CHELTENHAM
BOROUGH COUNCIL



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Cudnall Street Conservation Area

Conservation Area Appraisal

CHELTENHAM
BOROUGH COUNCIL

PURCELL

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1.0 Introduction

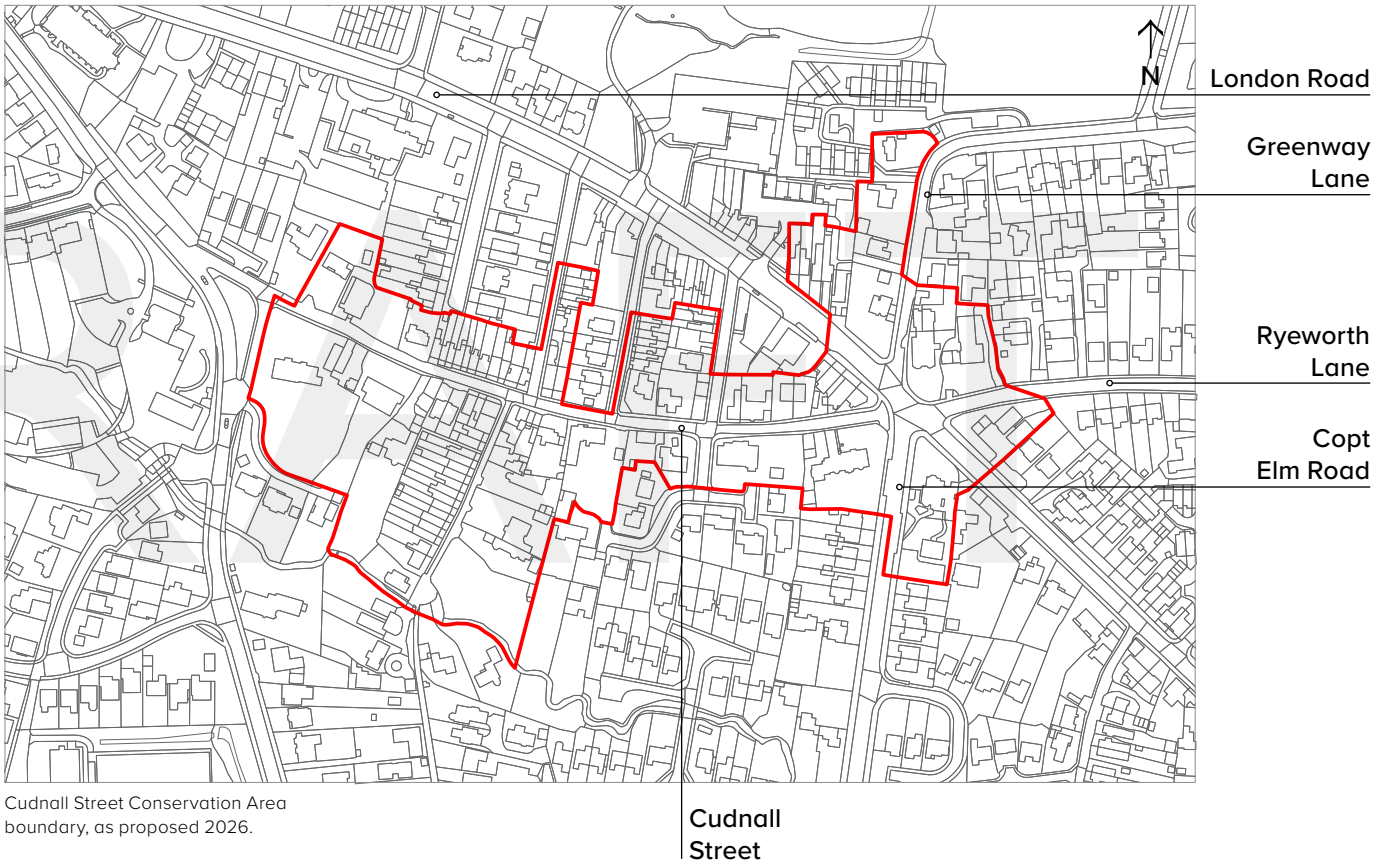
The Cudnall Street Conservation Area is located within the Charlton Kings area of Cheltenham, to the southeast of the town centre.

The Cudnall Street Conservation Area was first designated in October 1989, with a subsequent review in June 2009, for its special historic and architectural interest.

Cudnall Street has a distinct historic character due to the surviving historic urban grain, the architectural style and detailing of the buildings and the contrasting plot and building sizes which add interest to the streetscape.

The character and appearance of Cudnall Street can be read in:

- the visual dominance of historically and architecturally important buildings along the principal thoroughfare of Cudnall Street, the retention of their attractive historic settings and the survival of many of the historic plot boundaries;
- the two distinct areas of contrasting urban grain which form the two character areas in the Cudnall Street Conservation Area;
- the diverse mix of building type, style, age and function which provides a visual variety throughout the streetscape;
- the historic importance of Cudnall Street as a part of the ancient route through Charlton Kings across country to London.



Cudnall Street Conservation Area boundary, as proposed 2026.

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1.1 Definition of a conservation area

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 for all local planning authorities to 'formulate and publish proposals for the preservation and enhancement' of conservation areas within their jurisdiction and for these documents to be periodically reviewed.[02]

The Cudnall Street Conservation Area was last reviewed in 2009.

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.

Over time, conservation areas evolve and the integrity of characteristics which underpin their special interest may depreciate due to gradual alteration. It is therefore important to review and take stock of the character of a conservation area at intervals to ensure designation is still suitable and that the proper tools to manage change are in place.

Reviews often find that conservation area boundaries were previously drawn too tightly or include peripheral areas which do not contribute to an understanding of its character. Consequently, it is important to review the boundary and include/exclude buildings and spaces which do/not meet the requirements for conservation area designation.

This Conservation Area Appraisal seeks to:

- Record and analyse the special interest of the Cudnall Street 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.

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

02 Section 71 (1), Planning (Listed Buildings and Conservation Areas) Act 1990.

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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 Cudnall Street 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 Cudnall Street 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 Cudnall Street Conservation Area is policy RT 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' retail 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 Cudnall Street Conservation Area. Common issues and opportunities were discussed with the stakeholders present, along with a review of the existing conservation area boundary.

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

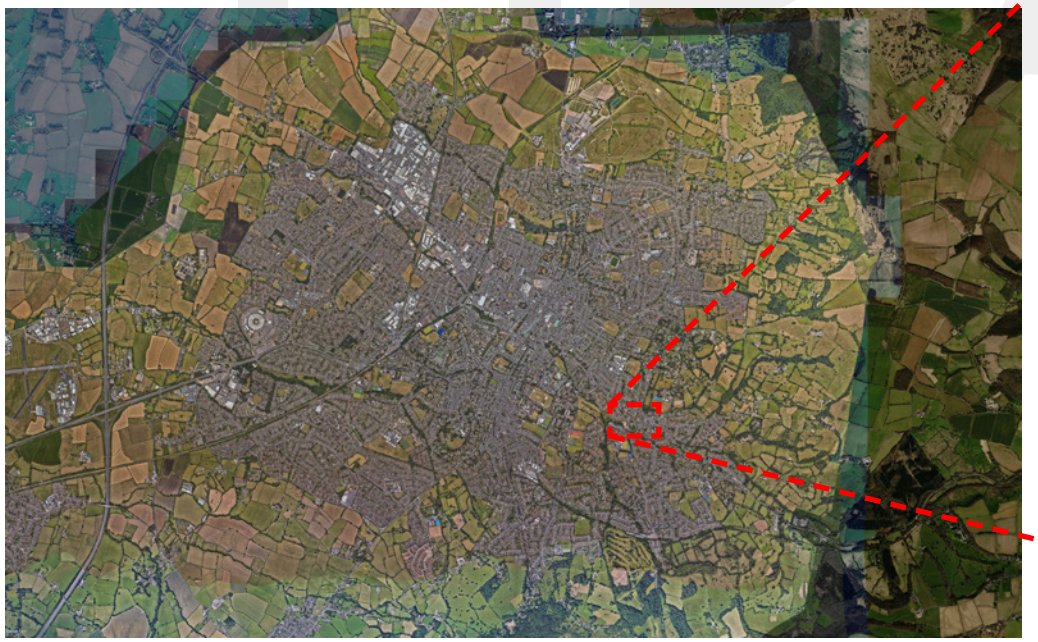
2.1 Location and setting

Cheltenham, and with it the Cudnall Street Conservation Area, lies at the foot of the Cotswold Scarp, which forms the western edge of the Cotswolds Area of Outstanding Natural Beauty (AONB). The steep topography to the east of the town means that a strong sense of the town's setting is retained and illustrated by multiple views within the conservation area.

The conservation area is within the Charlton Kings area of Cheltenham, a suburb in the southeast of the town. The area is characterised by the winding road that travels east to join London Road, with subsidiary streets extending to the north and south. The variation in building size and style gives the conservation area an informal appearance which illustrates its organic historic development.

The western section of the Cudnall Street Conservation Area includes Six-Ways junction, the meeting of Cudnall Street with London Road, Copt Elm Road, Greenway Lane and Ryeworth Road. This junction is a dominant feature within the conservation area.

The boundary of the conservation area itself is surrounded by a mixture of suburban developments, some of which date from the late 19th and early 20th centuries. The area is residential in character, with very little public open green space.



Aerial image of Cheltenham.



The Cudnall Street Conservation Area.

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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 Charlton Kings

Cudnall Street is within the Charlton Kings suburb of Cheltenham, formally its own separate settlement which was absorbed by the town between the 18th and 20th centuries.

