




The Lower High Street Regeneration Action Group

The Action Group is made up of representatives from Cheltenham West End Partnership, Cheltenham Development Task Force and Cheltenham Borough Council as well as local residents and businesses.

The aim of this group is to identify opportunities and develop ideas to help regenerate the Lower High Street including everything from litter picking, repainting window frames through to suggestions for development sites

-  Potential Sites for Public Realm Enhancement
-  Potential Sites for Highway Enhancement
-  Potential Sites for Property Enhancement

Have your say.....

This is the first stage in developing ideas on how we can improve the Lower High Street and we would like to hear your ideas and opinions:

Show us your likes and dislikes with a sticker on the boards
Green Sticker = Yes Red Sticker = No

Use a sticky note to add a particular comment

Let us know what you think about the project by filling in a feedback form and dropping it in the box.

You can also contact us via email at:
projectfeedback@cheltenham.gov.uk

Or visit our Facebook Page:
Cheltenham High Street West End



Honeybourne Line Bridge



Granville Street Streetscape



Poole Way Junction



Winston Churchill Gardens



Park Street Pocket Park



Analysis

The Action Group is in the process of developing an analysis report which highlights sites along the High Street that could benefit from improvement or are good examples of improvements.

These sites have been categorised into three types - Public Realm, Highway and Property.

Please use a sticky note to add any other sites on the map below with a brief description of possible improvements.



Public Realm Enhancement

This relates to any areas that are openly accessible to the public and not used by vehicles. High quality public realm is a vital component to creating a vibrant and exciting place for the local community.

Highway Enhancement

This is specifically about road-based areas. Many of these spaces may include areas of public realm or property as well but they are mainly highway related.

Property Enhancement

This relates to existing properties that could benefit from maintenance work, vacant properties that could be re-developed and currently open sites that could be developed on.



St. Paul's Street South Pocket Park



St. George's Square



Normal Terrace



High St - New St Alleyway



Would you like to be involved in community projects?
Do you feel that the Lower High Street is an undervalued part of the town?

Are there other site's you would like to see improved?
What are your favourite aspects of the area?
What are the key problems for you?

Gateway Spaces

St George's Square acts as a transition point between the part of the High Street dominated by national multiples and the independents of the Lower High Street.

The existing highway arrangement is vehicle-focused and cluttered. It acts as a barrier rather than encouraging permeability between the two sections of High Street. There is a significant amount of public space available which is currently underused.

At the western end of the High Street, **Poole Way** could form a significant entrance to the High Street and encourage its linear connectivity. However, the highway arrangement and associated furniture has created a road-focused space that is uncomfortable and difficult to negotiate for pedestrians. The original pattern of the High Street has been lost and high walls adjacent to the pavement add an additional visual barrier.

Working together, an improved St George's Square and Poole Way could form two key gateway markers identifying the Lower High Street as part of the wider High Street but as an important destination in its own right.



Short-Term Objectives

Unnecessary street furniture, guardrails and signage could be removed to de-clutter the streetscape

Refurbish the disused toilet block on St George's Square and establish a use to attract people and offer a destination

Lower the wall at Poole Way car park to improve visibility, access and the amenity of the area

Manage the vegetation along the boundary with the Bowling Club to improve the appearance and increase light levels into St George's Square

Long - Term Aims:

Create a vibrant public space that acts as a gateway at the Eastern entrance to the Lower High Street

Give pedestrians more priority and improve linear connectivity of High Street

Rationalise highway arrangements to create simple, more legible spaces

Examples of high quality reuse of redundant toilet blocks



Duke of York Square, London



Cox's Meadow



Visualisations of St George's Square with street furniture removed and the toilet block refurbished



Examples of de-cluttered highway space at Poynton, Kensington High Street and Southwark



Honeybourne Line Link

The Honeybourne Line is a key asset adjacent to the Lower High Street but due to poor visibility and connectivity it is much underused.

The vacant site next to the Honeybourne Line could be developed with public access built into the design. This would encourage more people onto the line to benefit from it.

The High Line in New York, shown far right, offers pedestrians a traffic-free linear park with multiple access points from street level.

The bridge crossing the High Street could incorporate a piece of public art that could also provide a visual link on to the Honeybourne Line by way of punching holes through the steelwork.



Short - Term Objectives:

Use the bridge as a base for a piece of public art that increases visibility to the Honeybourne Line

Develop the adjacent vacant site including a public access route to the Honeybourne Line

Long-Term Aims

Continue to improve the Honeybourne Line with planting and public art to provide an exciting and functional public green space



Visualisation showing stair access from High Street to the Honeybourne Line

Winston Churchill Memorial Gardens

The gardens are a key green space in the town and in particular for the Lower High Street, however they are much underused. Suffering from poor visibility, connectivity and anti-social behaviour there is significant scope for improvement.

A 'Friends Of Winston Churchill Memorial Gardens' group is being set-up to help with upkeep of the gardens and develop ideas for improvement, if you would like to be involved in this please leave your details with a member of the working group, who can also give you more information.



Visualisation showing tree planting in raised beds along boundary wall at entrance from High Street and advertising board removed from adjacent property

Short - Term Objectives:

Supplement and improve planting in raised beds at High Street entrance

Clean and repaint railings and gates

Create a gateway feature to increase the presence on the High Street including new signage and interpretation information

Long-Term Aims

Remove advertising board from adjacent property

Improve connectivity from High Street to gardens and Honeybourne Line

Create a vibrant, safe park for all members of the community to use and enjoy

Streetscape

The public realm environment of the Lower High Street is dominated by the highway and there is little provision for pedestrians and cyclists.

Through a number of small-scale interventions this could be vastly improved to not only provide better facilities but also make the Lower High Street a more pleasant place to be.

Particular areas with potential include a number of stopped up roads, small unused corner plots, various alleyways and pedestrianised sections of adjoining streets.

Many of these interventions could offer opportunities for community-led projects such as public art and new areas of planting that could then be managed by the local residents and businesses.

By improving the streetscape the Lower High Street could become a destination with a clear identity that improves the linear connectivity and links the two sides of the street together.

Urban Front Gardens

A variety of pots and plants could be supplied with the responsibility for management and maintenance handed over to the local community.

The images right show 'front gardens' in a development in Holland that give a vibrant and varied appearance and are managed by local residents.



Temporary Pocket Parks

There are a number of unused spaces along the High Street that could be used to create small 'Pocket Parks' providing seating, cycle stands and small areas of planting. These could be of lightweight construction so that they could be changed or removed in future.



Utility Box Street Art

There are a number of utility boxes and cabinets along the High Street and the adjoining streets that could be painted by street artists using a common theme developed by the local community, similar to that on Bath Road.

Parklets

Using road space to install temporary seating areas. These could be installed by a business to provide an outdoor eating area or by local residents to provide a facility that could be managed and maintained by the community.



Examples of parklets in Australia and USA, shown right



Parking and Loading

The Lower High Street suffers from significant amounts of illegal parking which can cause traffic congestion. Loading is also a problem due to a lack of space for loading bays resulting in vehicles parking in unsuitable locations and blocking pavements.

The County Council have been reviewing the parking strategy for Cheltenham West through a recent consultation which included the Lower High Street and streets connecting to it. We would encourage members of the community to ensure that their opinions are heard in future consultations. If you would like to leave a comment as part of this consultation these would be passed on as required.

Aims and Objectives

Implement a strategy that reduces traffic congestion caused by illegally parked vehicles

Provide loading bays in appropriate locations to benefit traders

Provide sufficient parking for local residents

