either they front directly onto the street or have a front garden with a front boundary such as railings, a hedge or a brick wall.

5.13 The listed terraces have unifying features such as rusticated stucco on the ground floor, a portico or porch, front gardens, cornice, fan-lights, pilasters and slightly wider site plots for each individual terraced house.

5.14 The unlisted terraces such as those on Fairview Street are generally more modest in design, with unifying features such as traditional railings, timber frame sash windows, brick chimney stacks and a string course and/or cornice.

Figure 29 Historic terraced houses in the character area

Historic semi-detached villas

5.15 Villas are found mainly in All Saints Villas Road, Hewlett Road and All Saints Road. They tend to be 3-storeys with a good sized front garden. They contain detailing such as bay windows, quoins and moulded door surrounds. The earlier buildings are faced in stucco which has been painted in pastel colours, whilst the later Victorian buildings have predominantly been built in red-brick.

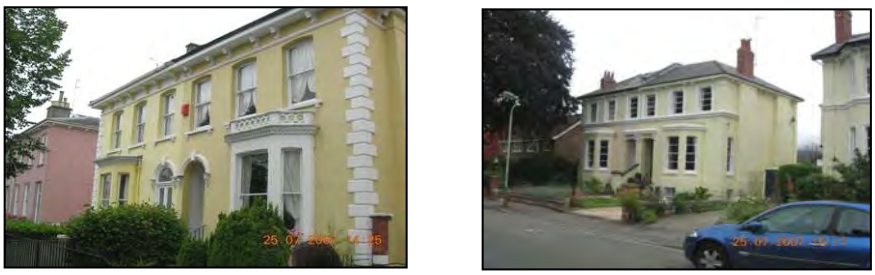

Figure 30 Historic semi-detached villas in the character area

All Saints Church

5.16 The Church is mostly hidden from view by trees along All Saints Road, allowing only a small part of its roof to be seen from a distance which creates a sense of intrigue. All Saints Church was designed by *"Architect, John Middleton"*[8], who also designed the Church of St Stephen in the Tivoli character area. The Church was built *"1865-8"*[9], and is Grade I listed, deeming it of exceptional international importance. It is built of *"Rough-faced, Cleeve Hill*

[8] Department of Culture, Media and Sport 'Revised List of Buildings of Special Architectural or Historic Interest' Borough of Cheltenham 1998, pg. 119
[9] Department of Culture, Media and Sport 'Revised List of Buildings of Special Architectural or Historic Interest' Borough of Cheltenham 1998, pg. 119

stone with Bath stone ashlar and bands of blue Forest stone dressings and tiled roofs… (in the) French Gothic style."[10]

20th and 21st Century Development

5.17 Throughout the area there is modern infill building development which is of varying architectural quality. The row of six mid-90's houses on Fairview Street complements the historic buildings by being set apart from them and imitating their architectural style. The two modern houses on Leighton Road are a fine example of infill, as they remain invisible along the terrace from a distance, being set back from the road and subservient to the older buildings.

5.18 Examples of unsuccessful buildings include the 3-storey flats on Hewlett Road, which dominate the skyline and dwarf the nearby villas. The bungalows on Brighton Road are another example of unsuccessful modern infill, which are completely out of context with the historic buildings along the street.

5.19 The cul-de-sacs of Jersey Avenue, Ariel Lodge Road and Westdown Gardens contain suitably low rise houses and bungalows, which avoid detracting from the older buildings and do not adversely affect the skyline.

Figure 31 Fairview Close modern development

Figure 32 Modern building (to right) on All Saints Villas

Listed Buildings

5.20 Listed buildings are protected under the Planning (Listed Buildings and Conservation Areas) Act 1990. All listed buildings due to their listed status are extremely important. There are over 100 listed buildings in the Fairview character area. The majority of these are listed as a group. The only Grade I listed building in Fairview is All Saints Church, the remainder are Grade II listed. All listed buildings are displayed in the table below.

