CHELTENHAM
BOROUGH COUNCIL



AUGUST 2026, VERSION 02

Prestbury Conservation Area

Conservation Area Appraisal

CHELTENHAM
BOROUGH COUNCIL

PURCELL

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1.0 Introduction

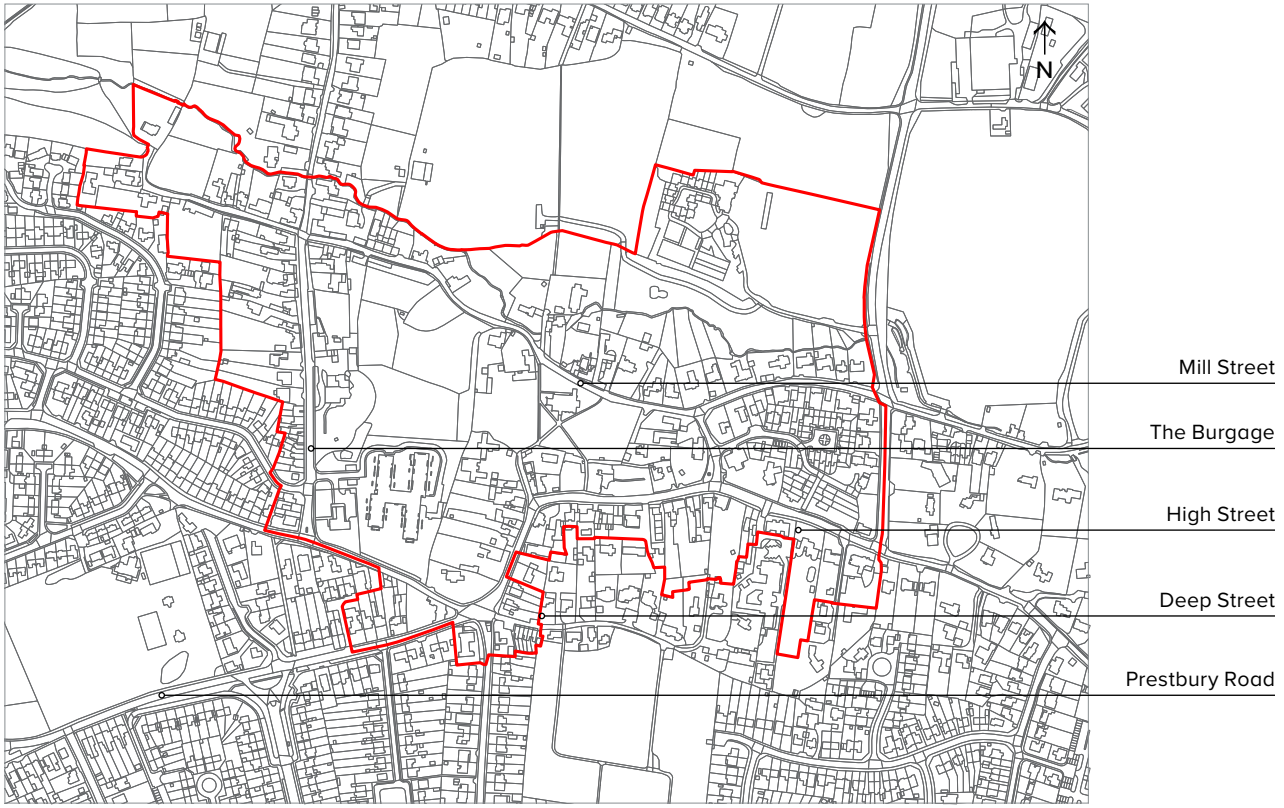
The Prestbury Conservation Area is located to the northeast of the centre of Cheltenham.

The Prestbury Conservation Area was first designated on the 15th August 1971, with subsequent reviews in September 2001 and September 2016, for its special historic and architectural interest.

Prestbury Conservation Area has a distinctive rural village character which is emphasised through the visual dominance of historically and architecturally important buildings located within the surviving historic plan form of the village with burgage plots which likely to date back to the 13th century.

The character and appearance of Prestbury as a historic rural village settlement can be read in:

- The diverse range of building types, style and ages, dating from the 13th century to the present day which create a varied and organic characteristic throughout the conservation area.
- The historic agricultural buildings at the western end of the conservation area emphasise the agrarian origins of Prestbury.
- Historic buildings facing directly onto roads, creating a sense of enclosure within the streetscape.
- Open green spaces, particularly on the edges of the conservation area, which create a sense of openness and allow for long-range views, both within the conservation area and out into the surrounding countryside setting.
- The straight plan form and layout of the roads which allow for long vistas through the conservation area and beyond.



Prestbury Conservation Area boundary, as proposed 2026.

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 Prestbury Conservation Area was last reviewed in September 2016.

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 Prestbury 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.

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 Prestbury 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 Prestbury 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 Prestbury 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 Prestbury 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.

2.0 Assessment of special interest

2.1 Location and setting

Prestbury Conservation Area is located in the historic core of the village of Prestbury approximately 1½ miles north-east of the centre of Cheltenham.

Prestbury, historically a separate settlement from Cheltenham, has become a suburb in the northeast of the town following the growth and development of the outskirts of Cheltenham in the 20th century. The village centre has preserved its identity and retained a character distinct from the wider town.

Prestbury is set at the foot of Cleeve Hill, which forms part of the Cotswolds escarpment and plays a key role in the setting of the conservation area by providing an attractive backdrop to the village and key vistas throughout across the rural countryside. The Cotswold Area of Outstanding Natural Beauty (AONB) runs very close to the boundary of Prestbury Conservation Area at its north-east corner.



Aerial image of Cheltenham.



The Prestbury Conservation Area.

2.2 Summary history of Cheltenham

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

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

2.3 Summary history of the Prestbury Conservation Area

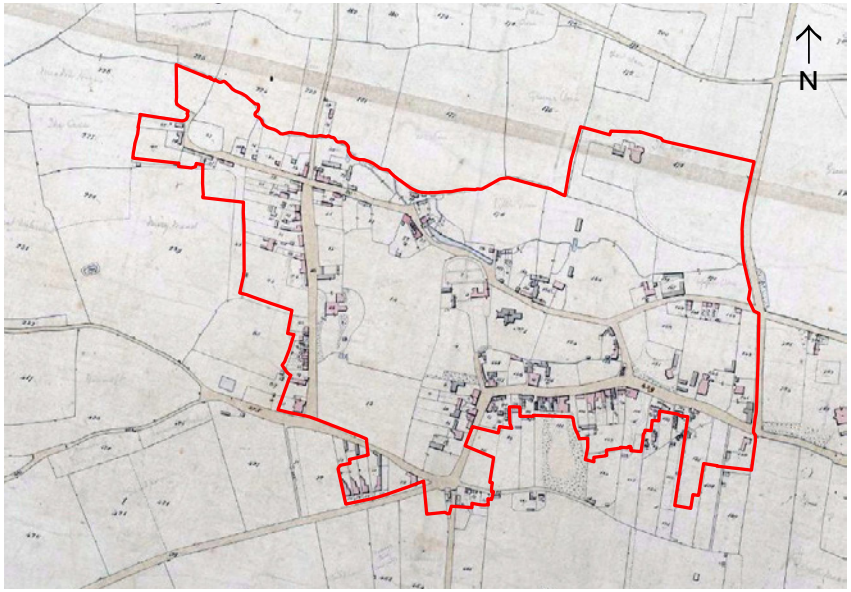
The village of Prestbury dates from the 9th century with the Anglo-Saxon chronical referring to it as Preosdabyrig, meaning 'the priests' fortified place'. The Doomsday book of 1086 records that at that time Prestbury had a population of 36.

The Manor of Prestbury which belonged to the Bishop of Hereford is located to the north-west of Prestbury village and is thought to date from the late 9th century. By 1136 the Bishop of Hereford had turned a large area in the north-west of the Parish into Prestbury Park; today this land is occupied by Cheltenham Racecourse.

