CHELTENHAM
BOROUGH COUNCIL



Bayshill


Lansdown


Pittville


The Park

AUGUST 2026, VERSION 02

Character Area 2: Planned Estates

Character Appraisal

CHELTENHAM
BOROUGH COUNCIL

PURCELL

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Navigation

The Conservation Area Appraisal for Cheltenham's Central Conservation Area is made up of seven separate documents to ensure the relevant information is presented succinctly and is easy to navigate. It comprises an overview document and an individual character appraisal for each of the six character areas which make up the conservation area.

The overview document explains the relevant policy context, summarises the special interest of the Central Conservation Area as a whole, identifies boundary amendments, summarises the challenges and opportunities within the conservation area, and sets out a plan for the conservation area's future management.

The six character area appraisals provide more targeted assessments of character, special interest, challenges and opportunities for the each character area within the wider designation.

Conservation Area Appraisal: Overview Document

1.0 Introduction
Explains how to navigate between the various documents which comprise the Conservation Area Appraisal, explains the geographical scope of the conservation area, summarises its special interest, explains the purpose and scope of the appraisal and identifies relevant planning policy and guidance documents.

2.0 Assessment of special interest
Summarises the key characteristics and the history of the conservation area and explains why it is special.

3.0 Character areas
Details the various character areas within Cheltenham's Central Conservation Area.

4.0 Alterations to the conservation area boundary
Identifies proposed alterations to the boundary of the conservation area.

5.0 Summary of challenges
Summarises common challenges across the conservation area.

6.0 Opportunities For enhancement
Summarises where there are opportunities for enhancement within the conservation area.

7.0 Management plan
Identifies control measures associated with conservation area designation and provides recommendations for future management.

Character Area 1:
Town Centre

Character Area 2:
Planned Estates

Character Area 3:
Artisan Quarters

Character Area 4:
Bath Road and Suffolks

Character Area 5:
Historic Formal Suburbs

Character Area 6:
Institutional Quarters

Individual Character Area Appraisals

1.0 Introduction
Identifies which areas of the wider conservation area are included and explains the special interest of the character area.

2.0 Historical development
Explains how the character area relates historically to the wider designation and details how each part of the character area has evolved over time.

3.0 Assessment of special interest
Provides a detailed character assessment for the area, looking at elements such as architecture, materials, urban grain and configuration, key views, public realm, trees and open spaces, topography and archaeology.

4.0 Heritage assets
Identifies designated and non-designated heritage assets within the character area.

5.0 Challenges
Identifies common challenges within the character area.

6.0 Opportunities for enhancement
Identifies opportunities for incremental change which will enhance the special interest of the conservation area, as well as specific sites or areas which may could be enhanced or redeveloped in the future to the benefit of the designation.

7.0 Future Management
Signposting to the more detailed management plan in the overview document.

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1.0 Introduction

1.1 Areas included within the Planned Estates character area

The Planned Estates character area includes the following areas:

- Pittville
- Lansdown
- Suffolk Square
- Bayshill
- The Park
- The eastern extent of Montpellier (between Bath Road and Montpellier / Imperial Gardens)

The historic and current use across the character area is predominantly residential. Other uses include:

- leisure and recreation, notably at Pittville Park/ Pittville Pump Room and Ashburn Green in Suffolk Square;
- office space, often within converted historic villas in Pittville, Bayshill and Lansdown and along Bath Road in Montpellier;
- hospitality, most commonly in Pittville where hotels occupy converted villas;
- a small retail core along Prestbury Road in Pittville;
- educational (Pittville School and Dunalley Primary School in Pittville, Cheltenham Ladies' College in Bayshill, the University of Gloucester Campus in The Park); and
- civic and public uses (particularly in Bayshill).

1.2 Planned Estates: summary of special interest

The special interest of the Planned Estates character area is derived from:

- The survival of planned regency estates associated with Cheltenham's heyday as a Georgian spa town.
- Well-preserved planform and configuration across the various areas.
- The prevalence of complete, uniform terraces and architecturally coherent villas.
- Associations with historic figures including notable architects from the Georgian and Victorian periods.
- The prevalence of green open spaces and trees.
- Views of important streetscapes, landmarks, and the surrounding landscape.
- The continuation of a historic residential character.

The survival of planned Regency estates

The character area preserves several formal, highly coherent estates associated with Cheltenham's heyday as a spa town. These estates were developed in the 1820s and 1830s on formerly marshy land to the north and south of the High Street, to cater to wealthy residents and visitors to the high-status resort. Although it developed as an exclusive residential suburb, Pittville was originally intended to be a separate spa town to rival Cheltenham. These planned estates demonstrate confidence and ingenuity on the part of their architects – for example, Lansdown Crescent is a highly unusual example of a convex crescent, whilst the parabolic alignment of Parabola Road is also distinctive, departing from the formal grids and crescents generally characteristic of Regency town planning.

Planform and configuration

The estates are characterised by town planning designed to engender a sense of grandeur, space and exclusivity. The original planform of all the estates, which form carefully composed grids and crescents with generously proportioned thoroughfares, survive largely intact. Buildings generally occupy large plots and are set back from the street behind front gardens or carriage drives. Where the original estates were expanded – through the addition of Pittville Circus, for example – the configuration and proportions of the roads, as well as the spatial relationship between streets and buildings, was generally continued. Modern development within the character area generally respects the established arrangement of plot boundaries and the historic urban grain.

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The prevalence of complete, uniform terraces and architecturally coherent villas

There is a strong sense of visual uniformity across the various estates within this character area. There is a high number of uniform terraces built in the Regency era, which are generally two to four storeys high, faced with render or limestone ashlar, and retain their vertical timber sash windows. Many also feature decorative ironwork in the form of railings and verandahs. Villas are generally constructed in the restrained neo-Classical style typical of the Regency period. They are generally of three storeys, with vertical timber sash windows and hipped, slate covered roofs, sometimes hidden behind a parapet and sometimes with dentiled eaves. The preference was for an odd number of bays, with the entrance door (often approached through a classical portico) forming a central focal point in the primary façade.

Associations with historic figures

A high proportion of the buildings within this character area were designed by a small number of architects. The character area has historic associations with:

- Pearson Thompson, who owned much of the land across Cheltenham which was developed as the Regency estates. Thompson lived at Regent House, Montpellier Drive.
- John Forbes, who was Joseph Pitt's primary architect for the Pittville Estate (and also designed St Paul's Church in the Artisan Quarters character area);
- Robert Stokes, who succeeded Robert Forbes as the principal Pittville architect in the 1830s;
- Edward Jenkins, who designed the vast majority of the buildings at Suffolk Square for James Fisher;
- J.B. Papworth, who advised on the construction of St James' Church and designed some of the earlier buildings in Lansdown and Montpellier for landowner Pearson Thompson;
- Brothers R.W. and C. Jearrad who developed the majority of the Lansdown Estate from the 1830s onwards; and
- Samuel Olney, who developed much of the Bayshill Estate.

The composer Gustav Holst (b.1874, d.1934) was born and spent the early years of his life at 4 Clarence Road in Pittville. Dorothea Beale (b.1831 – d.1906), educational reformer and suffragist, was principal of Cheltenham Ladies' College for 48 years. Antarctic explorer Edward Wilson (b.1872 - d.1912) was born at 91 Montpellier Terrace. The Wilson Art Gallery and Museum on Clarence Street is named after him, and there is a statue of him in the Promenade.

Green open spaces and trees

There is a significant number of important, publicly accessible green spaces within the character area, including Pittville Park, Clarence, Wellington and Suffolk Squares, and the green between Lansdown Crescent and Lansdown Parade. There are numerous areas of privately owned green space, including at Cheltenham Ladies' College and The Park (now a campus for the University of Gloucester), which lend a spacious quality to the character area. Open spaces provide opportunities to appreciate the surrounding architecture and often facilitate views into the wider landscape. Private gardens, verges and street trees enhance the verdant character of the formal estates.

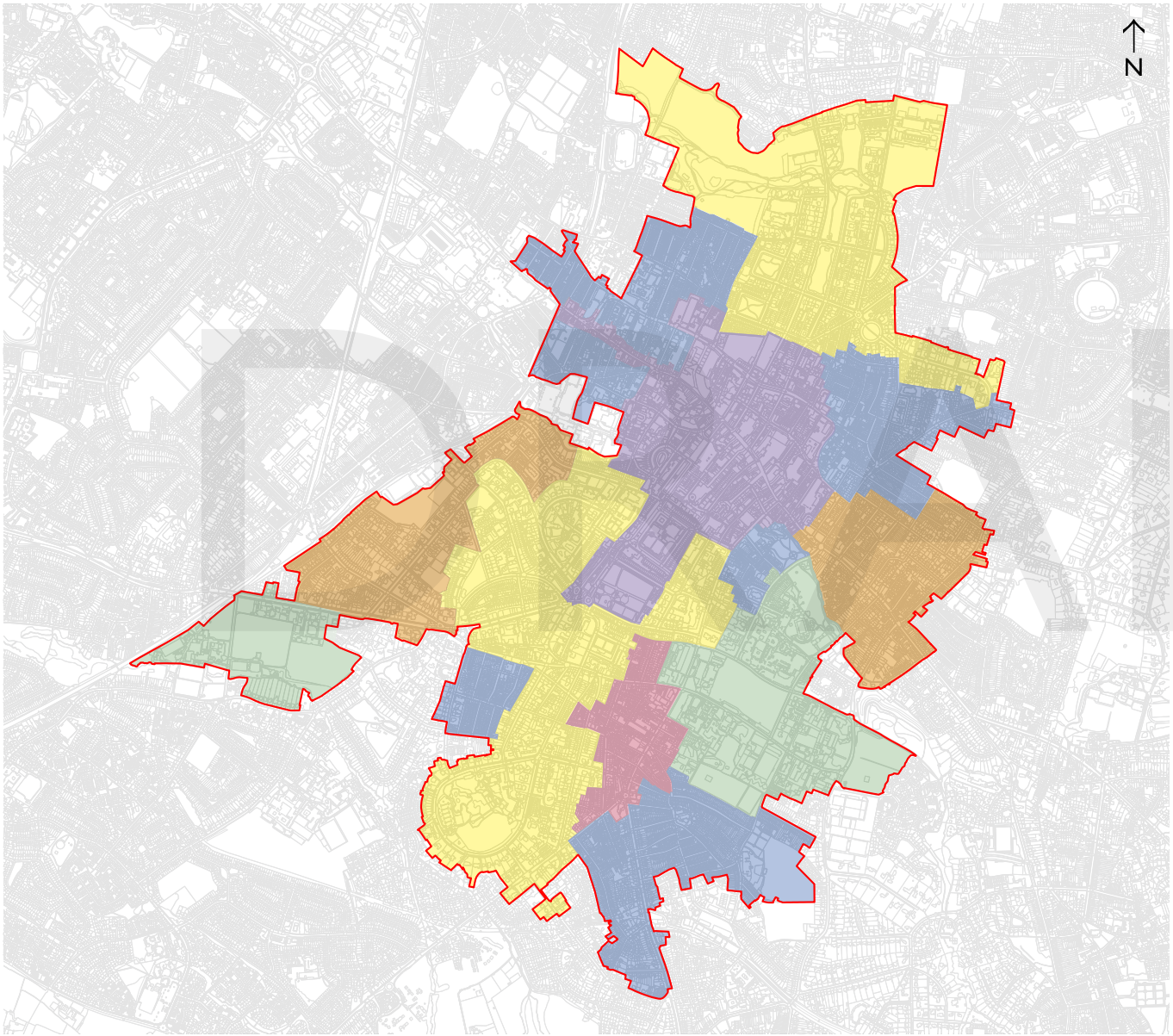
Views of important streetscapes, landmark buildings and the surrounding landscape

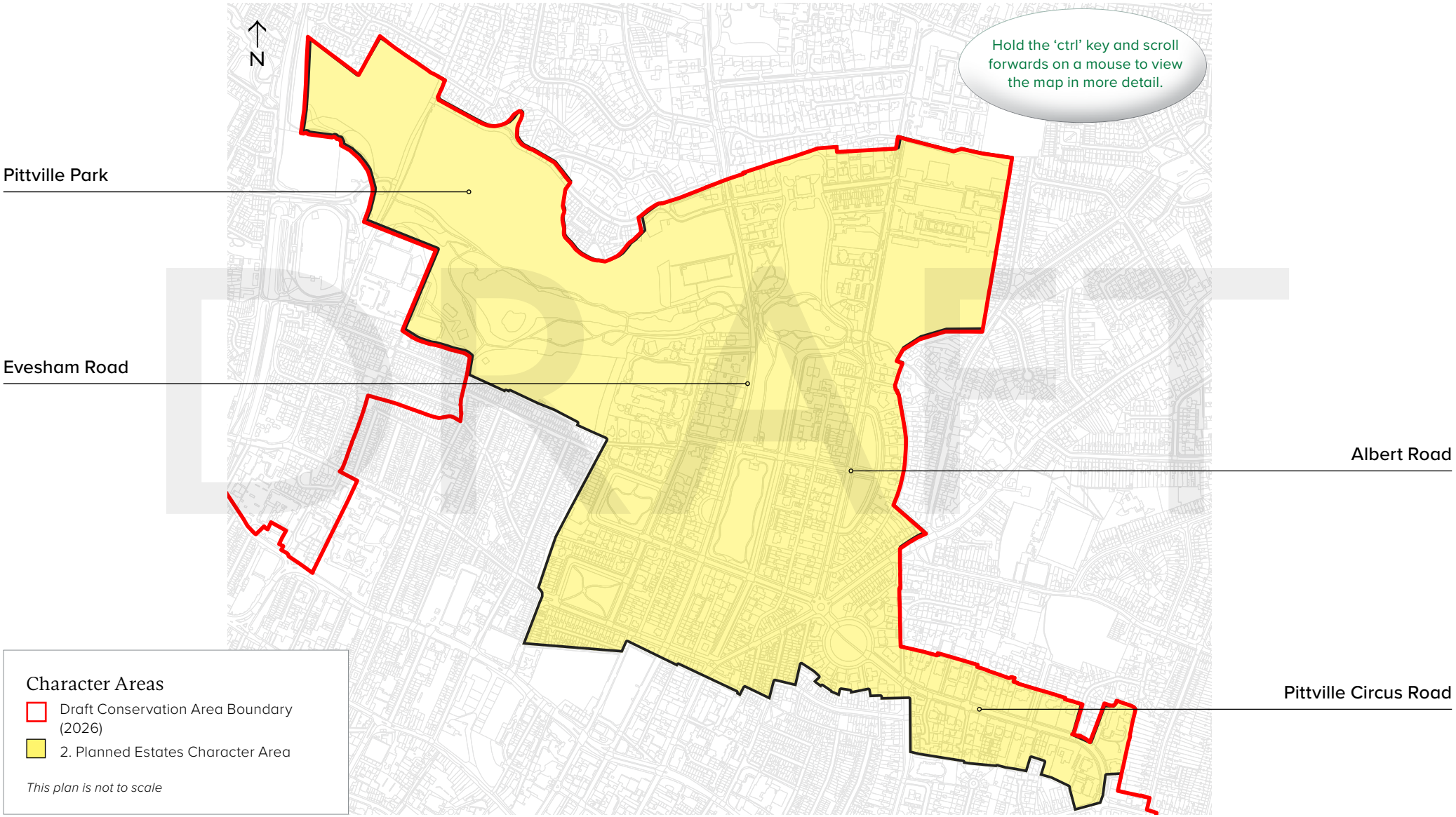
There is a range of designed streetscape views within the character area. The linear form of many streets creates long vistas (along Bayshill Road and Evesham Road, for example). In contrast, the curving proportions of other roads such as Parabola Road and The Park create a series of changing views. There are important views out into landscape (including the Cotswold escarpment, Leckhampton Hill and the Malvern Hills) and of landmark buildings including the Pittville Pump Room, Christ Church at the top of Malvern Road, and the Church of St Philip and St James.