BUILDING/STRUCTURE	GRADE	DATE OF LISTING
All Saints Church, All Saints Road	I	12/03/55
All Saints Church boundary walls and railings with gates and piers, All Saints Road	II	26/11/98
All Saints Church War	II	13/09/00

[10] Department of Culture, Media and Sport 'Revised List of Buildings of Special Architectural Or Historic Interest' Borough of Cheltenham 1998, pg. 119

Memorial, All Saints Road		
Nos. 36, 38 & 40 Albert Place & attached railings	II	14/12/83
Nos. 78-88 (Evens) All Saints Road & attached railings	II	05/05/72
Nos. 68-82 (Evens) Fairview Road & nos. 68 & 74 attached railings	II	05/05/72
Nos. 106-116 (Evens) Fairview Road & nos. 108, 110 & 112 attached railings	II	05/05/72
Nos. 113-119 (Odds) Fairview Road & nos. 113 & 119 attached railings	II	05/05/72
Nos. 118-142 (Evens) Fairview Road	II	05/05/72
Nos. 127-133 (Odds) Fairview Road	II	05/05/72
Nos. 135-145 (Odds) Fairview Road & no. 145 attached railings	II	05/05/72
Nos. 153-159 (Odds) Fairview Road	II	05/05/72
No. 66 Hewlett Road and attached railings	II	26/10/83
Nos. 68-92 (Evens) Hewlett Road & attached railings	II	26/11/98
Nos. 69-75 (Odds) Hewlett Road & Carlton Lodge & Carlton Lodge, 69 & 75 attached railings	II	05/05/72
Nos. 79 & 81 Hewlett Road & attached railings	II	05/05/72
Nos. 17-27 (Odds) Selkirk Street & attached area railings	II	14/12/83
Nos. 1-35 (Odds) Victoria Place	II	05/05/72
Nos. 2-32 (Evens) Victoria Place	II	05/05/72

Refer to www.cheltenham.gov.uk for full list descriptions and www.imagesofengland.org.uk for photographic records.

Index of Buildings of Local Importance

5.21 An Index of Buildings of Local Importance has been prepared for Cheltenham. Buildings and structures on the Index are protected by a Supplementary Planning Document.

Contribution of key unlisted buildings

5.22 A number of buildings are not statutory listed and are therefore less important. However they do encompass qualities of age, style and materials which are locally distinct and which make a positive contribution to the character and appearance of the character area and Conservation Area. Some of the buildings, such as the terraces, have a group value rather than on an individual basis. Buildings on the left side of the table are on the Index of Buildings of Local Importance. Please see the Index for further details about these buildings. Key unlisted buildings include –

<table>
<tr>
<td>Holy Trinity School, Jersey Street because:
The building dates from C.1900
Its materials and detailing are typical of Cheltenham's educational buildings of that period
The contrasting coloured facing bricks and steeply pitched roof of the school make it stand out from the rest of the area</td>
<td>The Kemble Brewery, Fairview Street because:
The building occupies a converted modest end of terrace site
It was constructed in the early 19th century and has historic value
It provides a meeting place for residents and the wider community.
Figure 33 The Kemble Brewery</td>
</tr>
<tr>
<td>Silverdale, Kelsey, Bellavista, St. Anne's Road
(See Index of Buildings of Local Importance)

Figure 34 Silverdale, Kelsey & Bellavista (to left)</td>
<td>The Sherborne Arms, Sherborne Street
The building has been a public house since at least 1884, though the building dates from the early 19th century
It provides a meeting place for residents
It occupies a large end of terrace plot which is visually prominent from the south</td>
</tr>
<tr>
<td>Colimore House, St. Anne's Road
(See Index of Buildings of Local</td>
<td>Fairview Road Apartments, formerly All Saints School</td>
</tr>
</table>

Importance) **Figure 35** Colimore House	• The building has distinctive architecture and is a local landmark • It dates from 1899 **Figure 36** Fairview Road Apartments

Positive buildings

5.23 Positive buildings are identified on the Townscape Analysis Map as those buildings which make a positive contribution to the character and appearance of each character area. They often have a collective group value. Although a small number of buildings in the overall Central Conservation Area are in a poor condition, they may still be identified as positive if the building itself makes a positive contribution. In comparison to positive buildings, key unlisted buildings tend to have individual value and qualities which make a greater contribution to enhancing the character and appearance of each character area.

