CHELTENHAM
BOROUGH COUNCIL



AUGUST 2026, VERSION 02

Park Lane Conservation Area

Proposed Conservation Area and Appraisal

CHELTENHAM
BOROUGH COUNCIL

PURCELL

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1.0 Introduction

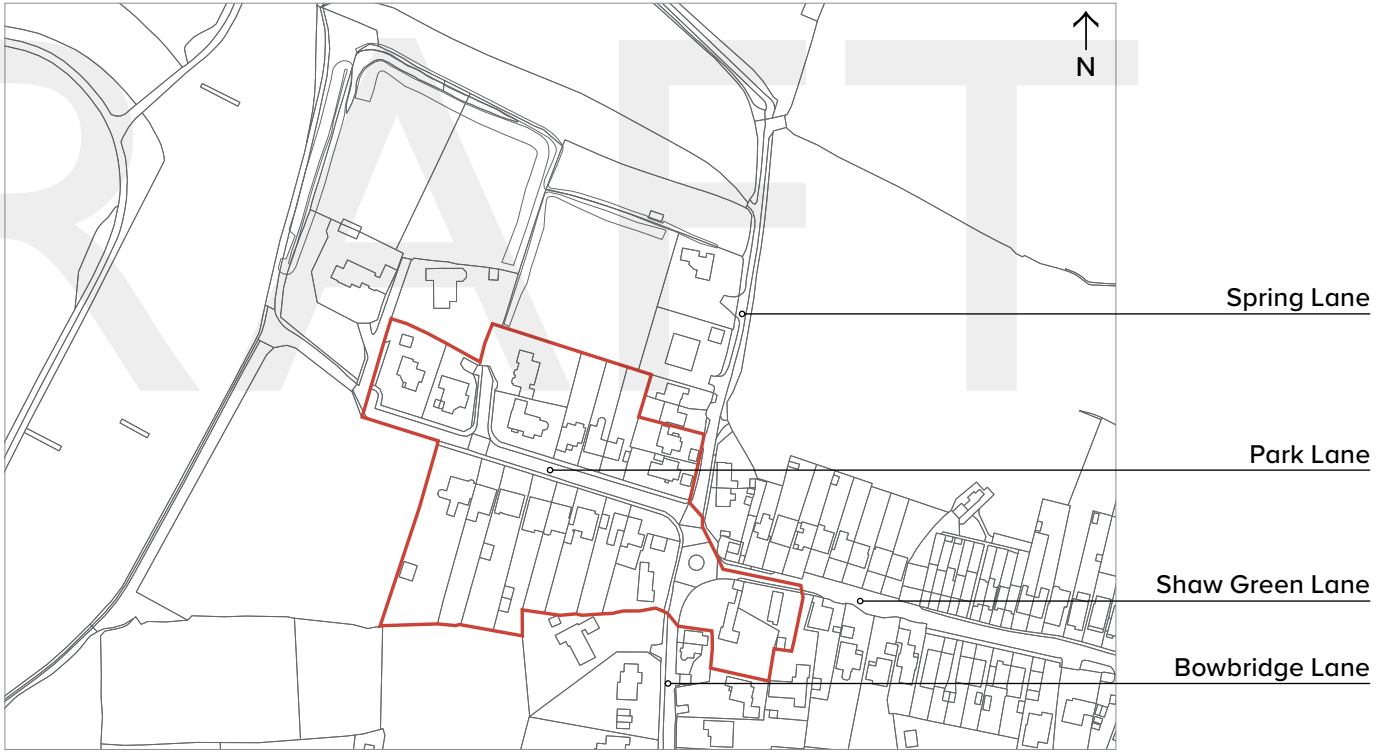
The proposed Park Lane Conservation Area is a small, planned housing estate from the early 20th century on the outskirts of Cheltenham, to the north of the suburb of Prestbury and northeast of the town centre.

Park Lane was first nominated for conservation area designation in January 2018 for its special historic and architectural interest. Cheltenham Borough Council did not adopt Park Lane at this time, but as a part of the 2026 review of the Cheltenham conservation areas by Purcell Architecture Limited, Park Lane has been reassessed to be suitable for designation.

As an early 20th-century planned housing estate, Park Lane has a distinct stylistic character as a group, with a high rate of survival of architectural features and strong connections to the surrounding rural landscape.

The character and appearance of Park Lane can be read in:

- The 1909 phase of construction which is comprised of 14 houses designed in the Domestic English Revival style and share common themes of scale, massing and use of materials in construction of the building whilst individually differing from one another.
- The pair of 1926 Arts and Crafts style buildings at the west end of the boundary, with their distinctive 'butterfly' planform.
- The clear influence of the black and white timber framed listed buildings on the design of the 1909 phase of construction, which all utilise exterior applied timber to emulate timber framing in a mock-Tudor style.
- The relationship between the built environment and the surrounding rural landscape which emphasises the sense of space and connection to nature.



The proposed Park Lane Conservation Area.

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1.1 Definition of a conservation crea

A conservation area is defined as an 'area of special architectural or historic interest the character of which it is desirable to preserve or enhance.'[01]

Conservation areas recognise the unique qualities of an area as a whole. This includes the contribution of individual buildings and monuments but also of other features, including topography, materials, spatial relationships, thoroughfares, street furniture, open spaces and landscaping. All these features contribute to the character and appearance of an area, resulting in a distinctive sense of place.

The extent to which a building, or group of buildings, positively shape the character of a conservation area derives not just from their street-facing elevations but also from the integrity of their historic fabric, overall scale and massing, detailing and materials. Rear and side elevations can also be important.

1.2 Purpose and scope of the Conservation Area Appraisal

It is a requirement under the Planning (Listed Buildings and Conservation Areas) Act 1990 that all local planning authorities 'shall from time to time determine which parts of their area are areas of special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance' and therefore designate those areas as conservation areas.[02]

It is important for local planning authorities to maintain an up-to-date strategy for the positive management of conservation areas so that they can be carefully adapted and continue to thrive. These public documents define and record the special interest of a conservation area and set out a plan of action for its on-going protection and enhancement.

This Conservation Area Appraisal seeks to:

- Record and analyse the special interest of the Park Lane Conservation Area;
- Recognise the designated and non-designated heritage assets which comprise the conservation area;
- Identify issues relating to condition and detracting features, as well as opportunities for enhancement; and
- Provide guidance for the positive management, preservation and enhancement of the conservation area.

Although this document is intended to be comprehensive, the omission of any building, structure, feature or space does not imply that said element is not significant or does not positively contribute to the character and special interest of the conservation area. The protocols and guidance provided in Section 6: Management Plan are applicable in every instance.

The assessments which provide the baseline information for this Conservation Area Appraisal have been carried out utilising publicly available resources and through on-site analysis from the public thoroughfares within the conservation area.

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01 Section 69 (1), Planning (Listed Buildings and Conservation Areas) Act 1990

02 Section 69 (1), Planning (Listed Buildings and Conservation Areas) Act 1990.

1.3 Planning policy

Conservation areas were introduced in the United Kingdom under the Civic Amenities Act 1967. They are now governed under the Planning (Listed Buildings and Conservation Areas) Act 1990. The National Planning Policy Framework (revised December 2024) sets out the overarching requirement for local planning authorities to identify and protect areas of special interest (paragraph 204).[03]

1.3.1 Local Planning Policy

The Cheltenham Plan

The adopted development plan for Cheltenham has three sources; the Joint Core Strategy 2017, the Cheltenham Plan 2020, and the saved policies of the Cheltenham Borough Local Plan 2006.

Gloucester, Cheltenham and Tewkesbury Joint Core Strategy 2011-2031

The Joint Core Strategy (JCS) was adopted by Cheltenham Borough Council, Gloucester City Council and Tewkesbury Borough Council in December 2017. Of relevance to Cheltenham Central Conservation Area and the heritage assets located within the boundary are Policies SD7: The Cotswolds Area of Outstanding Natural Beauty (AONB) and SD8: Historic Environment.

The Cheltenham Plan 2020

The Cheltenham Plan, which was adopted by Cheltenham Borough Council on 20th July 2020, provides the local-level development strategy for the borough. The policies relevant to the Bafford Conservation Area and the heritage assets within it are Polices D1, HE1, HE2, HE3 and L1.

Cheltenham Borough Local Plan 2006: saved policies

A number of policies from the Cheltenham Borough Local Plan (2006) are 'saved'. Those relevant to the St Mary's Conservation Area is policy RT 2.

