

## Enhancement

Proposals for enhancement of a conservation area are usually best left to those who live and work there. They have a feel for, and greater knowledge of, what needs to be done and can sort out the priorities better than having them imposed from outside. As there is no Council budget allocation for enhancement works in conservation areas, any proposals will need to be locally achievable, or subject to the submission of bids for funding to appropriate bodies. The Council will provide advice and support wherever possible, and will encourage the formation of a local group to consider enhancement proposals. If such a group is formed, it may wish to seek representation on the already existing Conservation Areas Advisory Panel (CAAP) which considers issues relating to all the town's conservation areas and provides comment and advice to the Council on these matters.

**Note** For information on the implications of conservation area designation and the answers to some frequently asked questions, please see the general leaflet "living and working in a conservation area".

### For more information please contact:

The Conservation Section  
Built Environment Division  
Cheltenham Borough Council  
Municipal Offices, Promenade  
Cheltenham GL50 1PP

Telephone 01242 264174 or 264295  
Email [conservation@cheltenham.gov.uk](mailto:conservation@cheltenham.gov.uk)

If English is not your first language and you would like a translation or audio tape of this information we can get one for you.  
Please contact the Equal Opportunities Officer on 01242 264 112

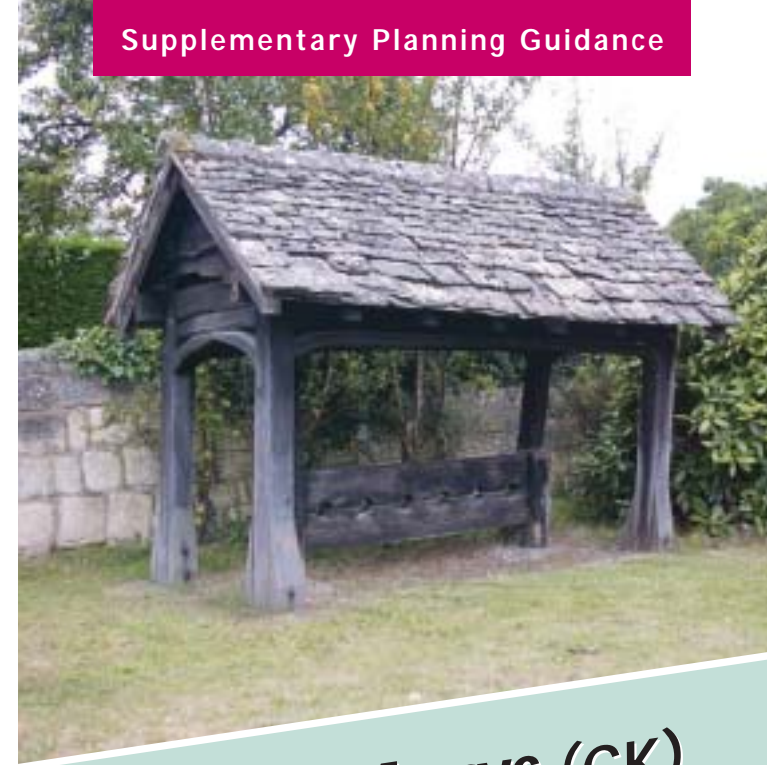
**Gujarti** तमारी पहेली भाषा अंग्रेज नहि होय अने तमोने या माहितीनुं भाषांतर/सांलगवानी कसेट फोर्डती होय तो यामे तेनी व्यवस्था करी शक्रीचे छीअें. महेश्वरानी करीने फकवल ओपोर्युनीटीज ओफिसरनो ०१२४२ २६४११२ नंबर पर संपर्क सांघशो.

