

CONSULTATION DRAFT Issue 2

CBC_UD_L_HST_D_01c

Cheltenham Borough Council Environmental & Regulatory Services Townscape

October 2014

Overview

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Status of this Report

This report has been commissioned by the Cheltenham Development Task Force (CDTF) to establish a baseline condition for the High Street's public realm and identify potential catalysts to economic growth. It is a step towards the implementation of Cheltenham Borough Council's town centre regeneration ambitions.

The CDTF has no powers; its role is to advise the Borough Council and its partners on implementation of its regeneration objectives. Consequently, **this document has no policy status**; it is an analysis of the state of the High Street. It will be submitted for Cabinet member endorsement.

There are a number of adopted policy documents affecting the High Street. If parts of the Report do not align with these documents, the policy documents take precedence.

The Report will be published and the public will be encouraged to feed back opinions and views so that it can be updated regularly. As projects along the High Street emerge, there will be an opportunity to have a more thorough public engagement and ensure they best meet the needs of those using the High Street.

Purpose of this Report

The purpose of the High Street Analysis Report is to provide an analytical basis for improvements to its public realm. The main purpose of the improvements is to bolster the town centre economy but there will be wider beneficial impacts, on sustainable movement, air quality, heritage and other important indicators of a thriving town. Consequently, the Report affects a number of areas of operation for the Borough and County councils - licensing, air quality, noise, planning, highways, transport, economic development, town centre management, street cleansing and others.

This Report has been requested by the CDTF in order to inform regeneration work in the town centre. The Overview plan (*opposite*) identifies a large number of private and public sector led projects in the town centre which are either already programmed or are aspirations with a degree of certainty. Their common aim is to improve the economy and environment of the town centre. The Promenade is already the focus of work to improve its environment; this analysis was considered necessary to give some empirical expression to anecdotal concerns about the current poor state of the High Street as a basis for establishing project priorities. It gives a fuller understanding of the High Street's component parts and how they work within the street as a whole so that strategic direction can be given to a cohesive set of proposals.

The report will be followed by a masterplan for street improvements and a series of studies covering individual projects. An outline implementation programme will be produced, but this will be flexible, to take advantage of joint working opportunities which make best use of resources.

High Street Character

The Report considers the High Street as a linear route between Tewkesbury Road in the west and Sandford Park in the east. Many streets link to the High Street and key ones are considered but the High Street is the Report's main focus.

The High Street is the oldest street in the town and was the core of

its medieval plan form. It has many buildings listed for their historic or architectural interest and fragments of archaeology. These help to tell the town's story from pre-history, to a small medieval settlement, to a Regency resort, to an urban centre with a place in aviation history and to its present day status as a modern town important in the nation's cultural programme.

The High Street is typified by retail units, which vary along its length in terms of floor-plate, plot-width and grain, but are consistent in their back-of-footpath positioning. At either end of the study area character-shifts mark the High Street's end points – to the west beyond Gloucester Road large floor-plate retail sits behind the historic façade of the former gas works, and Victorian terrace housing behind the mid-20th century road-widening clearance work; in the east beyond Sandford Park, Regency estates and villas merge with the tree-lined London Road.

Between these points is the High Street - some 1.3km in length, about a twenty-minute walk. Despite the continuity of the traditional street arrangement, it has variety - narrow, busy, car-accessible streets and broad pedestrian spaces; national retail stores and specialist niche traders. It has direct connections to many town centre streets, avenues and arcades which provide housing, employment, entertainment and shopping.

The High Street has a strong sense of enclosure by two, three and occasionally four-storey buildings, and follows a shallow series of curves, which give a series of constantly changing vistas; the architectural quality of the buildings is frequently high.

However, between these buildings the street is frequently bland, often with patched surfaces. The east-west alignment and building enclosure puts much of it in shade for large parts of the day; but where it broadens to give space and sunlight, the High Street fails to create places of value - its junctions with Ambrose Street, Boots Corner and Cambay Place all have potential but fail to create places that delight. Other parts, the Strand and the stretch between Rodney Road and Winchcombe Street, have plenty of on-street activity, but street design needs attention.

High Street Policy

This Report does not establish new policy; it emerges from the policies of bodies involved in the High Street, they give legitimacy to the Report and direction to future projects.

The Report is intended to provide an understanding of the High Street to inform public realm project implementation, in a manner consistent with policy objectives – which are broadly aimed at securing a healthy economy, environmental stewardship and community cohesion.

The Report affects many areas of work, well-designed streets and spaces have many beneficial effects:

- they attract people - positively impacting on economy, sustainable movement, community engagement and safety;
- they introduce 'greening' – positively impacting on management of surface water, quality of air and micro-climatic management; and
- through these various impacts they can contribute to public health and healthy lifestyles.

Thus, improvement of the High Street has a range of policy impacts which

affect various agencies – planning, highways, public health, air quality, transport, economy. By example, set out below is the thread leading to the Borough Council's planning policy, which has perhaps the most *direct* relationship to the Report.

The Council's **Corporate Business Plan** has a series of high level objectives, the basis for all the Council's work. Particularly important are objectives aimed at 'Strengthening our economy', 'Enhancing and protecting our environment' and 'Strengthening our communities'. Other policies are developed to be consistent with these objectives.

Planning policy ensures that these objectives are expressed in planning decisions. In the High Street their main impacts are on land use, built form, public realm and transport. The **Cheltenham Borough Local Plan** has sustainable growth, environmental stewardship and heritage protection at its core – as does the emerging **Cheltenham Plan** which will replace it. The Plan places the High Street within the Central Conservation Area and the commercial core. Its general policies are supported by a number of supplementary planning documents, some of which have a more specific impact on the High Street. These include:

- o **Cheltenham Civic Pride Urban Design Framework** – the planning basis for the Council's town centre regeneration programme. It includes the five technical appendices, being implemented through the Council's regeneration work:
 - Urban Design Strategy – establishes a vision for the town centre
 - Transport Strategy – establishes an outline plan for traffic management to deliver the vision; now being detailed through the County Council's Cheltenham Transport Plan
 - Public Realm Strategy – establishes principles for the delivery of the vision through the design of streets and spaces
 - North Place Development Brief – establishes principles for the redevelopment of an important site on the northern approach; now with planning permission
 - Royal Well Development Brief – establishes principles for the redevelopment of an important town centre site and the reuse of the Municipal Offices

This Analysis Report is part of the work to implement street-based improvements arising from the Urban Design, Transport and Public Realm strategies.

- o **Central Conservation Area Character Appraisals** – these give heritage-led analysis of the Central Conservation Area, reputedly the largest in Europe. These are Nineteen sub-areas based on common character traits, each with a Character Appraisal and Management Plan. Locally specific issues identified in the Appraisals are picked up in the Management Plans which identify how they might be addressed. Four Character Appraisals and Management Plans affect the High Street.

This Analysis Report is more focused than the Character Appraisals, both drawing from them and building on them with matters specifically relating to public realm quality on the High Street.

The High Street Zones

The Report divides the High Street into seven zones reflecting its various character influences. Their boundaries and broad characterisation are set

out below and on the map (*below right*).

- **The West End:** a mix of small businesses catering for niche ethnic markets and the student economy.
- **St Georges Square:** a busy junction where the street space opens out.
- **High Street West:** an area of restricted traffic movement fronting the proposed Phase 2 Brewery redevelopment.
- **Boots Corner:** an area around the meeting of the town's two prime shopping streets the Regency Promenade and the medieval High Street).
- **High Street East:** incorporating two arcades and many major national retailers.
- **Cambray/High Street:** a pedestrian priority area of small and medium shops with on-street cafés and bars.
- **The Strand:** a busy area of smaller specialist retailers, cafés and bars, where traffic restrictions end.

The remaining sections of this Report address each zone individually summarising;- land use, the character and history of the buildings, the street and its spaces, existing and proposed traffic arrangements, links and connections, economic influences and investment potential.

Each analysis concludes by identifying public realm opportunities - potential solutions to issues emerging through the analysis. These key opportunities are neither fully researched nor fixed; they are ideas intended to generate discussion – a wider engagement through which a coordinated, robust strategy can evolve, establishing project priorities and identifying funding opportunities to tackle High Street regeneration.