Local Details

5.24 Local details within the Fairview character area collectively enhance the character and appearance of not just Fairview but the whole of the Central Conservation Area. Interesting historic local details include –

Lamppost – c.1910, outside The Kemble Brewery, Fairview Street	Historic Ironwork – e.g. railings found in Brighton Road, Duke Street, Leighton Road
Historic c.1866 Penfold Pillarbox, Hewlett Road junction with Pittville Circus Road **Figure 37** Historic pillar box	Historic street name plates, e.g. Union Street, Winstonian Road and Leighton Road **Figure 38** Historic street nameplate
Historic canopies **Figure 39** Historic canopy on Hewlett Road	

Materials

Building Materials

5.25 The use of buildings materials reflects the availability of materials at the time of construction of historic buildings. Cheltenham expanded rapidly in the 19th Century, and the readily available Lias clay and local sand allowed enough bricks to be produced to build most of the original spa town. The majority of these houses were built of locally-fired bricks, and were faced with either stucco or ashlar limestone. Much of the stone used in Cheltenham would have been quarried at Leckhampton Hill or Birdlip. Unfortunately neither of the quarries continues to produce stone.

5.26 Most buildings in the Fairview and All Saints' area are either built in red facing bricks or built in masonry and faced in painted stucco, depending on their age. The more modern buildings generally have facing brick external walls.

Figure 40 Building finished in stucco in All Saints' Road

Figure 41 Terraces with facing brick in Hewlett Road

5.27 There is a range of surface materials used in the area, though few are original or have any historic value. Roads are tarmac with concrete kerbs. Paving is predominantly concrete slabs or flags and tarmac.

Street furniture

5.28 There is little street furniture in the Fairview and All Saints' area. The majority of the road signs are traffic related, in the form of one-way or direction signage. However this has only a slightly negative impact on the character of the area due to the small amount required. Some street nameplates such as Union Street are of historic value.

5.29 On some roads, such as Fairview Street, the bollards are poorly maintained. There are some found along All Saints Road which have a negative impact on the street scene due to their functional design.

5.30 There are a small number of historic lampposts in the area, such as the one outside The Kemble Brewery (see Fig. 32) which makes a positive contribution to the area by its relationship to the space of the pub forecourt area.

5.31 Overhead telephone wires can be seen on every street in the area, which detracts from the setting of the buildings, as well as being an eyesore.

Contribution of trees and green spaces

Public green space

5.32 Within the Fairview and All Saints' Character Area there are generally significant amounts of private green space but, because of the area's dense urban grain, there is very little public green space. The main public area is the

playground on Glenfall/Sherborne Street. The playground provides an important recreational space within the built-up surroundings. The presence of the trees and grassed area also enhances the visual quality of the street scene and overall appearance of the character area. The trees in the public space and those that contribute to its character are valuable and must be protected and maintained in order to retain the appearance and setting of the area.

Street trees

5.33 The east and west halves of the Fairview and All Saints' area vary greatly. The area where they meet is found at the All Saints Road-All Saints Villas Road southern junction and east along Hewlett Road shortly after Westdown Gardens. In the west lie the terraces and narrow streets with very little street planting due to lack of space. The east half contains mostly Lime trees and Red Horse Chestnut trees along the wide Hewlett Road and Plane trees and Lime trees along All Saints Road, as well as the modern developments. In many cases the trees screen private properties and soften private and public boundaries. The size of the trees gives the nearby buildings a sense of added grandeur in the case of historic buildings.

Figure 42 Trees on Hewlett Road

Figure 43 Trees around the open space on Sherborne Street

Private green space

5.34 In the west there are very few opportunities to have greenery fronting onto the street, but some buildings have a small tree, potted plant, bush, or have replaced the historic railings or wall with hedges. This greenery softens the boundary between the public and private spaces and creates privacy by partially screening views.

5.35 Along Fairview Road, the terraces are set back from the road and allow for a large amount of greenery in the urban area. Back gardens more often contain trees, which tend to overhang, or be visible from the road. This private greenery also enhances the public space and the street scene.

5.36 In the east the buildings tend to have larger front gardens and therefore the opportunity to contain more greenery in the form of trees, hedges and flowers. This greenery softens the impact of the building upon the landscape and helps it sit comfortably in its surroundings.

Figure 44 Private garden on Hewlett Road

Greenery within the grounds of All Saints' Church

5.37

Figure 45 Allotments gardens positioned at the rear of the churchyard

The churchyard has some large specimen trees which enhance the setting of the church. The rear of the churchyard backs onto allotment gardens. They contrast with the formality of the church architecture; however the allotment gardens do provide a green spacious setting for the church even if somewhat utilitarian. A number of small hedgerows are also present within the grounds which act as a soft boundary treatment.