Charlton Kings has its origins in the Anglo-Saxon period. Its name derives from ceorls' tun, meaning the enclosed settlement of a ceorl (an independent peasant landowner). The addition of "Kings" reflects its association with the royal manor and Hundred of Cheltenham. The settlement was recorded as Cherlton as early as 1160.

The village expanded significantly during the 16th century as demand for housing increased. New homes were built on former common field strips, while many older properties were rebuilt or upgraded between 1550 and 1650. From the mid-18th century onwards, brick became the dominant building material, supported by local brickyards, with housing gradually spread onto former agricultural land.

Charlton Kings benefited from the growth of nearby Cheltenham as a fashionable spa resort in the late 18th and early 19th centuries. Visitors often stayed in lodging houses within the village. During the Victorian period, the area became a popular retirement location for military officers and attracted a prosperous middle-class population.

The 20th century saw rapid population and housing growth. The number of houses increased from 4,376 in 1921 to 4,759 in 1931, while the population rose from over 6,000 by 1946 to more than 10,000 by 1971. Today, Charlton Kings has a population of around 10,875.

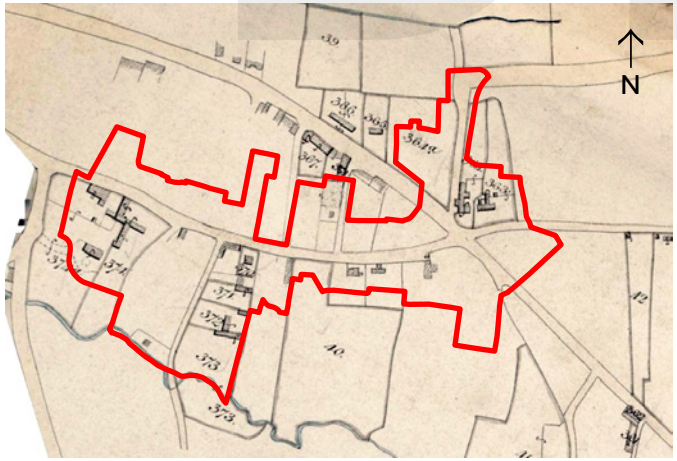
By the mid-20th century, Charlton Kings had developed into a well-served community with schools, shops, public houses, charities, sports clubs, and social organisations. In the 21st century, it is an established and affluent suburb of Cheltenham, while its three conservation areas continue to preserve its historic character and distinctive identity.

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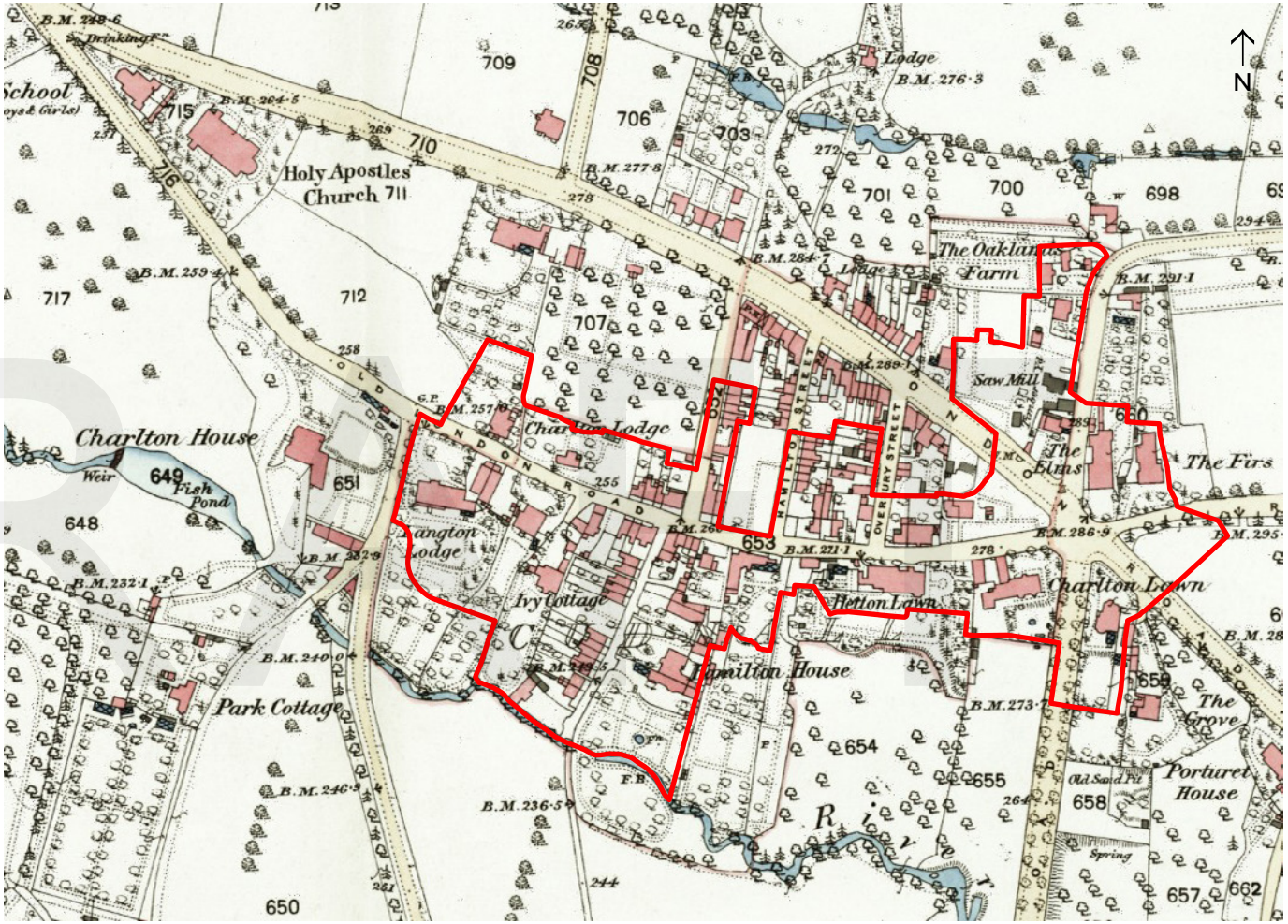
2.4 Summary history of the Cudnall Street Conservation Area

Cudnall Street was historically named London Road and formed part of the main road through Charlton Kings to East End Road, and eventually onto London. The 'new' and existing London Road was laid out in 1825, and Cudnall Street was still known as 'Old London Road' as late as 1897.

Cudnall Street and the surrounding area appears on the Gloucestershire tithe map from the 1840s, however the first edition Ordnance Survey map of 1844-88 details the layout of the area. Cudnall Street is marked as Old London Road, with the area shown as Cudnall; Oakland Street, Hamilton Street and Overbury Street are shown connecting to London Road to the north, and Brookland Road extends to the south. This map illustrates the established contrasting urban grain between the central core of Cudnall Street with terraced houses and the larger buildings to the east and west of the street.

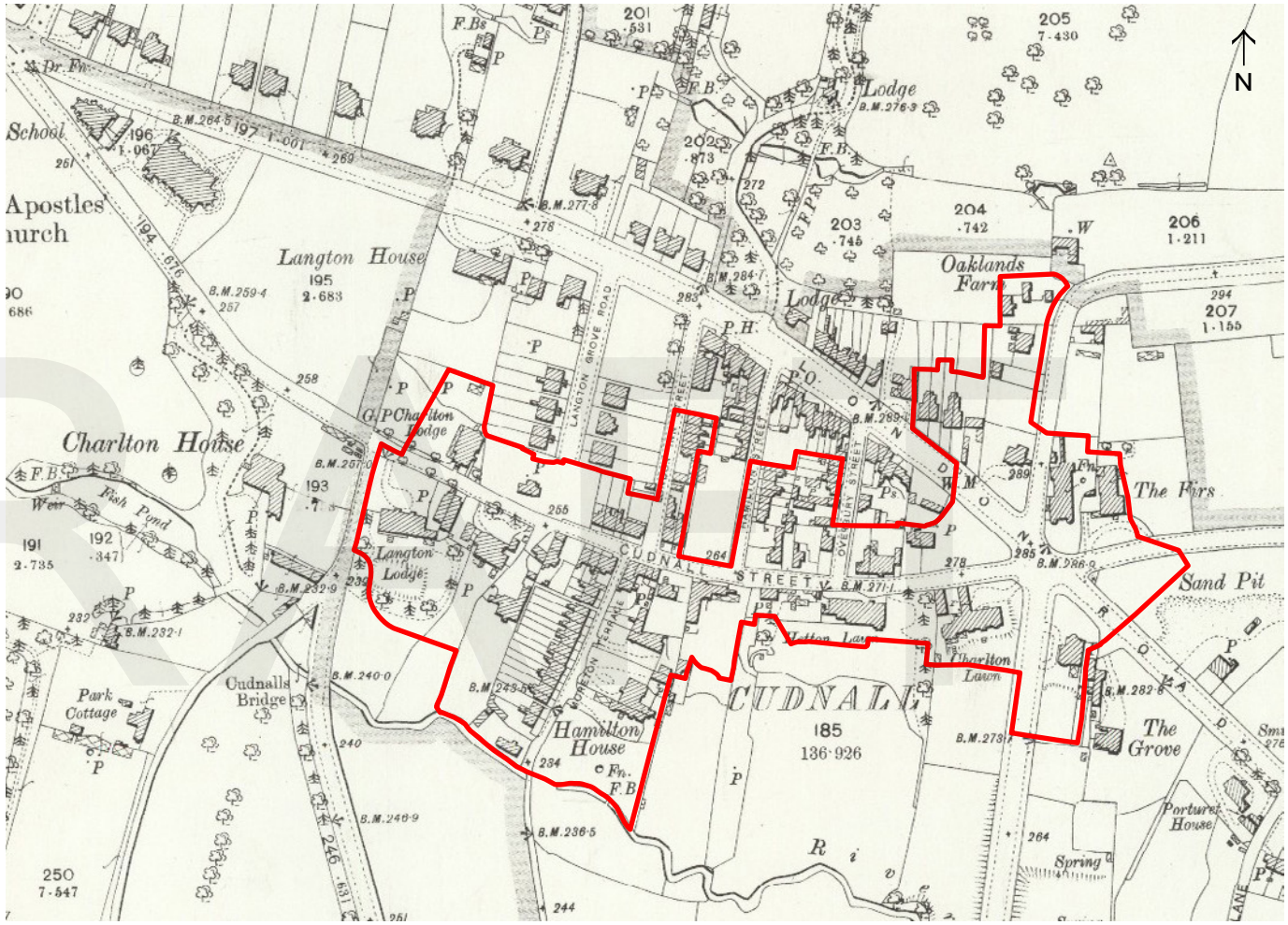


Cudnall Street within the conservation area boundary, as depicted in the 1840s Gloucestershire tithe map, with the approximate location of the conservation area boundary marked in red.