High Street Issues Summary

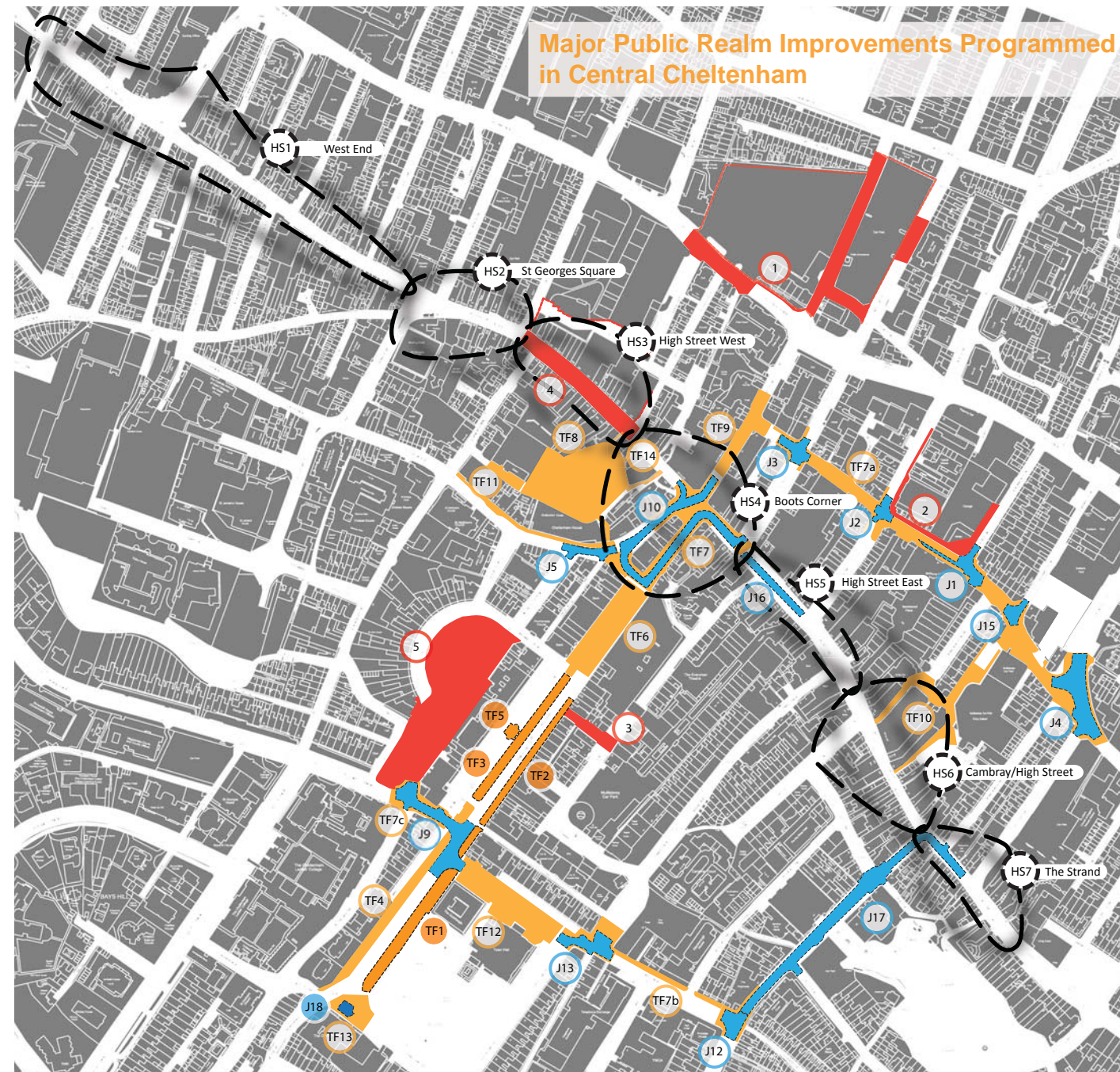
Through the preparation of this Report and through early-day stakeholder engagement, issues have emerged which seem worth highlighting.

They are not the only issues affecting the High Street and they vary in impact - some apply along the length of the street, others to individual zones; some are easily identified through the analysis, others have been raised by specific agencies – they would not be identified by physical analysis and do not appear in the zonal sections. Many are unanswered questions and all need to be considered as High Street projects progress. They are listed here, in no priority order.

- The designing of the High Street is a placemaking exercise which helps develop a strong identity, not a branding exercise.
- Make the High Street distinctively Cheltenham's High Street – not 'anywhere' High Street.
- Make the High Street cohesive, but recognise the different urban quarters affecting it.

- The High Street should be not only a destination, but somewhere people want to walk along, linger in and enjoy.
- The town centre needs to accommodate additional bus connections and increased bus use as the town grows.
- Strategies need to be identified to encourage 'living over the shop' and make the High Street an attractive place to live.
- Use public art to enhance nodes and spaces.
- How can statutory bodies, businesses and landowners work together to manage the clustering of uses which generate nuisance and the introduction of uses which generate beneficial behaviour?

- Control street clutter – road markings, signs, bollards, etc.
- Street layout needs to accommodate pedestrians, cyclists and vehicles mingling safely and comfortably.
- Consider the relationship between the High Street and the streets and alleys which link to it – identifying where the focus can be widened to help improve the character of adjoining streets.
- Address the bleak character of the car parks serving the High Street.
- Consider how a street which has not historically been tree-lined can be 'greened' in order to enhance the street scene and bring environmental and health benefits.



Reference

- TF1 CTFD led projects
 - TF 1 Promenade Phase 1
 - TF 2 Promenade Phase 2
 - TF 3 Promenade Phase 3
 - TF 4 Promenade Phase 4
 - TF 5 War Memorial Restoration
 - TF 6 Pedestrian Promenade Enhancements
 - TF 7 CTP - Boots Corner
 - TF 7a CTP - Albion Street
 - TF 7b CTP - Oriol Road
 - TF 7c CTP - Promenade / St Georges Road
 - TF 8 St Marys Minster Green Oasis
 - TF 9 North St / North Place
 - TF 10 Grosvenor Car Park Linkages
 - TF 11 The Wilson Public Realm
 - TF 12 Imperial Square
 - TF 13 Queen's Hotel Public Realm
 - TF 14 St Mary's Alleyways
- J1 GCC Highways Projects
 - J1 CTP - Albion Street / Gloucester Place
 - J2 CTP - Albion Street / Winchcombe Street
 - J3 CTP - Albion Street / Portland Street
 - J4 CTP - Albion Street / St Johns Avenue
 - J5 CTP - Clarence Street / Crescent Place
 - J9 CTP - Imperial Square / Promenade
 - J10 CTP - Boots Corner
 - J12 CTP - Imperial Square / Bath Road
 - J13 CTP - Imperial Square / Rodney Road
 - J15 CTP - Albion Street / Sherbourne Place
 - J16 High Street Resurface Works (Pittville Street - Winchcombe Street)
 - J17 Bath Road Safety Scheme
 - J18 Queens Hotel Road Safety Scheme
- 1 Private Developer Led Public Realm Projects
 - 1 North Place
 - 2 Haines & Strange
 - 3 Ormond Place
 - 4 Brewery Phase 2
 - 5 Royal Well/Municipal Offices
- HS1 CDTF High Street Priority
 - HS 1 West End
 - HS 2 St Georges Square
 - HS 3 High Street West
 - HS 4 Boots Corner
 - HS 5 High Street East
 - HS 6 Cambray/High Street
 - HS 7 The Strand

West End

High Street 1 Gloucester Road to Ambrose Street

ARCHITECTURAL CHARACTER

This part of the High Street was developed along its entire frontage by 1820 with compact terraced buildings, on narrow, medieval burgage plots. Many narrow roads to the north and south developed with terraced housing for artisan workers to serve wealthy visitors to the town. The character changed after 1932 with the demolition of a number of historic buildings to make way for the Northern Relief Road and light industrial buildings. The medieval origins remain apparent in the dense urban grain with a mix of residential and commercial units in buildings of a variety of architectural styles and periods.

Listed buildings:

- A. Cheltenham Gas Company Building, 1880. Grade: II listed
- B. 441 High Street. Built as the Sun Inn in the 1870s, classically inspired and a rare example of an ornamented building in an area of modest and plain terraces. Grade: Locally indexed
- C. St Mary's Mission and St Mary's Cemetery Chapel. Grade: II listed
- D. 330 High Street. House, now shop with flat over and attached railings. c1810-30 Grade: II listed
- E. 331 High Street. House, now shop. Probably late C17 with later additions c1830-50. Grade: II listed
- F. 304 High Street. Shop 1912. Grade: Locally indexed.

Street Elevation N: The northern elevation is a mixture of 20th and 21st century development and Regency facades. Buildings are 2 or 3 storey terraces on narrow plots giving a dense urban grain. Buildings heights on both sides tend to increase towards the east. Of note is number 331 which is Grade II listed (E). An interesting feature is the 1930s Ace Bingo Hall, which used to be the Essoldo Picture House.

Upper Storey Occupancy: 80% approx.

Overall Quality: Poor, improving toward the centre of the town.

Condition: Poor overall. The condition improves closer to the town centre.

Street Elevation S: Overall the elevation is made up of 2 and 3 storey Regency terraces with modern infill and one 4 storey house towards the east end. There is mix of architectural styles towards Ambrose Street and a number of architecturally interesting historical buildings including two historic pubs. Shop frontages are contemporary and colourful.

Upper Storey Occupancy: 80% approx.

Overall Quality: Mixed, the quality of the buildings improves closer the town centre.

Overall Condition: Generally poor; bad paintwork etc. The two pubs are in good condition.

PUBLIC SPACE

Streetscape: This section of the High Street has two distinct characters; the inner ring road west of Poole Way with two lanes of traffic and a traffic dominated junction at the intersection with the 'Lower' High Street. and the 'Lower' High Street east of Poole Way. This has on-street parking and bus stops with slower moving traffic making.

Street space: Between the Honeybourne Line and the junction with Poole Way the street space is broad with three lanes of traffic. East of the junction the street steadily narrows, initially with room for two lanes of traffic and on-street parking down to a relatively narrow street space of around thirteen metres toward to Ambrose Street. On-street parking limits traffic space

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making the street feel confined. There is a strong sense of enclosure for most of the High Street east of Poole Way, occasionally weakened by a number of low single storey buildings and gaps between houses.

Pavement surfaces: From the western end up to Burton Street generally patched macadam. East of Burton Street 450 x 450mm concrete slabs parallel staggered bond.

Overall Quality: Acceptable, poor west of Poole Way

Overall Condition: Generally ok, west of Poole Way tarmac pavements are patched and very poor.

Road surfaces: Standard tarmac.

Street furniture: Pavements are generally of sub-standard width (1.5m at points) so highway signage especially at junctions cause frequent obstructions to pedestrians. Some of this signage is obsolete.

Street Planting: Eight trees on the perimeter of the Royal Mail site (private land). Four street trees to boundary of Poole Way car park. One street tree at Park Street entrance.

Drainage: Highway kerbside. *Ok.*

On Street Activities: Licensed: None. Other: Local shopping, night time economy of pubs and takeaways. Multi-faith and community activities add to the cultural diversity of this area.

CONNECTIVITY

Pedestrian: This is a long section of the High Street with pedestrian and cycle connections to the Honeybourne Line (through Winston Churchill Memorial Gardens) to the railway station and to the north the Prince of Wales Stadium. There are many pedestrian links to the north through side roads to St Paul's and the university and to the south there are pedestrian links to Waitrose and the station. At the western end pedestrian movements are confined by heavy traffic whilst towards the east end pedestrian movements are confined by narrow pavements.

Cycle: On-street with infrequent cycle racks.

Traffic: High levels of vehicle movements especially at peak hours.

Deliveries: Front, off street.

Bus traffic: Buses can cause obstacles to other traffic due to the narrowness of the street in places.

Road traffic future: No changes proposed.