Continuation of residential character

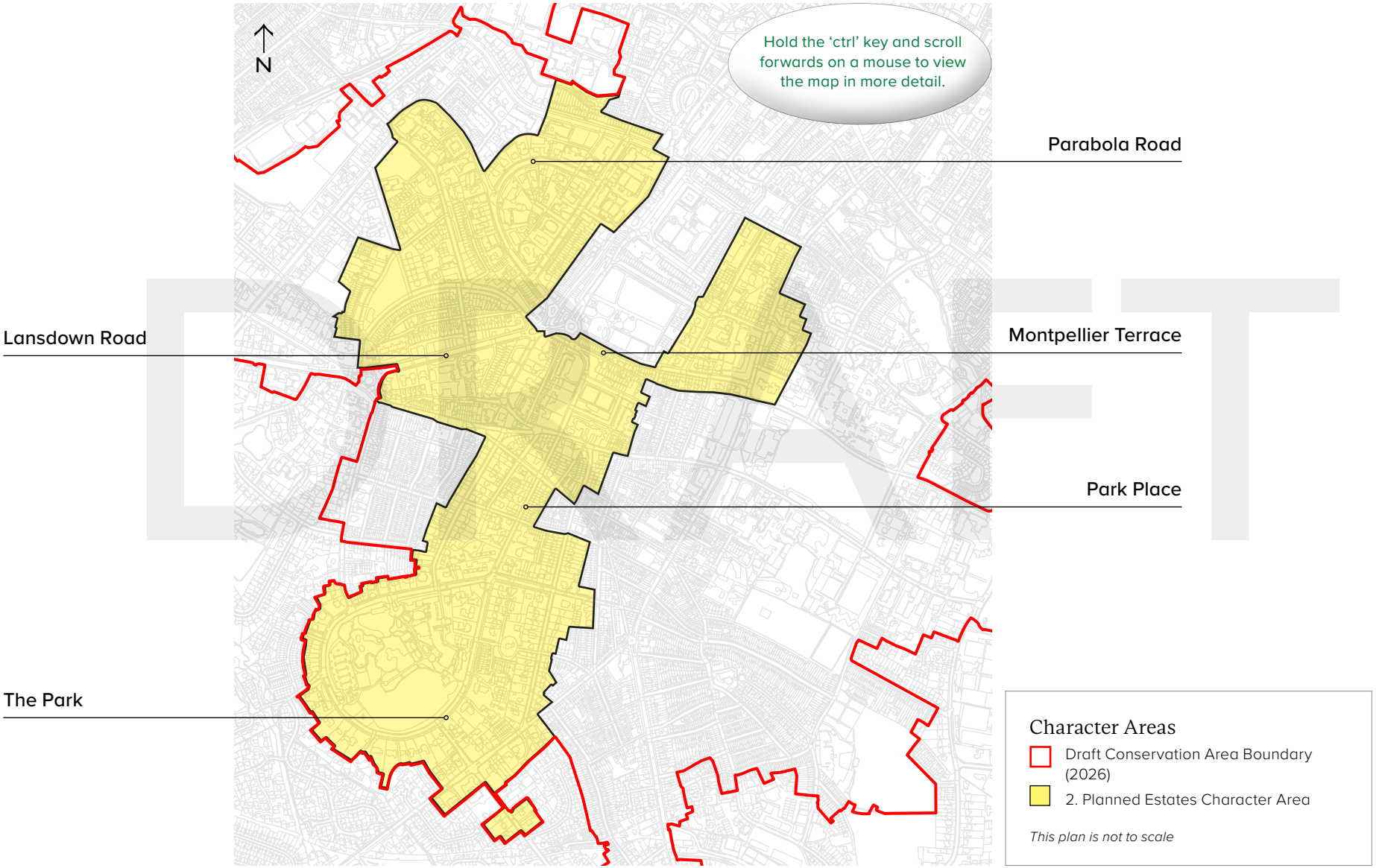
The Regency and early Victorian estates were devised as exclusive residential suburbs and can still largely be read as such today. Although there is now a wider range of uses across the character area, many of these occupy historic villas which have been sensitively converted, ensuring they continue to be read as formal residences.

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Character Areas
Draft Conservation Area Boundary (2026)
1. Town Centre
2. Planned Estates
3. Artisan Quarters
4. Bath Road and Suffolks
5. Historic Formal Suburbs
6. Institutional Quarters
This plan is not to scale



Northern extent of the Planned Estates character area

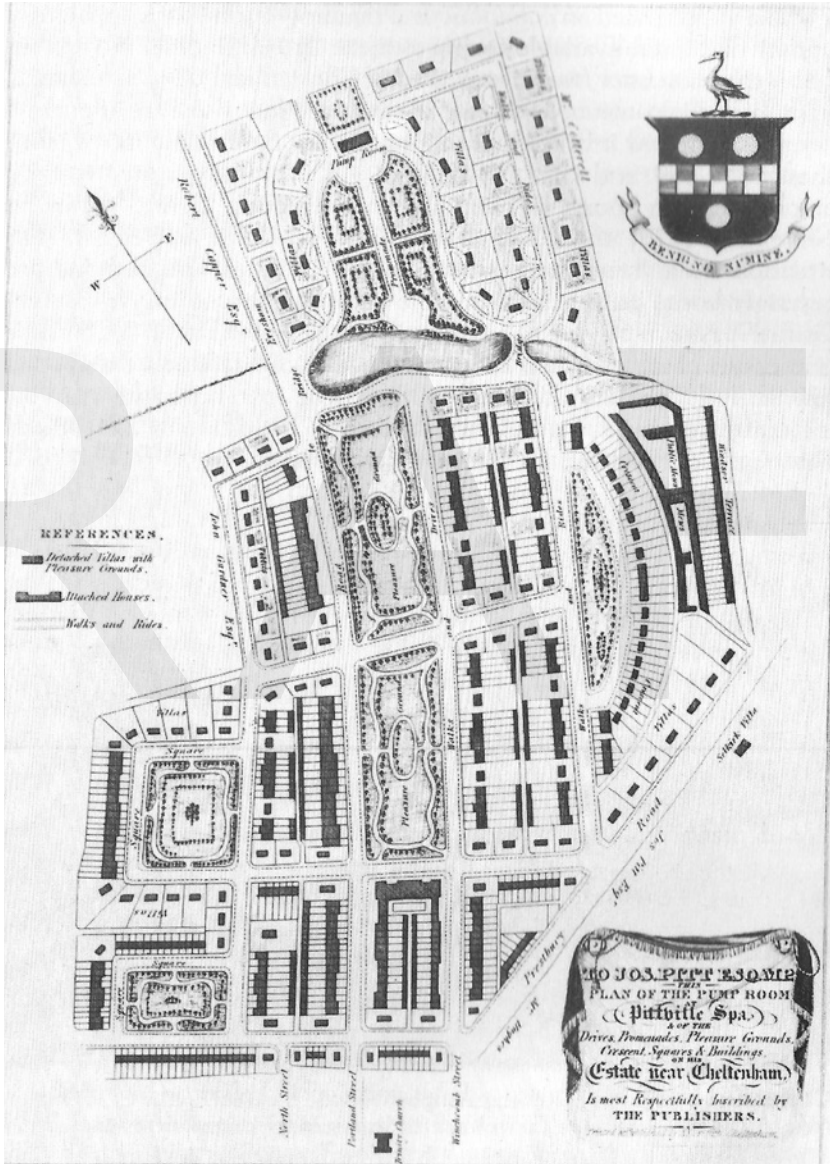


Southern extent of the Planned Estates character area

2.0 Historical development

2.1 The Planned Estates within Cheltenham's Central Conservation Area

This character area contains the Regency and early Victorian estates, largely developed during the 1820s and 1830s. Suffolk Square, Lansdown, Montpellier and Pittville were the first areas to be developed in the early 1820s during the height of Cheltenham's success as a spa town, followed slightly later by Bayshill and The Park from the 1830s.



A plan for the development of Pittville, 1824.

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2.2 Early history of Cheltenham

Roman activity is evidenced in the town through the discovery of Roman coins in Hanover Street, Pittville and the High Street, a large quantity of Roman pottery behind St James' Square and Roman coins, pot sherds and field system ditches in Pittville.[01] Further information on the archaeological potential of the character area is available in section 3.8.

The first documentary reference to Cheltenham itself occurs in 803. The Domesday Survey (1086) mentions five water and grain mills in Cheltenham, located along the River Chelt. Cheltenham became a market town in 1226 and the market played a key role in its economy for several centuries.

Mineral springs were discovered in 1716 in a field within the Bayshill area to the south of the High Street. In the 1730s, Bristol mariner Henry Skillicorne bought the land in this area and developed the site of the spring, building a modest pump room approached from the north by an avenue called 'Well Walk.'

In 1788 King George III visited Cheltenham to 'take the waters', residing for several weeks in Bayshill Lodge, a substantial building on the site of Sidney Lodge off Overton Road, which is now part of Cheltenham Ladies' College. Skillicorne's spa subsequently became known as the Royal Well. The royal visit cemented Cheltenham's success as a leading spa town and initiated large scale development both within and around the historic core.



The Well Walk, Cheltenham, now the site of Cheltenham Ladies College, show in an engraving by J. Springsguth c.1800. The River Chelt is in the foreground. Wellcome Collection.

01 Gloucestershire County Council Historic Environment Record, Monument Nos. 5436, 5472 and 5475; Cheltenham Borough Council, Central Conservation Area Old Town character area appraisal and management plan, 2007.

2.3 Historical development of the Planned Estates character area

The Inclosure Act of 1801 allowed for the marshy land to the north and south of the High Street to be privately developed. Trafalgar Street, Vittoria Walk, Montpellier Terrace, Montpellier Parade, Montpellier Drive and Bath Road (which marked the eastern boundary of the Montpellier estate) were laid out by 1820. The many Regency terraces and villas lining these formal streets were built during the 1820s and 1830s.

The villas and terraces at Suffolk Square were also built at this time. The formal residences arranged around the north and west side of the square and along Southwood Lane were constructed in the mid-1820s, with St James Church and Montpellier House constructed on the south side of the square in the early 1830s.

In 1824, Joseph Pitt began developing 189 acres of land to the north of the High Street with architect John Forbes. Pitt had a masterplan for a new town to rival Cheltenham, comprising a sweeping crescent, tree-lined walks and rides, two formal squares, and grand villas and terraces lining the broad central avenues. The parkland was laid out and planted by local nurseryman Richard Wiare in 1827, and was freely available for Pittville residents. Visitors and non-residents could use the pleasure gardens for a fee. The Pump Room within the parkland was the focal point of the development – opening for the first time in 1830.

The full extent of Pitt's plans for the area was never realised and, by the time the Pump Rooms opened, the taking of spa waters was beginning to fall out of fashion. However, the development found success as an attractive and exclusive residential area.



Pittville Pump Room viewed from across the ornamental lake, as depicted in an oil painting, 1850. *Art UK*.

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The Lansdown Estate was initiated by Pearson Thompson in 1824, developing alongside Pittville to the north. Work progressed more slowly here however, with only 16 houses built by 1830. The majority of development in Lansdown took place after 1830 when the estate was sold to the Jearrad brothers. Lansdown Crescent, begun in 1828, was completed over the course of the 1830s along with the terraces at Lansdown Place, Lansdown Place Lane, Lansdown Parade and Lansdown Terrace on Malvern Road. The villas on Lansdown Parade and Malvern Road were also built in the 1830s, with those to the south of Druoro Road following in the 1840s. Christ Church and the Church Hall at the top of Malvern Road were designed by the Jearrad brothers and built between 1837 and 1840 to serve the affluent residents of Lansdown.

By 1834, Pittville had expanded with terraces and villas on Clarence Road (including the extensive terrace on the south side of Clarence Square), Pittville Parade on Evesham Road, some villas on Wellington Square and terraces on Pittville Lawn.

The Bayshill area began to be laid out in the mid-1830s, following the death of the previous landowner Richard Skillicorne in 1834. Skillicorne had previously laid out a public footpath along the future route of St George's Road and Malvern Road, but had not developed the land between the river and the new estate at Lansdown. Skillicorne's land was put up for sale in 1837 and the Bayshill Estate Building Co. was formed, with the task of developing the area.

