

# MINSTER -ALLEYWAYS-

## The bigger picture...

This consultation is about a proposal to improve the three alleyways which lead from the High Street to the Minster, but this is just the first part of a wider masterplan covering the area between Clarence Street and the High Street and beyond.

This area includes; the Wilson Art Gallery & Museum, the Libraries and the Minster, acting as the cultural quarter of the town. Aspirations are to make the spaces feel safer and more attractive, improve pedestrian links and encourage more public use.

At the centre of the plan sits the Minster, although the proposal to look at renovating and restoring the Minster grounds is currently on hold the alleyways project is able to proceed.

## The alleyways...

Leading the alleyways project is the Cheltenham Town Centre Neighbourhood Coordination Group which has set up a Working Group made up of local residents and businesses. Over the last few months design ideas have been evolved by the borough landscape architects in response to the Group's priorities.

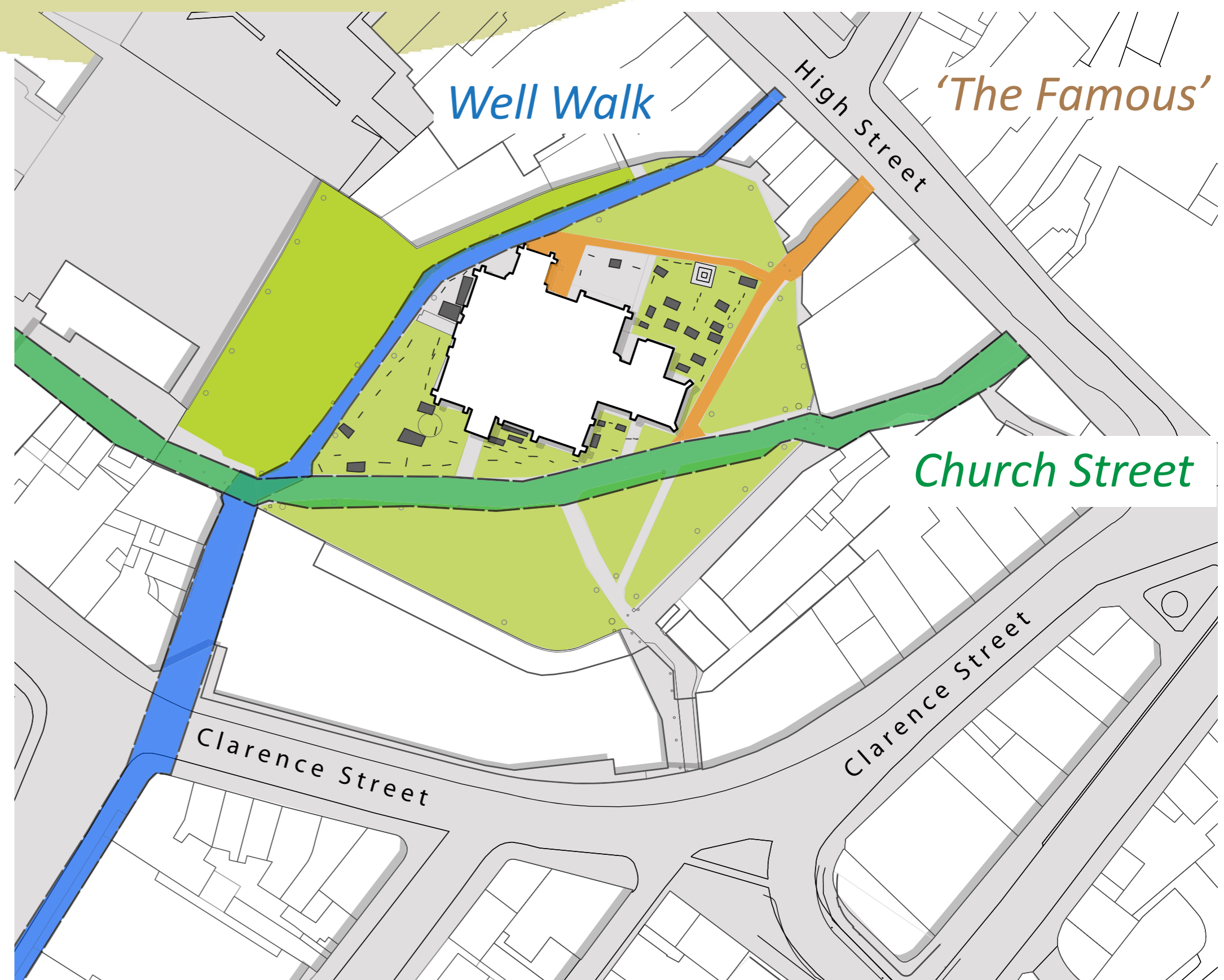
Early on it was established that the alleyways needed more than just 'making good' and that the project could be an opportunity for local people to work with artists to celebrate the local history and character of the area. So the next stage will be to commission artists to work with the community developing ideas based on two themes the Working Group liked; the Minster Rose Window and a timeline reflecting local history.