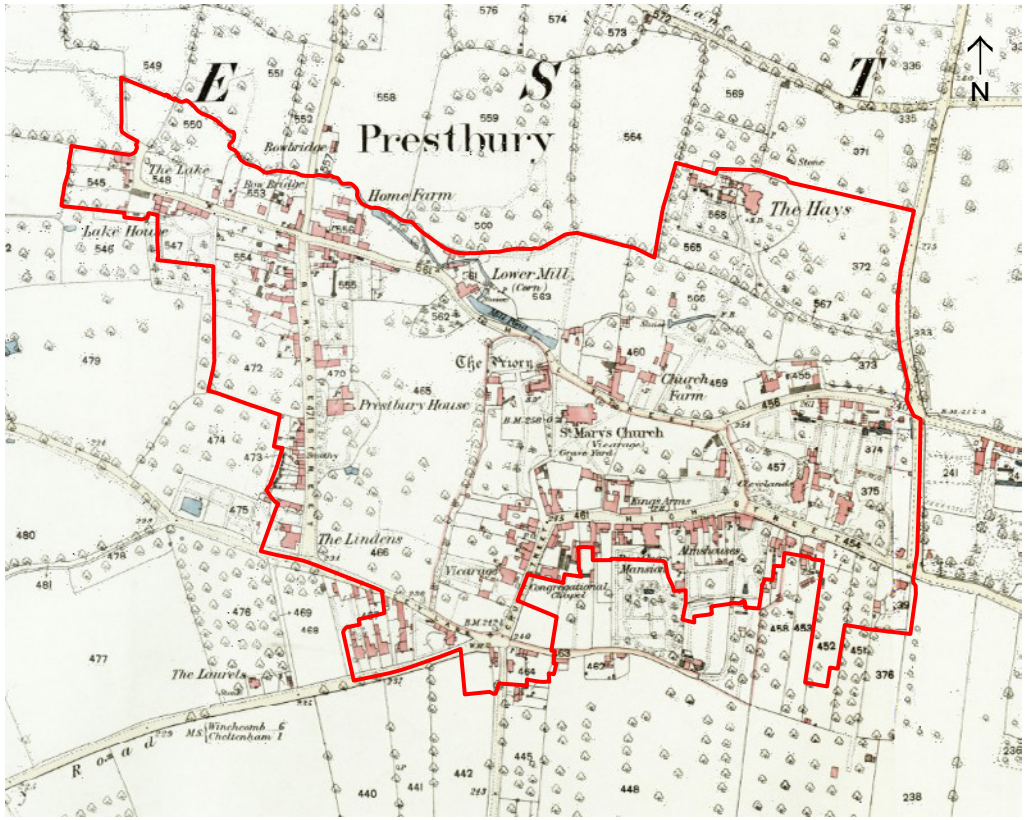
Prestbury began to grow loosely around St Mary's Church, which was consecrated in 1136, and it is likely that the main settlement formed around that time, but possibly as early as 1086.

In 1249 Prestbury was granted a market charter and a market took place in The Burgage, a wide street with houses and cottages lining the west side. Today the earliest surviving houses date from the 16th and 17th centuries, athough the burgage plots remain clearly evident.

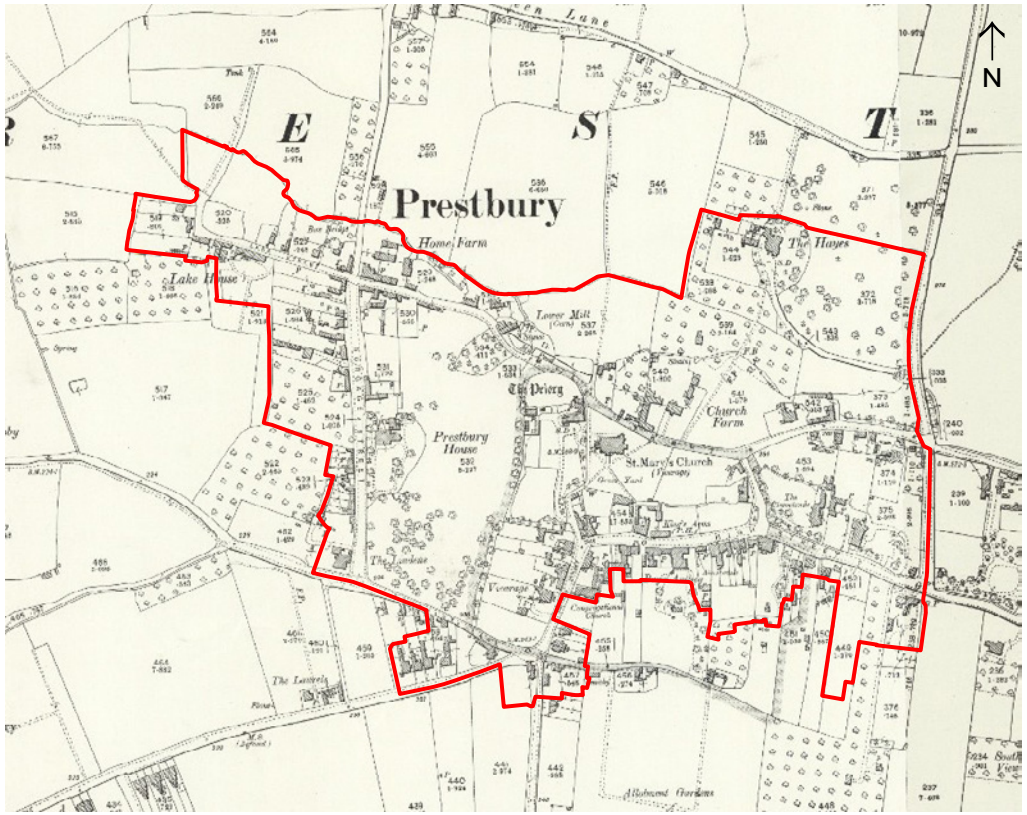
The population of Prestbury remained fairly constant until the 19th century when the number of houses increased as Cheltenham expanded in the south side of the parish. By the late 19th century many of the smaller farm holdings in and around the village were developed for housing.



The 1840s Gloucestershire Tithe map illustrating Prestbury in the early 19th century. The settlement is split between the Burgage to the northwest and the High Street and Deep Street to the southeast, with St Mary's Church and Mill Street in the centre. *Know Your Place*.



The first edition Ordnance Survey 1844-88, which provides greater detail for the buildings and layout of Prestbury in the 19th century. Development appears to be limited to individual buildings and the historic burgage plots are still evident. *Know Your Place*.

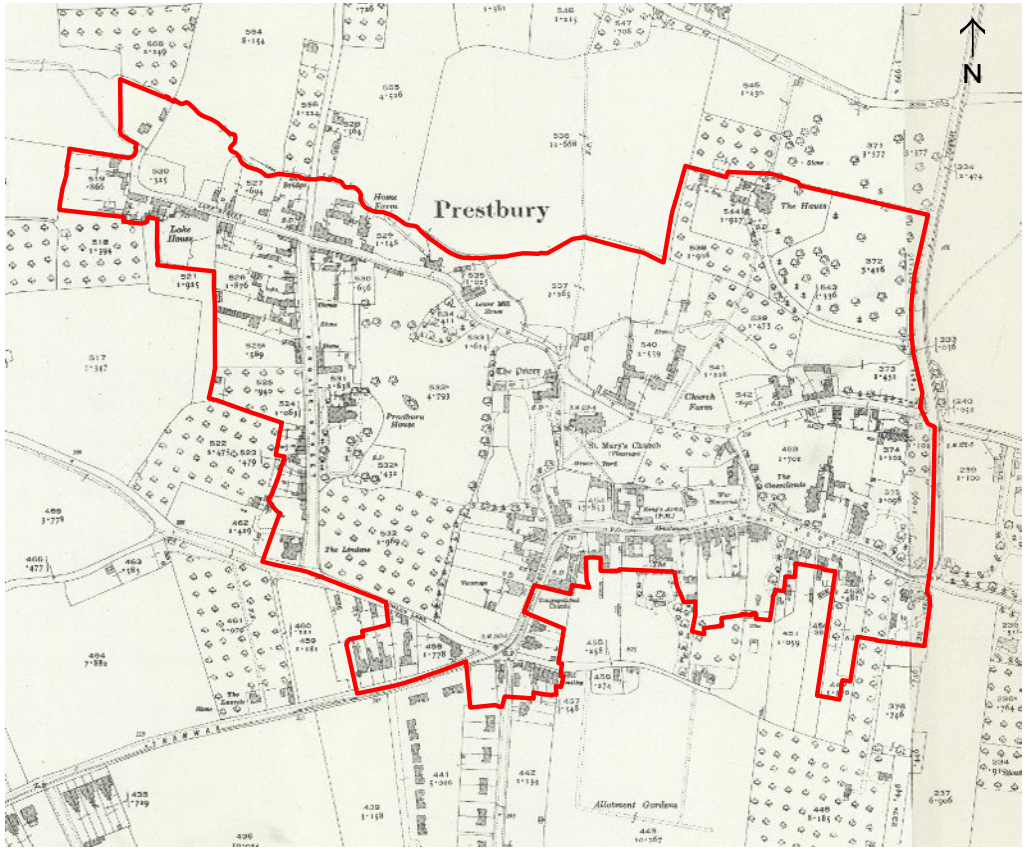


The second edition Ordnance Survey 1894-1903. The historic plan form of Prestbury is shown to have been well preserved at the turn of the 20th century, with the beginnings of modern development beginning to encroach towards the village along Prestbury Road to the southwest. *Know Your Place*.