Much building was undertaken in Bayshill from the late 1830s into the 1850s. Parabola Road was laid out by 1855, with villas and formal terraces built along of Bayshill Road (then named Royal Parade) and the southern half of St George's Road developed with formal neo-Classical terraces. In 1843 journalist Henry Davies recorded that 'until lately [Bayshill was] occupied as pasture and orchard … but already two handsome rows of houses, called Royal Well and Bayshill Terrace, have now been erected, as also a number of detached villas'.[02]



A map of Cheltenham in 1834, showing the estates at Pittville, Lansdown and Suffolk Square. *John Lee, A New Guide to Cheltenham, and its Environs.*

02 https://historicengland.org.uk/listing/the-list/list-entry/1386734?section=official-list-entry

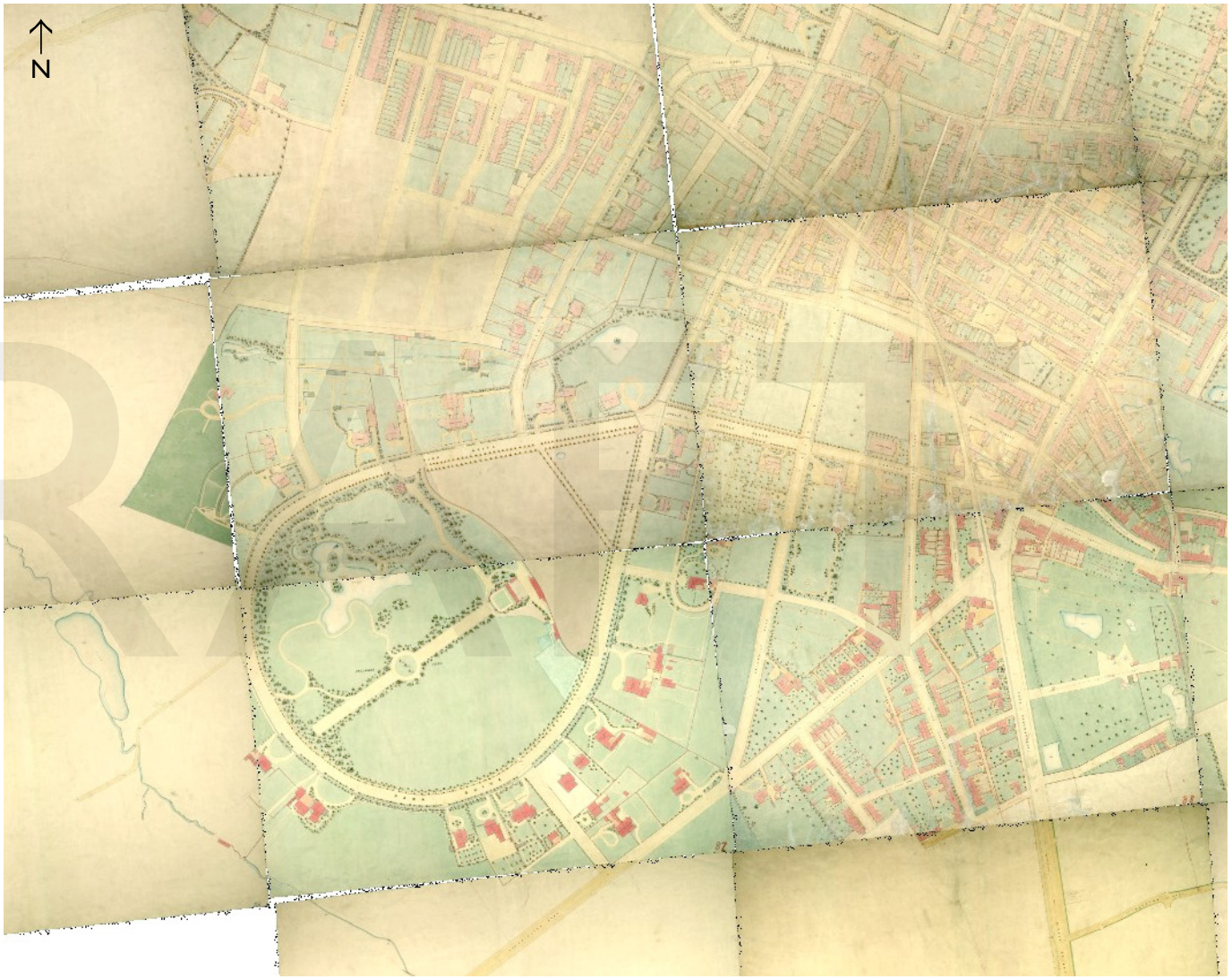
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The principal roads forming The Park Estate were laid out in the early 1830s, with the first house (Virginia Water off Park Place – since demolished) being constructed between 1831 and 1833. By 1834, more development had occurred along Park Place, along the western side of Painswick Road and around the teardrop-shaped boulevard fronting The Park. For a short time between 1838 and 1842 there was a zoo within the central space at The Park. The space was subsequently bought by architect Samuel Whitfield Daukes and turned into Park Gardens. The Victorian villa known as Fullwood was built to the north of the Park in 1847. There was also a pump room within the Park Estate for a short period, but this was replaced by the Grade II listed Cornerways between 1839 and 1850.

During the 1840s and 1850s, the small triangle of land between Lansdown Road, Lypiatt Terrace and Andover Road was developed.

The Pittville estate was expanded westwards during the 1840s and 1850s, when Pittville Circus and Pittville Circus Road were laid out.

During the 1840s, land around the old Well Walk, leading to the site of Skillicorne's first spa, was developed with accommodation for Cheltenham Ladies' College. Cheltenham Ladies' College moved to the site permanently in the 1870s, with the main college building being constructed in 1873. Princess Hall was built in the 1890s.



The Park Estate in a plan of Cheltenham from 1855. *Know Your Place*.

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By 1885, Parabola Road had been fully developed with the narrow service lane (Parabola Lane) laid out to the north. Villas and semi-detached houses had been constructed to the north of the terraces on St George's Road and the south-western arc of Parabola Road had been extended northwards to form Overton Road, itself partially developed with substantial villas in large plots.

Most of the large villas to the north of the Pittville Estate were constructed in the second half of the 19th century. Pittville Spa and gardens were purchased by Cheltenham Borough Council in 1891.



Bayshill, Lansdown and Suffolk Square as shown in the 1885 Ordnance Survey.

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In 1921, the central green space at The Park became St Mary's Teacher Training College. The institutional use of the space continued throughout the rest of the 20th century, with the grounds becoming home to Cheltenham and Gloucester College of Higher Education in 1990 (later the University of Gloucester).

The interwar period saw some further development across the various estates within the character area. This included the construction of Pittville School off Albert Road, which opened as Pate's Grammar School for Girls in 1939, and the modernist Suffolk House in 1936 at Suffolk Square. Eric Lyons' flats at Park House, Park Place, were constructed in 1959.

As across the conservation area more generally, there has been some later 20th-century infill development, including along Malvern Road and Duoro Road in Lansdown. Smaller houses and garages have also been built in the grounds to the rear of the villas on the west side of Suffolk Square, along Southwood Lane.

There are many later 20th-century buildings around The Park, including blocks of flats.

The Magistrates' Court in Bayshill, built in the 1960s, occupies the site of 19th-century tennis courts. Over the later 20th and early 21st centuries, The Park has been developed with additional institutional buildings and student accommodation.



Bayshill and Lansdown from the east, 1935. *Historic England Archive*.

3.0 Assessment of special interest

3.1 Built form and architecture

Regency buildings

Common across the Planned Estates character area are detached and semi-detached villas and formal terraced houses in the pared back Classicism of the Regency period (c.1795-1830). This style was influenced by the Greek Revival and is expressed by imposing terraces and villas, generally two to four storeys high, faced with pale stucco and decorated with cast-iron balconies and double-order pilasters. The uniformity in scale, style and height creates a strong sense of visual cohesion across the character area.



Regency terrace at Lansdown Place



Regency terraces at Lansdown Crescent.



Regency villa, now a hotel, on the corner of Evesham Road and Wellington Road in Pittville.



Regent House, an important Regency villa designed by J.B. Papworth for Thomspon Pearson.



Regency villa at the corner of The Park and Tivoli Road.

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A more restrained approach to the same style characterises the more modest two-storey terraces in pockets of the character area, particularly along the historic service lanes. Examples are the terraces along Portland Square and Albert Place in Pittville, Little Bayshill Terrace and the early Victorian terraces on Gratton Road east of The Park.

The Regency style as expressed in this part of Cheltenham is generally characterised by:

- Pale render (exposed brick is sometimes visible to side elevations) or fine limestone ashlar to the principal elevations.
- Vertically-sliding timber sash windows with slim glazing bars, divided into small panes, usually three panes wide. Windows are generally of vertical proportions and recessed from the outside face of the wall.
- Low, pitched roofs hidden behind parapets (common to terraces) with shallow hipped roofs or slate-covered mansards frequently found on villas.
- Classical entablature, comprising a cornice and frieze.
- Timber panelled doors under elegant arched or square fanlights.
- Brick chimney stacks.
- Doric columns and slender pilasters, lending a strong vertical rhythm.
- Projecting plat bands to create visual separation between different floors.
- First-floor balconies with wrought-iron railings and verandahs.
- Doric porticos to substantial villas.

The Grade I listed Pittville Pump Room (based on the Temple of Illissus in Athens) is a particularly fine example of the Greek Revival style and is a highly prominent building within the character area.

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Victorian neo-Classicism

Many of the buildings in the Planned Estates character area were constructed in the later 1830s, 1840s and 1850s, after the heyday of the Regency period. As the Victorian period developed, neo-Classical villas and terraces moved away from the flat facades of the Regency style through the introduction of triangular pediments over window openings, decorative window surrounds and sculptural Corinthian capitals to columns and pilasters in contrast to the austere Doric columns of the Regency period. Although sash windows remained ubiquitous, the smaller panes of glass in the Georgian windows were replaced with larger 2/2 or 1/1 arrangements. Instead of the shallow-pitched roofs of the Regency villas, which were usually hidden behind parapets, Victorian buildings often featured hipped slate covered roofs visible from the street.



Lansdown Terrace, constructed in the 1830s at the very end of the Georgian period. The windows and parapet roof are typical of the Regency period, whereas the lively façade – with the pedimented porticos at first-floor level, reflects a trend in 1830s Cheltenham away from the restraint of the Regency era.



Arundel Lodge, The Park – an early Victorian villa.

The Italianate style

The Italianate style, which was characterised by deep bracketed eaves, quoins, tall square towers and round-headed arches, is seen to a number of villas and terraces within the character area which were built during the mid-19th century. Examples are Cornerways at the entrance to the teardrop shaped boulevard from Park Place, Lypiatt Terrace and The Lansdown Hotel at the corner of Lansdown Parade. The style is also evident in the villas to the north of St George's Road in Bayshill and at Lypiatt Terrace.



The Lansdown Hotel.



Cornerways, at the entrance to The Park estate, which typifies the Italianate style.

Gothic style

The Regency Gothic style, which used highly romantised medieval motifs such as pointed arches, turrets, battlemented parapets and intricate tracery. Roofs are generally more steeply pitched than to the neo-Classical terraces and villas. Notable examples are 1-12 Wellington Square in Pittville, and St Oswalds on Tivoli Road.

The late 19th-century ranges of Cheltenham Ladies' College employ a later, more domestic variant of the Gothic Revival style. Their ornate detailing and use of rough-faced Cotswold stone, as opposed to stucco or ashlar, create a striking contrast with the surrounding neo-Classical structures.

The Gothic style was used for the larger churches in the character area. Christ Church, at the top of Overton Road, was constructed between 1837 and 1840, and is a striking example of the early English Gothic style, decorated with clusters of narrow lancet arched windows and tall pinnacles. St Philip and St James Church on Grafton Road is a late 19th-century Gothic Revival church built in the elaborate Decorated style. Both churches are prominent local landmarks.



St Oswolds, Tivoli Road.



Domestic Gothic villas at The Park.



Christ Church at the top of Overton Road.



St Philip and St James Church.

Historic shops

There are a number of historic shopfronts along the south-western extent of Prestbury Road. Historic shopfronts tend to incorporate a stallriser (a platform below the shop window), glazing articulated by mullions and transoms (horizontal and vertical glazing bars) and a fascia which advertises the name of the business. Traditional shopfronts follow the proportions established by the host building; fascias in terraced buildings generally respect party wall divisions and are situated well below first-floor window cills so upper windows are not obscured.

The current commercial buildings at 2-4 Prestbury Road date from 1827. These buildings were the only commercial premises allowed on the original Pittville Estate.

20th and 21st-century architecture

Although not a prominent characteristic within the Planned Estates, there are a few examples of interwar architecture in the character area. These include the large brick wings to Bayshill Court on Parabola Road, the Tudor-Gothic style west wing of the Cheltenham Ladies' College and the main building at Pittville School.

The modernist apartment block at Park Place, designed by Eric Lyons in the late 1950s, is a prominent feature in The Park estate.

Later 20th-century and contemporary architecture is also well represented within the Planned Estates character area, with notable examples being infrastructure and accommodation serving the University of Gloucester at The Park, Eagle Tower in Montpellier, the Magistrates' Court on St George's Road, and modern blocks of flats at intervals across the character area.



1930s wing to Bayshill Court, Parabola Road.

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3.2 Materials

Common materials across the character area include:

Pale render and stucco: the dominant finish within the character area and the most common finish for domestic structures. Historic rendered and stucco finishes to Regency buildings are likely to be made of Roman Cement - a hydraulic lime-based cement first patented in 1796.

Exposed stone: although less common than stucco, dressed limestone can be found on terraces and villas within the character area. Christ Church and the Church of St Philip and St James are constructed with undressed limestone. Iron railings are often set in sandstone plinths. Often the plinths survive where the original railings themselves have been lost.

Brick: most of the terraces and villas within the character are constructed with locally fired brick (faced with stucco or ashlar). Exposed red brick can be found in places to boundary walls and later Victorian buildings.

Slate: Welsh slate is the most common roofing material throughout this character area.

Cast and wrought iron: There is a high survival rate for decorative ironmongery. This is found in railings and verandahs and first-floor balconies, for example at Queen's Parade.