Car parking: Poole Way- 36 spaces, also used as a pedestrian cut-through. The car parked is bounded by a high wall and does not have much activity late at night. On-street parking throughout much of this zone.

Positives

- *This is an area well used by students at the university and so is relatively busy most times of the day.*
- *Access to the Honeybourne line linking to the north and south.*
- *Good access to on-street parking, and off-street parking spaces and two bus stops within the area.*

Negatives

- *Traffic can cause congestion and slow moving traffic has a negative impact on air quality.*
- *Walking distance and severance from main high street.*

ECONOMY

Overall: Businesses tend to be economically marginal as it is at the

extreme western end of the High Street. It is a shopping centre for the local community and is characterised by businesses which cater to incoming communities including Polish, Chinese and Asian, mainly food shops and facilities targeted to the local student population. These shops have a loyal customer base without need of marketing.

Business use categories:

The area is a mix of residential buildings, some with shops below. These shops include restaurants and cafés and hot food takeaways.

Nature of traders: Ethnic food and drink, specialist retail and takeaways.

Link to other projects: No other projects are envisaged currently and no large scale private investment is expected in the near future.

The Cheltenham West End Partnership

CWEP was set up as a regeneration partnership with community members and traders to discuss improvements to the area. It successfully bid for Single Regeneration Budget funding but response has been mixed. Any future projects should be run in partnership with the CWEP to gain community legitimacy and achieve sustainability. This zone needs to be 'loose fit' to enable easy business transitions.

Positives

- *There are many specialist independent food shops catering for niche markets adding interest through diversity.*
- *Loyal customer base for local shops.*
- *Tree planting along Poole Way which provides uplift to the zone.*
- *Interesting and distinctive buildings close to the junction with Ambrose Street.*
- *Proximity to the Honeybourne line with good pedestrian and cycle links to residential areas.*
- *CWEP- mechanism for community consultation already established*

Negatives

- *Buildings are of low quality and low condition for much of the area, particularly to the western end.*
- *Modern street lights make the street feel like a highway rather than a shopping street.*
- *A lack of street trees loses the connection with Cheltenham's identity.*
- *There are concerns that through a variety of methods takeaway fast food outlets have been allowed to dominate the area.*
- *Projects to work with local residents and traders have received mixed responses previously.*

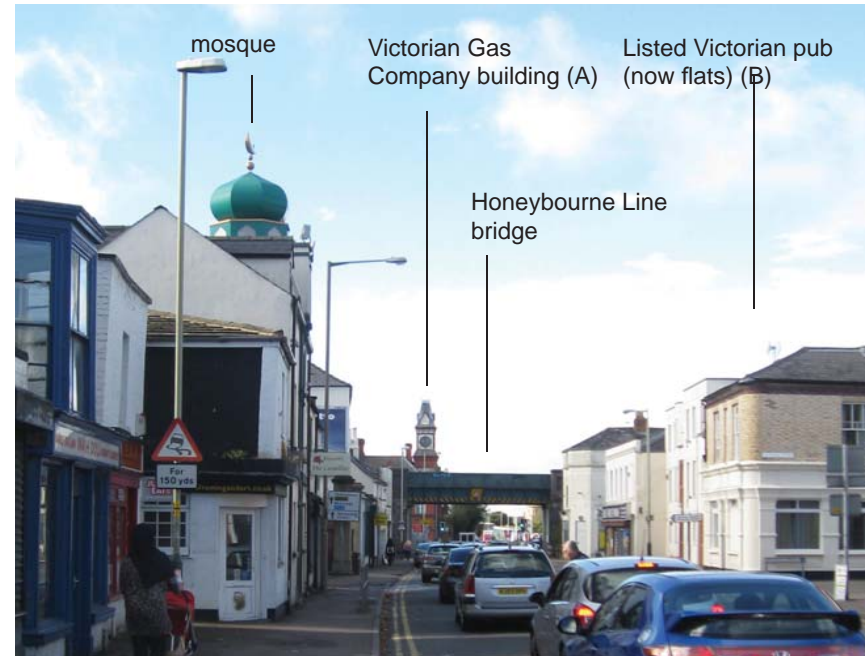
Key opportunities

- *Create a strong visual identity for the zone which can accommodate business transitions and consider temporary landscapes.*
- *Facilitate the zone as a local centre by improving pedestrian & cycle access.*
- *Manage business transitions to ensure a balanced retail offer.*
- *Establish stronger links with the business community.*
- *Re-design bridge to create new 21C 'Gateway' to the town centre*
- *Tree planting alongside roads and landscaping of the Poole Road car park.*



LEGEND

	Key opportunity		Green space
	Landmark feature		Street tree
	Building of architectural merit		Car parks and on-street parking
	Listed building		Key views
	Major private development		Major highway schemes



West end, view west;

This part of the High Street has an ethnically diverse range of businesses; the streetscape is dominated by the vehicles and modern street lights making the street feel like a highway. Three key buildings increase the interest of the street scene.



West end;

West End car park next to Poole Way retains its character as a former road, still used by pedestrians as a route connecting to the University area.



Central section, view east;

Two historic pubs retain the original architectural detailing and are in good condition; large advertising billboards do not support local businesses and detract from the distinctiveness of the areas character.



East end, view west;

Mixed architectural styles at the east end add architectural interest. Good enclosure is achieved by the continuous building line. This part of the high street feels narrow because of the density of traffic passing along it. The character is of a traditional street environment.



Sketch image of potential 'Uplift' to vacant lots;

Vacant properties detract from the apparent vibrancy of the area, however temporary landscape treatment could mitigate this in a cost effective manner. Many side elevations support billboards promoting national rather than local businesses.

St George's Square

High Street 2 Ambrose Street to Henrietta Street

ARCHITECTURAL CHARACTER

Between the 13th-18th centuries Cheltenham largely consisted of the High Street, with lanes north and south leading to orchards and fields. New Street, known as the Knapp and Henrietta Street, then named Fleece Lane, were among the earliest lanes and in existence by 1617. St George's Square was laid out in 1806 on the site of Rack Close Field. At this time Ambrose Street was a minor lane and a central green is evident at the meeting point of these three routes. In the early 19th century Ambrose Street and Henrietta Street were developed with artisan terraced housing. Development along the High Street followed the medieval burghage plots resulting in a tight urban grain still evident today. Around 1813 Normandy House became the General Hospital and Dispensary, later used as offices. The bowling green now occupies St George's Square and with the junction of tree lined Ambrose Street there is a more open aspect at this location.

Listed buildings:

- A. Normandy House 1810. Grade: II
- B. Chapel House 1809. Grade: II
- C. 277-271 High Street - Houses 1810. Includes: Nos.271-277 High St. Grade: II

Street Elevation N: East of Normandy House, a three storey Regency villa with largely intact historic elevations which is set-back from the street, the northern elevation is almost entirely Regency facades of 3 storeys. The retention of historic detailing on a number of buildings adds to the area's interest. The shop frontages are mixed quality; although some are historic with interesting detailing.

Upper Storey Occupancy: 80% approximately.

Overall Quality: Overall quality of the elevation is high, in particular between St George's Street and Henrietta Street.

Condition: The condition is good, especially above street level. Shop frontages are also in reasonable condition with some historic details and traditional awnings.

Street Elevation S: The building line is fragmented to the west by the 1960s toilet block, bowling green and entrance to Jenner Gardens. Beyond this the elevation is 2 to 4 storeys and devoid of historic detailing. Shop frontages and fascias are modern. Railings used as a boundary treatment are prominent in this area.

Upper Storey Occupancy: 90% approximately.

Overall Quality: Quality of the buildings is low, with permanent loss of most historic detailing.

Condition: Buildings are in very poor condition overall, with poor paintwork and cables fixed to facades.

Street Elevation W: At the west end there is an imposing three storey brick Victorian building situated at the end of Ambrose Street which is a key landmark as one walks from the east.

PUBLIC SPACE

Streetscape: This is a bus and car dominated street with confined pedestrian movement. Cars and buses are one way through most of the zone (east to west), with a contra flow cycleway. There is a mini roundabout with two way traffic through the western end of the zone. Complicated traffic movement leads to a large number of road markings and a traffic signage dominating the space.

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Street space: Street space is relatively enclosed and narrow between Henrietta Street to St George's Street. The character changes significantly at St George's Street where it broadens to a wide 'square' with an open, green southerly aspect.

Pavement surfaces: Surfaces are predominantly concrete flags with block pavers along kerb edges. There are large areas of tarmac infill where pavers have failed. There are two build-outs on the north side, between Henrietta Street and St George's Street. On the south side the pavement widens to a width of 8-12 metres beside the bowling green. There are granite setts at the entrance to Jenner Gardens.

Overall Quality: The pavement surfaces are a mixture of styles and poor quality overall.

Overall Condition: Poor and in need of replacement.

Road surface: Tarmac with large areas of vehicle control hatching.

Street furniture: A great deal of street clutter associated with the highway including railings, CCTV, street lights, street signs and other street furniture relating to pedestrian crossings.

Street planting: Two trees on this part of the High Street. There is an avenue of trees down Ambrose Street.

Drainage: Water pooling at the crossing at St George's Street after heavy rain.

On street activities: Licensed activities: Former market on Thursdays in the High Street Car Park. There is also one public bench and the entrance to bowling club. Shopping – furniture, electrical items and charity shops.

CONNECTIVITY

Pedestrian: Connectivity is good at the east end where traffic flow is low and one way, but is highly constricted at the west end where traffic flow becomes high and pavements narrow. Ambrose Street and Henrietta Street provide walking links to the north and south. There is a pedestrian route through Jenner Gardens which leads to St George's Place; the gates are open 7am-9pm. There is a pedestrian route through the High Street Car Park to the Swindon Road. There is no natural surveillance so there are safety issues for pedestrians at night.

Cycle: Cycling is on street with some provision for marked lanes. There is cycle parking beside the toilet block.

Traffic: This is a busy area for bus routes and traffic in general often congested at peak times.

Deliveries: Deliveries are front, on street.

Bus Access: No bus stops in this zone but there are frequent bus services running along this zone of the High Street.