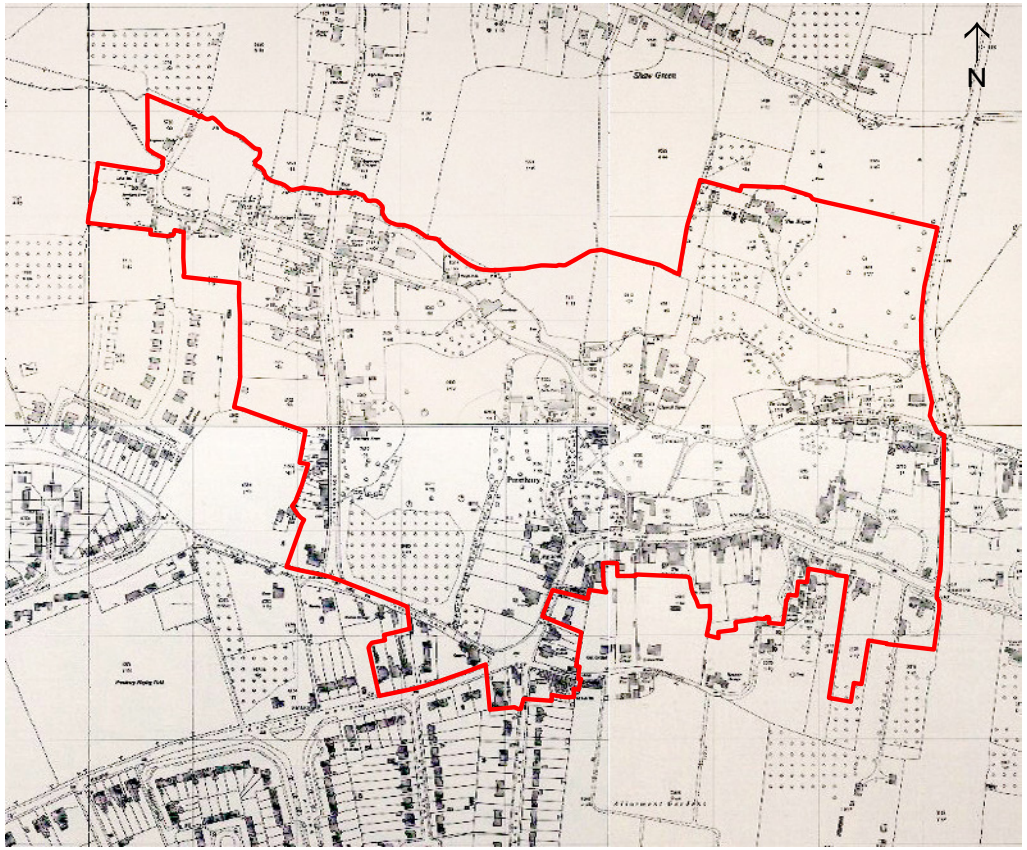
The first quarter of the 20th century saw improved transport connections between Cheltenham and Prestbury, with the electric tramway running from Cheltenham to Cleeve Hill passing through the village until its decommissioned in the 1930s. This period saw the decline of agriculture as the dominant occupation as workers commuted to commercial and manual jobs in Cheltenham.

After World War II the village grew rapidly, with a number of developments being built around the south and west of the original village centre and Noverton to the east.

In the conservation area there were a number of new developments including the construction of Chapel Court retirement flats in 1986 and the adjacenet library in 1978 which were erected in the grounds of Prestbury House. Other significant development includes Morningside Courtyard, located in the former grounds of Morningside House (now demolished), which was demolished in order to allow for these residential developments. Along with residential development in the grounds of Prestbury Manor House, now named The Hayes.



The third edition Ordnance Survey 1898-1939 shows the connection of Prestbury into the larger Cheltenham settlement, with modern houses appearing along Prestbury Road and Bouncers Lane to the south and Shaw Green Lane to the north. Within the conservation area boundary, development is limited to individual houses. *Know Your Place*.



The 1947-1965 Ordnance Survey shows that by the mid-20th century Prestbury had be incorporated into Cheltenham through connecting modern housing developments to the south and east of the historic village core. *Know Your Place*.

2.4 Built form and architecture

Residential buildings

Buildings within the Prestbury Conservation Area are principally in use as private residential houses.

There are several examples of modest vernacular architecture in the form of timber framed cottages, often with thatched roofs. Other houses are in the form of terraces, semi-detached buildings, or clustered together in groups. These buildings have examples of modern adaptation in the form of extensions and the addition of dormer windows. This typology is varied across the Prestbury Conservation Area and demonstrates a wide range of architectural style, detailing, scale, massing, plot size and use of materials.



Vernacular cottages on the High Street.



Terraced houses on Blacksmith Lane.



A timber framed house on the Burgage.



Terraced cottages on the Burgage.



Ivy Cottage, a timber framed thatched cottage on Mill Street.



A timber framed cottage on the Burgage.



A stone cottage on Church Lane.



A timber framed thatched cottage on Deep Street.



A timber framed thatched cottage on Bouncer's Lane.

There are also examples of historically high-status domestic buildings across the conservation area. These are discernible from their decorative architectural details and use of ashlar or render on principal facades facing the street. These buildings are also generally larger in scale, often within substantial plots and set back from the street with boundary walls. Larger residential buildings historically had large plots with designed gardens and often came with accompanying land. In the 20th century, several of these estates had modern houses constructed within the gardens, isolating the historic buildings and significantly impacting the setting of the large houses.



Rendered houses on Deep Street.



The Cottage on Mill Street, a large, high-status domestic building with fine architectural detailing and set back from the road.



Three villas on Prestbury Road.



The Lindens on the corner of Tatchely Lane and the Burgage.



Cressy House on the Burgage.



Prestbury House on the Burgage.



Three Queens House on Deep Street.

Other modern domestic houses have been constructed along Mill Street; these are large, individual houses which respond well to the established urban grain of the historic street and are constructed in Cotswold stone. These modern houses positively contribute to the character and appearance of the conservation area.





Modern houses constructed on Mill Street.

Agricultural buildings

Former agricultural buildings, such as barns, animal sheds and stables, survive within the conservation area and are concentrated in the area around Lake Street and the western end of Mill Street. These buildings are simple in form and are generally a single-storey with attic space.

There is a variety of building materials, with a historic barn on Lake Street being constructed in timber with cladding and a thatch roof, whereas barns and stable buildings along Mill Street are constructed in Cotswold stone.

Some of these former agricultural buildings have been converted into residential buildings or are used as ancillary spaces to existing domestic buildings. All appear to retain their agrarian characteristics and therefore positively contribute to the historic and architectural interest of the Prestbury Conservation Area.



The timber framed thatched barn on Lake Street.





Stone barns along Mill Street.

Ecclesiastical architecture

St Mary's Church is the principal landmark building within the Prestbury Conservation Area. The church and its churchyard are located on Mill Street and sit to the south of the road, with alleyways connecting the churchyard to both the High Street and Church Lane to the south. The building originates from the 13th century with later rebuilding in the perpendicular style in the 15th century, and later being restored in the mid-19th century. A modern extension has been added to the north elevation facing Mill Street which encompasses ashlar stone and timber cladding. The scale, use of limestone ashlar and slate for the roof, and positioning within is churchyard make it a prominent feature within the conservation area.





The north elevation of St Mary's Church as seen from Mill Street, including the modern extension.



The east elevation of St Mary's Church as seen from within the churchyard.

Prestbury United Reformed Church is located on the east side of Deep Street. Built in 1866 as a congregational chapel, the building is set back from the road and elevated on a tall plinth which makes the chapel a key landmark when entering the Prestbury Conservation Area from the southwest. It has been constructed in red brick with yellow brick piers and yellow and blue brick detailing to the arched heads to windows and string courses. The building comprises a northern two-storey block and a large tower with a spire and a large arched doorway which is the principal entrance to the chapel.



Prestbury United Reformed Church on Deep Street.

Commercial buildings

There are a number of shops on the High Street which constitute shopfronts inserted into existing historic buildings, with the exception of a late 20th-century infill building which has neo-Georgian style shopwindows to the ground floor. These traditional shopfronts and shopwindows positively contribute to the historic character and appearance of the conservation area.







Traditional shopfronts on the High Street.

The King's Arms on the High Street is a 17th-century timber framed building with later red brick extensions on an ashlar stone plinth. The building sits prominently in the streetscape, with the square timber framing with jettied and gabled first floor forming a key part of views looking east along the High Street towards the Cotswold scarp. The building utilises a variety of materials and architectural styles across its various phases of construction which give it a vernacular character which positively contributes to the appearance of the High Street.

The Plough Inn on Mill Street is a 17th-century timber framed building with red brick infill panels and a coursed limestone gable end with a moulded arched doorway and brick chimney stack. The building has a thatched roof with dormer windows and sits in a prominent position opposite St Mary's Church, positively contributing to the rural character of Mill Street.

The Royal Oak forms an important landmark building The Burgage, dating from the 17th century with a coursed limestone façade it features prominently in the streetscape. Built in two phases, the architectural style of the building varies between the two phases of construction: the south block has moulded mullion stone windows with leaded lights, and is single storey with an attic, whereas the north block is two storeys with timber frames sash windows. This variety adds positive interest to the streetscape of the Burgage which has a diversity of building styles and uses of materials.



The King's Arms on the High Street.


The Plough Inn on Mill Street.



The Royal Oak on the Burgage.