Timber: historic vertically-sliding sash windows are characteristically made with timber frames. Traditional shopfronts along Prestbury Road are also made of timber.

Modern materials: modern materials within later 20th and early 21st-century architecture include facing brick, concrete glass, and occasional use of contemporary materials such as metal cladding.



Early-Victorian villas and terraces on the east side of Suffolk Square, displaying characteristic use of exposed dressed limestone, pale stucco and ironwork to balconies



Detail of iron railings to Pittville Park



Historic red-brick wall to Tudor Lodge Road, The Park.



Ashlar facing to the former Church of St James, Suffolk Square.

3.3 Urban grain, configuration, direction of movement

The character area is defined predominantly by wide, tree-lined streets and boulevards. Much of Pittville and The Park estate are laid out in grids, with long and straight roads permitting linear streetscape views. By contrast, Lansdown Crescent, Parabola Road and the teardrop shaped boulevard at The Park are grand, curving streets which reveal their buildings slowly as the viewer moves around the estate. Whether curving or linear, in all cases the road configuration is highly structured and clearly illustrates the original town planning intention.

There are many narrow, historic service lanes to the rear of the grand terraces and the grounds of the villas. Examples include Back Montpellier Terrace, Northfield Terrace, Pittville Crescent Lane, Back Albert Place, Clarington Mews, Lansdown Crescent Lane, Lansdown Terrace Lane, Southwood Lane, Tivoli Lane and Casion Place. These lanes historically contained ancillary and service buildings such as coach houses and stables. They create a sense of enclosure and illustrate the historic hierarchy of the planform across the various estates. Terraces and mews houses in service lanes are generally modest in scale and style, occupying narrow plots and fronting directly onto the street.

Villas, which are most highly concentrated in Bayshill, The Park, and the northern extent of Pittville, are set well back from the road in generous gardens, either behind a front lawn or carriage ride. Terraces, more common to the south of Pittville, Suffolk Square and Lansdown, create a more compact grain which is relieved by the gardens which separate them from the highway.

Generally, modern buildings within the character area complement the historic configuration; being set in generous gardens, following the same building line established by the existing buildings and being set back from the public highway.

Pittville lies on one of Cheltenham's principal northern approaches, with the A435 Evesham Road, Albert Road and Prestbury Road all carrying substantial traffic. This is intensified during the Cheltenham Festival and other racecourse events. Bayshill also contains busy roads, particularly St George's Road, which forms part of the main western approach into the town centre. Whilst many of the roads in Lansdown are quiet, others (particularly Lansdown Road) are heavily trafficked. To the south, Shurdington Road (A46), a key route linking Cheltenham with Painswick and Bath, brings high volumes of through traffic into the area. The Park is used as a through route between the A46 and the A40, while the nearby university campus adds further vehicle and bus activity. Quieter residential streets across the character area experience high levels of on-street parking.



The Park forms a generous, gently curving boulevard.

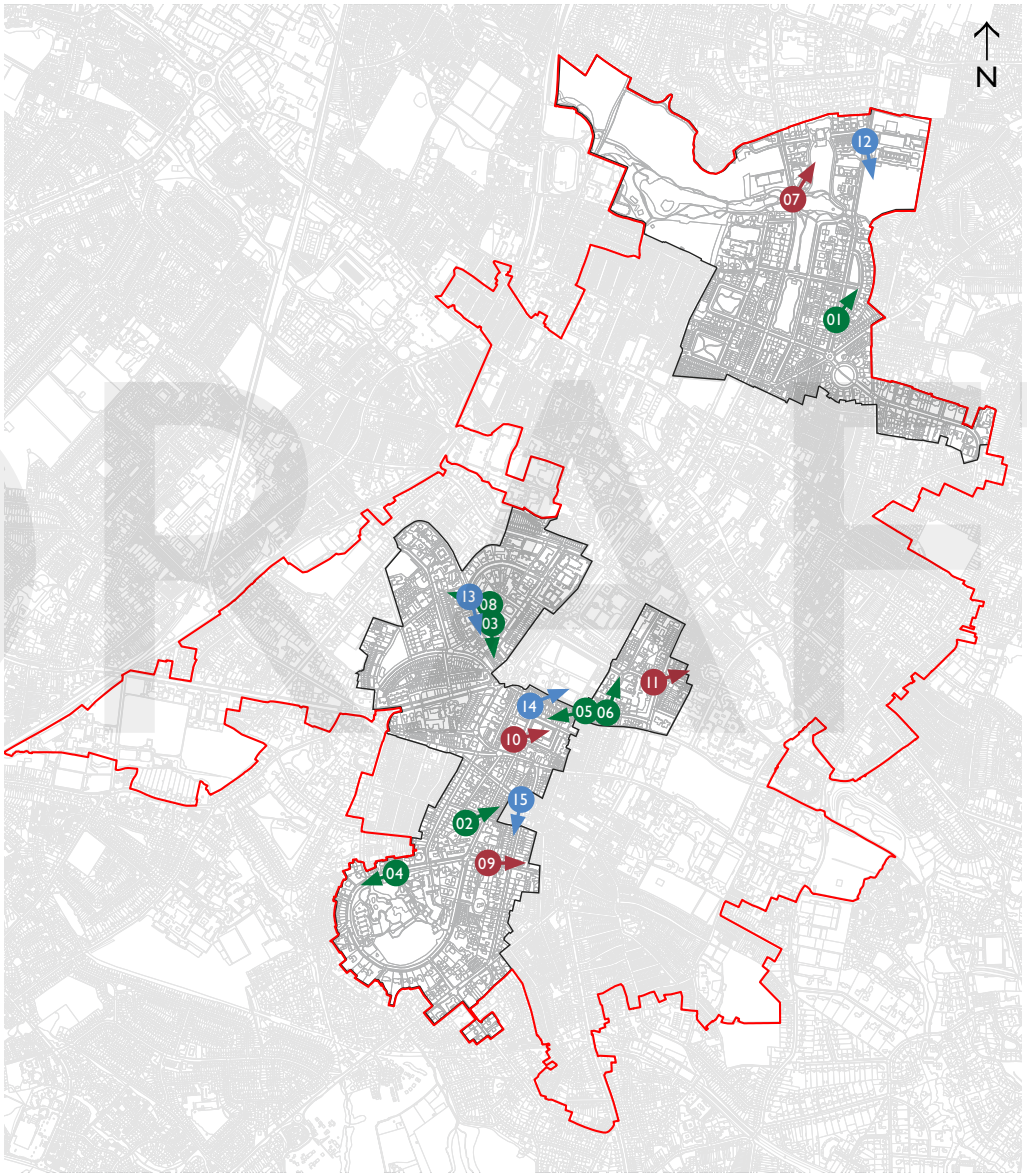


A narrow service road at Tudor Lodge Drive, The Park.

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3.4 Key views

There are several types of views which contribute to and enhance the special interest of the Planned Estates character area (and the conservation area more widely). 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.

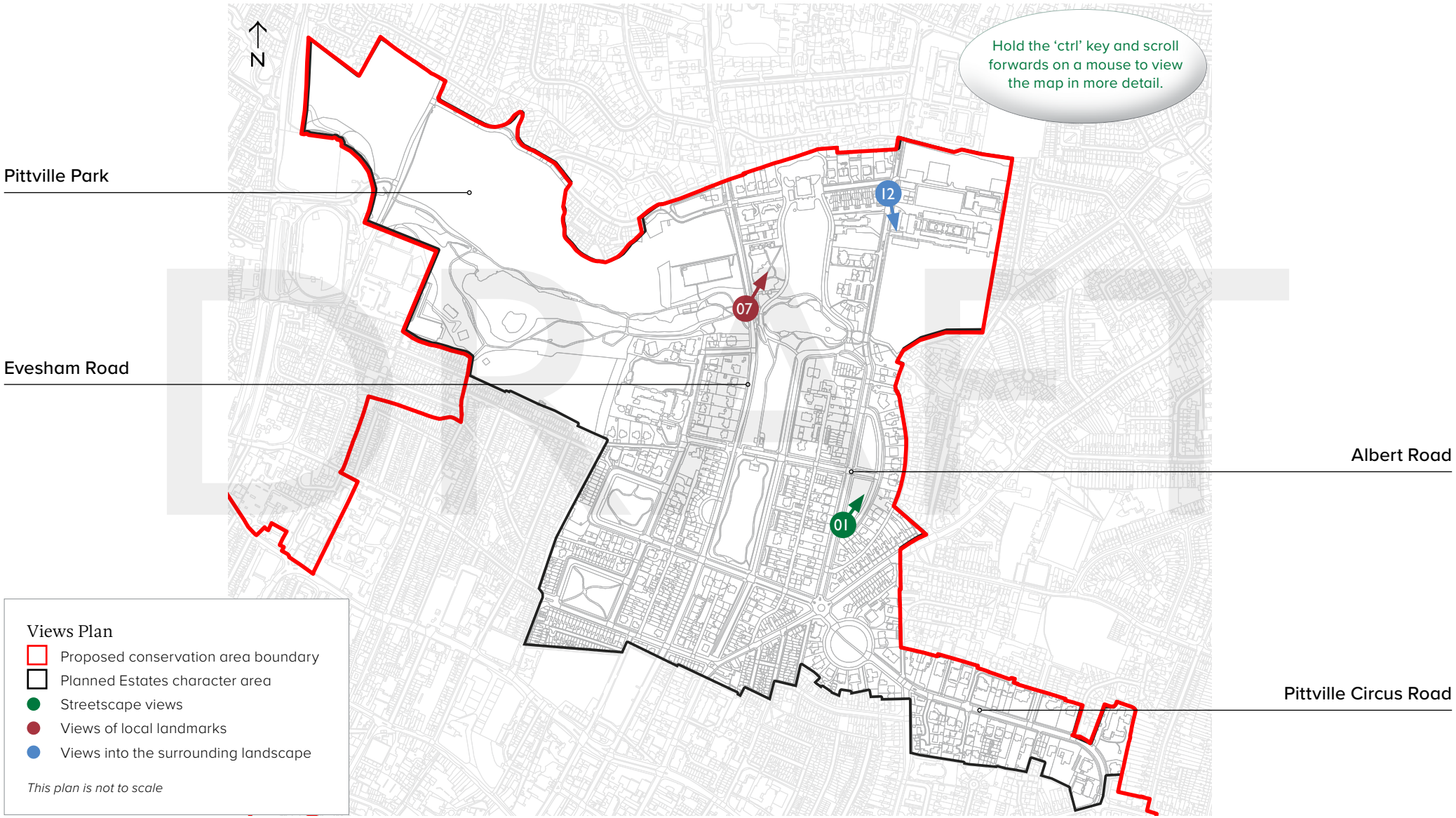


Views Plan

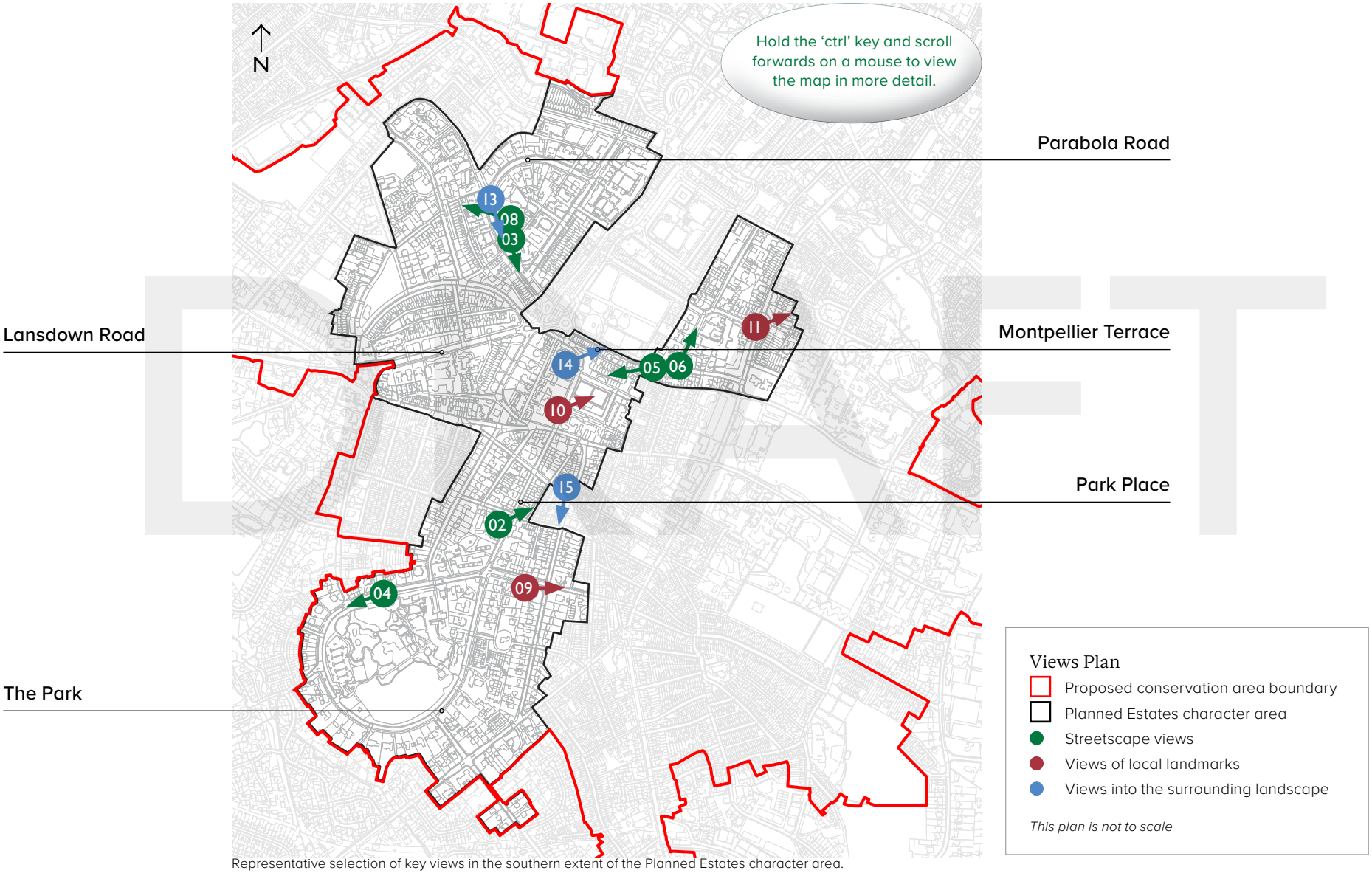
- Proposed conservation area boundary
- Planned Estates character area
- Streetscape views
- Views of local landmarks
- Views into the surrounding landscape

This plan is not to scale

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Representative selection of key views in the northern extent of the Planned Estates character area.