**Hindi** यदि अंग्रेजी आपकी पहली भाषा नहीं है और आपको इस जानकारी का अनुवाद चाहिए या यह जानकारी ऑडियो टेप पर चाहिए, तो हम आपके लिए यह तैयार करवा सकते हैं। कृपया ईक्वल आपर्युनिटीज अफसर के साथ फोन नम्बर 01242 264112 पर संपर्क करें।

**Bengali** ইংরেজী যদি আপনার মাতৃভাষা না হয় এবং এই তথ্যের একটা অনুবাদ/কানে শোনার টেপ চান, তাহলে আপনার জন্য আমরা তা যোগাড় করে দিতে পারি। দয়া করে ০১২৪২ ২৬৪১১২ নম্বরে ইকোয়াল অপর্যুনিটিজ অফিসারের সাথে যোগাযোগ করুন।

**Cantonese** 如果英文不是你的第一語言，而你希望索取這份資料的中文譯本/錄音帶的話，我們可以為你安排。請聯絡平等機會主任，電話是 01242 264112。

**Urdu** اگر انگریزی آپ کی مادری زبان نہیں ہے اور آپ کو ان معلومات کا ترجمہ / آڈیو ٹیپ درکار ہے تو ہم اس کا ہندوستان کر سکتے ہیں۔ براہ مہربانی ایکویل اپارٹیونٹی آفیسر کو اس 01242 264112 نمبر پر فون کریں۔



# The St Marys (CK) Conservation Area

## Character Statement - Key Issues and Actions



**CHELTENHAM**  
BOROUGH COUNCIL

## St Marys (CK) Conservation Area

The St Marys (CK) conservation area was originally designated by Cheltenham Borough Council on the 2nd October 1989, and was subsequently redesignated on the 3rd September 2001.



A larger scale plan is available from the council upon request.

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## Character

Within this conservation area there are two distinct character areas which are quite different. They stand out from the surrounding developments as areas which are cohesive in character and quality and worthy of preservation or enhancement.

The 'old village' character relates to the area around the church, Church Street and Horsefair Street, where buildings generally have little or no front garden, are small in scale and their materials are mainly render and slate giving a rather sombre feel to the area. The roads are narrow - not designed for today's traffic - with circulation around the church which dominates the heart of the old village, close to the pub, and on down hill to the stream and the gap created by the nursery site as a buffer to the modern developments beyond.

The second character area relates to the rows of red brick houses on long thin plots on and around Copt Elm Road. It is clear that these streets were planned and built as one at the turn of the 19th / 20th centuries and represent good mass housing of the period. Although many have been altered, the changes have been absorbed for the most part leaving the long straight rows addressing the long straight roads, bright and open in contrast to the haphazard but enclosed feel of the old part of the village.

## Key Issues and Actions

*(The policies in the Cheltenham Local Plan apply equally here as in any other part of the Borough. These additional considerations are applicable only within the St Mary's Conservation Area)*

### Sub-division of gardens for additional development

Increasing pressures for additional residential accommodation in Cheltenham has led to the subdivision of a number of gardens within the area in order to provide new building plots. Subdivision of the traditional layout of the plots within the area leads to a sense of

over crowding and the diluting of the character of the conservation area which harms its appearance.

- *The council will resist the subdivision of garden plots where proposed development would threaten the character of the area for the above reasons.*

### Treatment of potential development plots

As potential development plots become available within the area, there is concern.

- *The council will resist potential development which is of a size or scale which would have a detrimental effect on the conservation area.*

### Large overgrown areas

Over grown areas within the conservation area detract from the character of the streetscape. These areas detract from the visual amenity of the area as they do not enhance the setting of buildings within the conservation area.

- *The council will encourage the local community to seek to improve these areas in order to contribute to amenity of the area, and where necessary consider the use of relevant enforcement in order to improve the areas, subject to available funding.*

### Traffic in Horsefair Street

Horsefair Street suffers from use as a vehicular short cut which causes concern for local residents due to the narrow nature of the road at certain intervals particularly around the church and the increasing traffic pressures on the area.

- *The council will work together with the local community to monitor the situation and if necessary begin to examine new possible vehicular solutions for the area subject to available funding.*