Road traffic future: No movement changes planned but likely to take more traffic in Cheltenham Transport Plan.

Car park access: High Street Car Park - 126 spaces. On street parking north side of street. Chester Walk Car Park, privately run by Euro Car Parks – next to HS3

Positives

- Good access to local parking.
- Good access to bus stops and bus routes.

Negatives

- High levels of vehicle movement cause congestion at western end.

- The High Street Car Park is unattractive and may feel unsafe to some users at night.

ECONOMY

Business use categories: This area is a mix of residential buildings with shops below. These include restaurants and cafés, including ethnic hot food takeaways. Organisers of the market which formerly operated on the car park on Thursdays have investigated moving to the Cambay High Street (HS6). This is currently not workable as traffic regulations would not prohibit dismantling of the stalls prior to 6PM.

Nature of traders: Independents and charity.

Link to other projects: The Brewery development is expected to have significant economic benefits for this part of the High Street.

Positives

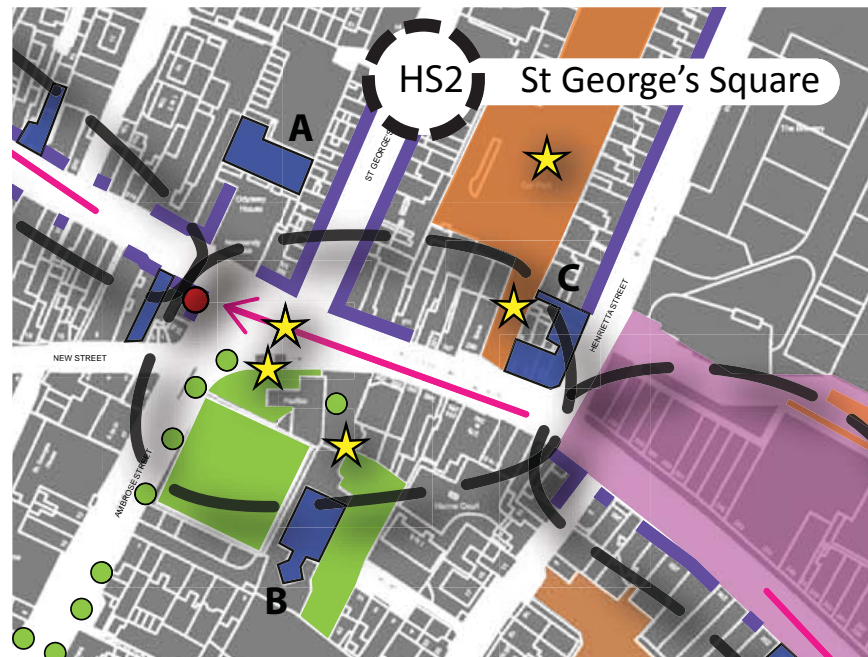
- High quality buildings, some of which are listed and retain historic detailing and which are in a good condition, this adds to the potential to make this an attractive part of the High Street.
- Areas of wide pavement with potential for tree planting or greening. On the south side the pedestrian area is wide and with the redevelopment of the toilet block and removal of large amounts of street clutter could support potential for creating an attractive destination.
- The disused toilet block could be redeveloped by private money probably with a higher quality food outlet that could re-invigorate this part of the High Street.
- High quality mature trees. These add to the attractive view to the south-west and offer the potential to form a continuation of an avenue through to the High Street.
- The history of Edward Jenner and connection to the Chapel. Potential for more celebration/ interpretation.

Negatives

- The zone is designed for vehicle movement with some congested paths and no 'place' quality.
- At the west end the street is dominated by traffic congestion during busy times of the day.
- A large amount of street clutter, especially at the west end. Pedestrian guard railing particularly cuts off the connectivity for pedestrians.
- Street surfaces are visually busy and pavement surfaces are of a low quality and condition.

Key opportunities

- Redevelopment of disused toilet block as new business and catalyst for regeneration.
- Re-design streetscape to enhance character and create strong identity for the space 'Gateway to the West End'.
- Re-design traffic flow to reduce severance of pedestrian routes caused by vehicle movement.
- Improve pedestrian safety & image of car park.



LEGEND

- Key opportunity
- Landmark feature
- Green space
- Street tree
- Building of architectural merit
- Listed building
- Major private development
- Car parks and on-street parking
- Key views
- Major highway schemes



West end, view east;

The space opens out into a 'square' At the Ambrose Street junction, mature trees around the bowling green add a 'green' highlight. The disused toilet block offers opportunity for re-development which could re-invigorate this zone.



Disused Toilet block;

The disused toilet block should be replaced with a high quality building to create a destination and landmark. The existing building obscures views of the bowling green and opportunities to exploit the large areas of public space are lost.



West end, view east;

The architecture of the north elevation is high quality and in good condition, in particular the corner building is notable for its retained historic detailing; large amounts of street clutter associated with traffic movement impact negatively on the space.



Middle section, view west;

Street clutter associated with the management of vehicles and pedestrians impacts negatively on the streetscene in contrast to interesting facades of the Victorian corner building, which marks the narrowing of the High Street to the West End zone.



Sketch image of potential of car park entrance 'Uplift';

Extensive blank sidewalls and poor lighting make use of the High Street car park unattractive to pedestrians at night. and leave a 'Gap' in the HighStreet. The lack of suitable public realm treatment reduces visibility of the parking facility and gives the appearance of an empty space on the street.

High Street West

High Street 3 Henrietta Street to Bennington Street

ARCHITECTURAL CHARACTER

This is the centre of medieval Cheltenham adjacent to the Grade I listed Minster of St Mary's. It was around this church that the linear settlement of Cheltenham developed on an east-west route. The town was granted market status in 1226. The market was originally located on the High Street near to the present day Bennington Street, in 1822 it was moved to the northern end and an arcade was constructed with the lane opened up to form the present day Bennington Street. This part of the High Street was previously known for Pate's Grammar School founded in the 16th century and demolished in 1967 and the Brewery, opened by John Gardner in 1760 and renamed Cheltenham Original Brewery in 1888. The 'Dragon & Onion' street lights now found in the churchyard were originally located on this part of the High Street.

Listed buildings:

- A. 228 High Street listed house, c1810-30 with later additions and alterations including c1980s ground-floor shop front. Grade: II

Street Elevation N:

From Henrietta Street to Bennington Street the north elevation was replaced in 1967 by the 'ham-fisted blocky brutalist style' (D Verey & A Brooks, Gloucestershire; Pt 2 Vale and Forest of Dean, Pevsner Architectural Guides: Buildings of England) development which houses 19 shops with parking and delivery space at the rear. The whole elevation will be replaced as part of the Brewery Phase 2 development with a new piazza style route linking the High Street to existing Brewery development. *Overall Quality: The overall quality of this elevation is low but scheduled to be replaced with a high quality frontage as part of the Brewery Phase 2 development commencing Autumn 2014.*
Condition: Currently poor condition.

Street Elevation S: The southern elevation has a larger number of interesting historical buildings, with some more modern infill. These buildings are between 2 and 4 storeys and notable among the many Regency buildings is St George's Hall. Five of the shop frontages have historic detailing.

Overall Quality: The quality of the south elevation is higher than the north, with two notable high quality historic buildings. The rhythm of the building line is interrupted by several modern glass fronted infills.
Condition: Good overall, the exception is a modern tiled building is in bad condition.

PUBLIC SPACE

Streetscape: The street accommodates buses and vehicles travelling westward. There are three bus stops along the section with pedestrian build outs and wide pavements.

Street space: This section lies between the narrow west end and broader east end and is dimensioned between these two at around 13 to 14 metres wide. The pavements are wide on the north side due to the setback of the 1960s building, the canopy edge demarking the property line. This width will be lost with phase 2 of the Brewery but the effect may be offset to some degree by the creation of a new pedestrian plaza space leading through to the existing Brewery. The pavements are around 4 to 5 metres wide on the south side. Pedestrian islands and build outs for the cycle path at the west end do not enhance the cohesion of the space creating visual clutter and

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obstruction to free pedestrian flow further westward up the High Street.

Pavement surfaces: The pavement on the north side is standard pre cast concrete with a block paving margin behind the kerb. The pavement on the south side is a mixture of smaller 450 x 450 concrete flags to the back of kerb. Standard concrete kerbs are used in this section as opposed to flush kerbs to provide an upstand for passengers accessing and alighting from buses. More recent build outs at bus stops and pedestrian crossing points are tarmaced.

Overall Quality: Poor but to be replaced with high quality palette of materials as part of Brewery Phase 2.

Overall Condition: Poor but to be replaced as part of Phase 2.

Road surface: Standard tarmac, scheduled to be replaced with coloured tarmac or similar as part of the Phase 2 development.

Street furniture: There are several groups of cycle racks, a bench and post box, various bollard types at the entrance to the churchyard, modern phone boxes and some redundant sign posts. Litterbins are the poor quality plastic type.

Street planting: None, may feature as part of the new Brewery link space.

Drainage: Highway gullies on north side, valley gutter in widened pavement on the south side.

On street activities: Fruit & vegetable market, market will not continue after Brewery development. There is significant activity associated with the bus hub.

Licenced: None, high footfall here precludes other uses of the pavement space.

CONNECTIVITY

Pedestrian: Well connected for pedestrians. There are pedestrian links through St Mary's Churchyard to the south linking to Chester Walk and Well Walk and the Wilson Art Gallery. The lanes to the north link through to St Margaret's Road and the Brewery; although the link through to the Brewery Development is currently poor, this will be improved during the next phase of development. Several small historic passageways still exist from this part of the High Street resulting from the original medieval settlement pattern – these are unattractive in their current condition and are perceived as unsafe at night.

Cycle: North and south links and with racks dispersed over much of the zone.

Traffic: This is a one-way street used for buses turning in from Clarence Street and vehicles which can turn right out of Bennington Street. Bennington Street is no entry from St Margaret's Road at the northern end and there are controls for vehicles driving from Baynham Way; taxis and disabled badge holders are allowed access and deliveries between 6pm and midnight.

Deliveries: Deliveries are to the rear in Baynham Way for the shops on the north side. To the south deliveries are to the front, on street.