Representative selection of key views in the southern extent of the Planned Estates character area.

3.4.1 Streetscape views

The character area contains numerous streetscape views which allow for an appreciation of the uniformity and grandeur characteristic of the Regency and early Victorian estates in Cheltenham. This is particularly relevant for the expansive terraces, the architectural effect of which originates from their shared proportions, roofscape, materials and finishes. The uniform building line of the grand villas also lends a strong sense of cohesion.

Many of the designed streetscape views are linear – allowing for the entire frontage of a terrace or a line of villas to be observed together. Others rely for their effect on the curving proportions of the street, with views of buildings being revealed in stages.

In addition to those annotated on the accompanying map, key streetscape views can be enjoyed along Lansdown Road, Lansdown Crescent, Malvern Road, Painswick Road, Prestbury Road, Parabola Road, Pittville Lawn, Evesham Road, Pittville Circus and St George's Road.



View 01: Streetscape view of coherent Italianate-style Victorian villas at Pittville Crescent.



View 02: A linear streetscape view along the eastern side of Park Place.



View 03: Streetscape view demonstrating the coherent architectural composition of Queen's Parade along Parabola Road.



View 04: The curved proportions of The Park mean the buildings on this long boulevard are revealed in stages.

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View 05: Uniform regency terraces at Montpellier Terrace



View 06: Large detached villas dominate the west side of Montpellier Parade.

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3.4.2 Views of key landmarks

The Planned Estates character area contains a number of landmark structures, which are highly prevalent in views within (and into) this part of the town. These include the churches of St Philip and St James and Christ Church, Pittville Pump Room and the historic terraces around Wellington Square and Clarence Square. Views of these structures reinforce the historic character of the area and provide orientation.

The late 1960s Eagle Tower block on the corner of Montpellier Terrace and Bath Road is also a prominent landmark, visible within the Planned Estates character area and across the wider conservation area.



View 07: Looking north towards Pittville Pump Room within Pittville Park.



View 08: Looking north-west from Overton Road in Bayshill towards the tower of Christ Church.



View 09: The Church of St Philip and St James, viewed from the top of Painswick Road in The Park.



View 10: Eagle Tower, in Montpellier, seen from Sandford Park.



View 11: The spire of St Luke's Church seen from the end of Montpellier Drive.

3.4.3 Views into the surrounding landscape

All of the estates within the character area are bounded by urban development. However, extensive views of the Cotswold escarpment and Leckhampton Hill from various points within the character area provide a rural backdrop for the architecture and visually tie the conservation area to Cheltenham's wider landscape setting.

There are long distance views of the countryside around the Cotswold escarpment from a number of areas within Pittville, including from Albert Road, Clarence Road, Pittville Pump Room, East Approach Drive, Prestbury Road, Tommy Taylor's Lane, Pittville Circus, Pittville Crescent and Pittville Crescent Lane, Northfield Terrace and several locations within Pittville Park. These views are facilitated by linear streets, large spaces between historic buildings and the elevated land in the north of the area.

Similarly, gaps between buildings in Bayshill facilitate views through to the Cotswold escarpment and Leckhampton Hill, with examples located at the rear of St Helen's Boarding House, St George's Road, Western Road, Overton Road, Parabola Road and Bayshill Road.

In Lansdown, there are long distance views over the roofs of some buildings, for example towards the Cotswold escarpment from Duoro Road and from the end of Lypiatt Road looking down Montpellier Street.

Long distance views towards Leckhampton Hill are visible from the north and west sides of Suffolk Square.

Around The Park, there are views of Leckhampton Hill from Moorend Park Road, Merestones Drive and Painswick Road. Extensive views of Leckhampton Hill are available from Gratton Road and looking down into Painswick Road.



View 12: Looking south-west along Albert Road towards the Cotswold escarpment.



View 13: Glimpsed views of the outlying Cotswold escarpment are visible behind buildings on Overton Road.



View 14: Looking north from Montpellier Terrace across Montpellier Gardens towards the outlying hills.



View 15: Looking down Painswick Road into the Bath Road and Suffolks character area, with the Leckhampton Hill terminating the view.

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3.5 Public realm

The public realm encompasses all the spaces and features which are accessible to the public and help bring together a sense of place.

The quality and consistency of street furniture varies widely across the character area.

Historic and traditionally styled streetlamps survive in a number of locations across the character area and make an important contribution to the historic character of the conservation area and the quality of the streetscapes. Examples can be found on St George's Road, Overton Road, parts of Bayshill Road, Lansdown Crescent and Montpellier Terrace. The attractive streetlamps on Prestbury Road were historically tram wire masts, which have since been retrofitted with replica lanterns and modern LED lights. However, the majority of streets are lit by utilitarian street lamps which are notably less sympathetic.

Street name plates found throughout the character area range from traditional cast-iron examples to modern replacements. These are generally discreet and sit comfortably within the historic streetscape. Modern examples have a functional character but are generally unobtrusive.

Alongside modern streetlamps, other modern street furniture present throughout the character area includes bus shelters, service boxes and overhead telegraph lines. Public benches are relatively limited in number, reflecting the predominantly residential character of the estates.

There are a number of Victorian and Edwardian pillarboxes located across the character area, including several rare Penfold pillar postboxes from the 1860s (on Bayshill Road, Duoro Road, Evesham Road, Lansdown Road, The Park and Pittville Circus Road).

Surface materials across the Planned Estates character area are predominantly modern, with extensive use of tarmac, concrete flags and kerbstones. In localised areas, more sympathetic materials survive or have been reintroduced; gravel paths are used in parts of Pittville and there are stone pavers along parts of St George's Road and parts of Lansdown.

Boundary treatments make an important contribution to the Planned Estate character area, where most buildings are set back from the public highway. Iron railings, brick walls, stone gate piers and hedging are common across the estates. The wrought-iron railings enclosing much of Pittville Park are particularly important. The iron railings and exposed stone or stuccoed gate piers around Suffolk Square also make an important contribution to the formal character and visual coherence of the estates.

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Historic flagstones in Pittville, a localised example of a historic surface finish.



A section of the historic iron railings to Pittville Park, which make an important contribution to the public realm.



Edwardian pillarbox on The Park.



Traditional name plate in Lansdown, which enhances the historic character of the streetscape.



Historic gate piers on The Park.

3.6 Trees and open spaces

Green spaces and trees make a vital contribution to the special interest of the Planned Estates character area, lending a sense of openness, enhancing the setting of numerous listed buildings, and reinforcing a formal character. The generous provision of parks and squares, combined with extensive private gardens, distinguishes the Planned Estates character area from the tighter-grained urban districts elsewhere in the conservation area. Mature trees are particularly important: they line many of the principal routes, introduce seasonal interest, frame long vistas, and create leafy, verdant streetscapes that are central to the visual identity of the area.

The largest and most significant green space within the Planned Estates is Pittville Park, a Grade II registered landscape and the most extensive public open space in Cheltenham's Central Conservation Area. The park provides the historic setting for the Pittville Pump Rooms, having been laid out as a pleasure ground for residents and visitors. Its expansive lawns, lakeside walks, formal landscape features and mature tree planting create a sense of spaciousness and significant visual interest. Together with the adjacent recreation ground, golf course, tennis courts, skate park and children's play areas, Pittville Park provides an important recreational resource. The generous extent of the parkland also allows for long-distance views across open ground towards the surrounding villas, enabling the architectural composition of the Pittville Estate to be appreciated from afar.

Other formal open spaces in Pittville include Wellington Square, Clarence Square, Pittville Crescent and Pittville Circus. Each of these designed spaces is fully or partially enclosed by terraces or villas, and each retains a central green area which provide an attractive setting for surrounding architecture. The greens at Wellington Square and Clarence Square are depicted on early plans for Pittville in the 1820s and illustrate Joseph Pitt's original intentions for the estate.

Suffolk Square forms another key formal open space within the Planned Estates character area. The central bowling green provides the formal focal point, enclosed by terraces and villas. The extensive lawn and mature planting outside Suffolk House softens the visual impact of this substantial mid 20th-century building and helps to integrate it within its historic setting.

In Bayshill, publicly accessible open space is limited. However, private gardens and mature trees are extensive. Tree lined streets, particularly along St George's Road, Bayshill Road, Parabola Road and Fauconberg Road, lend a semi-formal and verdant character. The footpath beside the River Chelt provides a valuable strip of open greenery within an otherwise developed area, with mature trees providing a sense of separation between modern offices on Jessop Avenue and historic terraces on St George's Road. Private gardens to villas such as those on Parabola Road and Bayshill Road, and the formally planted grounds of Cheltenham Ladies' College, make a significant contribution to the character and appearance of the area.

The triangular green between Lansdown Crescent, Lansdown Parade and Douro Road is an important publicly accessible open space, enhancing the setting of the surrounding terraces. Mature trees add texture, shade and interest to the area, enhancing its visual appearance.

The Park estate contains some of the most expansive private gardens within the character area. Mature planting, particularly along Gratton Road, Painswick Road, Moorend Park Road, Grafton Road and Shurdington Road, contributes to the leafy and semi-formal character of the estate. The historic teardrop shaped open space at the centre of The Park is a key focal point.

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Looking across Pitville Park from Evesham Road towards Pittville Lawn.



Looking north-west across the lake at Pittville Park



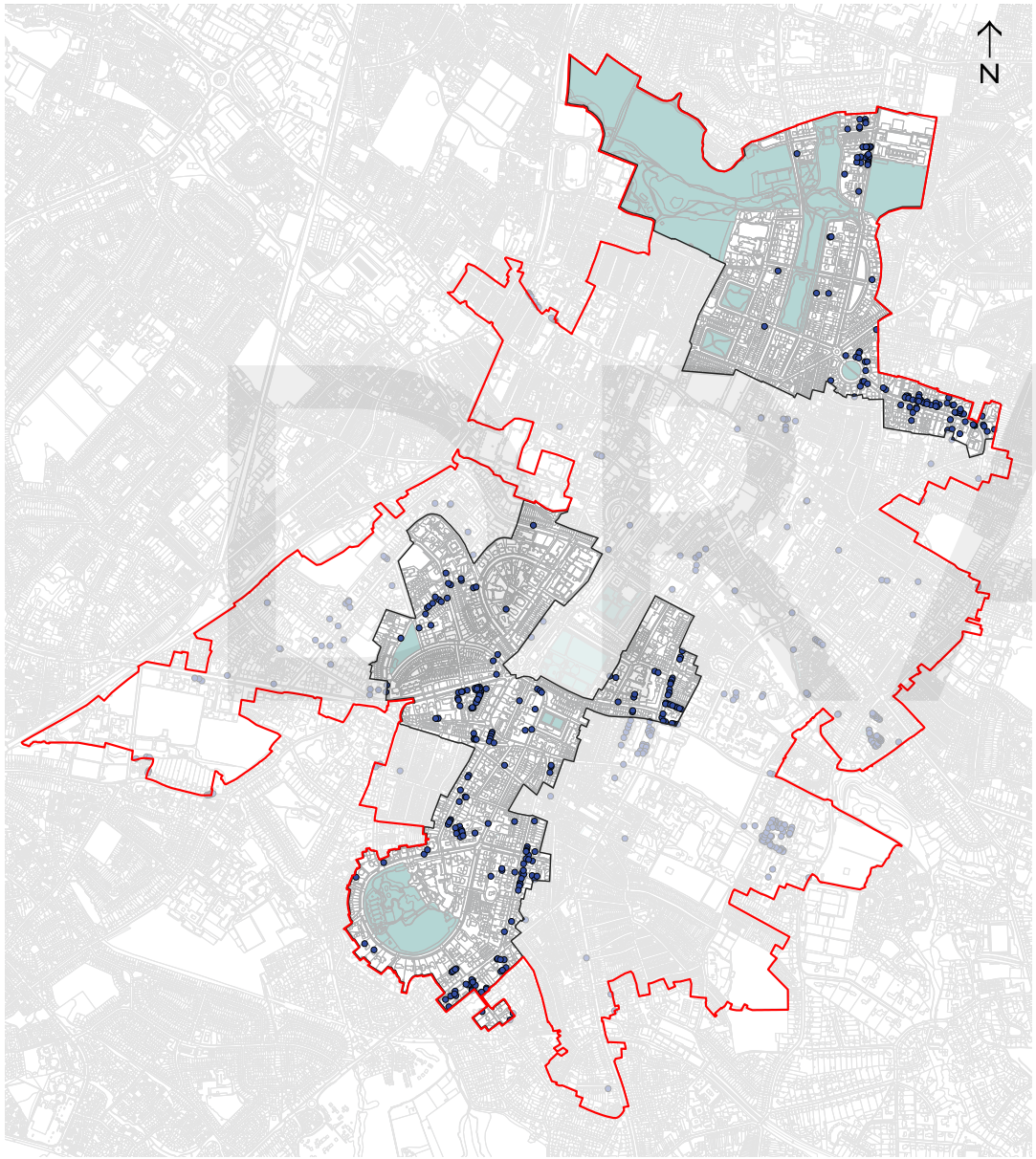
The triangular shaped green adjacent to Lansdown Terrace, from the junction with Malvern Place.