The Cudnall Street Conservation Area as shown on the first edition Ordnance Survey (1844-1888), the approximate location of the conservation area boundary marked in red. *Know Your Place*.

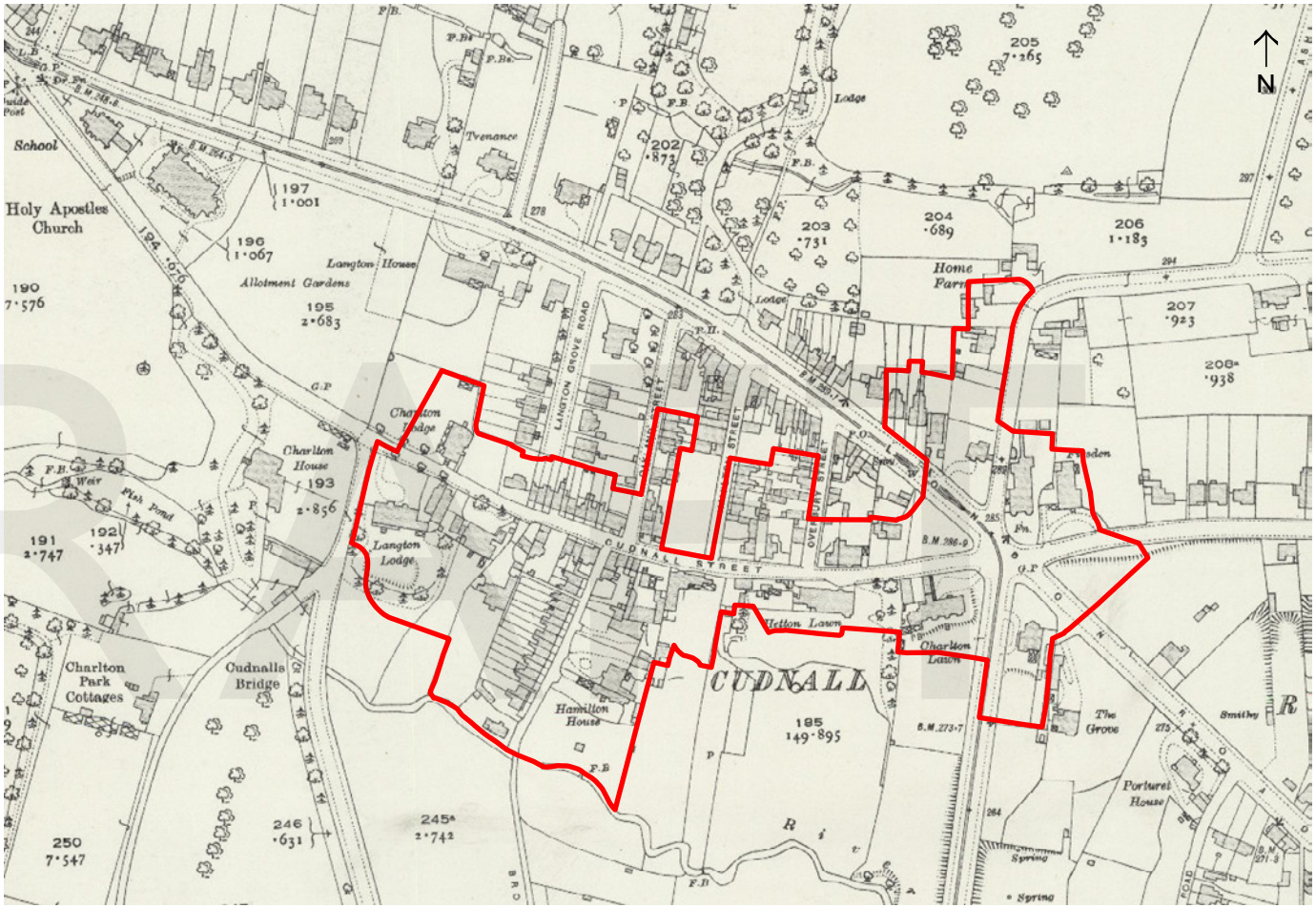
The 1893-1903 second edition Ordnance Survey map illustrates further small infill developments in plots of land both within the Cudnall Street Conservation Area and within its setting. These developments conformed to the established urban grain pattern, with higher density terraced housing to the centre and substantial houses within large plots of land to the east and west. This map is the first to show the change of name for the area, from Old London Road to Cudnall Street.



The Cudnall Street Conservation Area as shown on the second edition Ordnance Survey (1894-1903), the approximate location of the conservation area boundary marked in red. *Know Your Place*.

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Further small scale developments were undertaken within the conservation area in the early 20th century, including the construction of Charlton Kings village hall the north side of London Road (now included on the Index of locally important buildings) and an extension to the terrace of houses along the north side of Cudnall Street, to the west of Oakland Street. These developments continued to conform to the established historic urban grain.



The Cudnall Street Conservation Area as shown on the third edition Ordnance Survey (1898-1939), the approximate location of the conservation area boundary marked in red. *Know Your Place*.

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By the mid-20th century, small scale development had occurred. This included the alteration and widening of the line of Cirencester Road to the east of the Cudnall Street Conservation Area, with the land between the current route of Cirencester Road and its older section forming a green space. To the east end of the conservation area, a small row of buildings which function as local shops and services has been constructed on the south side of London Road. The core of the Cudnall Street Conservation Area was largely unaltered and retained its historic plan form.

Further development occurred in the late 20th and early 21st centuries that was generally limited to the construction of residential housing within the gardens of the larger houses in the centre and on the western side of the conservation area. These developments now lie outside of the conservation area boundary but nevertheless impact the setting.

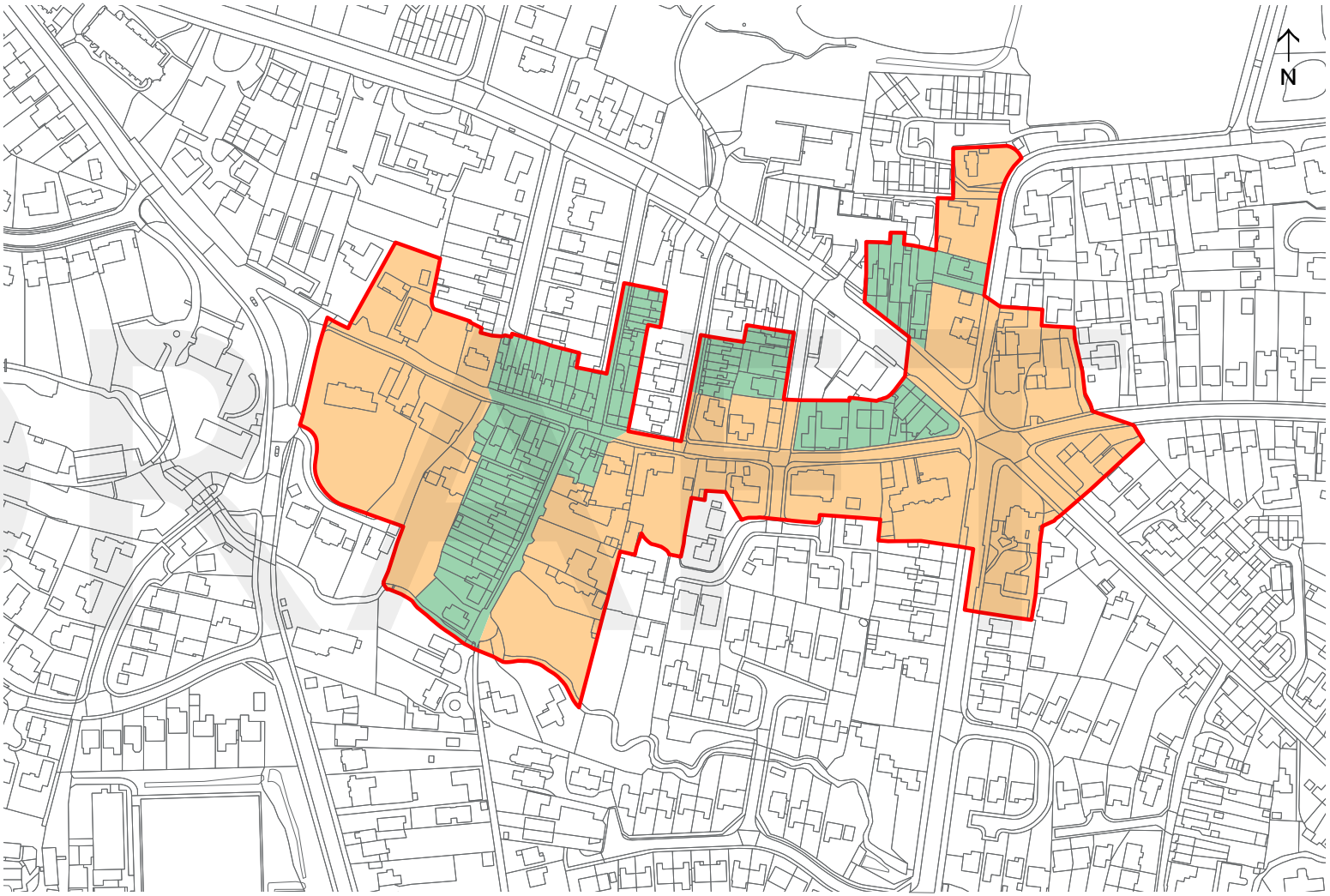


The Cudnall Street Conservation Area as shown on the national grid edition Ordnance Survey (1947-1965), the approximate location of the conservation area boundary marked in red. *Know Your Place.*

