

- The Council will require that development is carried out using materials which are appropriate to this area, and will liaise with other districts where these materials are in more common use, to provide advice on availability etc.

Incremental change

The effect of minor alterations such as changes to doors, windows and signs on commercial premises alone seem inconsequential, but as time goes by those changes, when looked at together, result in something quite different to the original.

- The Council will draw up guidelines to help owners retain character whilst making changes to their property. If there is sufficient local support, it will consider bringing in legislative controls (an Article 4(1) Direction) to ensure that future change to property is in line with those and other guidelines.

Enhancement

Proposals for enhancement of a conservation area are usually best left to those who live and work there. They have a feel for, and greater knowledge of what needs to be done and can sort out the priorities better than those imposed from outside. As there is no Council budget allocation for enhancement works in conservation areas, any proposals will need to be locally achievable, or subject to the submission of bids for funding to appropriate bodies. The Council will provide advice and support wherever possible, and will encourage the formation of a local group to consider enhancement proposals.

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

For more information please contact:

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

Telephone 01242 264174 or 264295
Email conservation@cheltenham.gov.uk

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

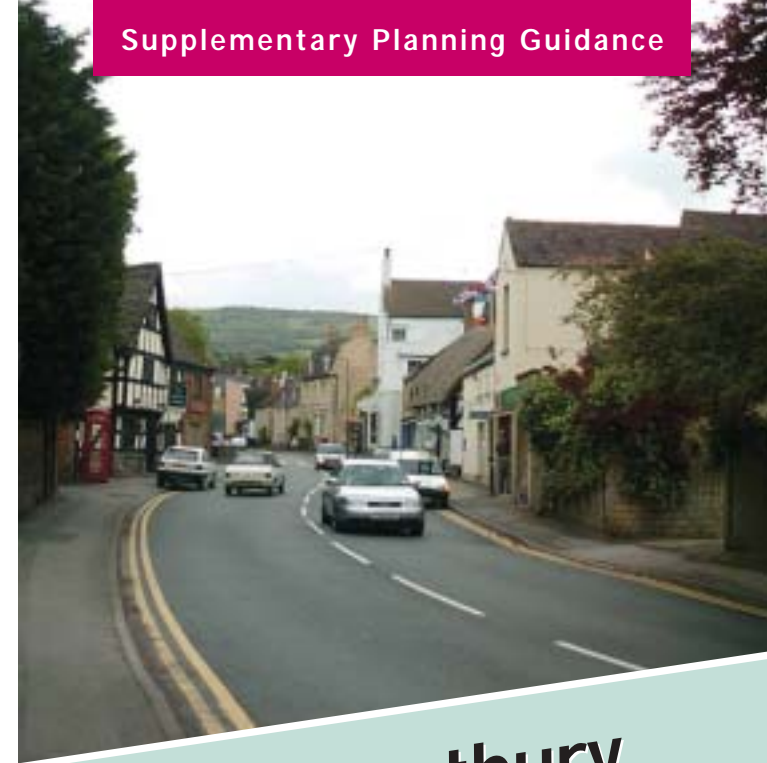
Gujarti दमारी पहेली भाषा अंग्रेजी नहि होय अने तमोने या माहितीनुं भाषांतर/सांलग्वाली कसेट फोर्डती होय तो यामे तेनी व्यवस्था करी शक्यो छीथें. महेश्वरानी करीने फकतव ओपोर्थुनीटीज ओफिसरनो ०१२४२ २६४११२ नंबर पर संपर्क सांघशो.

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

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

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

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



The Prestbury Conservation Area

Character Statement

- Key Issues and Actions



CHELTENHAM
BOROUGH COUNCIL

Prestbury Conservation Area

Prestbury conservation area was first designated by Gloucestershire County Council in 1979 and originally covered about 15 hectares of land. After extensive public consultation Cheltenham Borough Council resolved to extend the conservation area in July 2001 to include a wider setting for the original central village area.



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

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Character

Set below Cleeve Hill and the Cotswold escarpment, Prestbury retains its character as an historic village even though it has evolved over the years with different developments having been added at various times.

It is centred on the Burgage which probably dates from the establishment of a market there in 1249 with development spreading along the local roads, clustered

round the church, and incorporating the nearby farm groups to form a loose and open neighbourhood very different from the much tighter suburbs which have joined it to Cheltenham.

The built form is very much in the vernacular, using local materials and simple structures for the most part. The layout is unplanned and informal, determined only by the routes of roads, lanes and the stream. Soft honey coloured stone walls are a recurring feature of this area, and they along with the green-ness of the open areas and many trees make it clear that this is a Cotswold country village, and not part of the Regency town which has spread out to meet its southern fringe.

An integral but jarring part of the character now, is the intrusion made by traffic particularly on the B4632 which passes through the area. The speed, noise and the difficulty in crossing change the otherwise tranquil character here to one of a flurry of movement. This only affects the area close to the main road, but it serves to isolate the land to the east from the main body of the village even though they share the same character.

Key Issues and Actions

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

Walls

Mainly of local stone and often high, play an important part in defining the original village layout. They are particularly evident along the Burgage and around Idsall House for example, where newer development has been contained within existing walls.

- *The Council will resist the loss or substantial reduction of walls and other traditional boundary enclosures. Where development is proposed it will seek appropriate forms of enclosure, including high stone walls where appropriate.*

Through traffic

A problem as the village contains major roads which carry heavy traffic. This not only results in traffic problems but also disrupts the pedestrian flow and damages the rural character of the area.

- *The Council will work with residents, the County Council and the adjoining district to monitor this and will consider measures to alleviate the problem where possible and subject to available funds.*

Trees

Trees in the village contribute heavily to its rural character. They provide an attractive streetscape and setting for many properties.

- *The Council will resist the loss of trees where possible, and will encourage the planting of appropriate indigenous specimens by the use of planning conditions associated with development approvals.*

Open spaces

Open spaces are essential to the setting of this conservation area and to the grain of the area itself. The extended boundary includes fields to the north which provide a setting for this village conservation area. In the centre of the area off the Burgage one area of open space remains, and although development has encroached on this, it still retains its openness. Land to the north of the village is Green Belt and this also plays an important part in protecting the rural setting of the village.

- *The Council will seek to preserve the village character by retaining its rural setting. Where this land is not within its control, it will lobby adjoining authorities accordingly.*

Traditional materials

Prestbury is very different from Cheltenham's urban conservation areas in that it has a number of timber framed buildings and thatched or Cotswold stone tiled roofs. The rural rather than urban character of the settlement means that special care is needed in considering future change.