WELLINGTON SQUARE (PENDING)

CLARENCE SQUARE (PENDING)

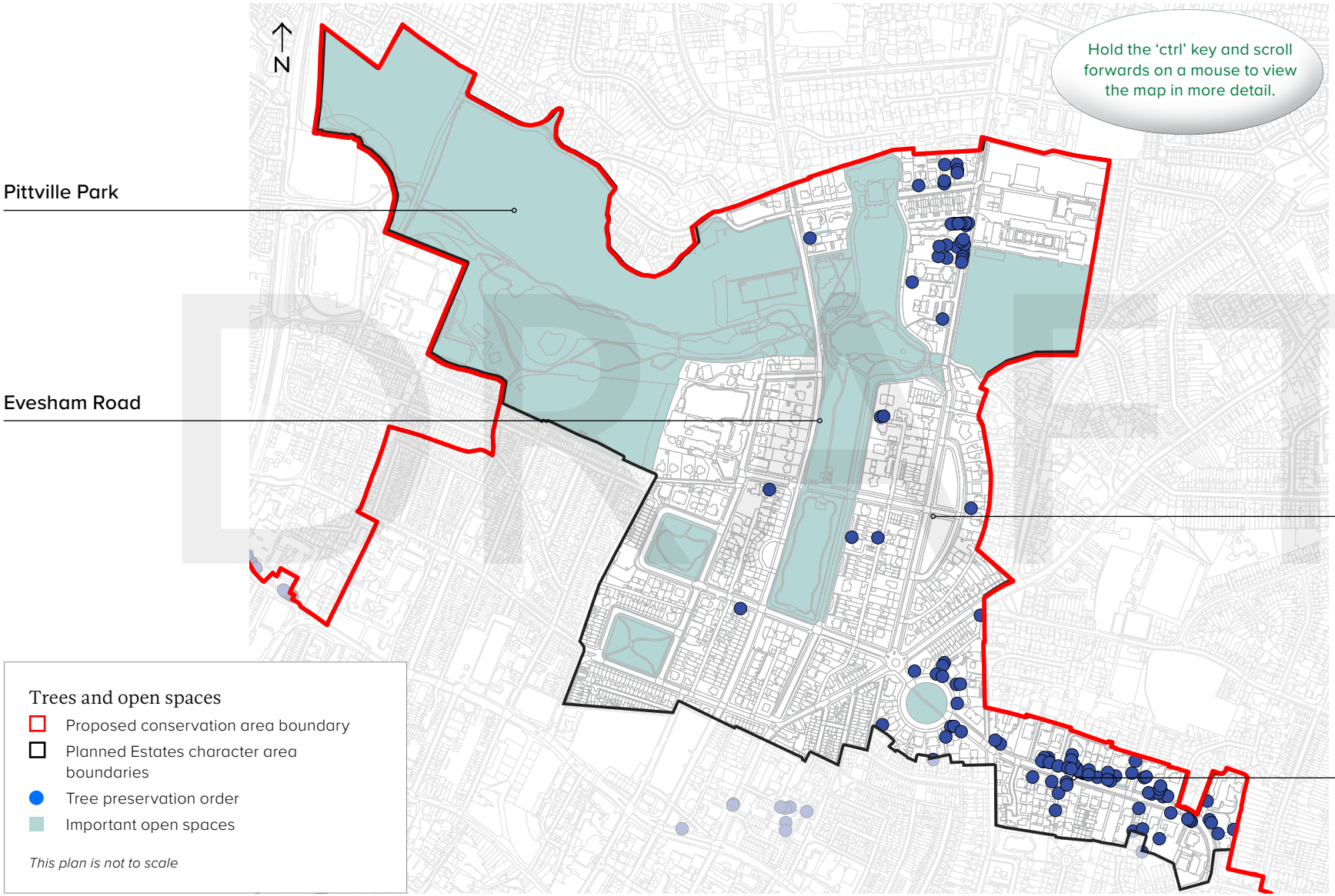
ANOTHER GREEN SPACE EXAMPLE (PENDING)

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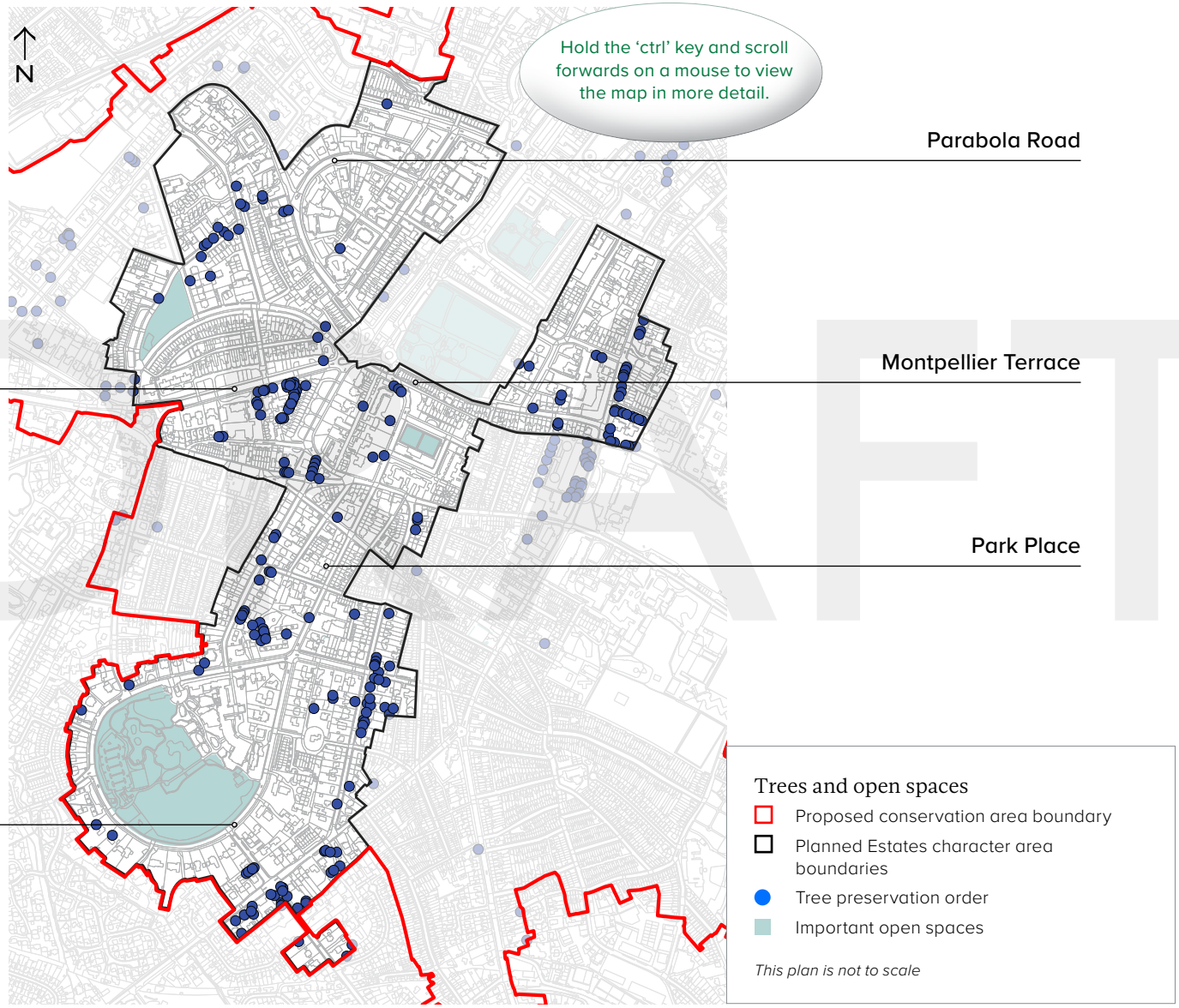
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The information provided in this map may not accurately reflect the existing data set. Up-to-date records can be found in the relevant interactive mapping resources, which are accessible via the Council's website.



The northern extent of the Planned Estates character area.

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.



The southern extent of the Planned Estates character area.

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3.7 Topography

The topography of the Planned Estates character area is relatively flat, with subtle changes in level influencing the character of views within and beyond the boundary.

In Pittville, the land rises gradually towards the north, allowing for extensive long-distance views of the surrounding countryside from the higher parts of the estate. The Pump Rooms are situated on slightly higher ground, giving the building a commanding presence.

Parabola Road sits on elevated ground, affording long-distance views into the surrounding landscape to the south. Montpellier Terrace is also slightly elevated, providing views across Montpellier Gardens towards Cleeve Hill.

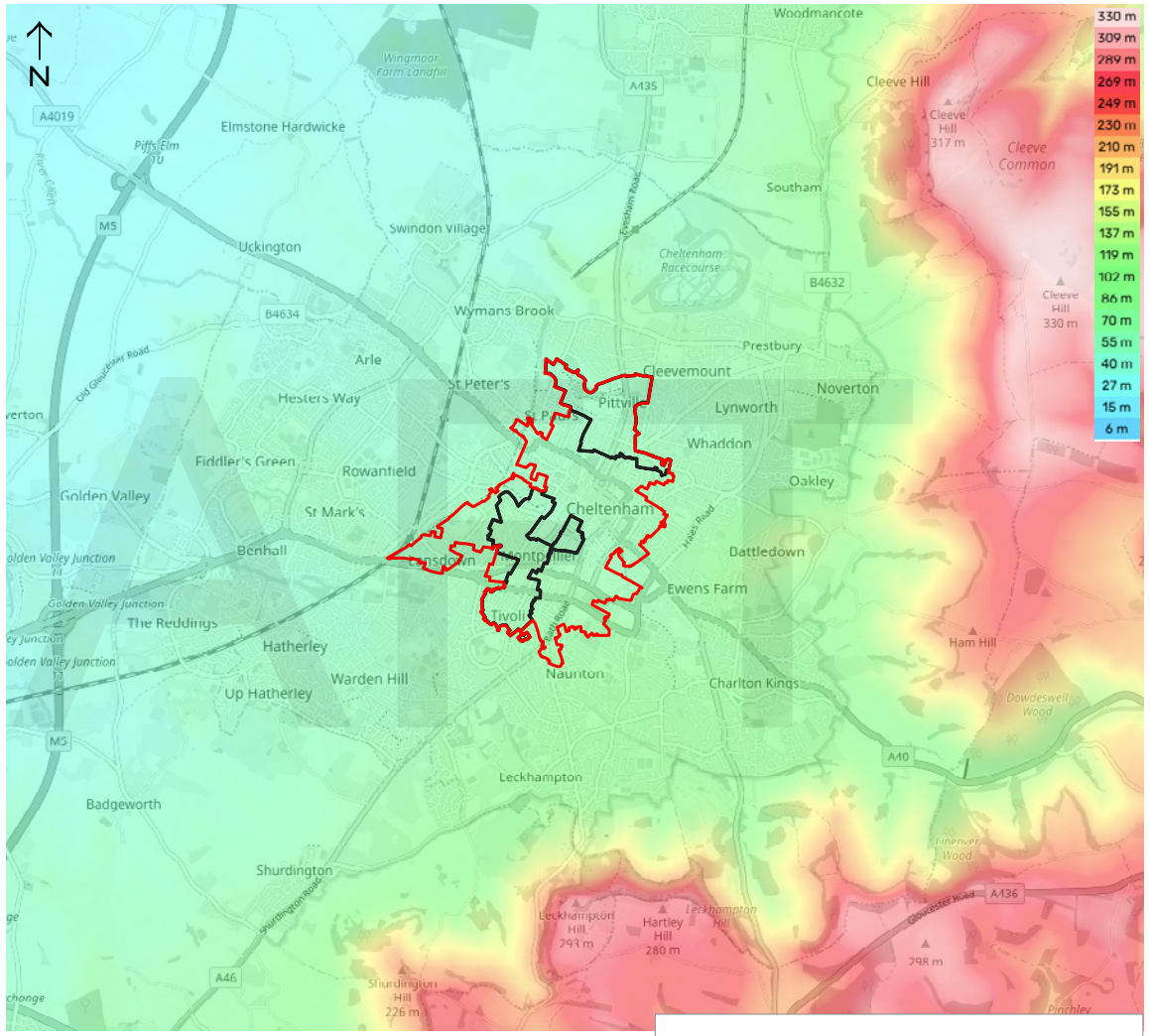
The dramatic topography of the surrounding landscape, particularly Cleeve Hill and the Cotswold escarpment to the north-east / east, makes for striking views from various points within the character area into the landscape beyond.

3.8 Archaeology

The rapid expansion of Cheltenham during the 19th century likely resulted in the truncation of archaeological remains within the Planned Estates character area. However, there is some potential for deeper below-ground archaeology to survive as indicated by limited finds including:

- Prehistoric urns, bones and flint arrowheads in Bayshill;
- Roman coins, pot sherds and Romano-British field system ditches in Pittville.