2.5 Materials

There is a range of building materials across the Prestbury Conservation Area, which demonstrates the organic, vernacular development of the village settlement.

Cotswold stone is used in many buildings and for boundary treatments across the conservation area. Finely-tooled ashlar is a feature on many of the more formal houses of higher status, with rubble stonework commonly used on cottages. The coursed rubble stonework is traditionally laid in thinly bedded courses, with detailing of the joints and the choice of the colours for mortar adding to the unifying character of the material. Stone is found in both historic and modern buildings, and walls in this material positively contribute to the historic and architectural character of the village.



A house on Lake Street fronted with Cotswold stone.



A 20th-century house on Mill Street which utilises Cotswold stone in the ground floor construction.



Stone buildings on the west end of Mill Street at the junction with the Burgage.



Stone buildings along Lake Street, with Mill Street beyond.



Stone buildings along the High Street.

Brick became more common as a construction material at the end of the 18th and into 19th century, and is present on a significant number of buildings throughout the conservation area that date from this period.



A house on the Burgage constructed in brick.



A terrace of houses on the Burgage constructed in brick.



The Coach House on the Burgage, constructed in brick with ashlar stone dressings and boundary walls.

A number of buildings have been externally rendered. Traditionally, this would have been a lime-based mix, but some buildings have been rendered in cement which means that the building material and age at times is difficult to distinguish.



Rendered buildings on the corner of Deep Street and the High Street.



Rendered thatched cottages along the Burgage.



A building externally rendered in modern materials on the corner of Tatchely Lane.

Many of the earlier buildings are timber framed and form a significant feature of the village, although a proportion have been rendered over. Original infill was likely to have been wattle and daub, although from the 17th century onwards this was often replaced with brick infill panels.

The roof materials and shapes are varied throughout the Prestbury Conservation Area and the different ridge and eaves heights create an interesting street scene with a vernacular character. Roof shapes vary but include hipped, mansard and parapet. Common materials include thatch, Cotswold stone slates, grey slate and clay tiles.



A timber framed farmhouse on Lake Street.



Timber framed cottages on the Burgage.



Timber framed cottages on the Burgage.

2.6 Boundary treatments

Traditional and historic boundary treatments of Cotswold stone and brick are common throughout the conservation area and form important features of the streetscape. Many of these are low and therefore allow full appreciation of the buildings.

A wall of particular prominence is the locally listed, approximately 2m high wall running along Southam Road and to the north of High Street. Bordering this is a set of metal railings on High Street which while being of good quality add little to the appearance of the conservation area.

Overall boundary treatments are in a good condition; however, the metal railings along Mill Street require repair and conservation work.



Stone walls along Tatchley Lane.



Brick walls to the alleyway connecting the High Street to St Mary's Churchyard.





Brick and stone boundary walls along Mill Street.



The stone boundary wall to St Mary's Churchyard.



Stone and brick boundary walls along Deep Street.



The stone boundary wall to Prestbury House on the Burgage.



The stone boundary wall on the north side of the High Street.

2.7 Urban grain, configuration, direction of movement

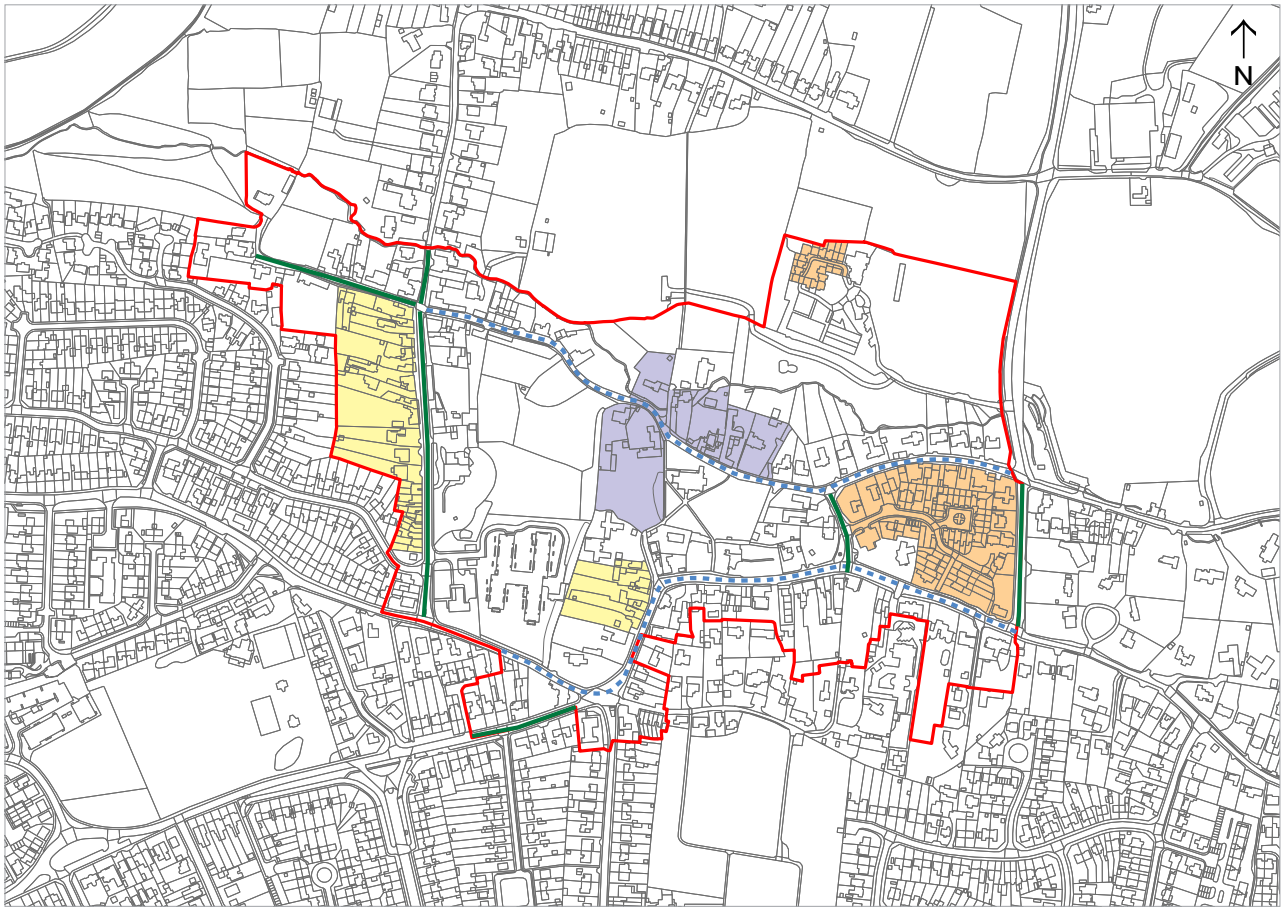
The conservation area's shape and layout is largely defined by the historic heart of the village, which has generally retained its historic plan form with two main roads; Mill Street and High Street running on an east-west axis, linked by The Burgage, The Bank and Southam Road (B4632) which run on a north-south axis. Buildings have largely been developed along these main roads.

The road layout varies throughout, with Mill Street having a gentle, winding form. Deep Street and High Street have a more exaggerated curved form as they merge with one another. The form of these roads creates a series of staggered views and interest as new views and spaces are experienced along the route. In comparison, The Burgage, Lake Street and Bowbridge Lane are straight, which permits long views into and out of the village.

The layout and density levels varies considerably throughout the area but continues to be strongly influenced by the historic development. The size and shape of the plots along The Burgage are determined by the historical burgage plot sizes and are long and narrow - resulting in houses in close proximity to each other, many of which front directly on to the pavement or have narrow enclosed frontage strips.

In other areas the layout of the buildings is more informal with a number of large buildings loosely positioned around St Mary's Church and set within spacious grounds.

Housing from the latter half of the 20th century, such as Idsall Drive and Morningside Close, has been more densely developed on smaller, compact plots. These houses are frequently built in the grounds of earlier buildings.



- Proposed Conservation Area boundary
- High density, 20th century housing developments
- Historic burgage plot configurations
- Informal plot configurations around St Mary's Church
- Roads permitting long views in and out of Prestbury
- Gentle, winding roads creating series of staggered views

This plan is not to scale

2.8 Public realm

The public realm is generally of high quality within the Prestbury Conservation Area, and there is a strong village character throughout.

Footpaths have tarmac coverings and they are generally in good condition. Footpaths are lined with grass verges on Mill Street and Lake Street, which makes a valuable contribution to the area. The roads are tarmacked and all are in a fair condition.

Historic street furniture plays an important role in enhancing the conservation area. Of particular prominence are the Grade II telephone box located and the 1920 war memorial by John Coates Carter, both located on the High Street.

Traditional black and white street and directional signs, such as those located at either end of the Burgage, enhance the historic character of the conservation area. However, these are not widespread and instead there is variety in the style of street signs, some of which are modern in design.

Overall, street furniture is generally of good quality; and the lack of street furniture in Mill Street, The Burgage and Lake Street creates a sense of space which enhances their rural character.