Cheltenham Tree Strategy, February 2026

Cheltenham Borough Council published their revised strategy for the maintenance of trees across the town in February 2026. This strategy focuses on protecting, managing, and expanding the town's canopy cover to achieve net-zero by 2030, enhancing biodiversity, and mitigating climate change impacts

1.3.2 Emerging Local Policy – The Cheltenham, Gloucester and Tewkesbury Strategic Local Plan

A Strategic and Local Plan (SLP) is under development by Cheltenham Borough Council, Gloucester City Council and Tewkesbury Borough Council. The SLP will provide an overarching planning strategy and cross-boundary strategic policies covering the whole area, and local policies for each authority.

Once adopted, the SLP will replace the Gloucester, Cheltenham and Tewkesbury Joint Core Strategy 2011-2031 (adopted December 2017), the Cheltenham Plan (adopted July 2020) and the 'saved' policies within the Cheltenham Borough Local Plan Second Review (adopted June 2006).

1.4 Guidance

There is a range of available guidance from Cheltenham Borough Council and Historic England regarding the management and maintenance of the historic built environment:

- Historic England Advice Note 1: Conservation Area Appraisal, Designation and Management (Second Edition), 2019.
- Cheltenham Borough Council: Local Index Supplementary Planning Document, 2007.
- Cheltenham Borough Council, Regency Design Precepts.
- Historic England, Traditional Windows: Their Care, Repair and Upgrading, 2017.

1.5 Consultation and formal adoption

Consultation with key stakeholders was undertaken in May 2026 in regards to the Park Lane Conservation Area. The nomination of the area for conservation area adoption was presented, with common issues and opportunities discussed with the stakeholders present.

Public consultation will be undertaken for the statutory eight-week period once the full suite of conservation area appraisals is completed.

03 When considering the designation of conservation areas, local planning authorities should ensure that an area justifies such status because of its special architectural or historic interest, and that the concept of conservation is not devalued through the designation of areas that lack special interest.

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2.0 Assessment of special interest

2.1 Location and setting

The proposed Park Lane Conservation Area is situated to the north-west of the historic core of the village of Prestbury, which itself is approximately 1½ miles north-east of the town centre of Cheltenham.

Park Lane is adjacent to Cheltenham Racecourse to the west and encompasses the junction of Bowbridge Lane, Spring Lane and Shaw Green Lane. The land to the north and east is agricultural in nature, giving a rural aspect and setting to the proposed conservation area. The escarpment of the Cotswold Hills dominates views to the east.



Aerial image of Cheltenham.



The proposed Park Lane Conservation Area.

2.2 Summary history of Cheltenham

Cheltenham has a distinctive history, with evidence of Roman activity found through coins and pottery discovered across the town. The first written reference to Cheltenham dates from 803 AD, although archaeological evidence suggests it existed as a farming settlement long before then. By the time of the Domesday Survey in 1086, Cheltenham had five mills along the River Chelt, and in 1226 it became a market town, with the market playing a central role in its economy for centuries.

For much of the medieval and early modern period, Cheltenham consisted primarily of a single High Street lined with narrow plots, orchards and fields. St Mary's Church, rebuilt in the 12th century on the site of an earlier Anglo-Saxon church, formed an important focal point for the settlement.

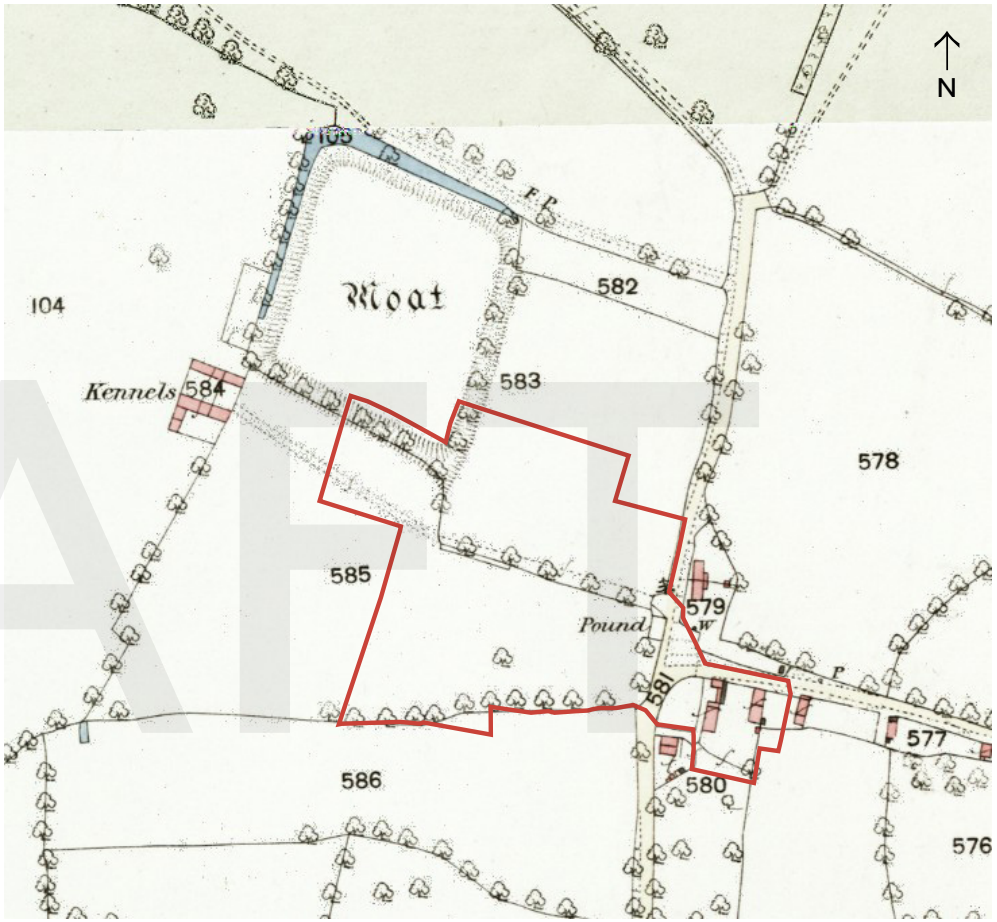
Cheltenham's transformation began after the discovery of mineral springs in 1716. The development of the Royal Well by Henry Skillicorne and the visit of King George III in 1788 established the town as one of Britain's leading spa resorts. During the early 19th century, rapid expansion created fashionable estates such as Pittville, Lansdown and Suffolk Square, while the population grew from just over 3,000 in 1801 to around 20,000 by 1826.

The arrival of tramways and railways encouraged further growth, industry and education, including the founding of Cheltenham College and Cheltenham Ladies' College. Throughout the late 19th and 20th centuries, Cheltenham expanded into a prosperous town, while retaining much of its distinctive historic and Regency character despite modern development.

2.3 Summary history of the Park Lane Conservation Area

Park Lane and the area immediately surrounding it has a rich history which dates back to the 9th century. The area immediately north of the boundary which is a scheduled monument was the site of a moated manor house owned by the Bishop of Hereford. The village of Prestbury, to the south of Park Lane, was referred to as Preosdabyrig in the Anglo-Saxon Chronicle, which means 'the priests' fortified place' and was likely a reference to this manor house. The manor house had fallen into disrepair by the end of the 17th century and by the 19th century only the earthworks of the moat remained.

The two listed buildings on Shaw Green Lane, on the eastern end of the proposed conservation area, date from the 17th century and are vernacular agricultural cottages.