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]



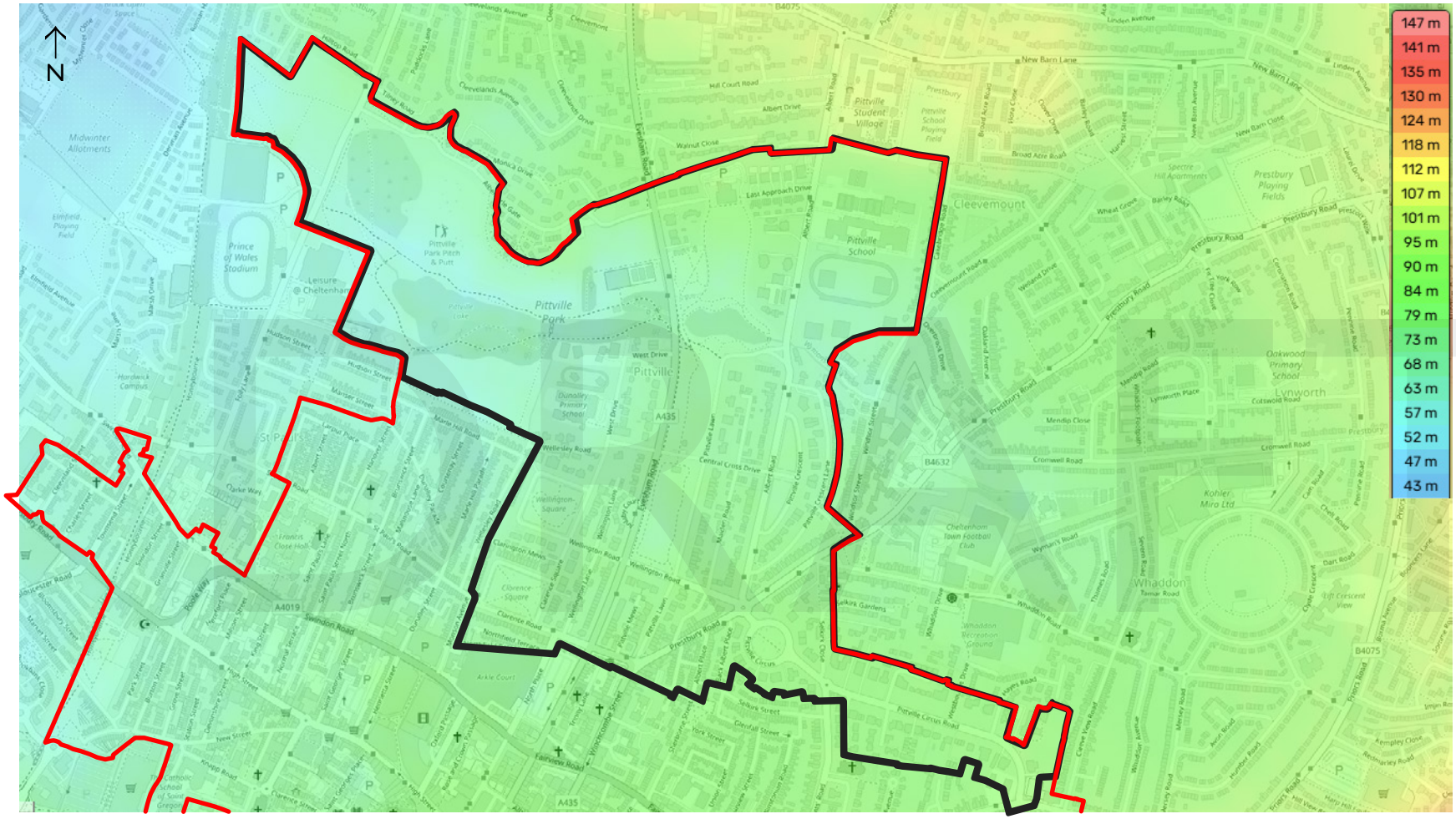
Map showing relative topography in and around the Central Conservation Area. The coloured key represents the relative elevation of the terrain both within the Conservation Area boundary and in its wider setting. Source: OpenStreetMap (ODbL)

Proposed conservation area boundary

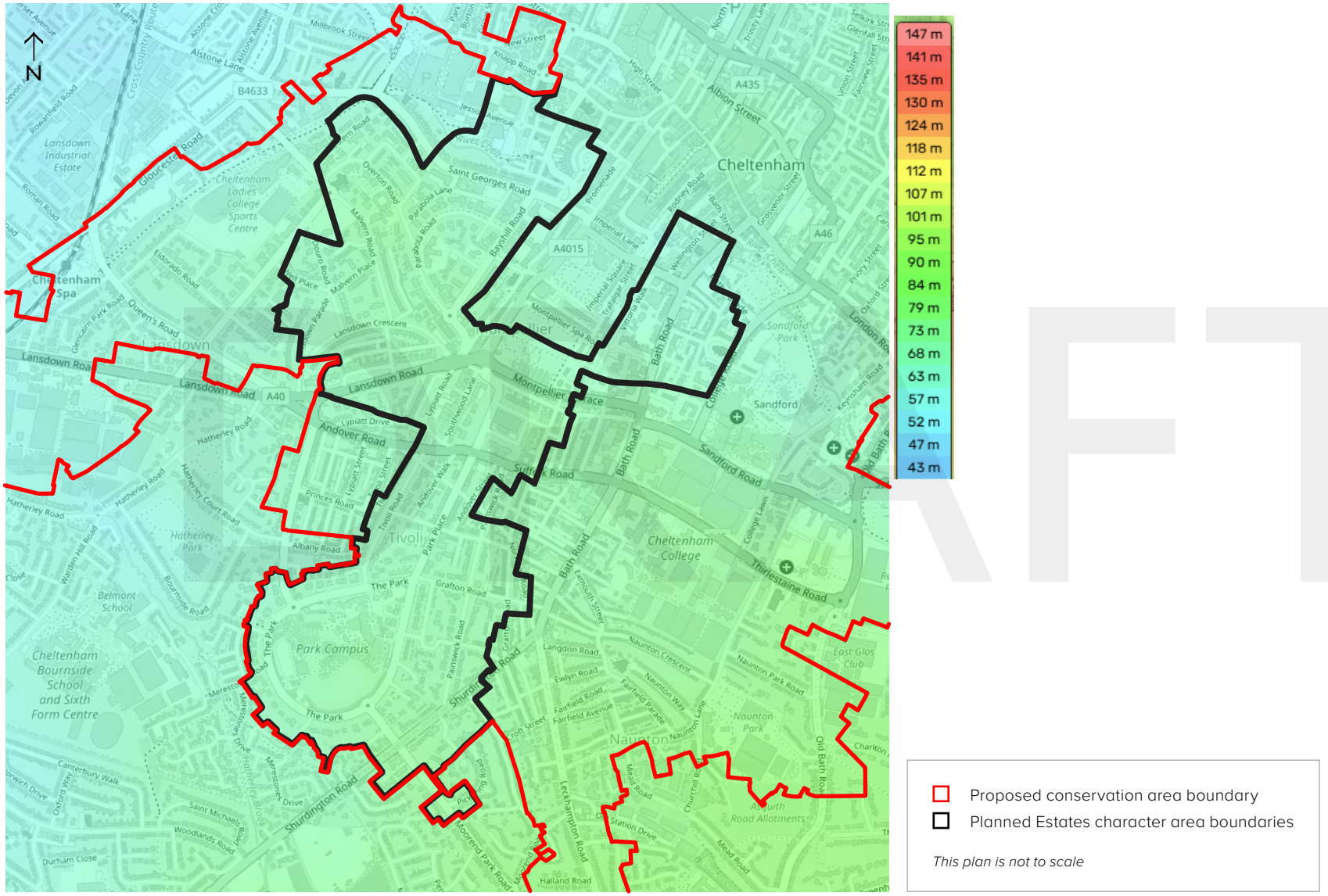
Planned Estates character area boundaries

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



Relative topography across Pittville. Source: OpenStreetMap (ODbL)



Relative topography across Bayshill, Lansdown, Suffolk Square and Montpellier. Source: OpenStreetMap (ODbL)

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4.0 Heritage assets

The Central Conservation Area is a heritage asset in its own right and contains numerous individual heritage assets. These include both listed and unlisted buildings and structures. 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 March 2026. However, the National Heritage List for England via https://historicengland.org.uk/listing/the-list/map-search/ and Cheltenham Borough Council's Index of Buildings of Local Interest should always be referenced for the most up to date records.

4.1 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.

4.2 Registered parks and gardens

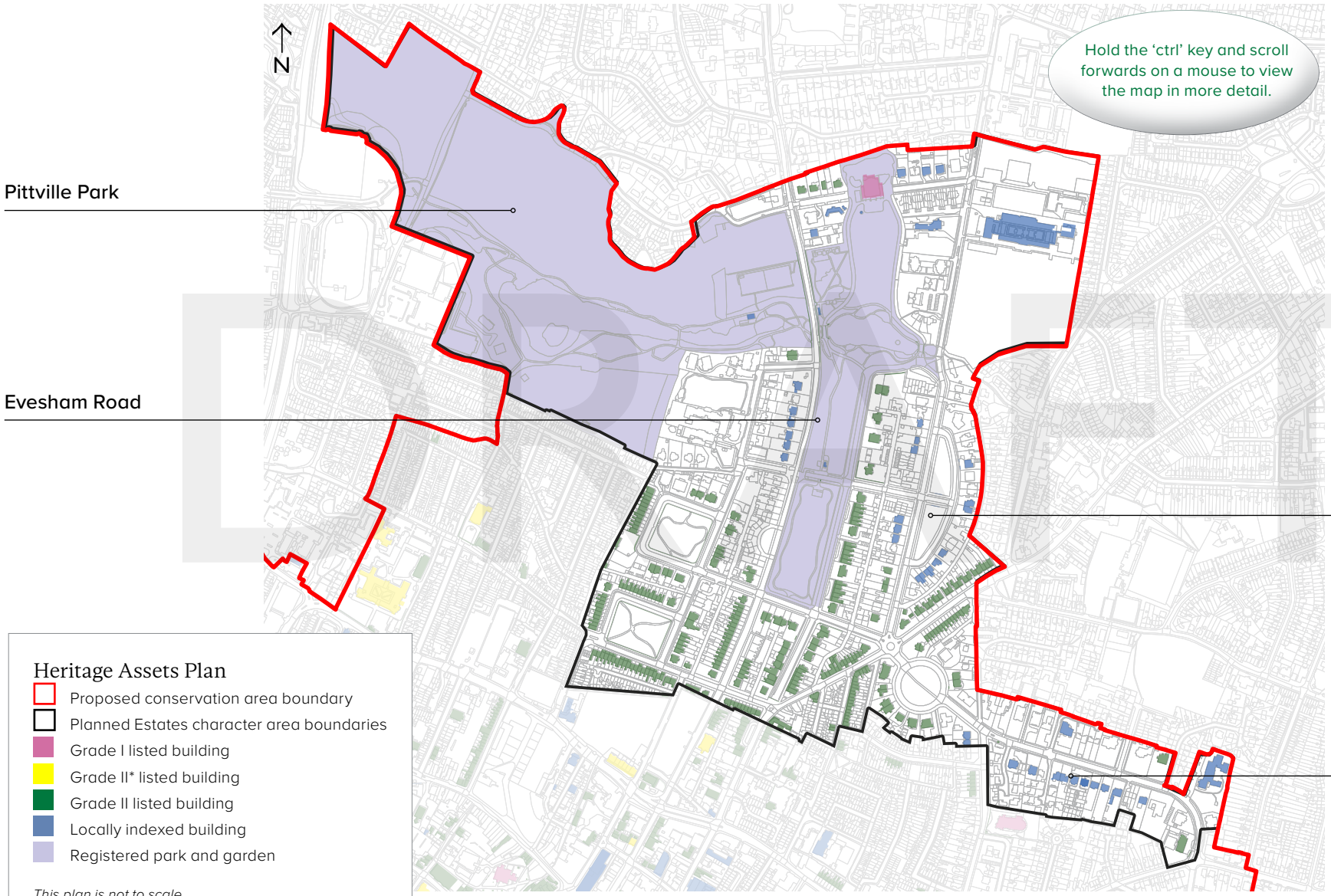
Pittville Park is a Grade II registered landscape. The Register of Parks and Gardens of Special Historic Interest in England, established under the National Heritage Act 1983 and maintained by Historic England, identifies designed landscapes of special historic interest. These include gardens, grounds, and planned open spaces such as town squares, public parks, cemeteries, and other landscapes reflecting the fashions of their time. The emphasis is on design, rather than planting or botanical value.

Registered parks and gardens are designated heritage assets under the National Planning Policy Framework (NPPF). While there is no separate consent regime, planning authorities must give great weight to their conservation when determining applications. Substantial harm or total loss should be regarded as exceptional or wholly exceptional, depending on grade. The Levelling Up and Regeneration Act 2023 further strengthened protection by requiring decision-makers to have special regard to preserving or enhancing these sites and their settings.

4.3 Locally indexed buildings

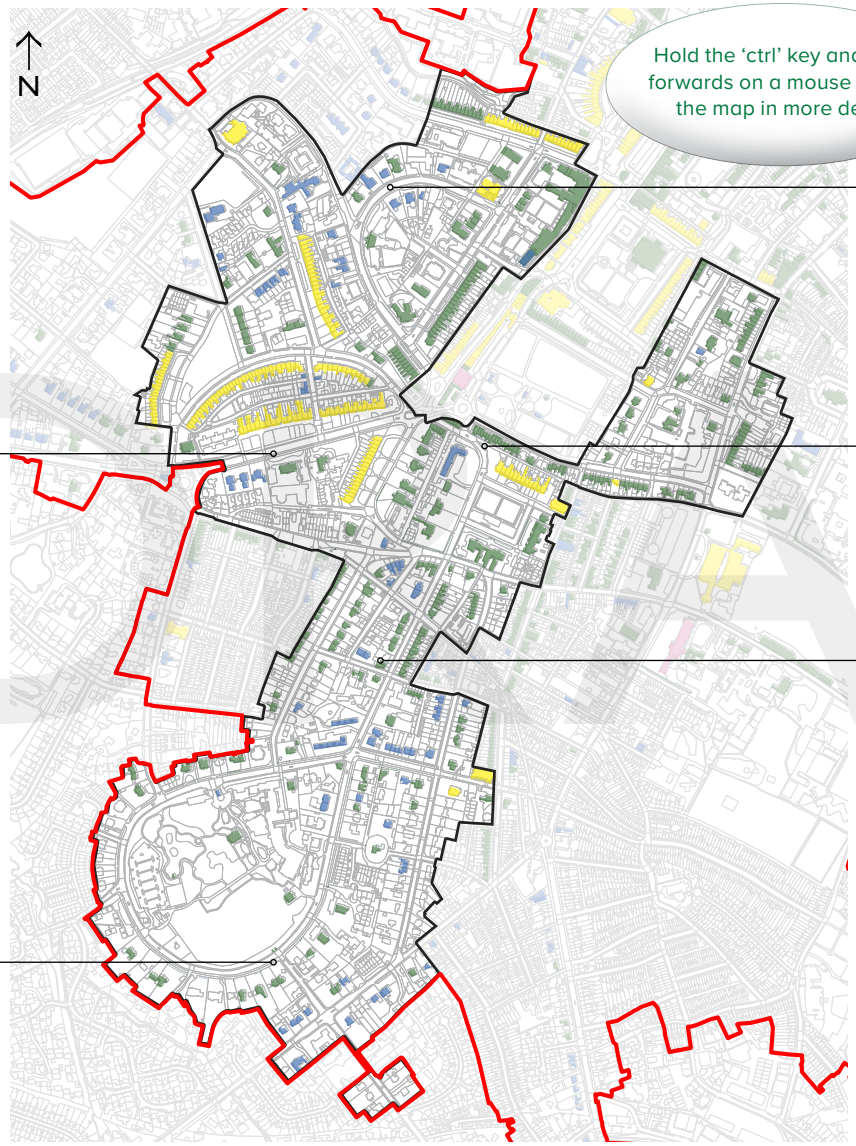
Cheltenham Borough Council maintains an index of buildings of local interest. These are defined as buildings which do not meet the strict criteria for listing, but still make a special contribution to the history, appearance, character and cultural value of Cheltenham. Inclusion on the index does not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

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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.