Greenery within 20th Century Developments

5.38

Figure 46 Greenery in Ariel Lodge Road

The modern building developments generally contain a high number of trees and other greenery which screen the buildings from the road. Some developments such as the flats at 2-9 All Saints Villas Road lack an adequate amount of greenery and negatively impact on the historic surroundings. However, the use of grassed areas allows buildings to sit more comfortably within the historic context of the area.

Negative factors

5.39 Due to the density of private residential buildings (with the impact of permitted development rights for private householders) within the Fairview and All Saints' Character Area, modern changes and intrusions have, to an extent, negatively impacted on the area's overall character and appearance. Negative factors include significant negative buildings and spaces, which are identified as those buildings and spaces that detract from the character and appearance of the area but offer potential for enhancement. This identification may result from the visual prominence of the site, or the development's inappropriate scale, design or materials, amongst other factors. The identification of buildings as negative factors in this section and as significant negative buildings or spaces on the Townscape Analysis map is an indication of a need for improvement, not necessarily demolition. Negative changes and intrusions include –

a) **Loss of traditional architectural features** such as windows and railings has occurred within many historic buildings. Timber sliding sash windows have been replaced with uPVC windows, which sit out of context within the building and detract from its special qualities. Some terraces have lost the cornice which frequently runs along the entire length of a terrace.

b) The presence of **Velux roof lights** on historic buildings has eroded the visual quality of the historic roofscape. The introduction of **dormer windows** also negatively impacts on the skyline, detailing and built form of the historic houses. Where there is evidence of historic roof lights or

where new conservation roof lights may be appropriate, each case will be considered on its own merits.

c) Modern additions such as **satellite dishes and large aerials** damage the appearance of buildings and detract from their special historic and architectural qualities. These additions can often be visible from the public space, and damage the appearance of the area as well as the individual building.

d) A **small number of historic buildings are in need of minor maintenance** such as re-painting.

e) Boundary treatments such as **wooden and wire fencing** damage the appearance of historic buildings and the area surrounding them.

f) Some roads contain utilitarian **garages in need of repair** and/or maintenance next to historic buildings.

g) Some **modern buildings do not complement the rest of the built environment**, through factors such as size, scale, design, and building materials. An example of this is nos. 103-111 Fairview Road.

h) **On-street parking** in most of the roads in the area attracts attention to the road rather than the buildings and open spaces.

i) **Overhead wires and telegraph poles** are visible in every street, and are an unattractive feature in the streetscape.

j) There is **graffiti** in some parts of the Fairview and All Saints' area. This is unsightly and encourages further vandalism and anti-social behaviour.

k) **Some front gardens have been wholely or partially converted to car parking hard standing areas, and are covered with concrete slabs** or tarmac. This causes the building to sit out of context and provides an unattractive setting for buildings.

l) **St John's Avenue** is a major negative feature of the character area and overall Conservation Area. The dominance of hard landscaping along the length of the road, combined with long stretches of high walling and no active frontage along the street creates a poor quality space.

Figure 47 Poor quality modern block on All Saints Road

Figure 48 Graffiti in Tom Price Close

Figure 49 Façade of building in Fairview Street in need of maintenance

Neutral areas

5.40 Some areas within the Fairview and All Saints; character area neither enhance nor detract from the character or appearance of the character area but have the potential for enhancement. They tend to be visually prominent within the street scene. The identification of buildings as being neutral in this section and as significant neutral buildings or spaces on the Townscape Analysis map is an indication of a need for improvement, not necessarily demolition.

5.41

Figure 50 Modern development on Leighton Road

The modern properties on the north side of Leighton Road are set back from the road and are hidden from sight until drawing level with them. The houses have facing brick walls and uPVC or poorly maintained timber framed windows.

5.42

Figure 51 Modern developments on Selkirk Street

Other neutral areas include the modern south-facing buildings of nos. 18-38 (evens) Selkirk Street which are set back from the road in contained gardens, are rendered and display architectural features such as a string course and moulded window surrounds to fit in with the historic buildings. uPVC windows and poor boundary treatments prevent these buildings from being positive features in the street scene.

General Condition of Area

5.43 The condition of buildings in the Fairview and All Saints' area is generally good, which contributes to the high property prices in the area. However, some of the buildings are in poor condition, such as 24 All Saints Road and the garages on All Saints Road, which negatively impact on the area whilst they remain in this condition. Graffiti can be found in various parts of the area, which also detracts from the condition of the area.