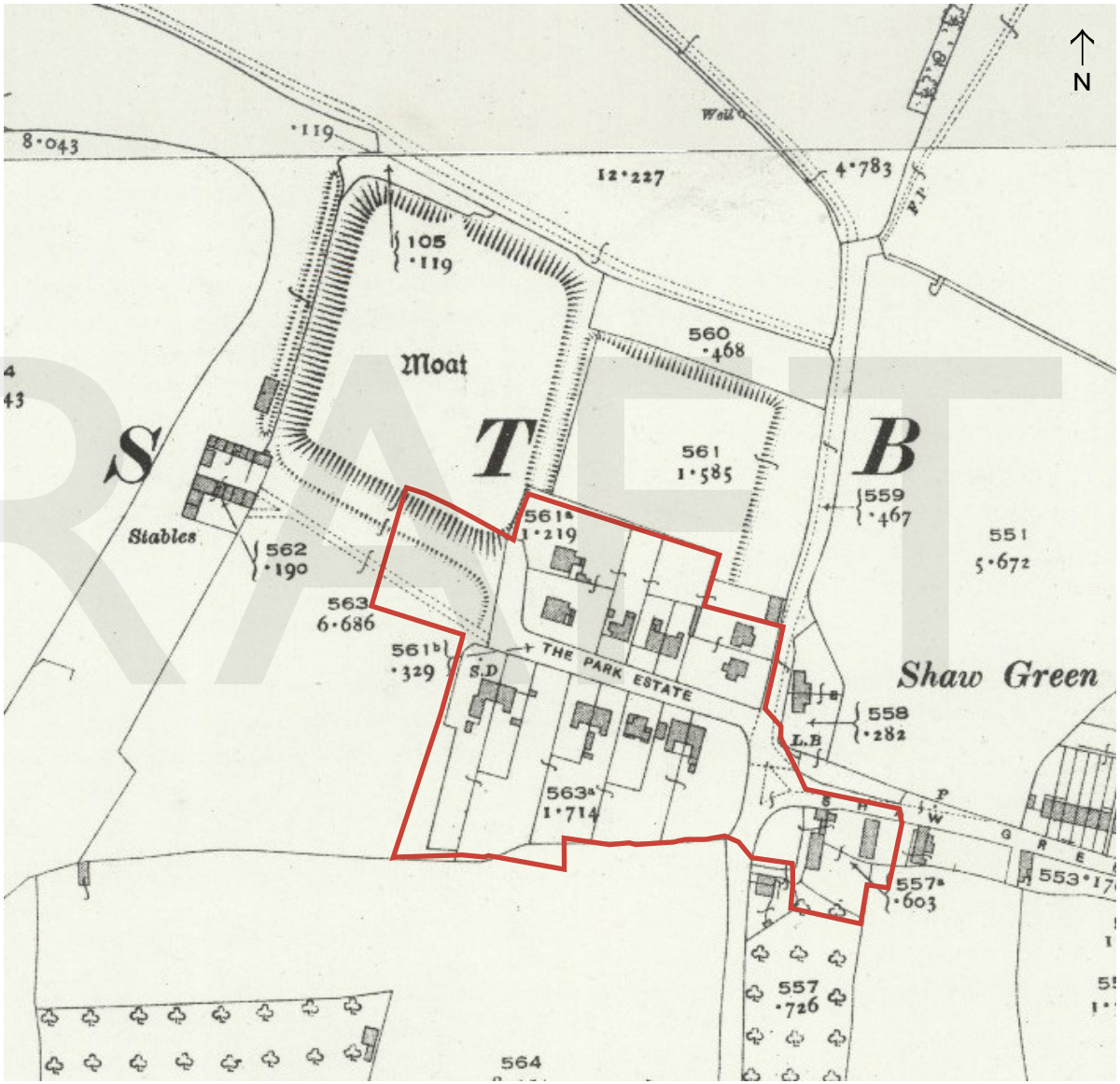


The first edition Ordnance Survey (1844-88), illustrating the area which would become the Park Lane Conservation Area. *Know Your Place*.

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At the end of the 19th century, the extent of the proposed conservation area was undeveloped. The dominant features were the earthworks of the Bishop of Hereford's manor-house, with a few buildings clustered around the west end of Shaw Green Lane. A kennel building was located to the south-west of the moated site, which by 1902 were used as stables.

In c.1909 houses by Prothero, Phillott & Barnard were built to the north and south side of the road known as the Park Estate.



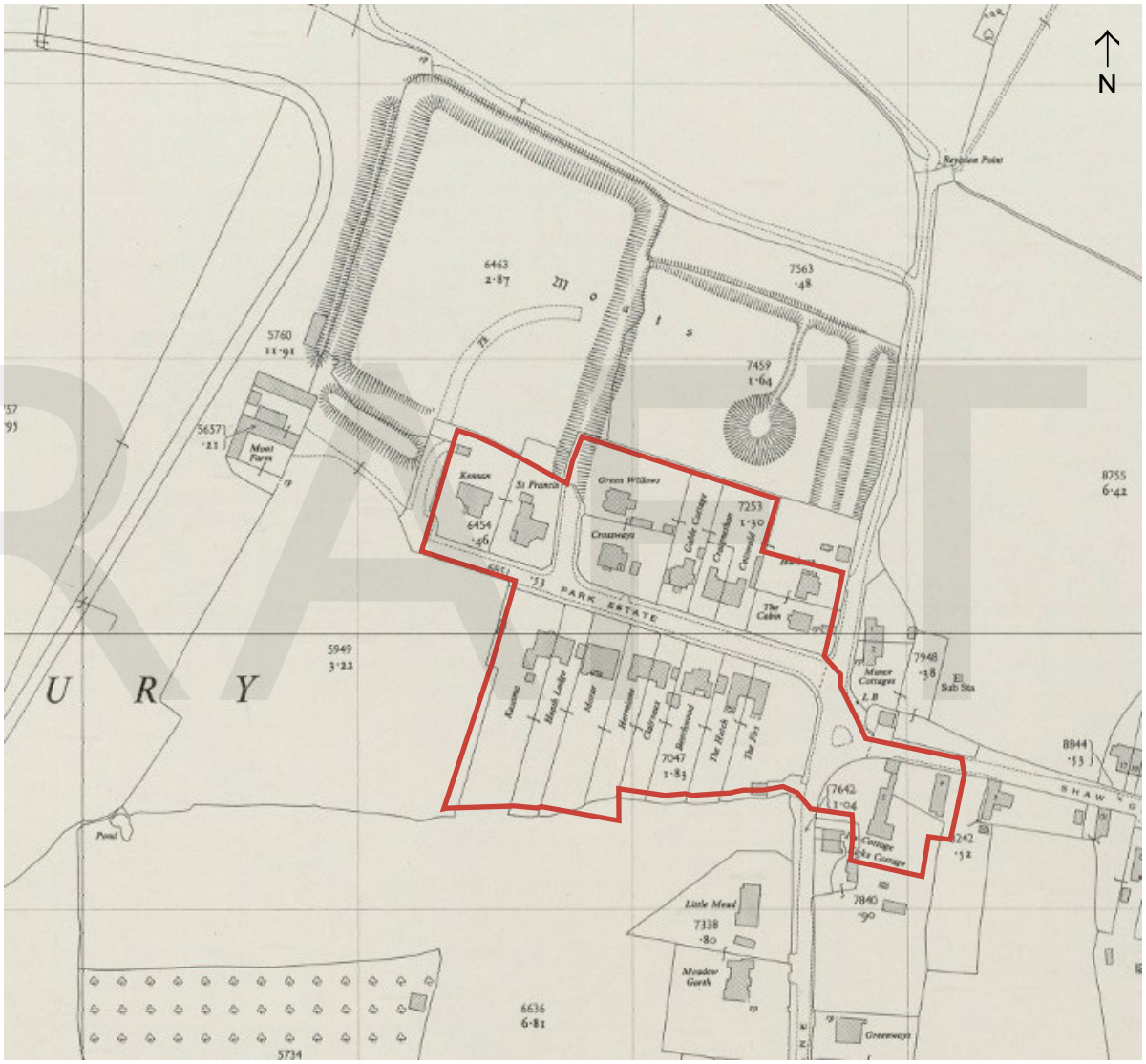
The third edition Ordnance Survey map (1898-1939), illustrating the 1909 construction of the Park estate. *Know Your Place*.

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Two houses, by Walter Rosser, were built toward the western end of Park Lane in 1926 and work in preparation for the construction of a housing estate started within the moated site. A curving road and a deep drainage system were formed across the enclosure containing the site of the manor house. The housing development was never taken further.

Additional infill houses were constructed across the Park Estate in the mid-20th century, but otherwise the number of buildings has changed very little during the intervening years.

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The National Grid Ordnance Survey map (1947-65), illustrating the 1926 and mid-20th-century phases of development within the proposed Park Lane Conservation Area. *Know Your Place*.



Historic development plan

- 17th century
- 1909
- 1926
- 1939-1955
- Post 1969

This plan is not to scale

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2.4 Built form

The architectural character of the proposed Park Lane Conservation Area is distinctive for the common themes that run across the three phases of development.

17th-century timber framed listed cottages

The two listed cottages within the Park Lane Conservation Area, located on Shaw Green Lane, are both examples of traditional 17th-century vernacular architecture.

Both Grade II listed, Greywalls and Shaw Green Cottage are traditional timber framed structures, with exposed black timber frames and white rendered infill panels. Greywalls has additional Cotswold stone extensions and an outbuilding which suggest continual, incremental development of the site over a long period of time. Shaw Green Cottage has a deep thatched roof, brick chimney and small timber framed multi-pane windows which contribute to the vernacular rural character of the cottage.

There are no other structures of a similar style in the surrounding built environment, and it is likely that the black and white mock-Tudor style of Park Lane was influenced by the character and appearance of these two buildings.



Greywalls, a 17th-century Grade II listed building on the corner of Shaw Green Lane.



Shaw Green Cottage, a 17th-century Grade II listed cottage on Shaw Green Lane.

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1909 Domestic English Revival style housing estate

The 1909 planned housing estate that occupies the majority of the proposed Park Lane Conservation Area has a distinct Domestic English Revival style character which distinguishes it from the surrounding built environment of north Prestbury.