Bus Access: This is a bus hub with 3 bus stops.

Road traffic future: Only minor changes planned.

Car park access: 23 spaces on Baynham Way. These will be lost with the redevelopment of this area. There is an NCP car park on Monson Avenue with 356 spaces north of the zone. There is a private Euro Car Parks car park just south of this zone between St George's Place and Chester Walk. This is considered sub-standard and has no natural surveillance.

Positives

- Good access to local parking
- Good access to bus stops and bus routes

Negatives

- Pedestrian links to the south are not attractive or perceived to be safe at night.

ECONOMY

Business use categories: Shops, hot food takeaways, banks.

Nature of traders: There is likely to be a significant difference between the north and south sides of the street with the current retail mix on the south side remaining and new retailers moving into the completed north side.

Link to other projects: Brewery Phase 2 is taking place on this section of the High Street late 2014 and is expected to bring significant economic & environmental uplift to this part of the High Street.

Positives

- High quality building on the south side, one of which is listed. These retain much historic detailing in a good condition above the shop facades, this adds to the potential to return this to being an attractive part of the High street.
- The traffic is limited to buses and cars eastbound with good bus connections.
- The development at the Brewery will significantly change the character of this area raising the quality threshold.
- There may be potential for street planting along the new pedestrian route to the existing Brewery.

Negatives

- The street has a confusing visual character from the variety of architectural elements in a variety of relationships.
- The enclosure of parts of the street is weakened by gaps and recessed buildings.
- Street surface is poor quality.
- No street trees.
- High kerbs and traditional highway design in a predominantly pedestrian space.
- Retail offer of mixed quality which may be uplifted following Brewery regeneration.

Key opportunities

- Ensure Brewery Phase 2 maximises opportunities for upgrading the quality of the street space and retail offer.
- Ensure design and treatment of the street is coordinated with aspiration for a single high quality treatment uniting the whole of High Street.
- Celebrate relationship with the Minster and the Wilson along St Georges St and the alleyways to the Minster.



LEGEND

- | | |
|---------------------------------|---------------------------------|
| Key opportunity | Green space |
| Landmark feature | Street tree |
| Building of architectural merit | Car parks and on-street parking |
| Listed building | Key views |
| Major private development | Major highway schemes |



West end, view east;

The curving street offers views into the core retail area; the south elevation is a mix of Regency buildings with modern infills. The over-engineered cycle measures detract from the historical setting of the built form and cause visual clutter.



Middle section, view east;

This part of the High Street functions as a vital town centre bus hub although private vehicles have access also. Two key buildings include the Grade II listed number 228 (A). The historical building frontage is broken by modern infill.



East end, view east;

Narrow passageways link through to the Churchyard; the Townscape Team is commencing work to enhance these pedestrian linkages to the Minster and the Wilson. The curved corner window of the Grade II listed buildings is an interesting repeated feature of the High Street.



East end, existing view west;

The stark 1960's building contrast with the higher quality historic architecture opposite; this building is to be replaced with the Brewery Phase 2 work. Street space will be narrowed with phase 2 but a new pedestrian link to the existing Brewery will enhance its connectivity.



Sketch image of proposed Brewery development;

The new pedestrian link to the existing Brewery arcade, with geometry aligned on the Minster spire will help to reconnect the town with its heritage and improve pedestrian legibility. Higher quality architecture and public realm will support renewed economic activity.

Boots Corner

High Street 4 Bennington Street to Pittville Street

ARCHITECTURAL CHARACTER

Boots Corner marks the meeting point of the medieval and Regency developments of Cheltenham and the central heart of the town. The medieval High Street ran approximately east to west with small lanes to the north and south. One of these was Greyhound Lane which later became North Street. To the south of the High Street the Promenade was laid out in 1818 as a tree-lined ride leading up to the Imperial Spa (previously known as the Sherbourne Spa and now the site of The Queen's Hotel). Initially this was called Sherborne Walk or Rides and became a prime site for private dwellings which later converted to shops and businesses. The Promenade supplanted Well Walk as the north-south axis of fashionable Regency Cheltenham.

Listed buildings

- A. St Mary's Minster Grade: I
- B. Nos.210-216 4 terraced houses, now shops, with attached walls and railings and 2 sets of gate piers with overthrows at rear. c1820-50. Grade: II listed.
- C. 202 AND 204 High Street. 2 shops c1820-40. Grade: II listed
- D. Boots The Chemist 197-199 High Street. Shop. 1906 by Chatters & Smithson. Commercial; Grade: Locally indexed.
- E. 14/12/83 Nos.2 AND 4 Promenade. Banking hall, 1880, for the Worcester City and County Bank. Grade: II listed

Street Elevation N: Between Bennington Street and Boots Corner there is a mix of two and three storey 20th century buildings attached to three storey Regency buildings that retain some architectural interest. At the end of the Promenade is the locally indexed Boots building (D).

Overall Quality: The overall quality is mixed. There are good quality Regency buildings and early 20th century commercial buildings. Later 20th century buildings are of a lower quality.

Condition: Mixed. Regency buildings are in good condition, the historic buildings which house Boots are in poorer condition and their shop fascias detract from the quality above street level. The 1960s corner block on Pittville Street does not contribute positively to the quality of the space.

Street Elevation S: The elevation is a mixture of different architectural styles and building periods; good quality Regency, an 1880s banking hall (E), 1930s commercial and a 1960s commercial building, three and four storeys in height. Of note are two end buildings with curved façades and the Grade II listed 19th century French Renaissance style bank.

Overall Quality: The buildings are of mixed quality. The curved facades give this part of the High Street a distinct character and there are some important listed buildings.

Overall Condition: In general buildings in this section are in good condition. Some later buildings are in need of renovation.

PUBLIC SPACE

Streetscape: This space is extremely busy and congested at peak times with high volumes of vehicle traffic passing northward and high volumes of pedestrians. This is exacerbated by the pedestrian crossing causing delay to both vehicles and obstruction to free pedestrian flow along the High Street. There is a confusing mix of shared space and highway and vehicle free space all within close proximity of each other.

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Street space: The street space opens out from around thirteen metres at the western end to thirty metres across Boots Corner before narrowing down again to fifteen towards Pittville Street.

Pavement surfaces: West of Boots Corner the pavements are natural stone with a conservation kerb line indicating the former line of paving. The pavement and kerbs are flush with the road surface. At Boots Corner and east of Boots Corner the pavements are pre cast concrete flags in a variety of orientations. These are patched in a number of places. There are block pavers at the corner on the south side. Smaller concrete flags make up the footways along Clarence Street and North Street.

Overall Quality: Only the natural stone is of high quality, the rest is poor and in need of replacement.

Overall Condition: Generally poor and in need of repair.

Road surface: West of Boots Corner, failed block pavers in a red colour, all other areas are standard tarmac.

Street furniture: There is a large amount of street furniture associated with the road crossing but not much practical furniture providing seating or cycle parking. There is also a domestic scale water feature.

Street planting: None.

Drainage: on street.

On street activities: Newspaper vending, casual sitting and meeting point. Licensed activities: None

CONNECTIVITY

Pedestrians: This area is the centre of town. It is well connected to the main shopping street of the Promenade and the High Street as well as the churchyard, the Wilson Art Gallery and other tourist attractions. There are good links north and south, the Promenade to the south providing a high quality environment, and North Street which links through to the North Place development site. North Street is not an especially pleasant street for pedestrian to use.

Cycle: This zone acts as an arrival point for many cyclists heading from the north and the south. Cycle parking is insufficient with cycles frequently attached to railings.

Traffic: All vehicles can travel north along Clarence Street/North Street, this is heavily used creating a conflict with the large pedestrian flow of along the High Street. All vehicles can travel south from Pittville Street then eastward along the High Street and southward again on to the Promenade, busses travel this route and either exit up North Street or travel westward along the High Street.

Deliveries: Deliveries are generally to the rear of buildings except along the Promenade. Some deliveries are to the rear on Rose and Crown Passage.

Bus Access: Buses travel south down Pittville Street and then loop north around the Prom and Clarence Street. There are bus stops on Clarence Street and Pittville Street and North Street. Buses can continue northward up North Street or West along the High Street.

Road traffic future: Expected reduced traffic levels as part of the Cheltenham Transport Plan if approved.

Car park access: The nearest car parks are the Brewery Car Park at Baynham Way and at the Regent's Arcade. There is much informal street parking and disabled parking on the Promenade.

Positives

- Good access to bus stops and bus routes

- Pedestrian zones to the east and west and wide pavements

Negatives

- Traffic flow is busy along Clarence Street/North Street causing major severance of pedestrian flow as well as noise and air pollution in what might otherwise be a pleasant public space.
- Alleyways are historic but also pose a safety risk at night.

ECONOMY

Business use categories: Shops, Financial services, restaurants and cafes, business.

Nature of traders: Chain stores, banking and eateries.

Link to other projects: The Cheltenham Transport Plan proposals (if approved) will greatly reduce the severance caused to the High Street by the large volumes of traffic heading north. Proposals to upgrade the quality of the public realm should follow the successful implementation of the traffic changes. Both the North Place development and Brewery Phase 2 are expected to significantly boost the economy and vibrancy of this part of town.