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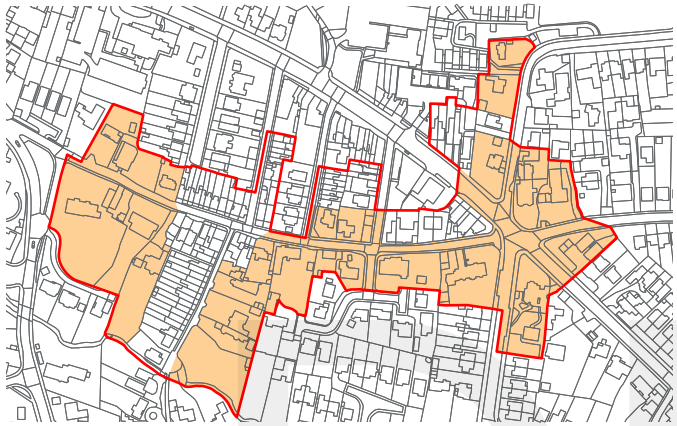
2.5 Character areas

There are two distinct character areas within the Cudnall Street Conservation Area.



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2.5.1 Character area 1: large domestic houses



Character area 1 comprises sections of the conservation area which are made up of large domestic houses. This broadly bookends the central character area 2.

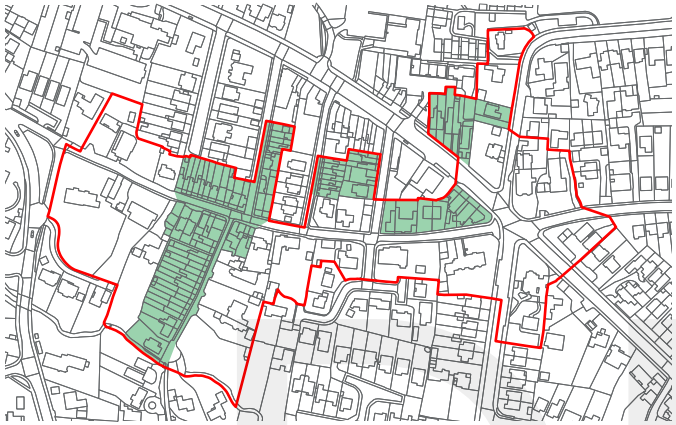
The larger houses are set further back from the footpath, within substantial grounds. These larger houses have more privacy as they are set further away from the public areas and are bounded by high masonry walls or hedging. The height of these boundary treatments creates a more formal setting for these properties, which are all Grade II listed or included within Cheltenham Borough Council's Index of locally important buildings. Additionally, high walls and hedging create a strong road frontage and sense of enclosure along Cudnall Street. This sense of enclosure is lost, however, at the eastern end, which opens onto London Road.



Large houses within character area 1, on Cudnall Street, Brookway Road, and situated around Six-Ways junction.

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2.5.2 Character area 2: modest terraced buildings



Character area 2 is the central portion of the conservation area and has a high density of buildings.

Houses are smaller in character area 2 and modest in character, but as a group they have a characterful historic appearance which creates a clear identity within the conservation area. The buildings are predominantly terraced houses which follow a strong building line along the street and either directly front the street or have small, contained front gardens. Front boundary treatments tend to be low enough in height to enable full appreciation of the buildings, which creates a more informal setting for the houses.







Modest terraced houses on Cudnall Street.



Terraced houses on the corner of Cudnall Street and Brookway Road.





Terraced houses on Brookway Road.

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2.6 Built form

2.6.1 Residential buildings

The Cudnall Street Conservation Area predominantly constitutes residential buildings that have incrementally been constructed along the principal thoroughfare out of Cheltenham when the area was known as Old London Road.

Houses take a variety of forms: vernacular historic cottages dating from the 15th century, terraced, semi-detached and larger, detached houses from the 18th and 19th centuries. These buildings have a mix of architectural styles, use of materials, sizes, scales, footprints and ages. Their variety presents interesting and attractive street scenes and enhances the character and appearance of the Conservation Area. The predominantly residential character of Cudnall Street allows this street to have relatively low noise and activity.



The variety of building sizes, ages and use of materials within the Cudnall Street Conservation Area.

Buildings are generally two-storeys in height, with some additionally having basements. There is a variety in the ridge and eaves heights which creates an alternating roof line and a visual interest within the street. Some of the historic houses also have dormer windows which adds to this interest.

Many of the larger houses and semi-detached buildings display ornate architectural detailing, which conveys their grander and importance. Such detailing includes louvred shutters, tripartite Doric portico with central pediments, a tented iron porch with diamond latticework, and early 19th century style patterned lead and timber casements of Tudor-Gothic lights on.

There are some distinctive groups of terraced housing within the conservation area which positively contribute to the built form of the area. This includes a row of red-brick and rendered cottages on the north side of Cudnall Street which have a vernacular character that enhances the historic streetscape appearance of Cudnall Street. The houses have unifying characteristics, such as brick chimney stacks and attractive brick detailing above the windows, and some retain their timber sliding sash windows. These terraces, along with other historic buildings along the street, follow a similar building line which creates cohesion throughout the conservation area.



A large detached villa on Cudnall Street with louvred shutters.



Semi-detached houses on Brookway Road with tented iron porched with diamond latticework and iron railings.



The red brick and rendered terraced houses along Cudnall Street.

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2.6.2 Commercial buildings

There are a small number of commercial buildings within the Cudnall Street Conservation Area, all located at the Six-Ways junction on London Road. These are mid-20th-century buildings which illustrate the continuous incremental development of Cudnall Street and London Road.

These are modest brick buildings of two storeys, in a square planflorm and constructed in the 20th century. There two buildings, one semi-detached and one detached with a single storey extension, that contain four shop units on the ground floor. There is a variety of shopfront styles and material palettes but all use modern materials and signage.



The commercial buildings on London Road.

2.7 Materials

Buildings in the Cudnall Street Conservation Area have predominantly been constructed in red brick, with some use of Cotswold limestone and ashlar. Some masonry buildings have been finished in render or stucco and then painted. A small number of the older buildings are timber framed, although they have been altered over the years.

The predominant roofing material in Cudnall Street Conservation Area is Welsh blue or grey slate. There are some individual instances of the use of pantiles and Cotswold stone slates. Modern houses within the conservation area have concrete tiled roofs.

Public roads and footpaths are surfaced in tarmac with concrete kerbs in most areas. There are surviving historic Staffordshire blue kerb stones along Cudnall Street which are an attractive and historically important feature. Driveways vary between gravel, concrete and brick. The use of brick and gravel is more in keeping with, and sympathetic to, the character and visual appearance of the area.



Rendered buildings on Cudnall Street.



Modern and historic brick buildings, with exposed and painted bricks, on Cudnall Street.

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2.8 Boundary treatments

Boundary treatments vary across the conservation area but the most common are red brick and stone masonry walls and hedging, although there are also instances of railings and close board fencing.

The boundary treatments across the conservation area vary in height but a significant proportion of the front gardens in character area 2 have low front boundary walls. Some of these walls are topped with hedges which contrast the red brick of the terraced houses and create a visual interest. These walls also vary in age, with instances of replacement brick walls across the conservation area. The masonry walls to the larger houses in character area 1 are generally taller in height than those in character area 2, and some of the larger listed buildings also have gate piers facing onto the street.

The most characterful boundary treatments are low red brick walls and hedges, which are in keeping with the historic character and appearance of the conservation area. Several boundary treatments have been incrementally removed to create car parking with hardsurfacing.



Historic brick walls and gate piers to a large house on Brookway Road.



Red brick walls on Cudnall Street.



Historic red brick walls with ashlar gate piers on Brookway Road.



Stone boundary walls to a large house on Greenway Lane.



Stone boundary wall to a large house on the corner of Greenway Lane and Ryeworth Road.



Stone boundary walls on Cudnall Street.



Red brick boundary walls on Cudnall Street.

2.9 Urban grain, configuration, direction of movement

Cudnall Street Conservation Area has contrasting urban grains that distinguish the two character areas. Character area 1, at either end of the conservation area, is comprised of larger plots with larger, formally positioned buildings and a more organic relationship to the street. Character area 2 has a number of streets which have a very fine grain – regular, tight plots of uniform depth and buildings with short or no gardens. These buildings are set directly onto the road and have a strong street presence.