Houses have a shared style and commonality of material usage; however, there is a wide variety of architectural detailing between each individual structure which creates a visual interest across the housing development. How these common aspects have been utilised varies in order to give a sense of organic growth within the planned development. Plot sizes and the linear views to the surrounding natural landscape give the area a distinctive rural character.

Common features include externally applied timber to upper storeys, gables to street-facing elevations, steeply pitched roofs, multi-pane windows with a horizontal emphasis, and porches and canopies to front doors. Buildings range from large single dwellings to semi-detached houses. All houses on Park Lane have been built to the same building line with front gardens facing the street, which creates a consistency across the streetscape.









The variety of building size and architectural detailing throughout the 1909 phase of development on Park Lane, with common use of materials and placement of the buildings within each individual plot which creates a loose consistency across the streetscape.

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1926 Arts and Crafts style houses

A pair of large Arts and Crafts style houses were constructed at the west end of Park Lane. These use a variety of materials and include common features present elsewhere in the proposed conservation area, such as steeply pitched, mulit-gables roofs and externally applies faux-timber panelling.

Notably, both of these buildings have a distinctive ‘butterfly’ planform which distinguishes them from the surrounding built environment of Park Lane. They are set within the centre of their plots and are dominant within the streetscape.





The pair of 1926 Arts and Crafts houses at the west end of Park Lane.

2.5 Materials

There is a consistent material palette across the proposed Park Lane Conservation Area that creates a distinctive and cohesive streetscape character.

The listed buildings to Shaw Green Lane have been constructed in a variety of materials which illustrate their incremental adaptation over their lifetime. Shaw Green Cottage is timber framed with brick and Cotswold stone infill which has been painted white. It has a deep thatched roof with timber frame leaded windows. Greywells similarly is a timber framed building with red brick and Cotswold stone masonry extensions and a variety of stone and slate roof coverings.



Greywells, on the corner of Shaw Green Lane.

The 1909 phase of development are externally covered with white roughcast render, with several buildings having externally applied timber, painted black, to create a faux timber framed effect. All the buildings have timber barge boards to the gable eaves and red clay tile roofs. Several houses have timber porches or canopies which are also covered in red clay tiles. The effect being a unifying consistency.

The pair of 1926 houses utilise a wider range of local materials whilst following the established character of Park Lane. These houses are principally constructed in Cotswold stone but also have sections of white external render with applied faux timber framing painted black. The gables of the western house have been clad in timber painted black. Both houses have red clay tile roofs.



The 1926 houses, with a variety of construction materials.







The common material palette across the individual houses of the proposed Park Lane Conservation Area.

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2.6 Boundary treatments

The boundary treatments to the front of the properties are varied and include hedges, dry stone walls, timber fencing both (picket and close boarding) and bonded reconstituted stone. The materials are used individually or in combination.

Along Park Lane a number of the boundaries are relatively low and formed of dry-stone walling or picket timber fencing. In places hedges give added height to the boundaries. On the whole the boundaries allow views of the buildings which most strongly define the character of the area.

The low stone walling, piers and timber fencing forming parts of the boundaries of the two 1926 Arts and Crafts houses to the west of the conservation area appear to be contemporary with the respective properties and the form contributes positively to the character of the properties and the area.



The variety of boundary treatments across the Park Lane Conservation Area, including timber fencing, hedging, and stone walls.

2.7 Urban grain, configuration, direction of movement

Roads within the proposed conservation area have a linear formation which allow for long-range views beyond the boundary and into the surrounding landscape. The form of the roads provides a regular urban grain throughout the proposed conservation area.

The density and built relationship of the housing is generally consistent, particularly to the south of Park Lane. All houses are aligned along the same building line, and whilst being individual in detailing, there is a regular massing and scale which allows the entire street to be read as a planned development.

Movement is generally limited to Bowbridge Lane, Spring Lane and Shaw Green Lane, focussed around the junction at the east end of the proposed conservation area. Park Lane itself is a no through road, although a public footpath and access to the Cheltenham Racecourse at the west end of the road contributes to foot traffic through the housing estate.

2.8 Public realm

The extent of public realm within the proposed conservation area is limited. The roads and pavements are constructed in asphalt with concrete kerbs that line Park Lane. There is a variety of aggregate mixes that have been used to carry out repairs to both the roads and the pavements.

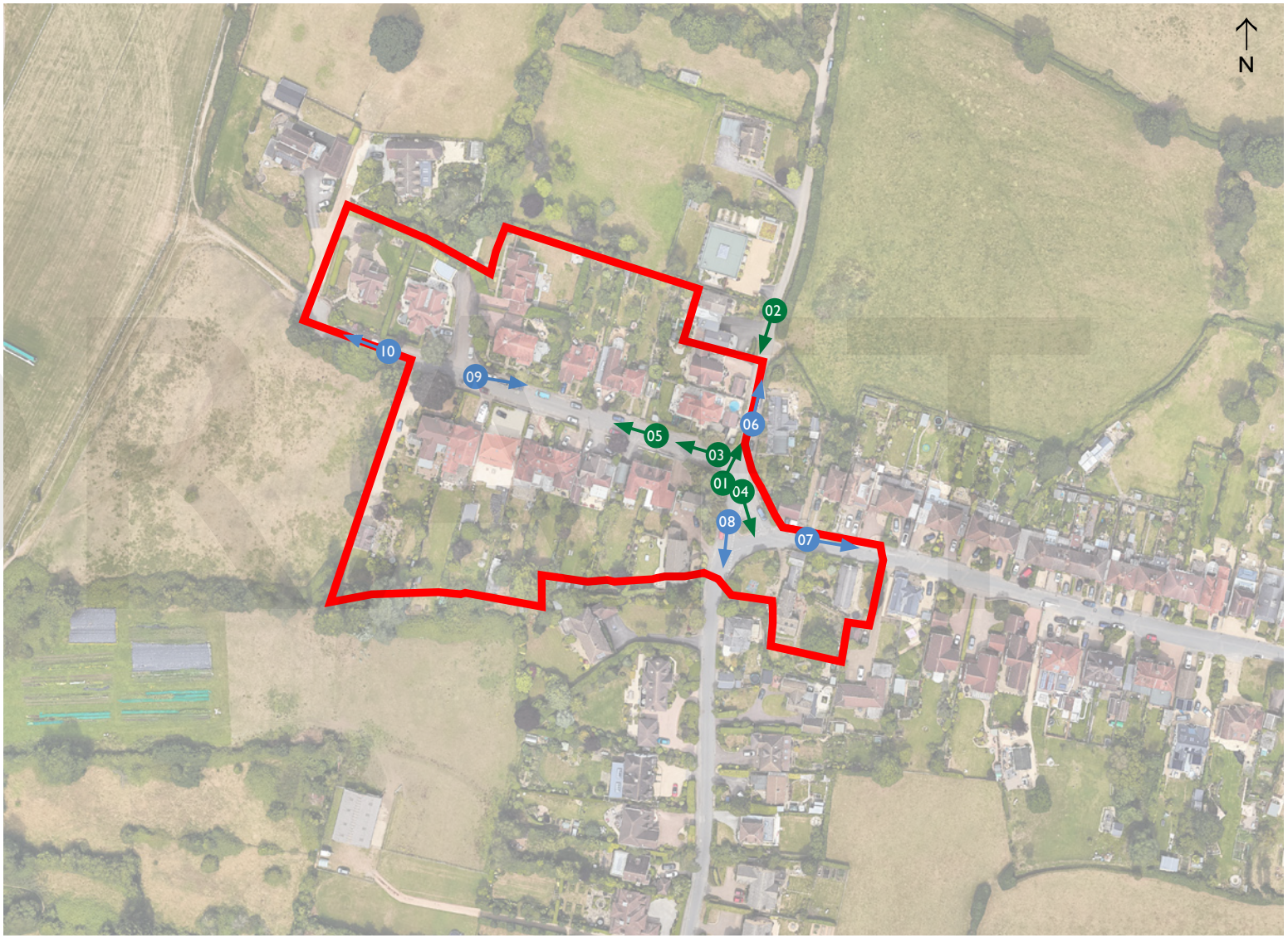
Street furniture is generally limited due to the residential nature of Park Lane. The few street lighting columns are of contemporary design, and the timber telegraph poles are of typical form.

The metal street signs at the entrance to Park Lane appear to be historic and contribute to the rural character of the area.

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2.9 Key views

There are several types of views which contribute to and enhance the special interest of the proposed Park Lane Conservation Area. An indicative selection of these key views is provided to illustrate the views analysis. The omission of any view from this selection does not imply that said view is not important.



Views Plan

- Proposed Conservation area boundary
- Streetscape view
- Views into the surrounding landscape

This plan is not to scale

2.9.1 Streetscape views

The key streetscape views within the proposed conservation area emphasise its distinctive character and appearance. These are typically linear views that take in several individual or groups of prominent buildings that contribute positively to the special historic and architectural interest of the conservation area.