Positives

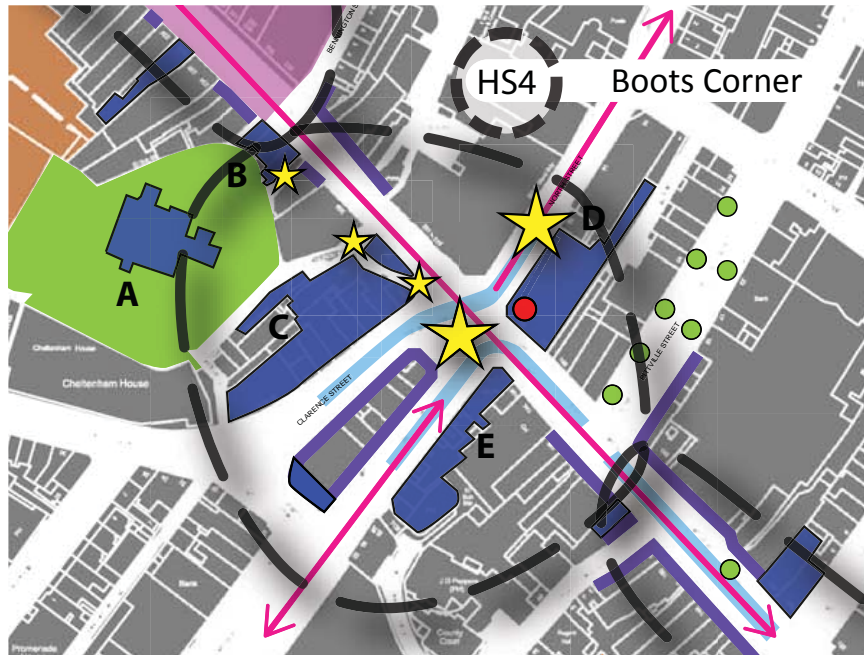
- Key central location which has potential to be the public 'Heart' of the town, celebrating the town's civic pride.
- High quality buildings, some of which are listed and retain historic detailing and are in a good condition, this adds to the potential to make this an attractive part of the High Street.
- Major private investment at adjacent sites already committed.

Negatives

- Conflict between pedestrians and vehicles on Clarence Street/North Street.
- Traffic dominated poor quality public space.
- Pavement surfaces in poor condition.
- Shop frontage of Boots and Primark along North Street is blanked out reducing vibrancy of this important route north..
- Some key building in need of extensive refurbishment.

Key opportunities

- Reduce conflict between traffic and pedestrians and severance of the High Street.
- Create a new vibrant 'Heart' and reinforce the identity of the town.
- Establish a public realm quality standard that can inform all future works along the High Street.
- Create quality pedestrian link to North Place development.
- Create an appropriate link between the Regency Promenade and medieval High Street.



LEGEND

Key opportunity	Green space
Landmark feature	Street tree
Building of architectural merit	Car parks and on-street parking
Listed building	Key views
Major private development	Major highway schemes



West end, view east;

The south elevation west of Boots Corner includes the distinctive rounded end of the Cobblers Corner building (C). Shared surface treatments present a more relaxed shopping experience after the congestion and severance of the Clarence Street / North Street crossing.



Boot's Corner, view south:

The 1930s building at Boots Corner sits at the centre of the town marking the junction of the Regency town planning with the medieval street pattern. Improvements to Boots Corner may be the catalyst to renovation of this building.



View of Clarence Street;

Intensive traffic movement heading north along Clarence Street causes massive severance to the high Street. This crossing is difficult to negotiate even for fully mobile pedestrians and is a constant cause of frustration to motorists and pedestrians alike.



East of Boot's Corner;

The high quality landmark Boots building sits at the end of the Promenade terminating the view from the south. The potential for public space is marred by the large expanses of carriageway.



Sketch image of potential Boot's Corner regeneration;

One of the four artist impressions included within the Cheltenham Transport Plan consultation. Tree planting proved the most popular with 51% of the preference vote. If trial traffic works are approved this opens up new opportunities to create a high quality public space at Cheltenham's heart.

High Street East

High Street 5 Pittville Street to Beechwood Arcade

ARCHITECTURAL CHARACTER

The Regent Arcade in the centre of this zone was built on the site of The Plough and Coaching Inn which dated back to 1684 and was demolished in the 1980s. The Assembly Rooms, built in 1810 as part of Cheltenham's developing visitor attractions as a fashionable spa resort was on this section of the High Street. It was replaced in 1819 and again in 1900 by the Grade II listed Lloyds Bank building. Other buildings of note include a bank building on Winchcombe Street, which was replaced in the 1960s with the current Cheltenham and Gloucester Bank building.

There are three listed buildings in this area:

- A. 166-168 shop with flat over 1800-20. Grade: II listed.
- B. 159-161 two shops with flats over 1790-1800 2 shops with flats over c1790-1800 with c1970s ground-floor shop fronts. Grade II listed.
- C. The Bank 1900, built on the site of the Assembly Rooms. By Waller and Son. Classical Baroque style. Grade II listed.

Street Elevation N: Between Pittville and Winchcombe Streets the elevations become grand in scale and the façade length of building generally increases. Many of the buildings are historic with interesting decoration and detailing. The height of buildings on this side of the street is predominantly three storey. The Marks and Spencer's building presents an impressive Neoclassical façade of 1935-6 by Albert E Batzer.

From Winchcombe Street to Rodney Street the elevations are more architecturally varied, with some variation in building line and heights of two and three storeys. These include modern buildings, Regency frontages on a more domestic scale and grander buildings with stucco detailing. Shop facias are modern but of a higher quality than in general along the High Street.

Overall Quality: The overall quality of the elevation is high, in particular above street level between Pittville Street and Winchcombe Street.

Condition: Overall the condition of the buildings is high, in particular above street level between Pittville Street and Winchcombe Street.

Street Elevation S: The southern elevation is a mixture of storey heights and architectural styles including Regency, Victorian and modern. Of note in particular is an Art Deco building and a listed Victorian Bank (C) in a richly decorated, Baroque style. Shop fascias are modern and again of a generally high quality.

Overall Quality: The quality of buildings is high, especially above street level.

Condition: Good

PUBLIC SPACE

Streetscape: Over half of this zone is a pedestrian space with delivery routes and street trading. The section between Winchcombe Street and Rodney Road is single lane, one-way traffic with wide pavements. This part of the High Street is pedestrian priority as cars move slowly through the area and pedestrians cross the street freely.

Street space: The street space is divided into two sections;

At the west end the street is wide, with good enclosure from two, three and four storey buildings on either side of the street. At the east end the street is at its widest along the whole of the High Street at 19 metres. Pavements remain wide to the north and south of Rodney Road which runs along the High Street for approximately 30 metres at 9 metres on the north side and

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5 metres on the south side. This zone lacks a distinctive character: has little street furniture and few trees and does not encourage shoppers to linger.

Pavement surfaces: In the pedestrianized part of the zone paving surfaces are predominantly concrete flags with brick paver linear detailing. Block pavers have been used at the edges, where the paving meets the road surface. There are large areas of tarmac infill where pavers have failed.

Along the section between Winchcombe Street and Rodney Road there is a mixture of paving treatments. To the north there is a continuation of concrete flags with linear detailing. To the south the pavement has three different treatments; concrete flags, block pavers and a tarmac build out.

Overall Quality: Overall quality is poor as many of the paving slabs have failed and there are large areas of tarmac infill.

Overall Condition: Very poor and in need of replacement

Road surface: Standard tarmac.

Street furniture: There is a cluster of street furniture at the west end. There is a variety of street furniture through the area including CCTV cameras and bollards. The 'Dragon & Onion' Lamps located along the centre of the street are listed and the only evidence of quality in the street space.

Street planting: 1 tree remaining. Benches have been placed to protect trees which are vulnerable to impact from delivery vehicles.

Drainage: Gullies along former carriageway kerb line.

On street activities: Infrequent busking, charity collection, sitting.

Licensed: Food retail, flower stall, children's rides.

CONNECTIVITY

Pedestrian: Connectivity is good throughout the pedestrianised zone. Regent Chambers, Regent Street and Regent's Arcade provide good walking links south to shopping areas and the Promenade. Rodney Road provides links to Oriol Road. To the north Winchcombe Street and Pittville Street provide links to Albion Street and beyond.

Cycle: Cycle access to the north and south is provided along a number of streets and there are cycle racks dispersed throughout the zone.

Traffic: This zone is pedestrianised but Rodney Road to Winchcombe Street is open to all traffic.

Deliveries: Most deliveries are made to the front with a loading bay on the highway section.

Bus Access: No bus stops in this zone but the nearest stops are at Pittville Street (6 stops), Clarence Street (4 stops) and Winchcombe Street (1 stop)

Road traffic future: No changes planned.

Car park access: Beechwood Arcade Car Park (customers only) 372 spaces. Regent's Arcade car Park – 557 spaces. There is some on street parking on Rodney Road, and Winchcombe Street. The route to the Beechwood Arcade car park is through the arcade. It is closed at night. The route to the Regent's Arcade car park is via Regent Street.

Positives

- Good access to bus stops and bus routes at the western end.
- Good pedestrian links throughout the area.
- Largely a traffic free area.

Negatives

- Frequent deliveries during busy period.
- Poor quality surfacing.

ECONOMY

Business use categories: Shops, Financial and professional services

Nature of traders: Established High Street chains stores and some banking.

Empty premises: None.

Link to other projects: Surface improvements to the delivery access route between Pittville Street and Winchcombe Street commenced September 2014, funded by GCC highways maintenance.

Private development of 94 houses on the Haines and Strange site to the north of Albion St is expected to increase footfall locally.

Positives

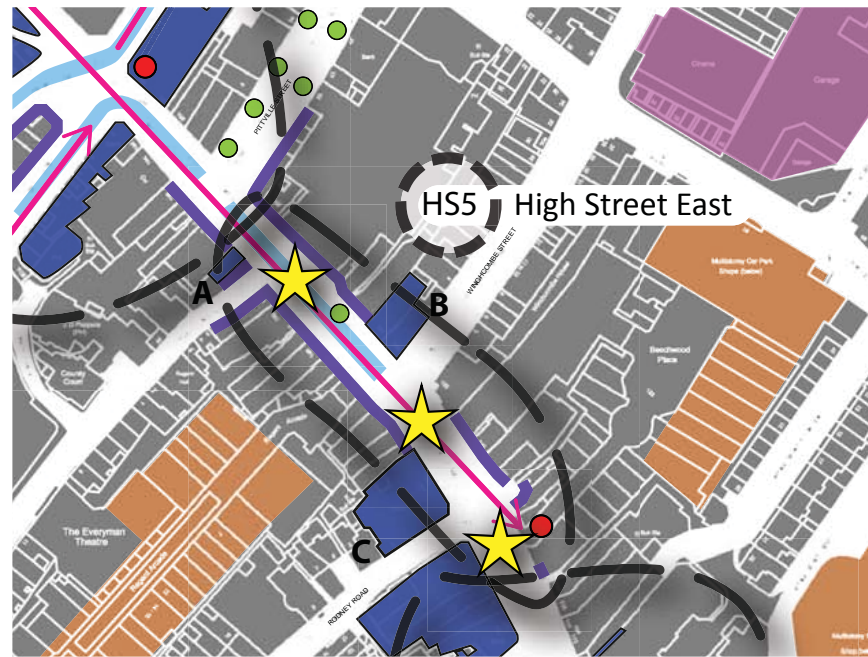
- High quality buildings, some of which are listed and retain historic detailing and which are in a good condition, this adds to the potential to make this an attractive part of the High Street.
- The pedestrianised area and wide pavements have potential to create a pleasant shopping space. Space allows for temporary markets and the creation of a stronger image to promote people lingering in this space rather than simply passing through.
- Delivery access improvements will conform to a coordinated High Street materials palette.