## Your involvement...

This consultation is the first stage in developing ideas on how art can celebrate the unique character of these alleyways and how the community can participate. We would like your views on the ideas so far, but more than this we would love you to get involved, work with the artists or perhaps join our working group?

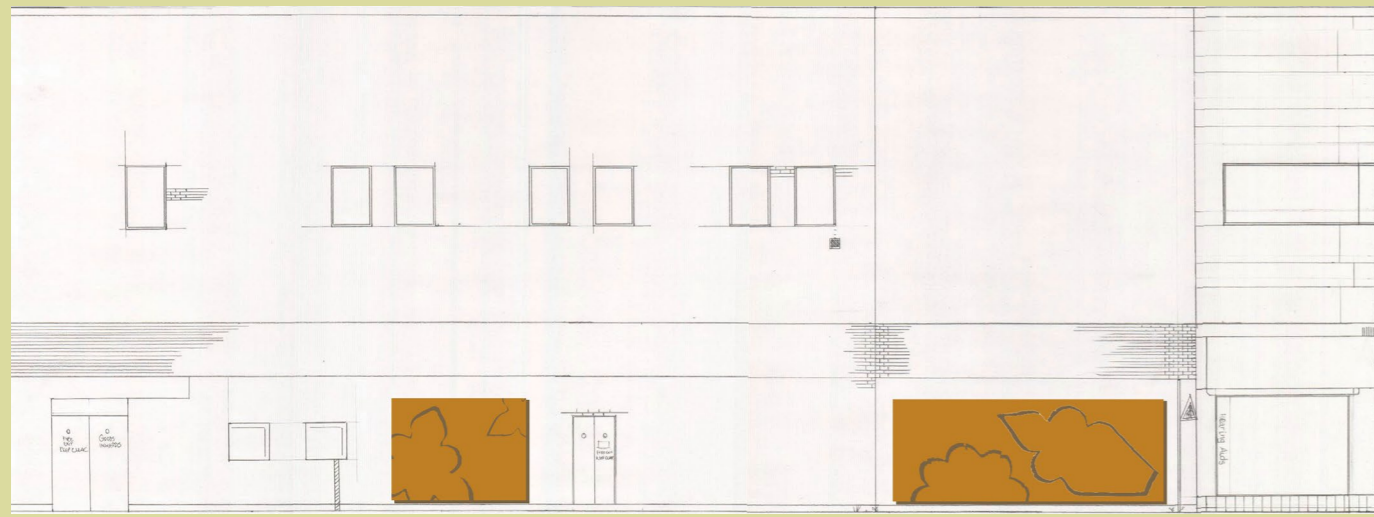
## Here's how...

- Show us your likes / dislikes today with a sticker on the boards  
 Green sticker - YES       Red sticker - NO
- Fill in the Feedback Form on the consultation leaflet
- Email us at:  
[projectfeedback@cheltenham.gov.uk](mailto:projectfeedback@cheltenham.gov.uk)
- Or visit our Facebook page:  
 'Cheltenham Minster Alleyways Project'