Views along roads and footpaths are dynamic and the selection included here is not exhaustive. Other views along the principal streets are also acknowledged as important in establishing the character and appearance of the conservation area.



View 01: Looking north along Spring Lane from the junction of Bowbridge Lane and Shaw Green Lane.



View 02: Looking south along Spring Lane towards the gateway into the proposed Park Lane Conservation Area.



View 03: Looking west along Park Lane at the junction with Spring Lane.



View 04: Looking south towards Greywalls at the junction between Shaw Green Lane and Bowbridge Lane.



View 05: Looking west along Park Lane.

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2.9.2 Views into the surrounding landscape

Open fields lie to the north of Park Lane, with Cheltenham Racecourse to the west and the Cotswold scarp to the east. Views that look to the west and east on the edges of the proposed conservation area have glimpses of the surrounding landscape within them.



View 06: Looking north from the proposed conservation area boundary along Spring Lane, with a glimpsed view of the Cotswold scarp.



View 07: Looking east from the proposed conservation area boundary along Shaw Green Lane, with a glimpsed view of the Cotswold scarp.



View 08: Looking south from the junction between Shaw Green Land and Bowbridge Lane, along Bowbridge Lane, with a glimpsed view of the Cotswold scarp.



View 09: Looking east along Park Lane, with a glimpsed view of the Cotswold scarp.



View 10: Looking west from the proposed conservation area boundary towards Cheltenham Racecourse.

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2.10 Trees and open spaces

Trees make a positive contribution to the character and appearance of the proposed Park Lane Conservation Area. They are all found within private gardens, in some instances acting as boundary treatments. The trees create privacy by screening houses and gardens from public spaces but still contribute to the outward-facing greenery throughout. Trees emphasize the rural setting of the proposed conservation area and provide visual amenity; they are a significant aspect of the established character of Park Lane.

Various species of trees can be found throughout the proposed conservation area, a number of which are subject to Tree Preservation Orders (TPOs).

There is no open green space within the proposed Park Lane Conservation Area, with the exception of a small verge on the junction between Bowbridge Lane and Shaw Green Lane. Linear views from the road junctions connect the built environment of Park Lane to the landscape beyond the boundary of the proposed conservation area.

Gardens and frontages form an important feature along Park Lane which contribute to a sense of space, connection to nature and greenery that is evident throughout the proposed conservation area. The presence of greenery provides an attractive traditional setting to the early 20th-century housing development. It gives the individual houses a colourful, interesting setting which enhances their special qualities and the street in general. The gardens along Park Lane are particularly attractive and well maintained.



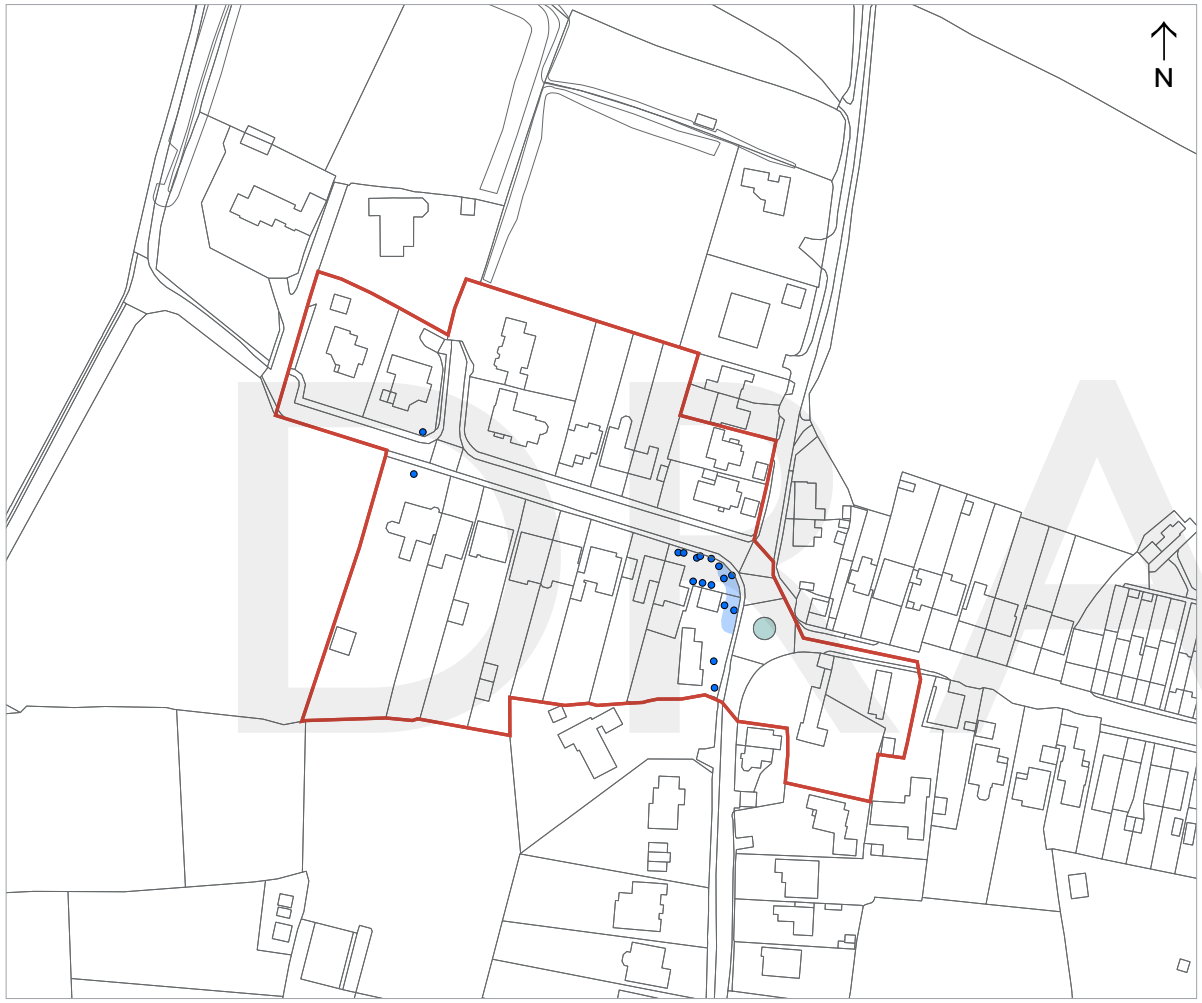
Looking west along Park Lane, with the hedging and trees positively contributing to the character of the proposed conservation area.





Front gardens along Park Lane that make a positive contribution to the appearance of the proposed conservation area.

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Proposed Conservation area boundary
Tree preservation order
Open spaces

This plan is not to scale

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The information provided in this map may not accurately reflect the existing data set. Up-to-date records can be found in the relevant interactive mapping resources, which are accessible via the Council's website.