Traditional black and white street signs at the southern end of the Burgage.



The north end of the Burgage at the junction with Mill Street, where there is a collection of traditional and non-traditional street furniture, including black and white directional signs, a street sign for Mill Street, grit bins and street lights.

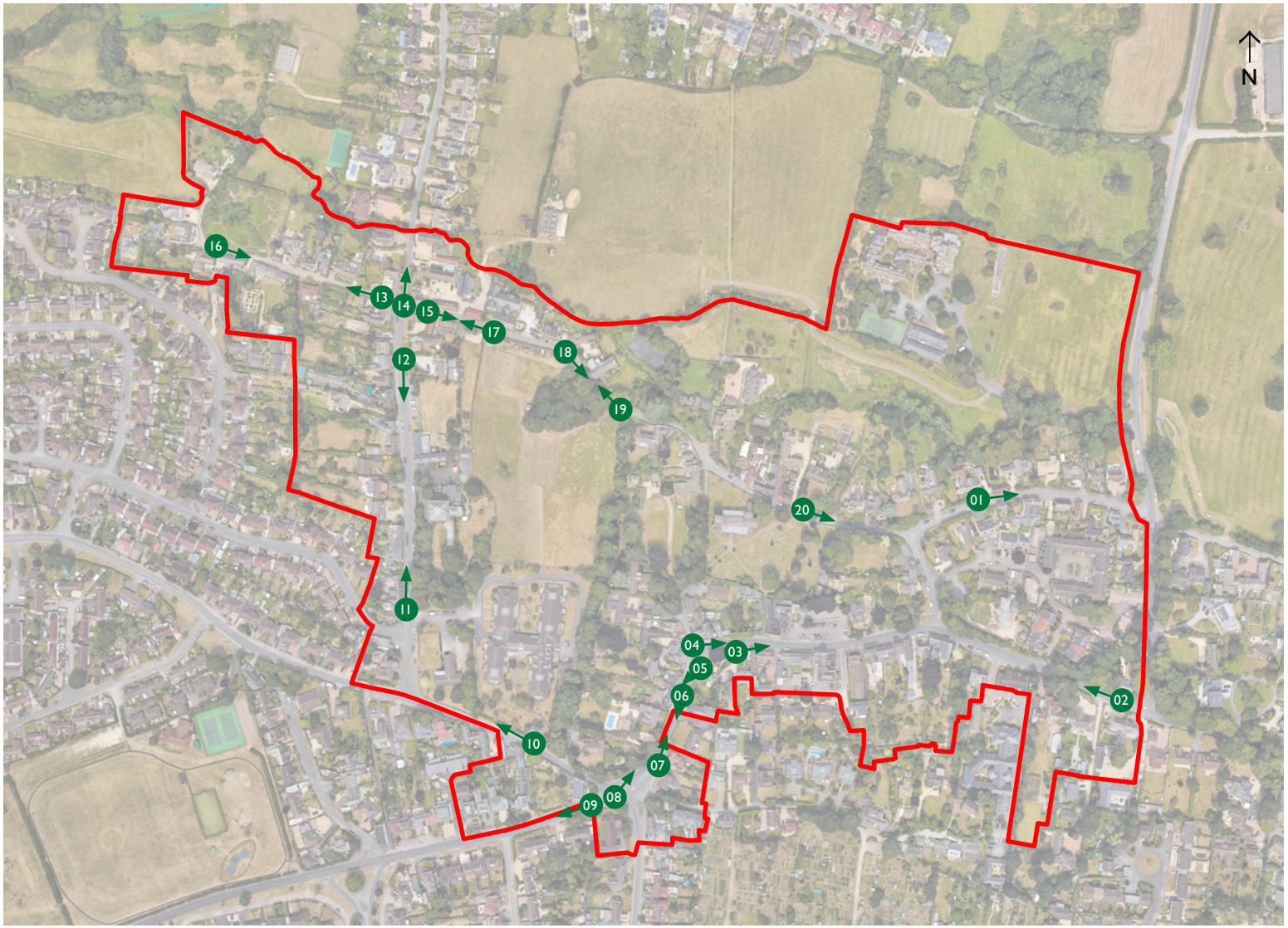
2.9 Key views

There are several types of views which contribute to and enhance the special interest of the Prestbury 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.

2.9.1 Streetscape views

The key streetscape views within the conservation area emphasise the rural village character of Prestbury. 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 Prestbury 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.



Views Plan

- Proposed Conservation Area boundary
- Streetscape view

This plan is not to scale



View 01: Looking east along Mill Street.



View 02: Looking west along the High Street.



View 03: Looking east along the High Street.



View 04: Looking east along the High Street.



View 05: Looking south along Deep Street.



View 06: Looking south along Deep Street.



View 07: Looking north along Deep Street.



View 08: Looking north along Deep Street.



View 09: Looking southwest along Prestbury Road.



View 10: Looking northwest along Tatchley Lane.



View 11: Looking north along the Burgage.



View 12: Looking south along the Burgage.



View 13: Looking west along Lake Street.



View 14: Looking north along Bowbridge Lane.



View 15: Looking east along Mill Street.



View 16: Looking east along Lake Street.



View 17: Looking west along Mill Street.



View 18: Looking southeast along Mill Street.



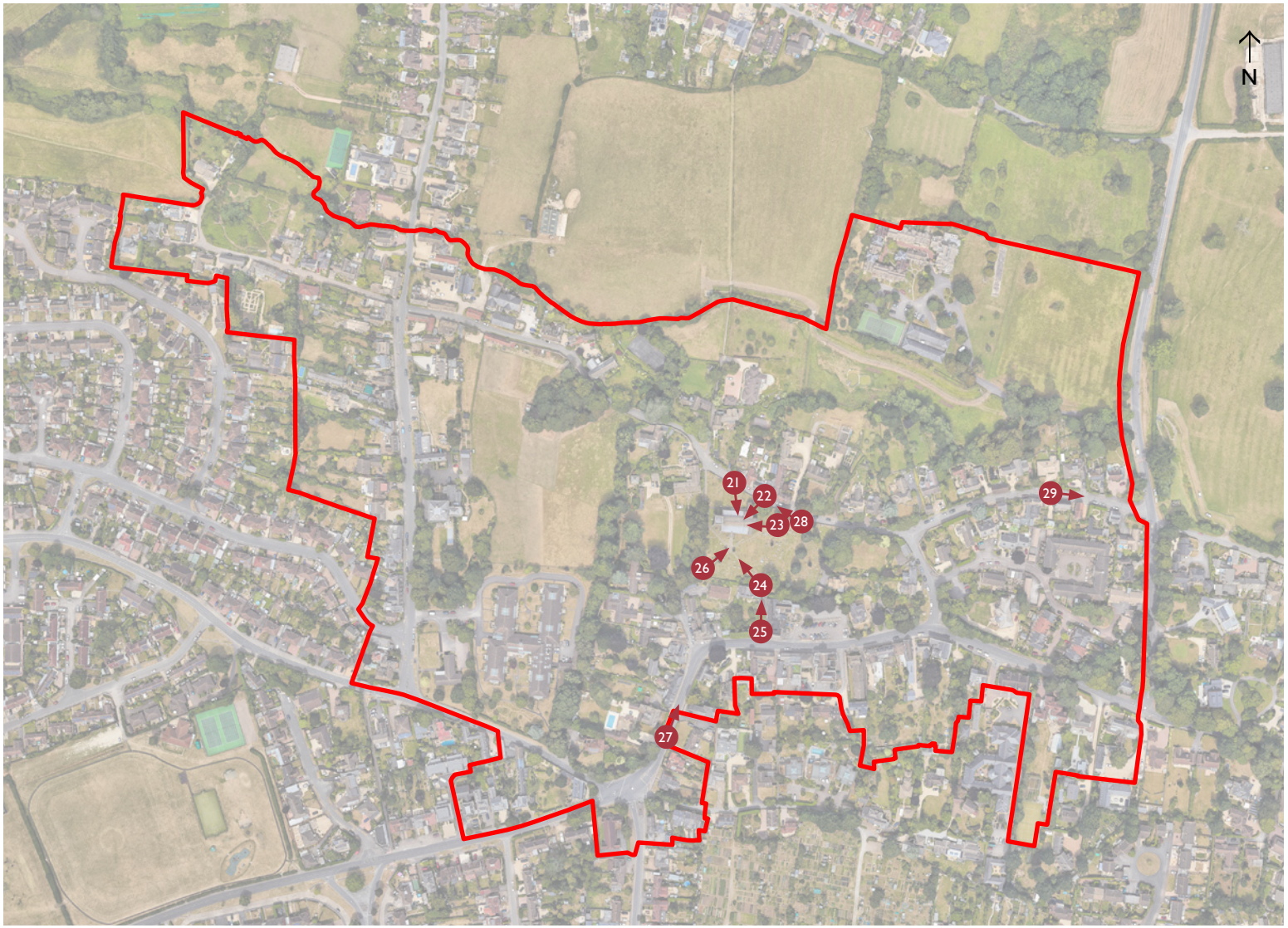
View 19: Looking northwest along Mill Street.