Negatives

- Paving surfaces are dilapidated and not of commensurate quality for this part of the town.
- Some street traders have not had a positive effect on the quality image the town might wish to convey and established retailers have issues with proximity to some food sellers.

Key opportunities

- Commence restoration of coordinated, high quality retail environment along the High Street.
- Create a high quality 'Shopper friendly' character for this zone.
- Review street licensing with an aim to compliment the retail offer of the High Street shops.
- Re-design Rodney Road Winchcombe link to reduce severance for pedestrians and establish a safe walking surface.



LEGEND

Key opportunity	Green space
Landmark feature	Street tree
Building of architectural merit	Car parks and on-street parking
Listed building	Key views
Major private development	Major highway schemes



West end, view east;

The eastern pedestrianised part of the High Street has a grander scale of street space, street lighting and architecture, including civic buildings. Dated benches and an occasional street tree do not provide the appropriate setting to this high quality architecture and broad space.



West end, view east;

The recently refurbished Regent's Arcade adds to the high quality architecture in this zone. The façade is modelled on the historic Plough Hotel formerly on this site.



West end view east;

This space is used for various activities and functions including; street trading, shopping, sitting and relaxing, mobile street advertising and charity fundraising.



East end, view east;

Further severance to pedestrian flow is caused by traffic heading north along Rodney Road and Winchcombe Street. The residual road layout has not been adapted to reflect reduced traffic flow and pedestrian surfaces are uneven and in a particularly poor state.



Montage of Beechwood previously approved scheme;

This landmark location occupies the focal point along the street both from the west and the east giving it high visual prominence. The image shows a photomontage of previously approved proposal to upgrade Beechwood Arcade.

Cambray/ High Street

High Street 6 Beechwood Arcade to Bath Road

ARCHITECTURAL CHARACTER

Historically this part of the High Street retained a rural character being close to Cambray Meadows and Farm through which the river Chelt ran. The Cambray Meadows were developed at an early stage as a fashionable Regency area separate from the High Street. It was only when the Bath Road was joined to the High Street in the 1830s that this area connected through to the High Street.

- A. 128 High Street. A group of 3 houses, c1820-50. Grade II listed
- B. Nos.118-124 High Street. Row of 5 houses now shops and bank with flats over, c1818-1820. Grade II listed
- C. 116 High Street. Shop and offices. 1907 by Chatters & Smithson. (see 195-197 High Street). Brick, terracotta and stone. Four storeys. Grade: Locally indexed
- D. Elephant Mural (1993). Five mosaic panels by local artists Tim Turton and Nick Robertson. Grade: Locally indexed

Street Elevation N: Buildings are mostly three storeys with four storey Regency buildings where the High Street meets Bath Road. There is a mix of architectural styles and roof treatments, and a variation in the building line as the street narrows towards the east end. Of note is the curved and Regency frontage at 91. Shop frontages are generally wider than at the two High Street ends.

Upper Storey Occupancy: 55% approximately.

Overall Quality: The overall quality is mixed. There are some quality Regency frontages between 91 and 85. Towards the end of the row frontages are recessed.

Condition: The condition is mixed. In general the condition of the buildings improves towards the west.

Street Elevation S: There is a variety in building heights from a single two storey building to several four storeys buildings. Units tend to have narrower frontages reflecting the medieval burghage plots. There is a large variety in architectural style, modern, Regency and Victorian/ Edwardian. Of note is a curved Regency frontage and a row of six 4 storey Regency buildings (A).

Upper Storey Occupancy: 65% approximately.

Overall Quality: The quality of the buildings overall is high. All of the listed buildings are on this side of the street.

Condition: the buildings are in good condition overall, especially towards the west end.

PUBLIC SPACE

Streetscape: This is a fully pedestrianised zone. Street furniture and planting contribute to the character of the space towards the east end.

Street space: The street space changes from the width and 'grandeur' of the western part of this zone (an average of 15 metres wide), to a narrower and more confined and congested space at the eastern end (average of 10metres). At the junction of Cambray Place and the High Street the street is wide and sunny due to being south facing.

Pavement surfaces: Surfaces are a mixture of block pavers, concrete flags and tarmac infill and is uneven. Between Rodney Road and Cambray Place the surface is concrete flags with block trim detailing. At Cambray Place there is a raised circular patterned in a mixture of materials with the whole street surface paved in concrete block paving up to the Bath Road

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junction.

Overall Quality: Poor and visually confusing.

Overall Condition: Very poor and uneven. Many block pavers are loose and there are large amounts of tarmac infill.

Road surface: Not applicable.

Street furniture: This zone starts to become cluttered with street furniture items including bollards, phone boxes and benches especially at the narrow eastern end. The street is further restricted by the licensed cafes/bars which occupy both sides of the street.

Street planting: Two trees in acceptable condition.

Drainage: There is water pooling at the entrance of the alleyway (Grosvenor Terrace) and especially after heavy rain down the centre of the street.

On street activities: Licensed: food retail, flower seller seen at this location, licensed bars.

Other activities: there are five areas of seating in this section of the High Street together with shopping, eating/drinking at on-street cafes and bars.

CONNECTIVITY

Pedestrian: Connectivity is good throughout this area as there is no vehicular traffic. At the east end pedestrians are funnelled into a narrow pavement and there is an awkward crossing at the Bath Road junction. Cambray Place offers walking links south to Rodney Road (and an alternative route to Bath Road) and to the Promenade although this route is down a concealed passageway. To the north there are links through alleyways to Albion Street and Town centre East Car Park. These are unattractive, not overlooked and have safety implications at night.

Cycle: Cycle access is difficult but there are several cycle racks dispersed throughout this zone.

Traffic: Deliveries only. 6pm-10am

Deliveries: To front and rear.

Bus Access: There are no bus stops in this zone. The nearest bus stop is in London Road and Winchcombe Street.

Road traffic future: Cheltenham Transport Plan will give more direct access to Town Centre East car park if approved, this is expected to increase its use and hence raise footfall to this part of the High Street.

Car park access: The nearest car park is Town Centre East. This has 452 spaces. The direct route to this car park is via the alleyways to the north which are both unattractive and perceived as unsafe. There is parking for customers in Beechwood Arcade.

Positives

- A fully pedestrian zone.
- Good parking facilities at Beechwood Arcade & Town Centre East.

Negatives

- Access to car parking is unattractive and unsafe at night.
- Condition of public realm is very poor.
- Pedestrian connections both north and south are problematic.

ECONOMY

Business use categories: Shops, Financial and professional services, Restaurants and cafés, residential buildings with shops below.

The market which has ceased operating in High Street Car Park has

investigated a move to this space.

Nature of traders: Retail, charity, financial and cafes/bars.

Link to other projects: The development on Albion Street (Haines and Strange) is expected to have a positive impact on this area.

Positives

- A weekly market could come to the area near Cambray Place, which would bring positive street activity to this area. This is currently held up by traffic regulations prohibiting vehicle movements before 6pm.
- On the south side of the street there are some high quality buildings, some of which are listed and in good condition. This adds to the potential to make this an attractive part of the High Street.
- This is a pedestrianised zone with some tree planting and opportunities for further greening.
- The area is used for outside bar style seating which adds activity to the streets.

Negatives

- There is a large amount of street clutter, especially at the east end at its narrowest.
- Alleyways leading north are unattractive and unsafe at night.
- Shop fascia quality does not always match building quality.
- Paving surfaces are very poor quality. The surface is uneven, block paving is loose with severe water pooling in wet weather. There are safety issues along parts of the pavement.

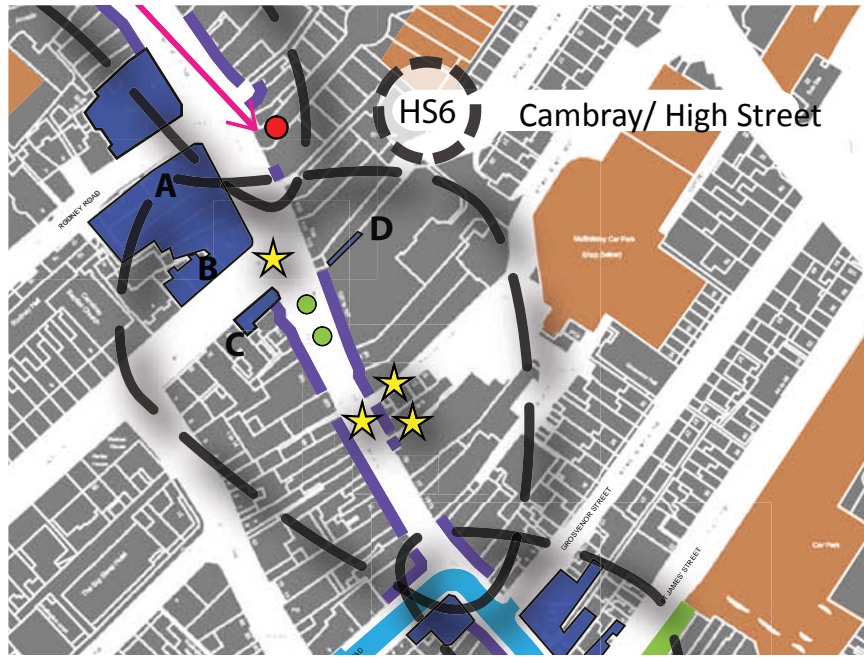
Key opportunities

- Create a high quality public realm with flexibility to accommodate on street markets and cafes.
- Improve alleyway links to Town Centre East Car Park.
- Review street licensing with an aim to create a coordinated higher quality brand for the town which compliments the retail offer of the high street shops.
- Corridor SUDS to deal with surface water.
- Make alleyways safer through a lighting scheme.