The plan form of the roads varies within the conservation area. Cudnall Street has a gentle, winding form and the land rises in the east. This form creates a series of staggered views when travelling from west to east. In comparison, Oakland Street, Hamilton Street and Overbury Street have a straight plan form as the land rises sharply to the north towards London Road. This is replicated to the south along Brookway Road.

Cudnall Street is aligned west to east as a historic thoroughfare leaving Cheltenham town centre to London. The principal road is not accessible from the Six-Ways junction which has a modern barrier, meaning direction of movement is generally from the west moving east, with subsidiary access from London Road via Oakland Street, Hamilton Street and Overbury Street.

2.10 Public realm

Street signs and other traffic paraphernalia are the most visually prominent form of street furniture within Cudnall Street Conservation Area. Street signs are most evident at road junctions, and these are modern and functional in design and appearance.

The eastern end of Cudnall Street has been blocked to traffic with vehicular access limited to the west end of Cudnall Street. Space at the eastern end comprises of hard surfacing, with two sets of pedestrian railings and modern traffic lights, signs and pedestrian crossings on the Six-Ways junction nearby.

The street lights within the conservation area are of a modern, functional design. They are of a smaller scale in Cudnall Street, Oakland Street, Hamilton Street, Overbury Street and Brookway Road, and those to London Road of a larger scale due to the width of the road and the intensity of the traffic.

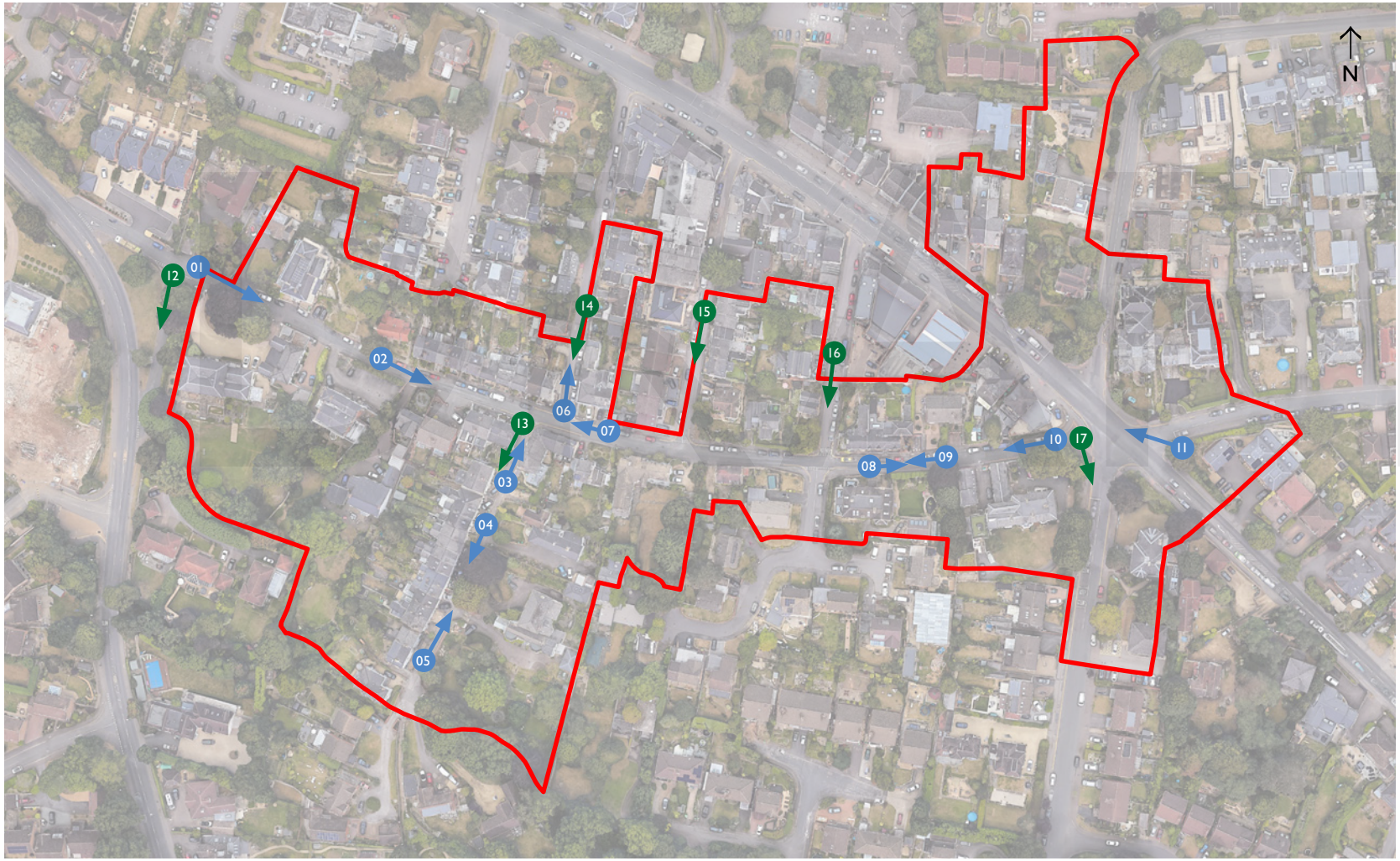


The modern street furniture in place at Six-Ways junction at the eastern end of the Cudnall Street Conservation Area.

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2.11 Key views

There are several types of views which contribute to and enhance the special interest of the Cudnall Street 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

2.11.1 Streetscape views

The key streetscape views within the conservation area emphasise the character and appearance of the Cudnall Street Conservation Area. These are typically linear views that take in several individual or groups of prominent buildings that contribute 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 direction of travel along the principal streets are also acknowledged as important in establishing the character and appearance of the conservation area.



View 01: Cudnall Street at the west boundary to the conservation area, looking east.



View 02: Cudnall Street, looking east.



View 03: Brookway Road, looking north towards the junction with Cudnall Street.



View 04: Brookway Road, looking south.



View 05: Brookway Road, looking north.



View 06: The junction of Cudnall Street and Oakland Street, looking north.



View 07: The junction of Cudnall Street and Brookway Road, looking west.



View 08: Cudnall Street, looking east.



View 09: Cudnall Street, looking west.



View 10: The east end of Cudnall Street at the Six-Ways junction, looking west.



View 11: The corner of London Road and Ryeworth Road at the Six-Ways junction, looking northwest towards the east end of Cudnall Street and along London Road.

2.11.2 Views into the surrounding landscape

The Cotswold scarp lies to the south and east of the Cudnall Street Conservation Area and general streetscape views that look east have glimpses of the surrounding landscape within them.



View 12: From the corner of Cudnall Street and Langton Place on the west boundary of the conservation area, looking south towards Cirencester Road.



View 13: From the junction of Cudnall Street and Brookway Road, looking south.



View 14: From Oakland Street looking south.



View 15: From Hamilton Street looking south.



View 16: From Overbury Street looking south.



View 17: From the east end of Cudnall Street at Six-Ways junction, looking south towards Copt Elm Road.