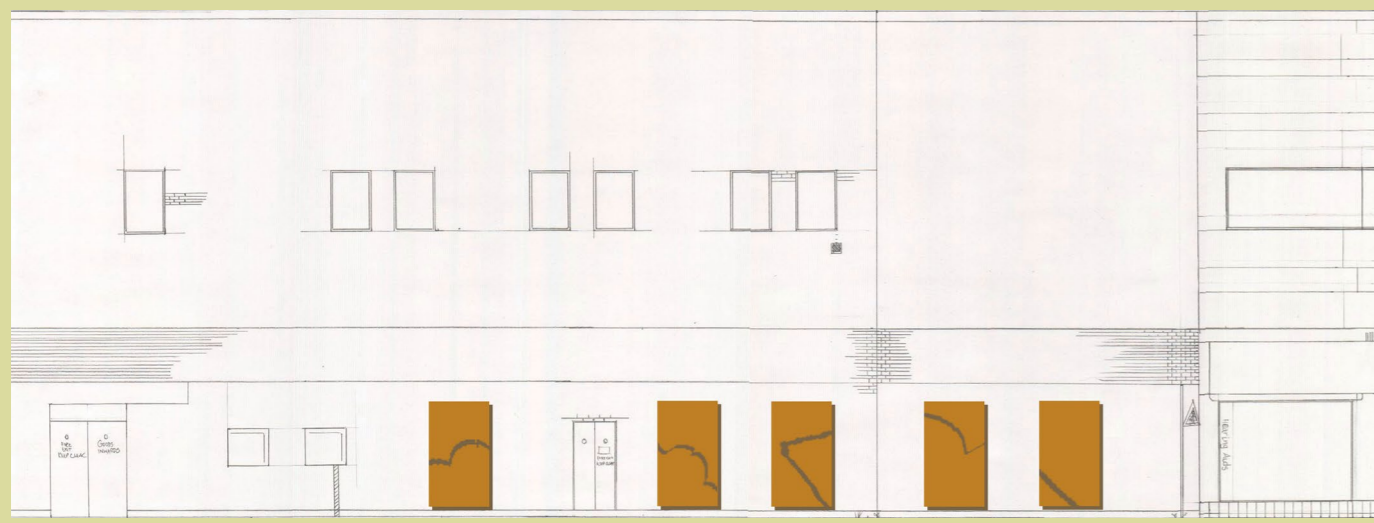


The Alleyways now...

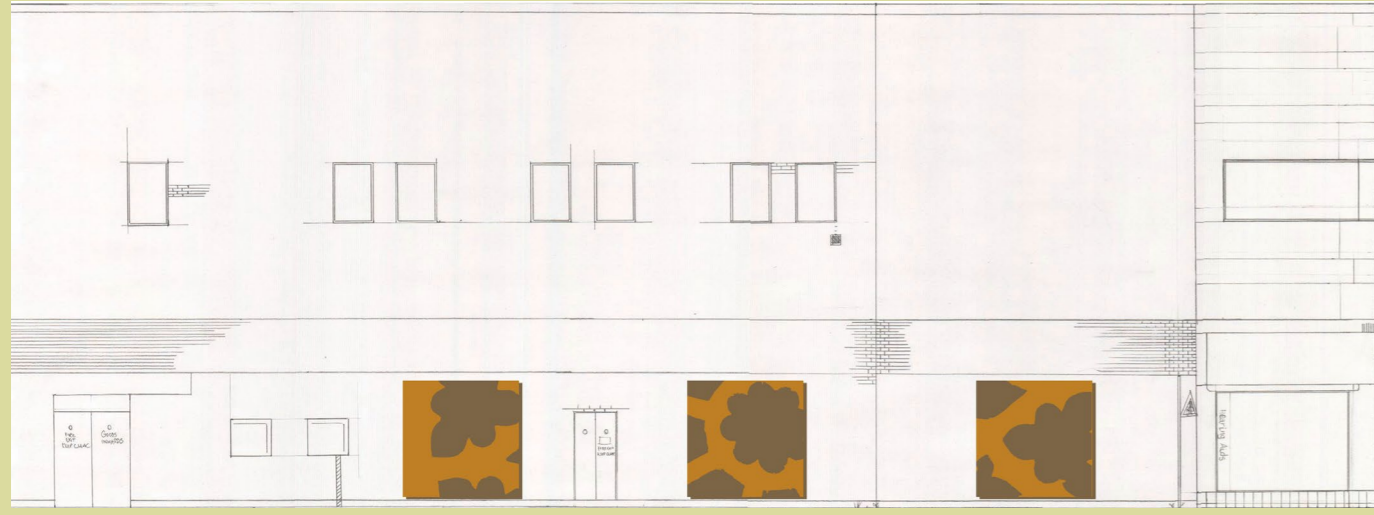




Artwork panels could feature along the alleyway in a number of different ways



Panels could be made from a number of materials



New high quality paving will link to the High Street and highlight the alleyway as a pedestrian route