DRAFT

Cambray/ High Street

High Street 6



- LEGEND**
- Key opportunity
 - Landmark feature
 - Building of architectural merit
 - Listed building
 - Major private development
 - Green space
 - Street tree
 - Car parks and on-street parking
 - Key views
 - Major highway schemes



Western end, view east;
 Several buildings along the northern elevation are poor quality and in poor condition; paving is failing with extensive tarmac infilling. creating a poor impression for shoppers. Street furniture is clustered along the centre of the street and includes occasional tree planting which is struggling to flourish.



Sketch image showing potential for High street 'Uplift';
 Major investment is required in this part of the High Street public realm to re-instate a high quality shopping environment. Lack of investment has led to much of the streetscape becoming delapidated with 'make do' temporary solutions becoming permanent fixtures.



Middle section view east;
 Much of the paving is in poor condition and failing, the mix of materials and treatments demonstrates a piecemeal approach and patchwork repairs. Drainage problems along this section of the High Street could perhaps be remedied by incorporating sustainable drainage systems with new tree planting.



Eastern end, looking west;
 At the eastern end bars and cafes add animation of the street with on street seating. However surface are uneven and slippery in wet weather.



East end;
 Large amounts of street furniture dominate this location including CCTV cameras, bins, cabinet and cash points, bollards, pedestrian and vehicle signage. Paving is in poor condition.

The Strand

High Street 7 Bath Road to Sandford Park

ARCHITECTURAL CHARACTER

The western end retains a close relationship to its medieval layout with narrow, long and irregular burgage plots giving a dense urban grain. Bath Road which marks the western limit of this zone did not originally join the High Street but terminated at the more fashionable Bath Street and Cambray Place which developed following the opening of chalybeate spas in Sandford and Cambray Place. The High Street was connected to Bath Road in 1854. Sandford Park (founded in 1927) lies at the end of this zone of the High Street and can be accessed from it. Before its designation as a park it was a flood plain and open rural land through which the river Chelt ran. The Cheltenham Mill was located here and gave its name to Barrett's Mill Lane.

Listed buildings

- A. Nos.66 AND 68 High Street. Terrace of 3 houses, now shops. c1820-30. Grade II listed.
- B. Restoration Inn: Inn and house, now inn. C17, with later alterations and additions. Grade II listed
- C. No.54 House, now shop. C17 rear wing with front part c1830-50. Grade: II listed
- D. Nos.51 AND 53 House, now 2 shops. c1830-50. Grade: II listed
- E. The Vine, 47 High Street. Public house. C1900. Red brick. Corner location. Grade: Locally indexed
- F. No.46 House, now shop with flat over. c1820-50. Grade: II listed
- G. No.44 House now shop. c1820-40. Grade: II listed
- H. Nos.38, 40 AND 42. 3 terraced houses, now shops. Early C19 with later additions and alterations including mid-C19 ground-floor shop fronts. Grade: II listed
- I. The Swan, 37 High Street. Inn. c1810-1820, recorded as trading by 1820. Grade: II listed
- J. Sandford Park Railing and Gateway. Grade: Locally indexed

Street Elevation N: Buildings are three or four storey domestic Regency, the 17th century Restoration Inn (B) and a Victorian house now the Vine pub (E) being notable exceptions. There are a variety of shop fronts, some historic and attractive, in particular the frontages at no 53, also the Restoration Inn and the Swan Inn (I).

Upper Storey Occupancy: 75% approximately.

Overall Quality: The overall quality of the elevation is high, many of the original details have been retained in the Regency buildings and the 17th century and later Victorian buildings contribute to a varied townscape.

Condition: Poor at the west end. The poor quality windows add to the low quality character. The condition improves between Grosvenor Street and St James' Street.

Street Elevation S: Buildings are generally around three storeys high. This elevation presents a continuous Regency style façade of good quality. Of note is the row of three Regency houses next to Sandford Park (H). Many of the shop frontages project beyond the upper storeys and retain historic detailing maintaining a high quality appearance.

Upper Storey Occupancy: 75% approximately.

Overall Quality: The quality of the buildings is reasonable, becoming good at the west end with some loss of detailing at the east end.

Condition: low to medium. The Strand pub stands out as being of particularly high condition and quality.

DRAFT

PUBLIC SPACE

Streetscape: This is a car dominated space polluted by vehicle noise and fumes. Foot crossing between pavements is difficult due to the volume of traffic with vehicles frequently travelling at high speeds.

Street space: The street space is narrow at the west end, broadening out at the east end where the entrance to Sandford Park is. The west end: The road takes up a significant proportion of the street space (8.5 metres) and pavements are narrow (2 metres).

The east end: The road takes up a significant proportion of the road space (10 metres) but the pavements are wider, especially on the north side (3.2 metres).

Sandford park entrance provides a green punctuation terminating this zone but is not visually prominent.

Pavement surfaces: Smaller plan size concrete flags. At the corner of St James' Street and Barratt's Mill Lane there are block pavers. At the junction of Grosvenor Street tarmac pavement is used. The pedestrian guard rails were removed from the junction of St James' Street in 2012 to ease pedestrian movement, this now has tactile paving and lowered kerbs for pedestrians.

Historic interest – original cobbles are an interesting surface outside the Old Swan Coaching Inn.

Overall Quality: Overall the quality is reasonable.

Overall Condition: Overall the condition is acceptable.

Road surface: Standard tarmac.

Street furniture: Narrow pavements are further cluttered by street furniture associated with the highway including railings, CCTV, street lighting which is standard highway lighting, street signs.

Street planting: No street trees, pavements are too narrow currently.

Drainage: On street gullies, which do not function as there is heavy pooling at the Bath Road junction (north side).

On street activities: None. Some specialist retail but this is predominantly an area for the night time economy with bars and eateries.

CONNECTIVITY

Pedestrian: There is one controlled pedestrian crossing at Bath Road, not set on desire lines. Pedestrian movements across the site are difficult and congested especially along the north side of the street causing pedestrians to step on to the road. There are connections north to the junction with Albion Street and St John's Avenue. To the south there are pedestrian (and cycle) routes through Sandford Park.

Cycle: Cyclists can access along the highway but this is considered challenging to all but experience cyclists. No parking due to narrow pavements.

Traffic: Busy traffic routes from the east which lead to the north on St James's Street and to the south along Bath Road.

Bus Access: There is a bus stop at the east end just beyond the study area further along St James' Street.

Road traffic future: Bath Road Safety Scheme is expected to have a beneficial impact on traffic congestion.

Car park access: St James's Street car park (202 places).

This is close to the area and on a safe pedestrian route. Distance:

Bath parade Car Park (80 spaces) is located on the Bath road. This is

close to the area and is a safe pedestrian route.

Positives

- Good access to parking
- Bus stops close to the end of the pedestrianised part of the High Street.

Negatives

- Busy traffic dominated street scene.
- Vehicle movements sever the pedestrian link with the rest of the High Street.

ECONOMY

Business use categories: Shops, restaurants, public houses, or other drinking establishments (but not night clubs). Hot food takeaways, residential.

Nature of traders: Pubs, takeaways, restaurants and specialist shops.

Link to other projects: Partial road changes connected with the Bath Road Safety Scheme.

Positives

- This is the most complete part of the High Street in terms of the number of Regency buildings and this is reflected by the large number that have been listed. Many of these are high quality and are in good condition. This adds to the potential to make this an attractive and distinctive part of the High Street.
- The park entrance is an important positive green landmark along the street and provides good foot and cycle access.
- The high number of pubs in a small area means that there is street activity at night.

Negatives











- Derelict space to the east side of St James's Street junction detracts from the image of a vibrant street.
- Large highway signs confining pedestrian movement.
- Narrow pavements, especially at the west end, which limit pedestrian movements and push pedestrians and vehicles closer together.
- Severance from rest of High Street by Bath Road traffic.
- Impact on air quality and noise from high volume vehicle traffic.

Key opportunities

- Reconfigure the approach and corner to Bath Road to reduce vehicle congestion, speed and ease pedestrian movement to ease links to the rest of the High Street.
- Create a strong brand image at the gateway to the High Street at the junction with Bath Road.
- Widen pavements to ease pedestrian flow and redress the imbalance between cars and pedestrians.
- To improve the public realm at St James' Street corner.



LEGEND

-  Key opportunity
-  Landmark feature
-  Building of architectural merit
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Eastern end, view west;

High volumes of traffic approaching from the east and travelling south down Bath Road cause an abrupt change of character ending the pedestrian zone. The Bath Road Safety Scheme may ease the congest where the pedestrian flow is severely constricted by narrow pavements but if the safety scheme is implemented more work will be required to re-connect this zone to the High Street.



West end, view west;

The street has good enclosure created by the continuity of built form. Many buildings are historic adding to the potential to make this a particularly attractive part of the High Street. It is currently dominated by vehicles moving, parked and unloading. This makes it difficult for pedestrians crossing the road.



West end, view west;

A rare pre-Regency building adds interest to the street; Regency buildings are in various conditions but on the whole retain historic detailing; retail businesses tend to cater to more specialist markets in this zone, but it also has a flourishing night time economy with various pubs and bars.



South elevation;

High quality, three storey buildings with attractive shop frontages continue up to Sandford Park entrance; The park marks the transition to predominantly residential buildings and end of the commercial High Street but other than a large gap in the building line this has little visual prominence.



Sketch image of potential for enhancement;

Removal of the pedestrian guard railing has been successful in freeing up pedestrian movement. Now the oversized highway and vacant space should be redesigned to repair the streetscape and help recreate a complete and pleasant pedestrian environment.