2.11 Topography

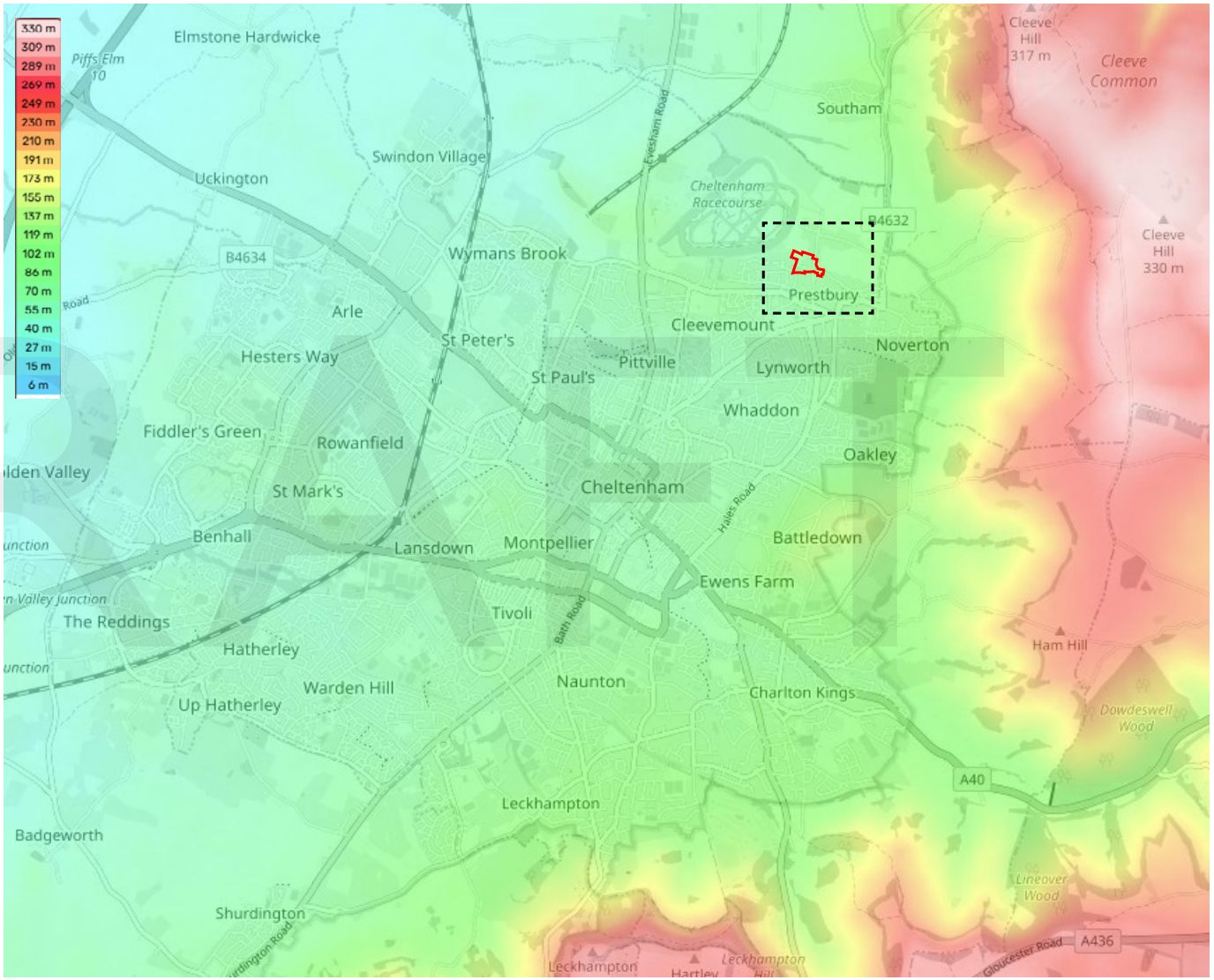
The proposed Park Lane Conservation Area is situated on a flat plateau which gently descends to the west towards the Cheltenham Racecourse and to the south towards Prestbury along Bowbridge Lane, which are both beyond the boundary of the conservation area.

2.12 Archaeology

A Scheduled Monument is located adjacent to and is partially within the proposed conservation area boundary. The monument which was scheduled in 1948 and includes a moated site containing the buried remains of the manor house of the Bishops of Hereford. It is possible that this site helped to attract early settlement to the area, prompting the development of the village of Prestbury.

The history of this moated site and the surrounding area as a medieval settlement may be a potential source for future archaeological finds.

Further information on the archaeological potential of the conservation area can be accessed via the Gloucestershire Historic Environment Record (HER), which is maintained by Gloucestershire County Council. Portions of the HER database can be searched online via the website Heritage Gateway.[01]



Map showing relative topography in and around the Cudnall Street Conservation Area. The coloured key represents the relative elevation of the terrain both within the Conservation Area boundary and in its wider setting. Source: OpenStreetMap (ODbL).

01 https://www.heritagegateway.org.uk/gateway/

3.0 Heritage assets

Upon adoption, the proposed Park Lane Conservation Area would become a heritage asset in its own right and contains numerous individual designated heritage assets. This includes both listed and unlisted buildings and structures, including buildings on the Index of Buildings of Local Importance (Local List).

A detailed assessment of heritage significance, specific to a building or site within the conservation area, should always be carried out prior to proposing any change.

The accompanying map shows the distribution of heritage assets at the time of writing. However, please consult the National Heritage List for England via https://historicengland.org.uk/listing/the-list/map-search/ and consult Cheltenham Borough Council's Index of Buildings of Local Interest for the most up to date records.

3.1 Scheduled monuments

Scheduled monuments are protected under the Ancient Monuments and Archaeological Areas Act 1979. Scheduling protects nationally important archaeological sites, which can be above or below ground, and the register is managed by Historic England.

There is one scheduled monument within the boundary of the proposed Park Lane Conservation Area, the remains of a medieval moated manor house.

3.2 Listed buildings

Listed buildings are protected under the Planning (Listed Buildings and Conservation Areas) Act 1990 and are designated for their architectural or historic interest. All listed buildings in England are designated at the recommendation of Historic England and details are recorded on the National Heritage List for England. Listings are ranked from Grade I (the highest level), Grade II* (in the middle) and Grade II (the lowest and most common level).

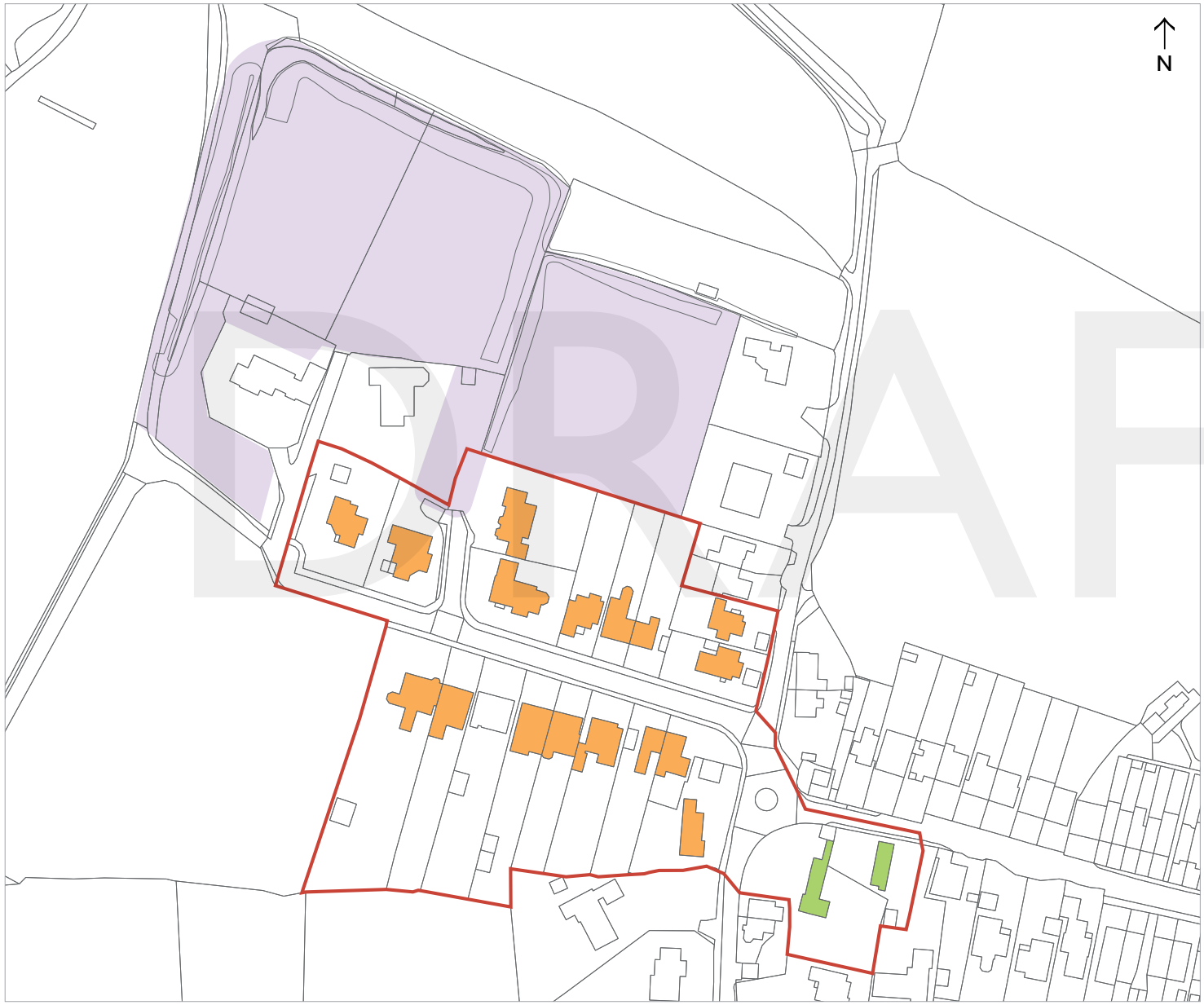
Statutory listing does not equate to a preservation order intended to prevent change. However, alterations to listed buildings will require listed building consent, which allows the local authority to make decisions that have been informed by an understanding of the building or site's heritage significance. Importantly, national and local planning policies also recognise that changes to un-listed buildings or sites in the setting of a designated heritage asset can affect its special interest.

There are two listed buildings within the Park Lane Conservation Area boundary, Greywalls and Shaw Green Cottage on Shaw Green Lane, both Grade II listed.