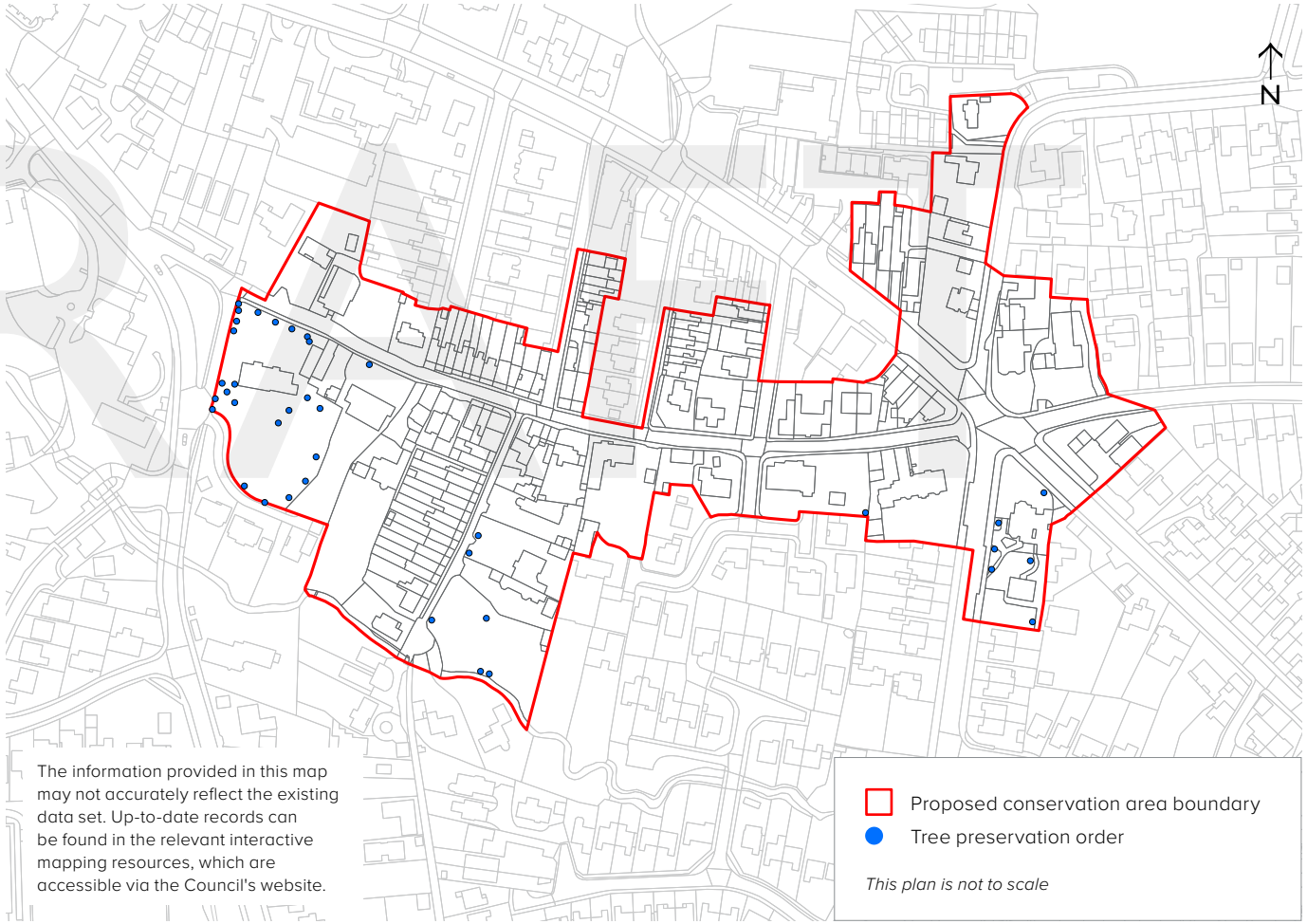
2.12 Trees and open spaces

Trees make a positive contribution to the character and appearance of the Cudnall Street Conservation Area. They are predominantly found within the private gardens of the larger properties within the conservation area and create privacy by screening houses and gardens from public spaces but still contribute to the outward-facing greenery throughout the conservation area.

There is no open green space within the public realm within the Cudnall Street Conservation Area. A verge on the corner of Cirencester Road on the eastern boundary of the conservation area positively contributes to the setting of Cudnall Street, acting as a gateway to the conservation area, but is outside the boundary.

The private gardens to the larger properties along Cudnall Street and at Six-Ways junction that constitute character area 1 (large domestic properties) create a sense of space and make a significant contribution to enhancing the character of the conservation area. The front gardens of dwellings are often enclosed by traditional and historic boundary treatments, such as brick and stone walls.

Gardens and frontages form an important feature within the conservation area, which contribute to a sense of space and greenery evident within the conservation area. Although many of the terraced houses have small, contained front gardens, the presence of greenery provides an attractive traditional setting to the front to both historic and more modern buildings. It gives them a colourful, interesting setting which enhances the special qualities of these properties and the street in general. The gardens along Cudnall Street are particularly attractive and well maintained. Well established front gardens are also evident in the larger, detached properties found along Cudnall Street, the east side of Brookway Road and London Road. The front gardens are often enclosed by traditional and historic boundary treatments, such as brick walls and occasionally by railings. Trees in front gardens help to create privacy by screening properties from public view and public spaces. Some front gardens have, however, been partially converted to hard-standing for cars.



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2.13 Topography

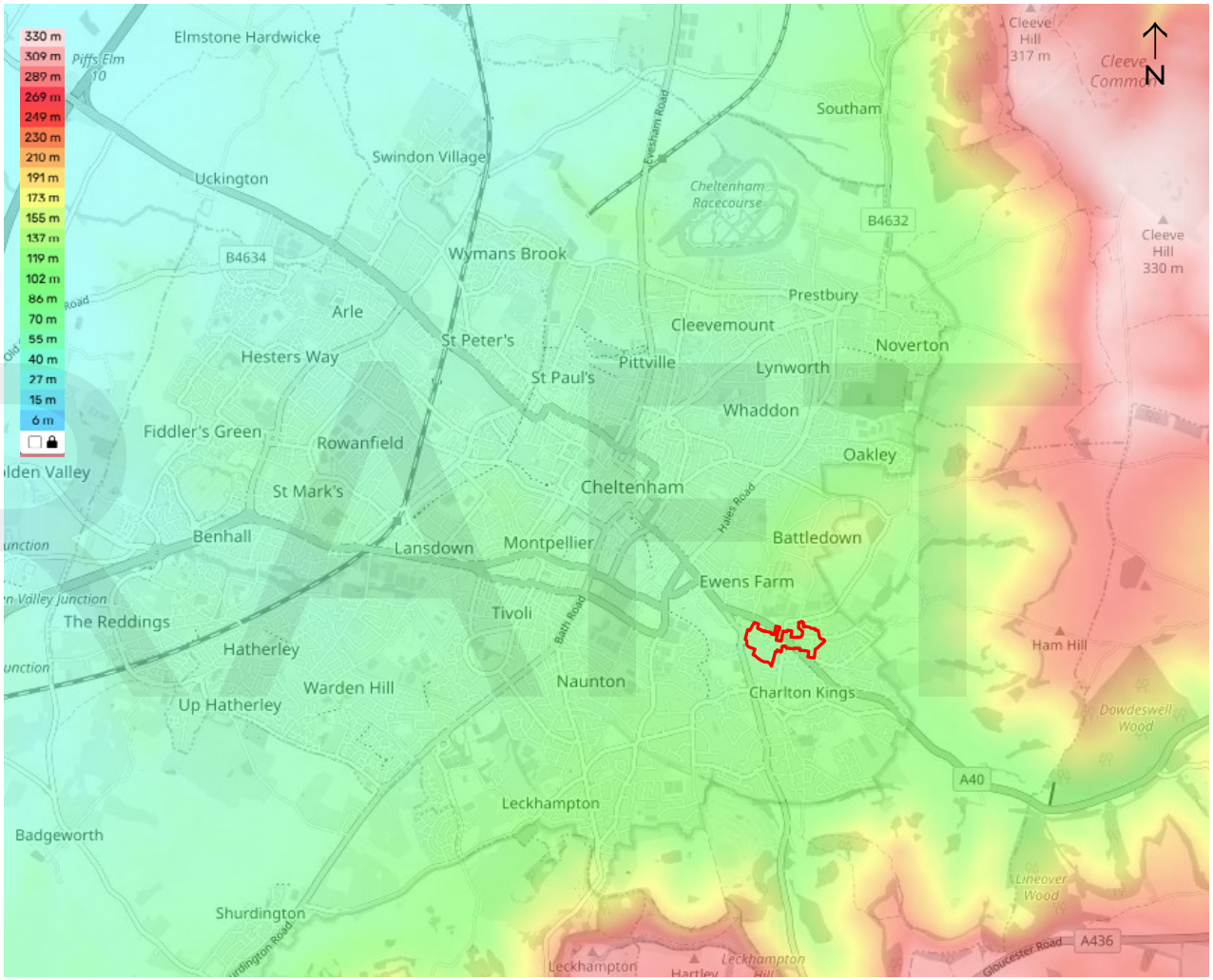
The Cudnall Street Conservation Area is situated at the brow of a hill, with the topography running downhill to the south along Brookway Road, Copt Elm Road and Cirencester Road, and uphill to the north along Oakland Street, Hamilton Street and Overbury Street to London Road. From the southern end of these roads, one can barely see the northern end due to the height of the land, which creates a sense of interest.

The heightened land along these roads enables impressive vistas of the Cotswold scarp to be experienced to the south, viewed over rooftops. These extensive views create a sense of space and an attractive backdrop for the Conservation Area.

2.14 Archaeology

Archaeological remains have been recorded in the wider Charlton Kings area which date to the Roman and medieval periods respectively. No remains have been discovered specifically within the Cudnall Street Conservation Area boundary, although the history of the area as a key thoroughfare out of Cheltenham 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).

Proposed conservation area boundary

This plan is not to scale

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

3.0 Heritage assets

The Cudnall Street Conservation Area is a heritage asset in its own right and contains numerous individual designated heritage assets. This includes both listed and unlisted buildings and structures, including several 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 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 several listed buildings within the Cudnall Street Conservation Area boundary. These comprise numerous domestic houses, most of which are high-status villas.

3.2 Locally indexed buildings

Cheltenham Borough Council maintains an index of buildings of local interest. These are defined as buildings which do not meet the strict criteria for listing, but still make a special contribution to the history, appearance, character and cultural value of Cheltenham. Inclusion on the index does not affect any planning rights at the properties identified.