5.44 It is very important that the physical condition of the historic buildings is preserved in order to retain not just Fairview and All Saints', but also Cheltenham's fine distinctiveness and identity.

Pressures and Capacity for Change

5.45 The designation of the Conservation Area is not intended to prevent change, especially that which would enhance the character or appearance of the area. It seeks to ensure that future development is appropriate to the character of the area.

5.46 Although there is little suitable undeveloped land, there is occasionally isolated pressure for redevelopment and intensification throughout the area;

5.47 The replacement of a small number of inappropriate modern buildings with a more attractive well-designed development which are in keeping with, and enhances the character of the area may be an option but careful consideration would need to be given to this.

Part 2 – Management Plan

1 Introduction

Purpose of the management plan

The purpose of Part 2 of this document is to present proposals to achieve the preservation and enhancement of Fairview and All Saints' character area's special historic character and appearance. It has been subject to public consultation. Part 2 was adopted as a Supplementary Planning Document on 28th July 2008. It will inform the planning and other decisions of the Council.

The special qualities of the Fairview and All Saints' Character Area have been identified in the Character Appraisal which forms the Part 1 of this document. The Management Plan draws upon the themes identified in sections 5.39 'Negative factors' and 5.40 'Neutral areas'.

The proposals are written with the awareness that, in managing Cheltenham's conservation areas, resources are limited and therefore need to be prioritised. Financial constraints on the Council mean that proposals may take longer than is desirable to implement. However, the Council will continue to encourage improvements to the conservation area in co-operation with property owners, groups and local businesses. As such, the management plan can be considered to have three broad functions:
1 **a control tool** - its action points will be material considerations in decision making on applications for planning and related consents;
2 **a project development tool** - it identifies proactive work which can address some of the negative factors identified in the Character Appraisal. The responsibility for the work falls within the remit of various agencies (primarily Cheltenham Borough Council and Gloucestershire County Council). Many of the projects do not yet have resources (funding, staffing etc) and few are programmed. However, their inclusion in this document is important because as an adopted document, the management plan can form the basis for bids for resources and programmed works;
3 **a best practice guide** - it establishes a series of action points to preserve and enhance the area's character. They should be considered in the design and implementation of all projects regardless of the need for permissions and who is undertaking them (public bodies, corporate bodies or private individuals).

Both the Character Area Appraisal and accompanying Management Plan will be subject to monitoring and reviews on a regular basis.

Legislative background

This document satisfies the statutory requirement of section 71 (1) of the Planning (Listed Buildings & Conservation Areas) Act 1990 namely:

"It shall be the duty of the local planning authority from time to time to formulate and publish proposals for the preservation and enhancement of any parts of their area which are conservation areas."

The document reflects Government guidance set out in Planning Policy Guidance 15 'Planning and the Historic Environment' and policies set out in the Cheltenham Local Plan.

2 Article 4 Directions

There are some buildings within the Fairview character area which, although not listed, have qualities of age, style and materials which make a positive contribution to the character and appearance of the character area and Central Conservation Area. These properties are however vulnerable to future change. Some of which have already suffered from modern intrusions by way of alterations and inappropriate additions e.g. uPVC windows, large aerials and satellite dishes.

There are a number of categories of minor works for which a planning application is not normally needed. This is known as *permitted development.*

Permitted development rights are more restricted in conservation areas and permission is required for works including:

a. the addition of dormer windows to roof slopes;
b. various types of cladding;
c. erection of satellite dishes fronting a highway;
d. and there is a reduction in the size of extensions which have permitted development rights.

In order to protect the character of conservation areas, legislation allows local planning authorities to remove permitted development rights in parts of conservation areas facing on to the highway or open space by using Article 4 (2) Directions. These cannot be introduced through this conservation area management plan – the Council will need to embark on a separate process. However, it is advisable that the Council uses this document to identify areas of concern, where it may apply Article 4 (2) Directions. If introduced, these will provide long-term protection against unsympathetic alterations which have the potential to adversely impact on the character of the conservation area. The effect of a Direction would be that certain alterations to unlisted residential properties which formerly did not require planning permission would then need planning permission.