Heritage assets in the northern extent of the Planned Estates character area.



Heritage assets in the southern extent of the Planned Estates character area.

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5.0 Challenges

5.1 Condition and maintenance

Across the character area, a high proportion of buildings are generally in good condition and appear well maintained. There are some localised areas where a lack of regular maintenance and/or inappropriate repair have caused issues. Many common problems could be easily addressed through regular maintenance or the appropriate repair.

There are isolated occurrences of poorly maintained joinery, failing render and peeling paintwork, which can be addressed through sensitive repair, the strategic replacement of decayed elements and the application of appropriate finishes. Ensuring that rainwater is effectively managed, including keeping gutters and downpipes clear, will also help prevent further deterioration.

Render is extremely common across the character area and there is potential for the use of inappropriate cementitous materials to stimulate or accelerate the deterioration of built fabric. This is because traditional buildings (generally those built before 1919) utilised 'breathable' materials which facilitate the free passage of moisture through a structure. Although older buildings absorb more moisture than modern structures, this moisture should be able to evaporate in dry conditions. Modern cement-based renders and mortars are not breathable and prevent the evaporation of moisture from traditional buildings, thereby causing issues with damp and deterioration. Non-breathable paint applied over walls which were originally intended to be exposed can have a similar impact. The colour of renewed paintwork across formal terraces should be consistent, in order to retain their visual coherence.

There are several instances throughout the character area where boundary walls are suffering from a lack of maintenance which manifests in vegetation growth, missing joints and deteriorating fabric. This can be remedied through the careful removal of vegetation and cementitious mortar and the localised replacement of masonry/brick, bedded in and pointed with lime mortar. Many historic stone plinths and some stone gate piers show signs of deterioration, with stone delaminating and joints opened up.

There are also instances where historic ironwork (notably railings and lamp posts) is in need of sensitive repair to remedy corrosion.

There are also localised examples where poorly maintained road surfaces (e.g. Parabola Lane) detract from the appearance of the character area.

Where timber window units and shopfronts survive, these make an important contribution to the character of the conservation area and should be regularly maintained. The timber shopfronts along Prestbury Road are generally well maintained although some elements, particularly timber stallrisers, would benefit from re-painting with breathable paint.

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Inappropriate repairs to a historic brick wall using hard cementitious mortar, which causes the masonry to deteriorate at an increased rate.



Sections of the iron railings around Pittville Park are deteriorating and require appropriate repair.



Heavily eroded gate piers on Bayshill Road.



Poorly maintained rear elevations and outbuildings detract from the historic character of secondary streetscapes.

5.2 Detracting features and loss of historic details

A very high proportion of the sash windows within the Planned Estates character area have been retained, although there are locations where they have been replaced with uPVC units. This is more prevalent to modest terraces along former service lanes.

The materials, style and position within the window reveal (i.e. flush with the elevation, rather than set back) of the uPVC replacements are detrimental to the character of the historic elevations and collectively detract from the special interest of the conservation area. Although they are often perceived to offer environmental benefits, the lifespan of uPVC windows is also considerably shorter than that of well-maintained timber windows and the units cannot be easily recycled. Similarly, the replacement of traditional timber doors with modern designs in uPVC result in features which are discordant with the character of the conservation area.

Busy junctions within the character area often feature large amounts of street furniture including CCTV camera poles, utilitarian street lamps, signage, bollards and traffic lights. Considered rationalisation of street furniture could enhance the public realm in such locations. Bulky service boxes and telecommunications infrastructure also detract from the character of the streetscapes where they are present. Similarly, the accrual of services such as redundant satellite dishes and TV aerials detracts from the historic character of the streetscapes.

In many locations, historic boundary treatments such as low brick walls or railings set in stone plinths have been replaced with shiplap fencing or (less commonly) concrete blockwork. These modern boundary treatments dilute the historic character of the street scene and obscure glimpsed views of greenery in front gardens.

There are also instances where historic parapets have been clad with lead, which detracts from the architectural integrity and visual uniformity of the Regency terraces where present.

Some of the historic shopfronts along Prestbury Road have been altered with inappropriate additions such as box fascias and expansive float-glass frontages which are overly prominent and do not respect the proportions of the host building. Incorporating traditional features such as a stallriser (a platform below the shop window), glazing articulated by mullions and transoms (horizontal and vertical glazing bars) and a fascia which respects the proportions of the host building can greatly improve the character of modern retail units in conservation areas.

Cheltenham Borough Council's supplementary planning document, 'Shopfront Design Guide: A Guide for Owners, Designers and Shopfitters', provides further information on both adapting existing shopfronts and designing new ones.



Where present, shiplap fencing detracts from the historic character of streetscapes within the character area.



Utilitarian modern street lamps and boundary treatments depreciate the quality of the streetscapes within the character area.

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5.3 Inappropriate modern development

There are some examples of modern development within the character area which do not sit comfortably within their historic setting and detract from the special interest of the conservation area. A key example is the Magistrates' Court on St George's Road.

Eagle Tower is perhaps the most conspicuous example of post-war redevelopment within the wider townscape. Constructed in 1968, its scale, height and modernist form contrast markedly with the Regency character of the town centre. While the building has become a familiar landmark and an established component of Cheltenham's skyline, it departs from the architectural conventions that underpin the special interest of the Planned Estates character area and the conservation area more widely.



Modern development fronting parts of Parabola Lane, notably the rear of the Magistrates' Court, is out of keeping with the character of the surrounding streetscapes.



Unsympathetic late 20th-century development on Painswick Road, which detracts from the setting of adjacent Georgian terraces.

Eagle Tower (PENDING)

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5.4 Development pressures

It is acknowledged that there is pressure on housing numbers within the conservation area and that associated planning applications are likely to be submitted in the future. Providing additional residential units within historic urban environments, either by adding roof extensions or converting existing buildings, brings challenges including:

- Maintaining the character of the roofscape.
- Avoiding unsightly clutter to prominent elevations through careful consideration of features such as fire-escape stairs, vents, flues and and wastepipes.
- Avoiding the loss of historic features such as sash windows and/or the introduction of unsympathetic uPVC windows.
- Avoiding bulky and insensitive box dormers and rooflights, which can appear overly dominant and disrupt the restrained character of neo-classical architecture.

The conversion of retail premises to residential use can have adverse affects on the character of streetscape through the loss of active commercial frontages. Conversions of this type can be appropriate in certain circumstances, but success usually depends on ensuring that historic features (such as shopfront windows and joinery) are retained in situ so that the original function of the shopfront remains legible.

Where new-build development is proposed, the challenges will include:

- Preserving the integrity of views into and out of the character area and wider conservation area.
- Avoiding visual competition with key local landmarks.
- Incorporating landscaping improvements such as green spaces and street trees.
- Where relevant, ensuring continued legibility of historic plot boundaries.
- Responding to the proportions of historic plots and frontages, architectural details, roofscapes and materiality (collectively comprising the wider streetscape).
- Enhancing the setting of surrounding heritage assets.

5.5 Traffic and parking

The Planned Estates character area contains several busy thoroughfares, carrying a significant amount of traffic and resulting in areas of congestion and noise. There is a significant amount of on-street parking, which detracts from the setting of the uniform terraces and villas throughout the character area. Car parks, such as those outside the Magistrates' Court on St George's Road and at the entrance to Lansdown Crescent, have introduced large amounts of hardstanding into the streetscape. Many front gardens have been lost to hard standing for car parking, reducing the small pockets of green space which historically softened the urban environment.

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]

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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6.0 Opportunities for enhancement

6.1 General opportunities

There is scope to enhance the conservation area through addressing the minor but altogether detracting elements such as external accretions, management of rainwater goods and the appropriate repair of failing elements. Incrementally addressing these issues will have a positive impact and enhance the conservation area.

Although many of the uPVC windows 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 a more visually intrusive standard option.

The rationalisation of redundant services and street furniture would enhance the character area, as would the replacement or alteration of unsympathetic boundary treatments and utilitarian street lamps.

Considered landscaping improvements, including the reintroduction of greenery and the use of permeable surface treatments, would also be of benefit.

6.2 Areas with sensitive development potential

As well as the many minor and individual instances where there is opportunity to improve the character of the conservation area, there are specific sites within the character area that present opportunities for larger scale interventions that could have a correspondingly substantial positive impact. These range from areas where a high concentration of relatively minor individual issues could be collectively addressed to particularly positive effect, or where more substantial development may possible (subject to sensitive proposals). In some instances, these sites align with allocations made within existing planning policy and could continue to inform future site allocations.

The Magistrates' Court and the adjacent carpark occupy a prominent position on St George's Road. The building is out of keeping with its historic setting and could present an opportunity for future sensitive adaptation or redevelopment in a manner that would benefit the character area.

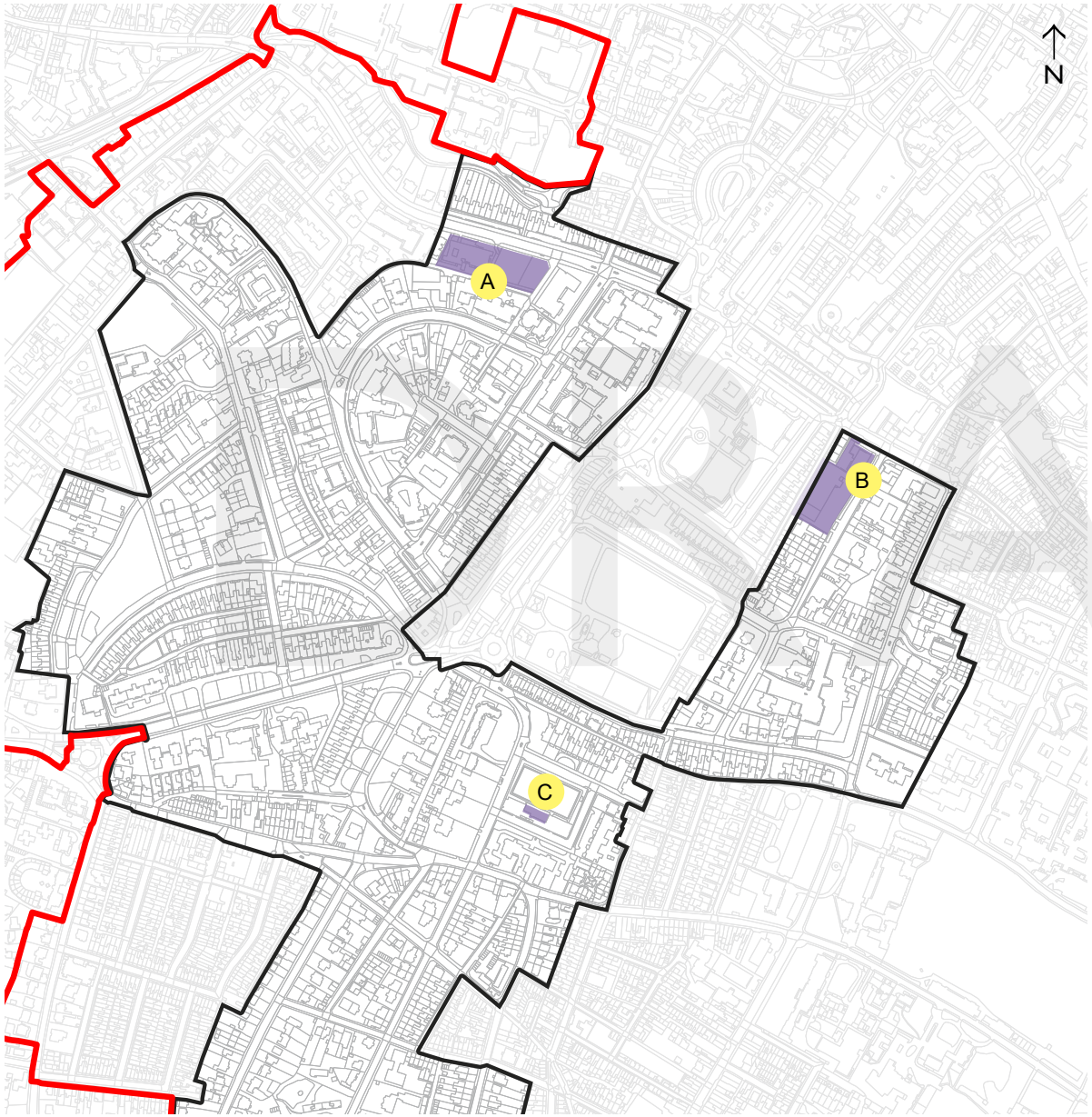
The Cheltenham Telephone Exchange buildings off Trafalgar Street is another site which sits uncomfortably within its historic setting and could be enhanced or redeveloped in the future.

The late 20th-century Bowling Club pavilion in Suffolk Square is a utilitarian structure with a large expanse of flat roof. It depreciates the setting of the square and the surrounding listed buildings, and presents an opportunity for future enhancement.

When successfully delivered, new development within a conservation area responds to the proportions of historic buildings plots and frontages, existing architectural detailing, established roofscapes and materiality.

Successful, contextual design can be creative and contemporary, so long as it is rooted in a deep understanding of how a place develops and what makes it special. This also applies to developments within the setting of a conservation area.

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Areas with sensitive development potential

Character area boundary

Areas with sensitive development potential

A Magistrates' Court and adjacent car park

B Telephone Exchange

C Bowling Club pavilion

This plan is not to scale

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7.0 Future Management of the Planned Estates Character Area

A management plan for the conservation area, including the Planned Estates character area, is provided within section 7.0 of the Cheltenham Central Conservation Area Conservation Area Appraisal and Management Plan: Overview Document. This overarching document sets out:

- Control measure associated with conservation area designation
- Aims and best practices in conservation areas
- Protocols for repair and replacement
- Maintenance
- Tree management
- New development
- Sustainability

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