3.3 Positive contributors

Buildings identified as positive contributors are unlisted buildings that are not on Cheltenham Borough Council's index of buildings of local interest but are recognised for their contribution to the special historic and architectural interest of the proposed Park Lane Conservation Area.

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Heritage Assets Plan

- Proposed Conservation area boundary
- Grade II listed building
- Scheduled monument
- Positive contributors

This plan is not to scale

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The information provided in this map may not accurately reflect the existing data set. Up-to-date records can be found in the relevant interactive mapping resources, which are accessible via the Council's website.

4.0 Challenges

4.1 Detracting features and loss of historic detail

There have been instances of the loss of traditional architectural features such as the loss of and alterations to original timber windows and doors in prominent locations. Almost all windows on Park Lane have been replaced with uPVC units which has negatively impacted the historic character and appearance of the proposed conservation area.

Individual houses and the streetscape within the proposed Park Lane Conservation Area are negatively impacted by the installation of external modern features such as alarm boxes and satellite dishes on front elevations, unsightly flues, and uPVC rainwater goods.

There are instances of uPVC windows, doors and rainwater goods in the early 20th-century developments across the proposed Park Lane Conservation Area. First generation uPVC double-glazing is visually intrusive and negatively impacts the historic character of the conservation area, whereas later uPVC units are better designed and more in keeping with the established special historic and architectural interest of the area. The loss of glazing bars in replacement window units and the installation of top hung casements have particularly negatively impacted the historic character of the proposed conservation area.

4.2 Modern development

Some houses have had inappropriate modern porches and bay windows added to front elevations. This is particularly noticeable on semi-detached housing and negatively impacts the character and appearance of the housing development as a group.

There have been some poor-quality boundary treatments in the proposed conservation area, which include close board wooden fences, coped and bonded walling and painted render walling. These are not traditional forms of boundary treatment and do not complement or enhance the distinct character of the proposed Park Lane Conservation Area.

Modern tarmacked roads and pavements, with concrete kerbs, have been laid throughout the proposed conservation area. These, along with modern materials used for driveways and paths to front doors, have incrementally impacted the overall historic rural character of the proposed conservation area.

4.3 Traffic and parking

The loss of front gardens and low front boundary walls for off-street parking spaces is a common occurrence across the proposed Park Lane Conservation Area and the incremental loss of these features has cumulatively affected the character of the conservation area.

The loss of front gardens has resulted in less green space within the streetscape of Park Lane. The removal of the low masonry walls and hedging for the installation of hardsurfacing has also negatively impacted the setting of the individual historic houses which all contribute to the character and appearance of the proposed conservation area.

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4.4 Public realm

There is evidence of section of roads and pavements that have been excavated for the installation of services. These appear to have occurred incrementally and cumulatively have become a detracting feature across the streetscapes. The ad-hoc replacement and introduction of dropped kerbs has detrimentally impacted the character of the proposed conservation area. Where this process has happened over a long period of time, there are a number of different treatments including brick replacements and the more modern concrete dropped kerbs.

4.5 Pressures on trees and green spaces

Trees and open spaces face a range of pressures within urban environments. Development proposals, including extensions, infill development, changes to access arrangements, and the installation of new infrastructure and services, can result in tree loss, root damage, or reductions in available growing space. Street trees may be particularly vulnerable where highway or utility works require excavation below pavements, while trees in private gardens can be affected by increased hard surfacing, subdivision of plots, and incremental development.

Climate change is likely to increase these challenges. More frequent periods of drought, higher temperatures, intense rainfall events, and storms may affect tree health, longevity, and resilience. The careful management and retention of mature trees, together with opportunities for new planting, will be important in maintaining the character, environmental quality, and landscape setting of the conservation area.

The Cheltenham Tree Strategy, published February 2026, provides further information and guidance around maintaining existing trees and planting new ones. The Trees and Design Action Group (TDAG) have also published resources on best practice to support the role of urban trees through the planning, design, construction and management of urban environments.[01]

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01 https://www.tdag.org.uk/

5.0 Opportunities for enhancement

The key opportunity for the proposed Park Lane Conservation Area is to ensure the continued preservation of the established appearance and character of the early 20th-century housing development.

Although identified issues are insufficient to outweigh the special interest which warrants conservation area designation, there is scope to enhance the proposed conservation area through addressing the minor but altogether detracting elements such as external accretions, appropriate maintenance of the houses and the preservation of features such as front gardens. Incrementally addressing these issues will have a positive impact and enhance the proposed conservation area by preserving its historic character and appearance.

Although many of the uPVC windows and doors which have already been installed are unlikely to require replacement in the near future, there is scope for any further replacement windows and doors to be carried out using styles, materials and methods that are better suited to enhancing the special interest of the proposed conservation area. It would be especially beneficial for first-generation uPVC double-glazing, which is generally coming to the end of its life cycle, to be replaced with more suitable alternatives, rather than the more visually intrusive standard option.

There is an opportunity to encourage ongoing boundary maintenance and replacement of inappropriate features that detract from the historic character of the proposed conservation area. This could include the replacement of close-board fencing and rendered walling with dry stone walls and hedging to soften the appearance of boundaries within the streetscape. This would enhance the distinctive character and appearance of the proposed conservation area.

The removal of front gardens for hardstandings and driveways of front gardens will be preventing adequate water run-off and risk the increased chance of pooling after heavy rainfall. There is an opportunity to reinstate and appropriately manage these areas of soft landscaping where they do survive. The greenery within the area positively contributes to its special historic and architectural interest, and maintaining and enhancing it where possible would positively impact the character and appearance of the proposed Park Lane Conservation Area.

Most of the buildings within the proposed Park Lane Conservation Area are externally rendered with roughcast render. These traditionally have been painted white, and there is an opportunity to encourage building owners to maintain this consistency to ensure that appropriate colours are used for the exterior of rendered buildings to preserve the historic character and appearance of the proposed conservation area.

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6.0 Management plan

6.1 Control measures

In order to protect and enhance the proposed conservation area, any changes that take place must conserve its character and special interest. Statutory control measures which would come into force upon formal designation are intended to prevent development that may have an individually or cumulatively negative effect. Control measures include:

- Planning permission will usually be required to totally or substantially demolish buildings or structure (including walls, gate piers and chimneys). This will also need a heritage statement (sometimes called a heritage impact assessment) as part of the application.
- The extent to which permitted development (i.e. changes that are allowed without requiring consent from the local authority) may be restricted. For example, replacement windows, different elevational finishes or the installation of satellite dishes may require planning permission.
- Trees with a diameter of 75mm or greater, measured as 1.5m above the soil level are protected. Any work proposed to these trees require permission from the local authority by means of a planning application. This allows the authority to determine whether a tree preservation order (TPO) is necessary.

6.2 Conservation aims and best practice

There is no generally accepted detailed definition of 'best practice' in conservation: it is a term used to describe the management of change (including repair) so that the integrity and character of a historic site is not eroded or compromised. It is not the intention of conservation best practice to prevent change from happening: alterations can still be carried out but should be subject to additional scrutiny to ensure that the special interest of the conservation area is protected.

It is the purpose of this document to provide guidance that will help achieve these aims. Overall, any change in the proposed Park Lane Conservation Area should seek to:

- Preserve its historical features;
- Enhance, where possible, its special interest;
- Positively contribute to its established character; and
- Be of appropriate detailing and traditional materiality.

6.3 'Like-for-like'

A term that is frequently used in conservation is 'like-for-like' replacement or repair. This is frequently – and mistakenly – taken to mean that a modern alternative that generally echoes the style of the element removed is acceptable. However, this is not accurate or acceptable. Like-for-like should always be interpreted as an alternative that matches the historic element removed in terms of its material, dimensions, method of construction, finish, means of installation and any other feature specific to the original element, such that the modern replacement is hardly discernible from the original (accepting that its condition will be greatly improved where the original has failed beyond repair).

For example, modern uPVC windows in imitation of historic windows but with false glazing bars and a top-hung casement opening mechanism do not constitute a like-for-like replacement for traditional timber-framed windows, although they may appear stylistically similar.