If introduced to cover this character area, an Article 4 (2) Direction will mean planning consent is required for a range of external works fronting a public space, including:

a. changes to windows, doors, chimneys and roofs;
b. the painting of previously unpainted walling;
c. the construction of external porches;
d. the provision and removal of walls, gates and fences.

3 Management Proposals

The management proposals have been divided into two sections, comprising of: Development control proposals and project proposals which relate to specific areas.

Development control proposals

1 Control of Development

It is essential that any development should preserve the setting of any adjacent listed buildings and the existing landscape features and trees and preserve or enhance the character of the conservation area. Therefore, careful consideration must be given to the site including historic context and distinctive site features; as well as the size, scale, urban grain, layout, design, massing, height, plot width, frontage activity, landscape and materials in any such development. This does not dictate architectural style but helps deliver proposals which respond positively to their context with high quality design. Pastiche architectural styling, in which architectural historic elements are taken from different sources without being applied accurately, is not acceptable. However that is not to say that a variety of architectural styles, materials and forms of construction are not able to give interest within the conservation area and provided the new buildings are carefully designed it should be possible for them to have a harmonious and positive presence.

Cheltenham Borough Council Local Plan policies CP3, CP7, BE1, BE2, BE3 and BE5 relate.

ACTION FV1: The Cheltenham Borough Local Plan requires new development to preserve or enhance the character of the conservation area. The policies of the Local Plan set out a general approach to the consideration of planning and related applications for development in conservation areas – they cover a range of issues including:

- new build
- extensions
- loss of green space
- impact on views
- demolition

In applying Local Plan policies, the Council will use the assessment of character set out in the appraisal accompanying this Management Plan as a basis for establishing the important aspects of context.

2 Loss of traditional architectural features on some historic buildings

Some of the older buildings within the Fairview character area have been adversely affected by the use of inappropriate modern materials or details such as the replacement of original timber sash windows with uPVC, the loss of original timber front doors and introduction of roof lights which all erode local building detail and fail to preserve or enhance the character of the Conservation Area. The Council's document Living and Working in a Conservation Area – Some Questions You Might Ask gives advice to building owners on their responsibilities.

Cheltenham Borough Local Plan policy CP 3 relates.

ACTION FV2: In order to preserve and enhance the character and setting of the Fairview and All Saints' Character Area, the Council will:
a. Keep under review the need to bring in additional planning controls over minor works in the Conservation area through Article 4 directions;
b. Use its powers to enforce against unauthorised development;
c. Encourage owners to repair rather than replace original features;
d. Consider producing detailed design guidance and information regarding materials appropriate for use in the Central Conservation Area;
e. Consider producing guidance to highlight to property owner's the importance of regularly maintaining gutters to ensure they function to their full potential, thus preventing ceilings and roofs collapsing due to heavy rain and blocked gutters.
In undertaking any works to buildings in the character area, owners should consider the implications for sustainable building practices. This could take a number of forms, including sustainable sourcing of materials and use of energy efficient designs. Additional information is available in the Council's supplementary planning guidance on Sustainable Buildings (www.cheltenham.gov.uk).

3 Equipment or installations (for example satellite dishes, large aerials, small scale renewable energy schemes and other such features)

The presence of various types of equipment or installations on or around buildings, such as large aerials or satellite dishes, can detract from the character of the Fairview character area and in some cases the special architectural qualities of the buildings. There is also the potential for domestic wind turbines and other elements to impact similarly. To minimise their visual impact, they should normally be positioned away from public view or prominent positions; a judgment then needs to be made between this and the optimization of energy generation.

The Cheltenham Borough Council Local Plan Policy CP 3 relates.

ACTION FV3: In order to preserve and enhance the character of the character area the Borough Council will:
a. Keep under review the need to bring in additional planning controls over equipment or installations in prominent locations in the character area through an Article 4 direction;
b. Use any planning powers to ensure that equipment or installations are installed away from public spaces and views, so as not to detract from views within the street scene and the overall character of the character area. This will look at balancing the visual impact against energy generations. Where the Council has no powers property owners are encouraged to position such equipment with regard to this guidance;
c. Consider producing guidance regarding the design and siting of renewable energy infrastructure in the Central Conservation Area.