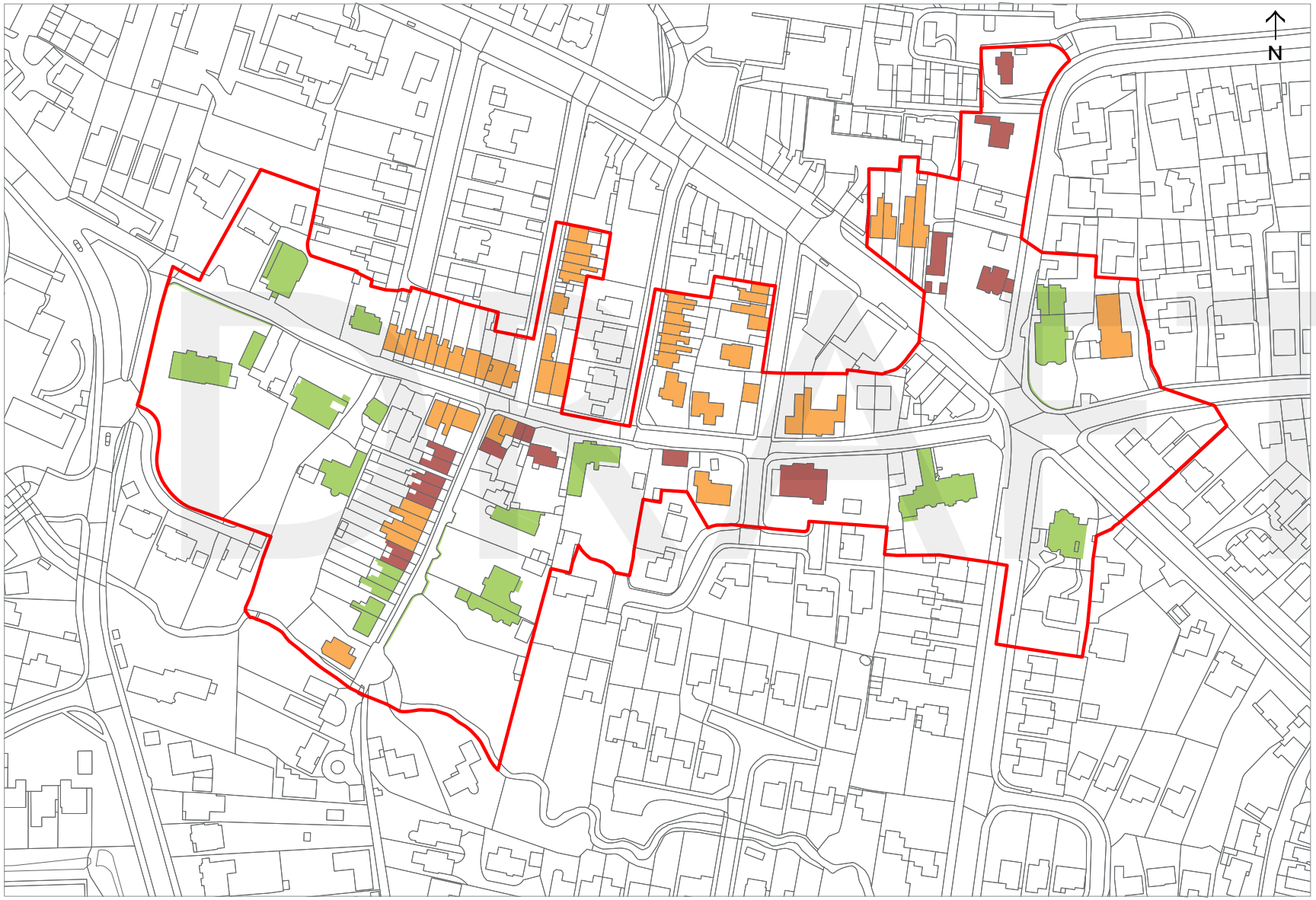
However, the Council will give careful consideration to the local importance of the property and its setting when considering any applications for planning or other consents. The Council may consider action to protect the building if it is considered to be under threat of demolition or damage. The index is reviewed regularly and the public are consulted on proposed inclusions.

There are ten index buildings within the Cudnall Street Conservation Area.

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 Cudnall Street Conservation Area.

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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 Boundary review

4.1 Reasons for review

In accordance with the Planning (Listed Buildings and Conservation Areas) Act 1990, the National Planning Policy Framework and Historic England best practice guidance, the boundary of a conservation area should be periodically reviewed and suitably revised in accordance with findings made during this exercise.

The need to review the boundary can be in response to a number of factors: unmanaged incremental changes which have, over time, diluted the character of an area; the boundary may have been drawn too tightly originally; or the special interest of a feature may not have been evident to a previous assessor. Although it is principally the built structures that are recognised in amending the boundary, their accompanying plots often provide an important historical context which should be incorporated together with the building(s).

The boundary of Cheltenham's Central Conservation Area was last undertaken between 2007 and 2008. Some recommendations regarding boundary alterations were made at this time, although none were taken forwards.

The following pages detail the proposed boundary changes to the conservation area. When considering the boundary changes, the following questions were asked:

- Does the location contribute to the identified special interest of the conservation area and/or the character area of which it is a part?
- If so, what is the particular contribution it makes? Does it:
    - demonstrate the architectural style?
    - illustrate an association with an important person or event which helped shape Cheltenham's history?
    - contribute to an understanding of the town's historic configuration?
    - form part of a wider architectural development, such as a group of terraces built at the same time, or a historic planned estate?
    - facilitate or form part of a key view within the town?
    - enhance the visual interest of the conservation area, for instance by providing open green space or mature tree cover?

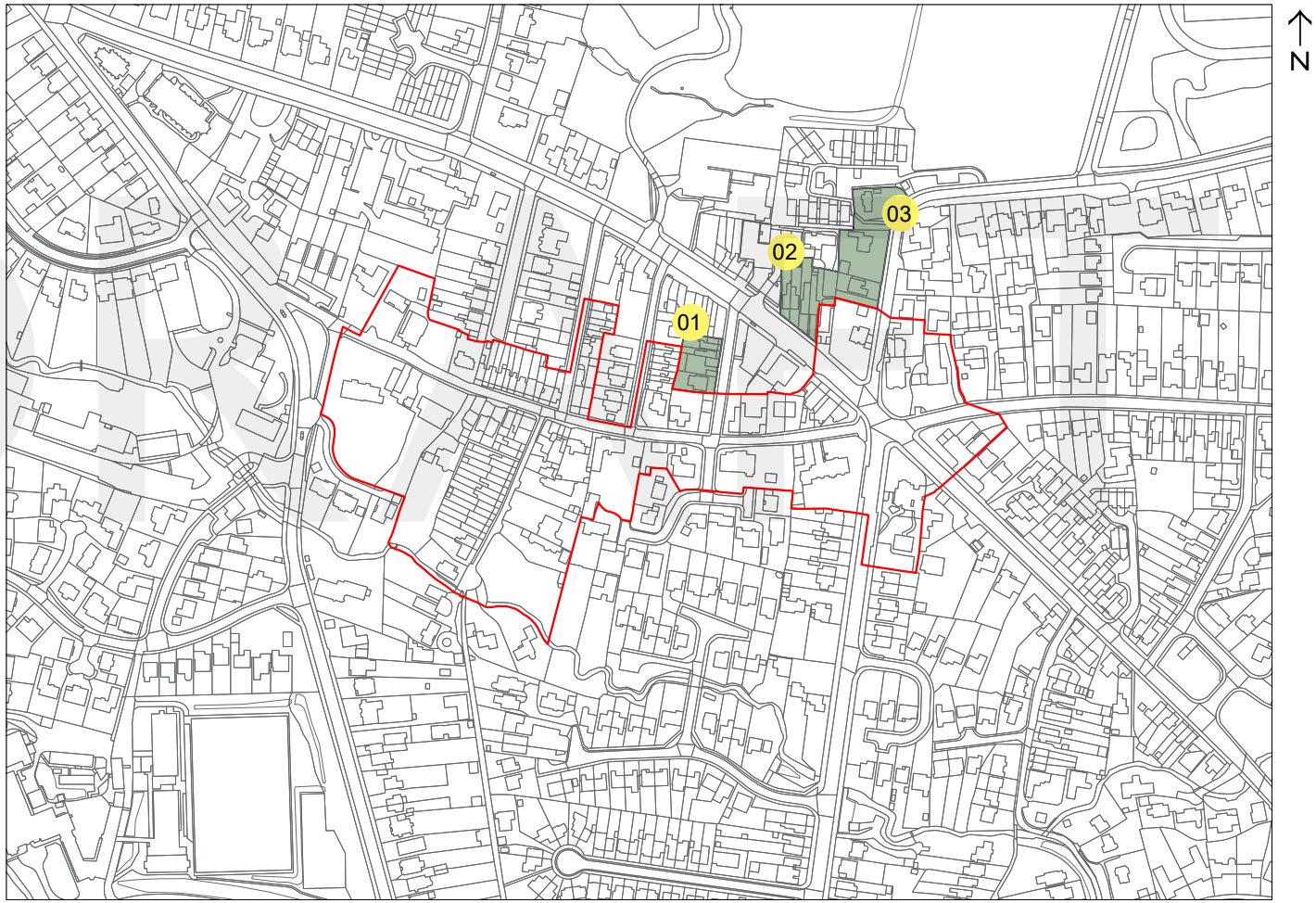
A location which continues to enhance the special interest of the conservation area in one or more of the above ways is likely to be retained within the conservation area boundary, or brought into the boundary if it is not already included. Where the special interest of a location has been heavily eroded - perhaps through significant loss of historic buildings or features or significant modern development which has fundamentally altered the character of an area or severed it from its historic setting, there will be scope for removing an area from the boundary.

Where an area contains both contributing and non-contributing or detracting elements, these factors will be balanced to determine whether the location makes a sufficient contribution to warrant retention within the conservation area boundary without depreciating the integrity of the designation.

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4.2 Map of proposed boundary changes.

There are three proposed additions to the Cudnall Street Conservation Area:



Proposed boundary changes

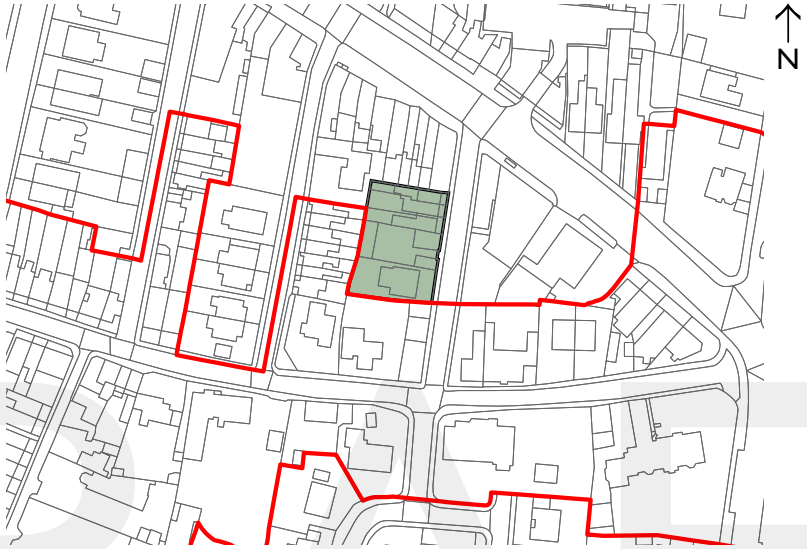
- Current Boundary
- Proposed Boundary (2026)
- Included

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01 An extension of Overbury Street to the north of the existing boundary.