View 20: Looking east along Mill Street.

2.9.2 Views of key landmarks

The key landmark within the Prestbury Conservation Area is St Mary's Church, located on Mill Street. Other landmarks include individual distinctive historic buildings that stand out within the streetscape.



Views Plan

Proposed Conservation Area boundary

Views of local landmarks

This plan is not to scale

St Mary's Church, Mill Street



View 21: Looking south at St Mary's Church from Mill Street.



View 22: Looking southwest at St Mary's Church from Mill Street.



View 23: Looking east at St Mary's Church from the churchyard path.



View 24: Looking northwest at St Mary's Church from the north end of the alleyway from the High Street.



View 25: The glimpsed view of St Mary's Church looking north from the alleyway from the High Street.



View 26: Looking northeast at St Mary's Church from the north end of the alleyway from the Church Lane.

United Reformed Church, Deep Street



View 06: Streetscape view - looking south along Deep Street towards the United Reformed Church.



View 27: Looking northeast towards the United Reformed Church on Deep Street.

The Kings Arms, High Street



View 03: Streetscape view - looking east along the High Street towards the Kings Arms.

Ivy Cottage, Mill Street



View 29: Looking east along Mill Street towards Ivy Cottage.

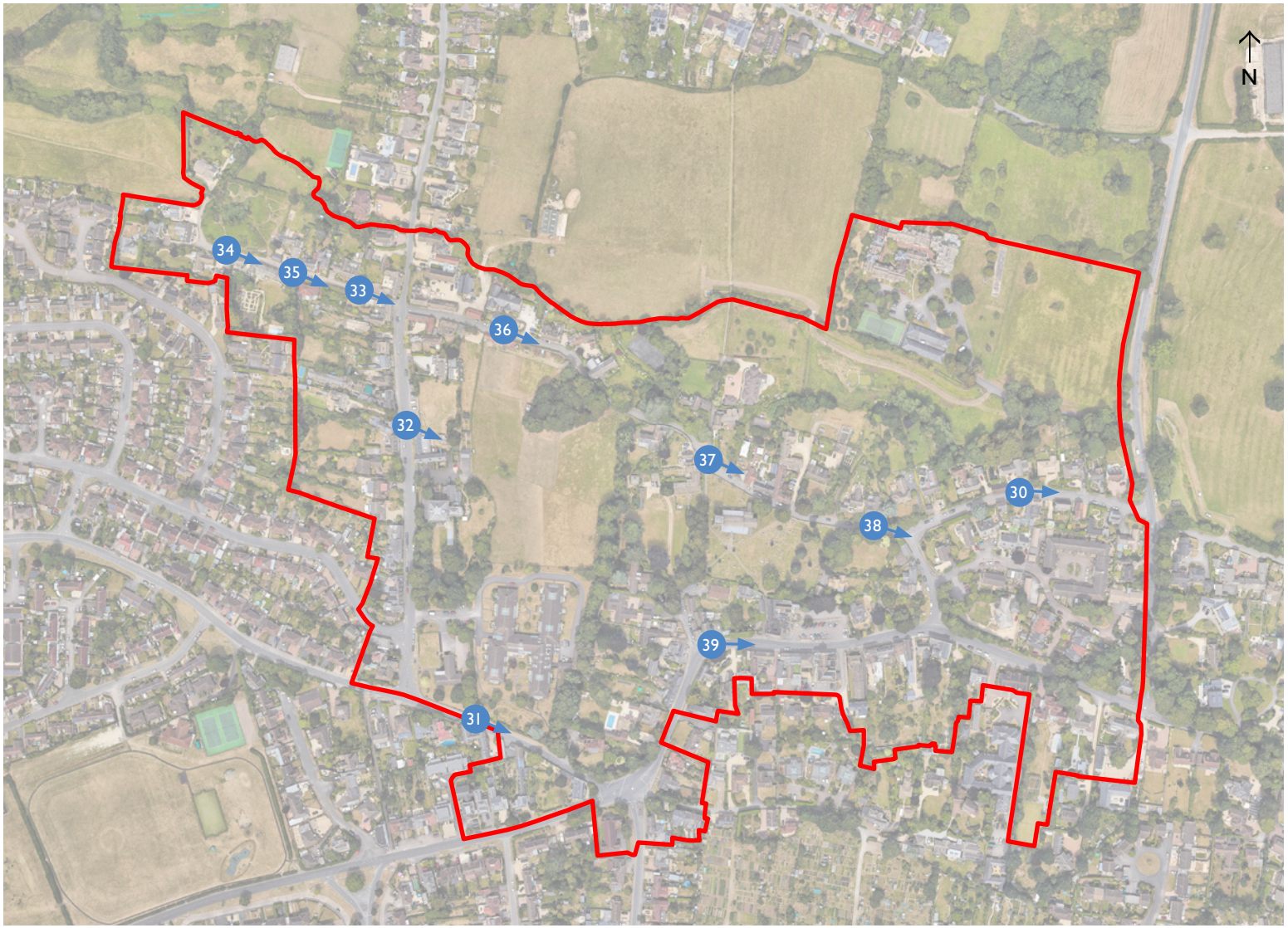
The Plough Inn, Mill Street



View 28: Looking northwest towards the Plough Inn on Mill Street from St Mary's Churchyard.

2.9.3 Views into the surrounding landscape

The Cotswold scarp lies to the east of the Prestbury Conservation Area and general streetscape views that look east have glimpses of the surrounding landscape within them. Views of the landscape are best appreciated from Mill Street, Lake Street, High Street, Prestbury Road and Tatchley Lane.



Views Plan

Proposed Conservation Area boundary

Views into the surrounding landscape

This plan is not to scale



View 30: Looking east along Mill Street.



View 31: Looking southeast along Tatchley Lane.



View 32: Looking east on the Burgage.



View 33: Looking east on Lake Street.



View 34: Looking east on Lake Street.



View 35: Looking east on Mill Street.



View 36: Looking southeast on Mill Street.



View 37: Looking east at the junction of Mill Street and the Bank.



View 38: Looking east at the junction of High Street, Church Lane and Deep Street.

2.10 Trees and open spaces

Trees and open space make a positive contribution to the character and appearance of the Prestbury Conservation Area.

Open spaces vary throughout the area according to the road layout and positioning of houses within their plots. Many of the historic buildings, particularly along the High street and The Burgage face directly onto. Often these properties have extensive gardens to the rear.

In more residential streets such as Mill Street and Lake Street buildings are often set back from the road with well-established contained front gardens which contribute to a sense of space and greenery evident within Prestbury.

There are a number of areas of green space, both public and private, within the conservation area. These include:

- The open field north of Lake Street
- St Mary's Churchyard
- The land to the east of Prestbury House, visible from Mill Street
- The land associated with the Scout Hut on the Burgage
- The land around the Hayes
- The setting to the modern library building on the corner of the Burgage and Tatchley Lane
- The war memorial on the corner of High Street and the Bank



The land to the east of Prestbury House, as seen from Mill Street.



St Mary's Churchyard.



The open land to the east of the Hayes.



The lawns that surround the Library on the corner of the Burgage and Tatchley Lane.