4 Drives and loss of front gardens

Very often the frontage of buildings in conservation areas is essential to the character of the conservation area. Historically, many buildings in the

character area had front gardens with enclosing low railings, hedges or walls. Their gardens would be planted. The loss of front gardens to parking detracts from the historic setting. This can result from the nature of the materials used, the loss of boundary treatments, the intensity or volume of the parking or the loss of soft garden features which can cause a reduction in biodiversity and 'wildlife corridors'. The loss of front gardens in this manner is also an unsustainable form of development – increasing run off, reducing planting available for carbon fixing and encouraging car use. Where it is considered acceptable the use of brick or gravel instead of tarmac, with the retention of some garden space and the use of appropriate boundary treatments would reduce run-off, offer a more attractive setting for buildings and give a more sustainable approach than some current practice.

Cheltenham Borough Local Plan Policy BE 7 states that 'Development which introduces or extends the parking of vehicles on forecourts or front gardens of buildings in conservation areas will not be permitted.' Where there is existing frontage parking which adversely impacts on the character and setting of the conservation area, a new planning application may give opportunities to renegotiate a more sympathetic solution.

ACTION FV4: The Borough Council will seek to limit the adverse impact of on-plot frontage parking by using its powers under planning and other legislation to secure the use of appropriate, traditional and complementary boundary and surface treatments which will in turn greatly reduce levels of surface water run-off.

The Borough Council will prepare a guidance note on sustainable design of front garden parking.

5 Tree management

The presence of trees makes an important contribution to the overall character and appearance of the character area. They are particularly important features in the street scene along part of All Saints Road and Hewlett Road. Trees play an important role in reducing the effects of climate change through climate fixing, absorbing carbon dioxide and providing shade. They need to continue to be well protected and managed in the future.

ACTION FV5: Cheltenham Borough Council will continue to maintain and protect trees by implementing Tree Preservation Orders (TPOs) where appropriate, and replant with new trees when old trees die. Trees located in pavements or grass verges at the side of roads and which are designated as within the public highway are maintained by Gloucestershire Highways. Trees located in parks or green spaces within the conservation area are managed by Cheltenham Borough Council in accordance with best arboricultural practice.

When a trees dies or is removed from land within the conservation area, because it was dead, dying or dangerous, the land owner has a legal obligation under section 213 (1) of the Town and Country Planning Act 1990 to plant a replacement tree of an appropriate size and species. The Council will require owners to fulfil their legal obligation for replanting with new trees, especially where the old trees have made a positive contribution to the character of the conservation area. Where appropriate the Council may decide to serve a tree replacement notice under section 207 of the Act.

This proposed action will maintain the overall leafy character and appearance of the area. The creation of gaps within formal planted avenues of trees will also be avoided.

6 Boundary enclosures

At present, some poorly maintained boundary treatments harm the character and appearance of buildings and the overall street scene. Increased use of railings or trees and hedgerow as a 'soft' boundary treatment would enhance the historic qualities, character and appearance of the area. Additionally, trees and hedgerow contribute to biodiversity by providing wildlife habitats. If the same sympathetic boundary treatment were to be implemented along the length of a street where possible, this would enhance its character and appearance, by uniting properties within it.

See Cheltenham Borough Local Plan Policies BE 5 and CP3.

ACTION FV6: The Borough Council will use enforcement and other powers under Section 215 of the Planning Act to secure the repair of poorly maintained boundary treatments and the reinstatement of traditional and historic boundary treatments to enhance the historic character of the Fairview character area.

The Borough Council will require the use of contextually sensitive boundary treatments on new developments where appropriate.

7 Setting and views

The setting of the Fairview and All Saints' Character Area is very important. Any proposals for development will be required to demonstrate how the setting and long distance views, into and from the character area have been taken into account. The important views are identified on the Townscape Analysis map. The Council will seek to ensure that all development serves to respect these important views.

ACTION FV7: The Borough Council will ensure that all development respects the important views within, into and from the Fairview character area. These views are noted but not exclusively identified on the Townscape Analysis map. The Council will ensure that these remain protected from inappropriate forms of development and redevelopment and that due regard is paid to these views in the formulation of public realm works or enhancement schemes in accordance with the Cheltenham Borough Local Plan.

8 Enhancement of existing buildings and land

Some land and buildings fail to contribute to the preservation or enhancement of the conservation area. In some cases, these are poorly maintained historic buildings. In other cases, these are modern buildings which have some aspect which fails to respond to its historic context. In the case of historic and modern buildings, the Council will, where necessary, use enforcement or

other planning powers (e.g. Section 215 notices) to achieve repair and preservation. Some land in the curtilage of buildings is poorly maintained and in a prominent location – here, it may be appropriate to use powers to achieve improvement.