Bins could be used for temporary street art projects

Decorative Feature Within Paving

Artwork Panels Alongside Wall

Decorative Features Within Paving

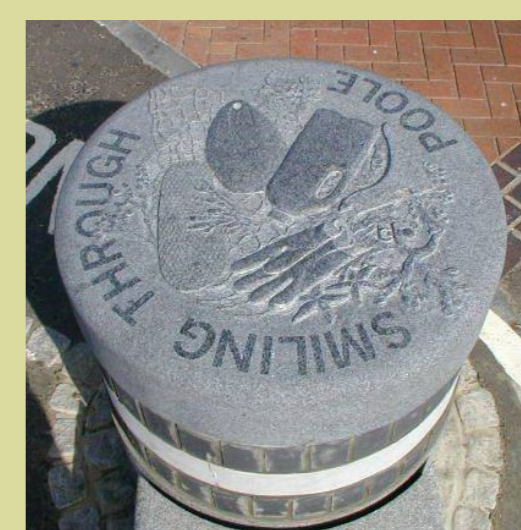
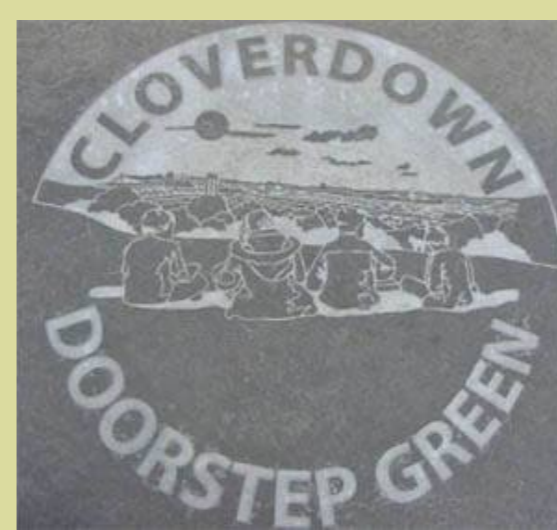
High Quality Paving

Decorative Feature Within Paving

2 PIGS

SPECSAVERS

COBBLERS CORNER



Sandblasting could be used to create decorative features within areas of paving

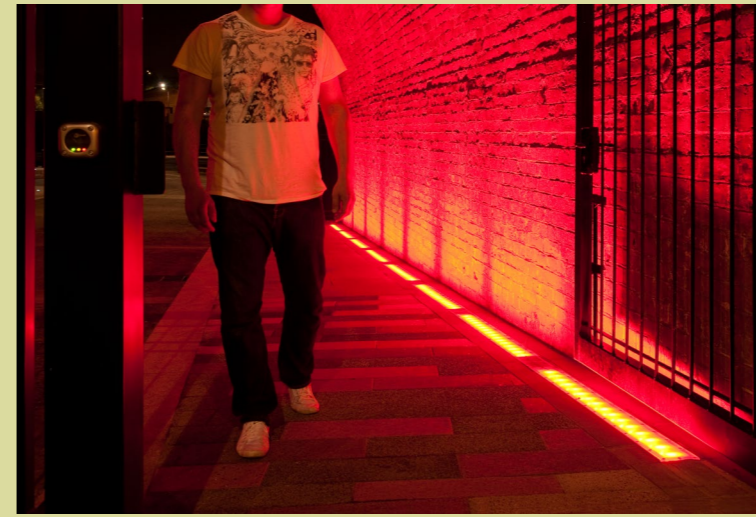


Key aims for Church Street Alley

- Lay new high quality paving adjacent to the High Street
- Resolve drainage problems through laying new surfacing to new levels
- Incorporate decorative features within paving at High Street, churchyard and along alley to mark route
- Install artwork panels alongside Specsavers wall which relate to the Minster and local history



New light fittings could be in keeping with the historical overthrow but produce a high quality lighting effect



Light could be white or coloured and could be changed throughout the year or for specific events



Mural artwork could be applied directly to walls or to a board mounted on the building

With appropriate lighting artwork could provide interest after dark as well as during the day



Street furniture could incorporate the Rose Window motif into the design



It could be made from natural stone, timber or a combination of multiple materials

Lighting could be used within the design

#### Key aims for The Famous Historical Alley

- Renovate and re-use existing natural stone paving to retain the historical character of the alleyway
- Lay a new threshold detail at the High Street and install a new bollard
- Install artwork on the walls which relates to local history
- Replace lighting units with more appropriate fittings and ensure light is dispersed effectively



#### Key aims for Well Walk Alley

- Lay new high quality paving with threshold details at either end
- Resolve drainage problems by laying new paving to direct water to gullies
- Use lighting to improve safety and add an imaginative and interesting feature to the alleyway
- Install a piece of bespoke street furniture on the High Street as a gateway feature



HIGH STREET