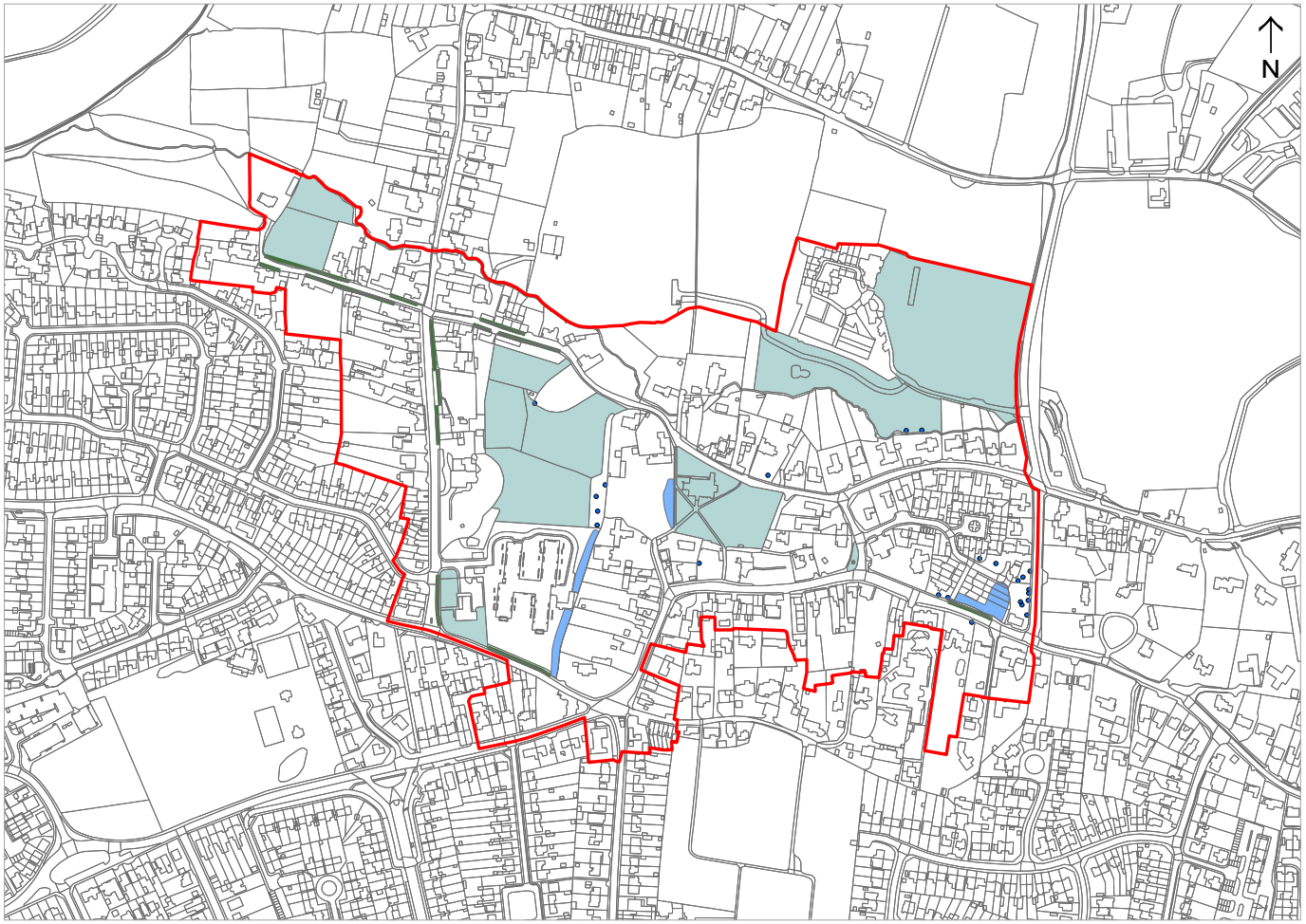
These spaces, although not all fully visible from the public realm, significantly contribute to the rural character and appearance of the conservation area.

Areas of grass verge make a valuable contribution to the historic rural character of the area. These are generally concentrated along Lake Street, Mill Street and the Burgage, but there are also other examples across the Prestbury Conservation Area.

The green environment makes a strong and important contribution to the overall character. There is a large amount of green space which permits long views across, creating attractive settings for buildings.

The extensive grounds of The Hayes forms an impressive setting for the early 19th-century manor house. Large wellingtonia and other substantial mature trees including poplar, cedar, hornbeam and horse chestnut grow in the lawns. The grounds, accompanied by the sweeping drive convey a sense of importance, status and grandeur.

Mature trees are evident throughout the conservation area. Of particular note is the substantial row of trees along the eastern boundary of Capel Court and includes plane, horse chestnut, lime and holm oaks. Mature yew trees within the churchyard of St Mary's Church form an attractive feature.



- Proposed Conservation Area boundary
- Tree preservation order (point)
- Tree preservation order (area)
- Open spaces
- Verges

This plan is not to scale

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

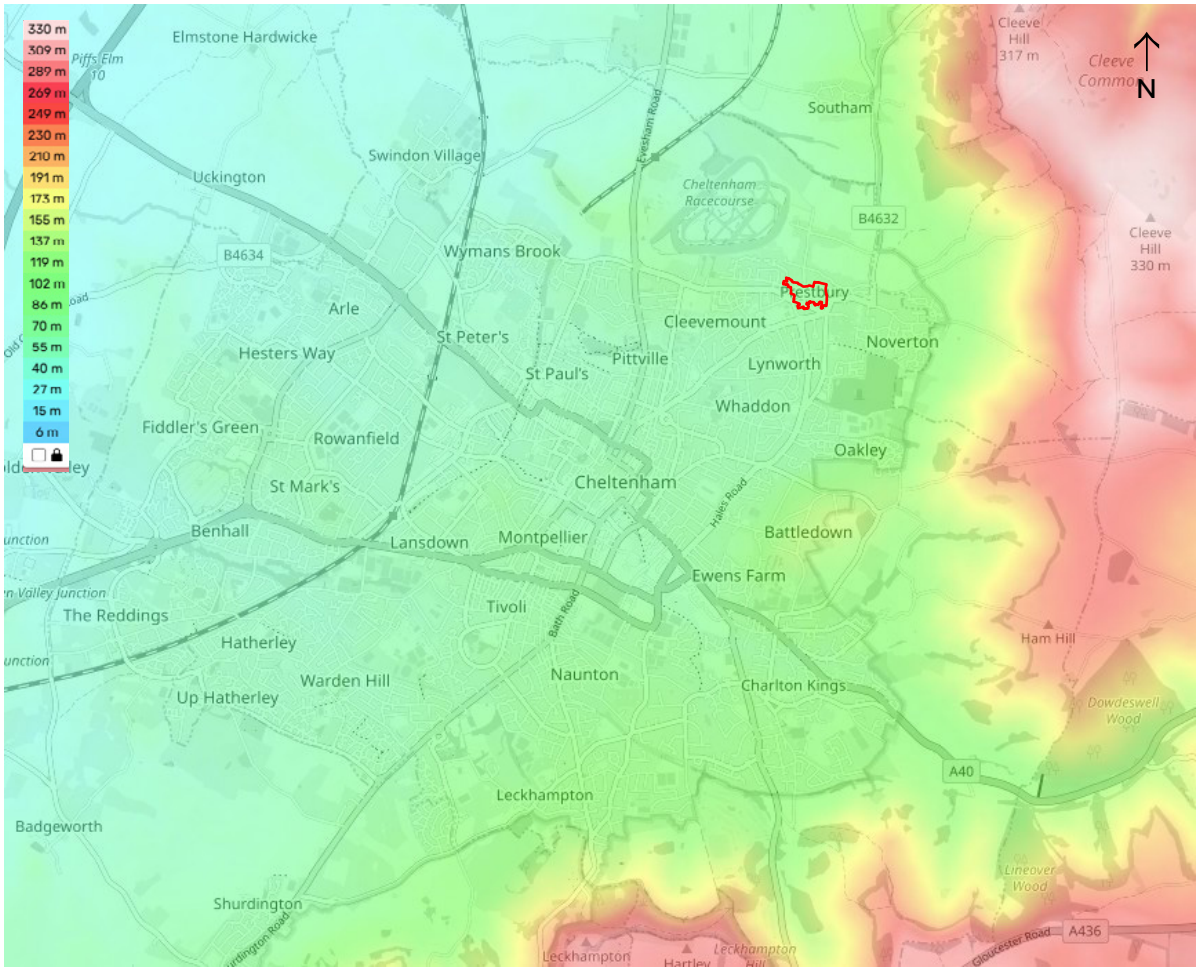
2.11 Topography

The Prestbury Conservation Area is on a flat plateau with minor undulations in the topography. The Cotswold Scarp, outside of the conservation area boundary to the north and east, rises suddenly and affords dramatic views from within Prestbury.

2.12 Archaeology

A small number of archaeological remains have been unearthed within the conservation area which have been recorded in the Gloucestershire Historic Environment Record and include pottery sherds, a portion of thick glass bottle and a piece of iron slug and a truncated pit.

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

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

3.0 Heritage assets

The Prestbury 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 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 Prestbury Conservation Area boundary. These comprise numerous domestic houses, former agricultural buildings, public house and a cluster around St Mary's Church, including the Church and several monuments within the churchyard.