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6.4 Repairs and replacement

Repairs and replacement are inevitable with any building or site, regardless of age; however, within a conservation area, it is especially important that this is carried out sensitively to protect the historic fabric of its buildings and respect the character of the wider area. Key points to remember when looking to carry out repair work or install replacement features are:

- A method of repair that was suitable for one building may not be suitable for another. Repair and replacement should always be considered on a case-by-case basis.
- Repairs using appropriate materials and techniques are always preferable over wholescale replacement.
- Where a historic feature has degraded beyond repair, replacement should be carried out on a like-for-like basis.
- Where seeking to improve failing modern features, a traditionally-designed alternative using appropriate materials is preferable. For example, the replacement of uPVC gutters and downpipes with lead, cast iron or coated aluminium alternatives that better reflect the traditional character of the conservation area.
- Due consideration should be given to the sustainability of the repair or replacement, i.e. what is its lifespan? What maintenance will be required to prolong this?
- Reversibility is an important consideration as better alternatives may become available in the future.
- Historic external detailing should be retained or, where damaged beyond repair, replaced on a like-for-like basis. This includes (but is not limited to): the texture and colour of render; size and colour of bricks used, and the bond in which they are laid; stone dressings; and chimneystacks.
- The reinstatement of historic features that have been lost is favourable. For example, re-exposing brickwork that has been rendered or painted over.
- The repair and replacement of windows can have a notable effect on the character and special interest of the conservation area, both positively and negatively. The aim should always be to retain historic windows wherever they survive, carrying out refurbishment work where needed to make sure they remain usable. Timber frames are preferable over uPVC for a number of reasons, mainly their comparative slimness and breathable quality which has a positive knock-on effect on the overall condition of the historic building. However, it is recognised that modern double-glazing is becoming increasingly well-designed to suit historic contexts and may be permitted, subject to their appropriateness.

6.5 Maintenance

Maintenance differs from repair in that it is a pre-planned, regular activity intended to reduce instances where remedial or unforeseen work is needed. The higher the levels of maintenance, the less need to carry out repairs. Regular maintenance activity should include annual gutter clearing, seasonal vegetation control and repainting external joinery with an oil-based paint. This is not an exhaustive list and each historic building will have its own specific needs.

Larger historic buildings and those which are listed may benefit from occasional condition surveys (usually around every five years) to highlight their individual maintenance and repair needs.

The maintenance requirement of a building will depend on its age, materials and susceptibility to wear. Historic England, the Society for the Protection of Ancient Buildings (SPAB) and other heritage bodies publish specialist guidance on the suitable maintenance and repair methods for different historic buildings.

6.6 Trees

Trees are afforded protection within the conservation area and there are hundreds of tree preservation orders in place around Cheltenham (both within and outside conservation areas). Any tree surgery work should be carried out only once the relevant permission has been sought.

Good arboricultural management can help to maintain the safety of trees and reduce potential conflict with the built environment around them. Such works should be undertaken in line with industry best practice in order to protect their physiological and structural health, as well as their amenity.

The Cheltenham Tree Strategy, published February 2026, provides further information and guidance around maintaining existing trees and planting new ones. The Trees and Design Action Group (TDAG) have also published resources on best practice to support the role of urban trees through the planning, design, construction and management of urban environments.[01]

Contact details for the trees team at Cheltenham Borough Council are provided in Appendix A.

01 https://www.tdag.org.uk/

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6.7 Modern and new development

It is not the intention of conservation area designation to prevent new development or entirely exclude existing modern development where this is woven into a surrounding historic space. Instead, it puts in place a process whereby any proposals are more thoroughly studied to ensure that the special interest of the conservation area is protected and opportunities to improve its character are identified.

New development can range from entire new buildings to the introduction of new features, however small, on existing buildings.

New development within the setting of the conservation area should also be carefully managed as it has the potential to detract from its character and special interest. Any proposals will need to be considered on a case-by-case basis and take account of:

- The significance of any existing building affected;
- The impact on the setting of neighbouring listed buildings, key buildings of individual heritage interest and/or positive contributors;
- How local features and materials can be incorporated into the new design;
- Whether or not any historical plot boundaries survive or could be recoverable;
- The impact of the overall scale, massing and design on the wider streetscape;
- The loss of any important rear/side elevations or views of these;
- Characteristic boundary treatments and planting;
- The potential for below-ground or built archaeology; and
- Any other heritage or conservation constraints identified.
- The addition of new features on existing buildings can be detrimental to the individual buildings as well as the overall character of their wider setting if unmanaged. Specifically:
    - Television aerials and satellite dishes should not be fixed to principal or highly visible elevations, or chimneystacks.
    - Features such as external lighting and security cameras should be as discreet as possible.
    - Solar panels should be restricted to rear or secondary elevations, especially where a building forms one of a group.
    - Internal alterations can have an external impact; for example, staircases cutting across windows or the removal of chimneybreasts necessitating the removal of the associated chimneystack.

6.8 Sustainability

Maintenance and continued use of historic buildings is inherently sustainable. However, there are growing pressures to improve the energy efficiency of the country's historic building stock in order to reduce carbon emissions, particularly from heating which uses fossil fuel sources. Pressures to increase sustainability performance can be accommodated within the conservation area but will require a bespoke approach to ensure that the measures needed can be viably implemented without harm to its special interest.

Straight-forward measures to improve building performance include:

- Refurbishing historic windows and doors to prevent drafts.
- Re-pointing external walls to prevent damp and air leaks.
- Maintaining rainwater goods.
- Improving and/or expanding green spaces.
- Inserting breathable insulation in loft spaces and suspended floor voids.
- Installing thick curtains or internal shutters.

Double-glazing is now available in slimline, timber frame units which are considerably more sympathetic within historic contexts than earlier versions. It will be necessary to obtain the relevant permissions to install double-glazing. Best practice will always be to retain historic windows wherever possible, with the installation of secondary units being an alternative to full replacement.

The installation of solar panels and other infrastructure such as electric vehicle charging points and heat pumps in a conservation area is generally acceptable; however, they must not be installed in a location that is visible from any public highway and their physical and aesthetic impact will need to be carefully considered and mitigated.

Historic England, the Society for the Protection of Ancient Buildings, the Royal Institute of British Architects and other bodies publish extensive guidance on the sensitive adaptation of buildings in response to climate change and sustainability challenges.

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Appendix A: Useful contacts

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Appendix B: Glossary

Terminology	Definition
Baroque	A highly decorative and theatrical style of architecture popular in England during the 17th century. It experienced a revival in the early 20th century.
Classical	Architecture inspired by the buildings of ancient Greece and Rome - characterised by the use of columns and pediments.
Corbel	Stone, wood or metal bracket, often structural but sometimes decorative.
Cornice	A horizontal decorative moulding.
Domestic English Revival Style	An architectural movement from the late 19th and early 20th century which was influenced by historic English vernacular design and focussed on asymmetrical and highly textured designs. Linked to the Arts and Crafts movement, common features included steep pitched and multi-gable roofs, faux-timbering, and multi-pane windows.
Fanlight	A small semicircular or rectangular light above a doorway.
Fascia	A horizontal band beneath the eaves of a building or over a shopfront.
Fenestration	Architectural terminology for windows and doors.
Finial	Vertical decorative element found on roofs, towers, spires and gables.

Terminology	Definition
Gothic	Architecture inspired by the style of medieval churches - featuring pointed arches and tracery.
Key stone	A wedge-shaped stone found at the apex of a masonry arch.
Massing	Refers to the shape, form and size of a building.
Mullion	A vertical glazing bar on a window or window opening.
Patina	Visible signs of historic use.
Polite building	A building designed with regard for architectural fashion, often by an architect.
Portico	A projecting porch supported by columns.
Quoins	Masonry blocks to the corner of a wall - can be structural or aesthetic.
Rubble stone	Unfinished stone.
Stallriser	A platform below a shop window.
Tracery	Division of openings with stone bars or moulded ribs.
Transom	A horizontal glazing bar on a window or window opening.
Urban grain	The pattern of building plots in an urban environment.
Vernacular building	A building constructed using local materials with limited or no regard for architectural fashion.

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Appendix C: Frequently asked questions

Frequently asked questions

Do I need planning permission for demolition and new development with a Conservation Area?

Planning permission will usually be required to totally or substantially demolish buildings or structures within a conservation area (including walls, gate piers and chimneys). Applications for demolition will also need a heritage statement (sometimes called a heritage impact assessment) as part of the application.

Consult with Cheltenham Borough Council to confirm whether planning permission will be required ahead of any new development.

Are there any additional restrictions on permitted development rights?

The extent to which permitted development (i.e. changes that are allowed without requiring consent from the local authority) may be restricted. For example, replacement windows, different elevational finishes or the installation of satellite dishes. Always confirm any restrictions with Cheltenham Borough Council before carrying out any works to the exterior of a building within the conservation area.

What are the implications of Conservation Area designation for tree works?

Trees with a diameter of 75mm or greater measured at 1.5m above the soil level are protected. Any work proposed to these trees require permission from the local authority by means of a planning application. This allows the local authority to determine whether a tree preservation order (TPO) is necessary.

Are there restrictions on advertising and commercial signage?

Advertisements and other commercial signage may be subject to additional controls and/or require planning permission. Contact planning@cheltenham.gov.uk before installing any advertising infrastructure or commercial signage.

How do I seek pre-application advice?

For pre-application advice on major developments, contact planning@cheltenham.gov.uk. A pre-planning application will provide guidance on what permission is required.

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