ACTION FV8: The Borough Council will use enforcement and other powers under Section 215 of the Planning Act to achieve the enhancement of poorly maintained buildings.

Project proposals

9 Street furniture

The character area has a small amount of street furniture (pedestrian signage, bollards, bins, seats etc). There needs to be a consistency of style to help create a cohesive identity for the Fairview and All Saints' Character Area. The presence of excessive or redundant street signs causes street clutter and is visually unattractive. The potential for additional signs throughout the Sydenham Character Area is a cause for concern because of its detrimental visual impact on the area.

The Civic Pride project is currently considering style, need, use and location of street furniture in order to achieve a consistent design and, to minimise clutter and maximise effectiveness. Although this project is largely outside the Sydenham Character Area, it is possible that there may be some consequential benefits.

PPG 15 Section 5 gives additional transport measure in historic environments. The Cheltenham Borough Council Local Plan Policy BE 18 relates.

ACTION FV9: The Borough Council will lobby Gloucestershire County Council's Highway Authority to minimise signage, markings and other street furniture in its traffic management projects. Where it is safe to do so it will liaise with the Highway Authority to remove redundant signage and street furniture and ensure that any new signage and traffic management schemes preserve and enhance the setting of the Fairview character area.

10 St John's Avenue

St John's Avenue forms part of the Northern Relief Road, as it turns south on the east of the town centre. It runs across land which was formerly an athletic ground and was constructed at the same time as housing development at Tom Price Close. It is a comparatively broad street, dominated by traffic and, being flanked by high walls, has no active edges. There is an avenue of trees, but despite this, St John's Avenue is an unwelcoming space for pedestrians and cyclists. The traffic here, as on many other parts of the ring road, severs pedestrian routes to and from the town centre. As part of the Civic Pride transport proposals, it is likely that there will be some additional traffic on St John's Avenue at peak hours.

ACTION FV10: As part of the Civic Pride proposals for traffic management affecting St John's Avenue, the Council will seek to address issues of character, environmental quality and pedestrian severance, convenience and safety. In doing so, it will seek to implement proposals which create a space of quality benefiting all who pass through it.

Annex 1:

Cheltenham Central Conservation Area – list of Supplementary Planning Documents

19 character areas make up Cheltenham's Central Conservation Area. Each has a separate character appraisal and management plan. These comprise –

Title of document	Status
1). **Old Town** character area appraisal and management plan	Adopted as a SPD on 23rd February 2007
2). **Montpellier** character area appraisal and management plan	Adopted as a SPD on 23rd February 2007
3). **Bayshill** character area appraisal and management plan	Adopted as a SPD on 23rd February 2007
4). **Lansdown** character area appraisal and management plan	Adopted as a SPD on 28th July 2008
5). **Suffolk Square** character area appraisal and management plan	Adopted as a SPD on 28th July 2008
6). **Eldorado** character area appraisal and management plan	Adopted as a SPD on 28th July 2008
7). **Dean Close & Hatherley Park** character area appraisal and management plan	Adopted as a SPD on 28th July 2008
8). **Tivoli** character area appraisal and management plan	Adopted as a SPD on 28th July 2008
9). **The Park** character area appraisal and management plan	Adopted as a SPD on 28th July 2008
10). **The Suffolks** character area appraisal and management plan	Adopted as a SPD on 28th July 2008
11). **Bath Road** character area appraisal and management plan	Adopted as a SPD on 28th July 2008
12). **Leckhampton** character area appraisal and management plan	Adopted as a SPD on 28th July 2008
13). **College** character area appraisal and management plan	Adopted as a SPD on 28th July 2008
14). **St Luke's** character area appraisal and management plan	Adopted as a SPD on 28th July 2008
15). **Sydenham** character area appraisal and management plan	Adopted as a SPD on 28th July 2008
16). **Fairview & All Saints'** character area appraisal and management plan	Adopted as a SPD on 28th July 2008
17). **Pittville** character area appraisal and management plan	Adopted as a SPD on 28th July 2008
18). **Lower High Street** character area appraisal and management plan	Adopted as a SPD on 28th July 2008
19). **St Paul's** character area appraisal and management plan	Adopted as a SPD on 28th July 2008

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