It is proposed to extend the conservation area boundary north along the west side of Overbury Street. This will include a short terrace of three modest historic houses and a semi-detached historic building. These buildings are all of a similar style and proportion to other historic buildings on Cudnall Street and the side streets; they are in keeping with the established character and appearance of the conservation area. These are all unlisted historic buildings and will therefore benefit from the added protection of the conservation area designation.







The terrace of three cottages and adjoined semi-detached proposed to be added into the Cudnall Street Conservation Area on the west side of Overbury Road.

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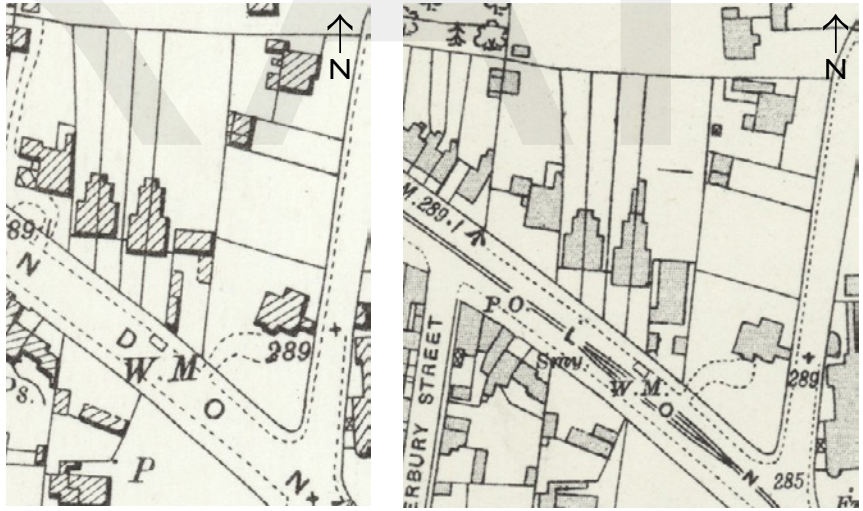
02 An extension of London Road to the west of the existing boundary.

It is proposed to extend the conservation area boundary to the west along the north side of London Road. This will include two pairs of 1890s semi-detached houses adjacent to a historic building currently included on the Index of locally important buildings. These four houses stylistically contribute to the character of the area and the setting of the Index building, which historic mapping shows that they pre-date by approximately 15 years.





The two pairs of semi-detached houses to the left of the historic building included on the Index of locally important buildings.



The 1894 and 1939 maps of London Road. The two pairs of semi-detached buildings are shown to have been constructed by 1898, and the neighbouring Index building is known to have been constructed in 1911, as per the date stone on the building.

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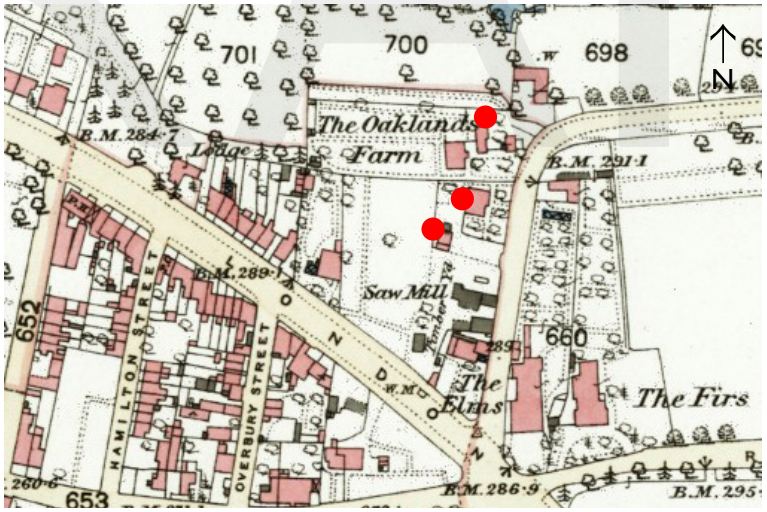
03 An extension of Greenway Lane to the north of the existing boundary

It is proposed to extend the conservation area boundary to the north along the west side of Greenway Lane to include three additional buildings and an outbuilding. Two of these buildings are included within the Index of locally important buildings; these, High Grove and Oakland Cottage, and the outbuilding that is now within the ownership of High Grove all appear on the first edition Ordnance Survey map (1844-88) of the area. They demonstrate the mid-19th century development of Cudnall Street and the adjacent London Road area, and the historic buildings proposed for inclusion are similar stylistically to the buildings located on Six-Ways junction that are already included within the conservation area designation.





High Grove on Greenway Lane, with the historic outbuilding which is now within the same ownership.



High Grove, Oakland Cottage, and the outbuilding (marked in red) as seen on the first edition Ordnance Survey map (1844-88).



High Grove on Greenway Lane.

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5.0 Challenges

5.1 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. Their replacement with uPVC windows and doors and the infilling of recessed porches has negatively impacted the historic character and appearance of the conservation area.

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

The shopfronts on the London Road have inconsistent signage and advertising, use modern materials and detract from the historic character of the buildings and the conservation area.

There are instances of uPVC windows, doors and rainwater goods in unlisted historic buildings across the Cudnall Street 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 conservation area.

5.2 Inappropriate modern development

Generally, modern development has conformed to the established urban grain of the planned housing development and there are only individual instances of late 20th and early 21st century buildings as infill.

There have been some poor-quality boundary treatments in the conservation area, which are mainly wooden fences. These are not traditional forms of boundary treatment and do not complement or enhance the distinct character of the Cudnall Street Conservation Area.

Modern tarmacked roads and pavements, with concrete kerbs, have been laid throughout the conservation area. These have incrementally impacted the overall historic character of the Cudnall Street conservation area.

5.3 Building maintenance

Sections of the conservation are in good condition, however there are notable examples of buildings that have not been maintained adequately and negatively impact the distinctive character and appearance of the housing development. The poor condition of these individual buildings has manifested in flaking and failing render, damaged and inefficient rainwater goods, and stained paint to render.

5.4 Parking and loss of historic front gardens

The loss of front gardens and low front boundary walls for off-street parking spaces is a common occurrence across the conservation area. The incremental loss of these features has accumulatively harmed the character of the conservation area, particularly in regard to the historic terraced houses along Brookway Road.

The loss of front gardens has resulted in less green space within the streetscape of these roads. The installation of hardsurfacing has negatively impacted the setting of the individual houses which all contribute to the character and appearance of the conservation area.

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5.5 Public realm

Street furniture can make an important contribution to the conservation area, however unsympathetically sited or nontraditional street furniture can be highly detrimental to the public realm. The uncoordinated collection of features such as modern street signs, grit boxes, telecoms cabinets and traffic calming measures have had a detrimental impact on the area and add to the cluttering of the streetscape. This is particularly felt at the eastern end of Cudnall Street that meets the Six-Ways junction, where the road has been blocked by modern metal traffic railings.

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 conservation area. Where this process has happened over a long period of time, there are a number of different treatments including modern concrete dropped kerbs.

The Six-Ways junction at the eastern end of the conservation area is a heavily trafficked road with extensive traffic calming measures including several sets of traffic lights. The roads are difficult to navigate and the area has a detrimental impact upon the special historic and architectural interest of the conservation area.

5.6 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]

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

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6.0 Opportunities for enhancement

The key opportunity for the Cudnall Street Conservation Area is to ensure the continued preservation of the established character and appearance of the historic streetscape.

There is scope to enhance the 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 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 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 conservation area. This could include the replacement of close-board fencing with hedging to soften the appearance of boundaries within the streetscape. This would enhance the distinctive character and appearance of the conservation area.

The replacement 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 Cudnall Street Conservation Area.

The small number of shops within the conservation area on London Road have advertisements and signage is not appropriate to the appearance of the host building. There is the opportunity to introduce more sympathetic and traditional signage and advertising to these shopfronts to these buildings to enhance the historic character of the conservation area.

There are several externally rendered buildings within the Cudnall Street Conservation Area which have been painted a range of colours. There is an opportunity to develop an advisory colour palette for building owners to ensure that appropriate colours are used for the exterior of rendered buildings to preserve the historic character and appearance of the conservation area.

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7.0 Management plan

7.1 Control measures

In order to protect and enhance the conservation area, any changes that take place must conserve its character and special interest. Statutory control measures are intended to prevent development that may have an individually or cumulatively negative effect. Control measures within 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.
- Advertisements and other commercial signage may be subject to additional controls and/or require planning permission.

7.2 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 Cudnall Street 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.

7.3 '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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7.4 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.
- Cement-based mortars and/or ribbon pointing are harmful to historic brickwork and masonry. Repairs to any pointing should be carried out in a lime mortar after any cementitious mortar has been raked out. This will ensure the longevity of the historic built fabric.
- 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.

7.5 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.

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7.6 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.

7.7 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.

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

7.8 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.
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.
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.

Terminology	Definition
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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