3.2 Locally indexed buildings

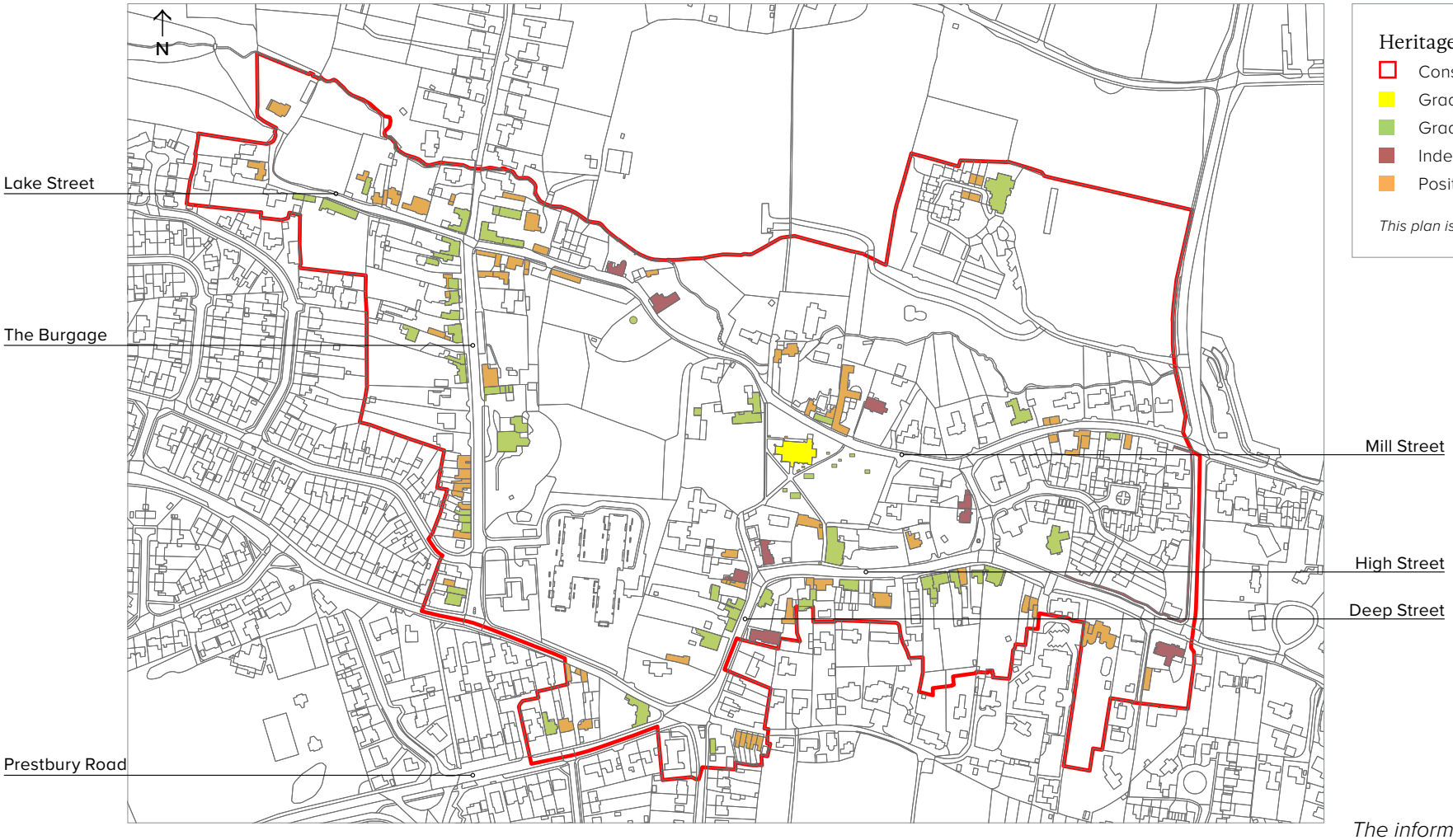
Cheltenham Borough Council maintains an index of buildings of local interest. These are defined as buildings which do not meet the strict criteria for listing, but still make a special contribution to the history, appearance, character and cultural value of Cheltenham. Inclusion on the index does not 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 several index buildings within the Prestbury Conservation Area, including the historic residential buildings on High Street, Mill Street and the Bank, and the Prestbury United Reformed Church on Deep Street.

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 Prestbury Conservation Area.



Heritage Assets Plan

- Conservation area boundary
- Grade II* Listed Building
- Grade II listed building
- Index buildings
- Positive contributors

This plan is not to scale

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 Alterations to the conservation area boundary

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:

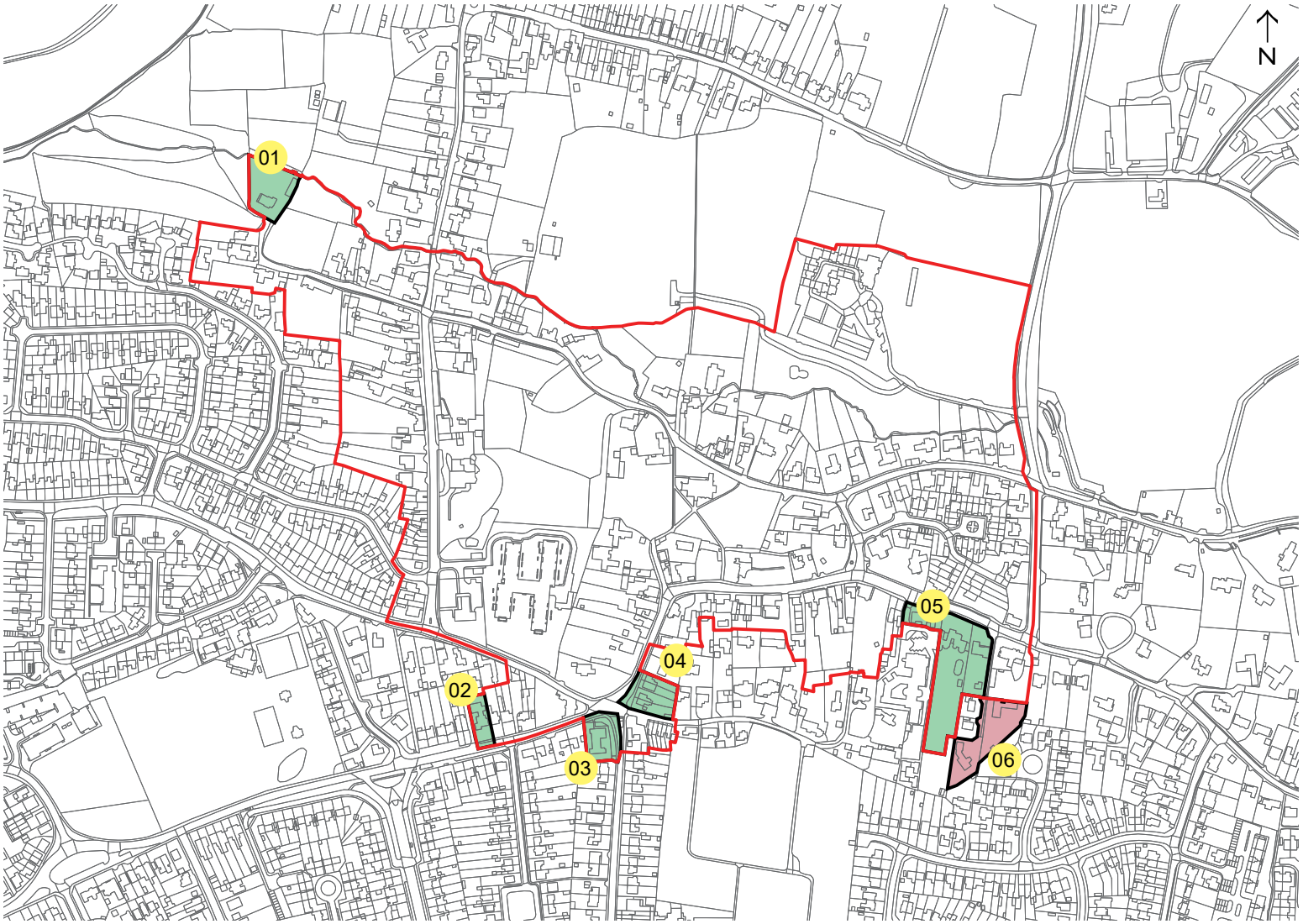
- Does the location contribute to the identified special interest of the conservation area and/or the character area of which it is a part?
- If so, what is the particular contribution it makes? Does it:
    - demonstrate the architectural style?
    - illustrate an association with an important person 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.

4.1 Map of proposed bounday changes

A number of minor amendments to the boundary are recommended within this Conservation Area Appraisal. These are identified on the adjacent plan.

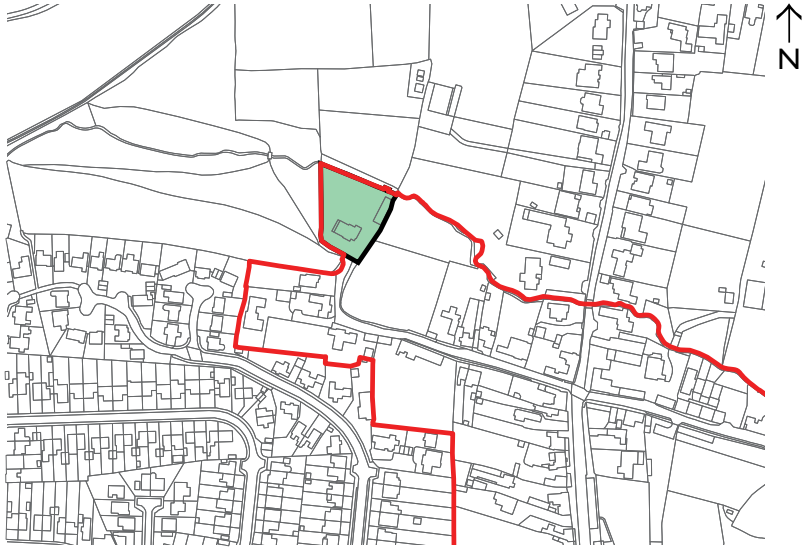


4.3 Proposed inclusions

01 An extension of the boundary on Lake Street to include the 20th-century farmhouse at the northwest boundary.

This addition was suggested in a previous review in 2016. Lake Street has a distinctive rural character and is located on the edge of Prestbury, with open paddocks and fields and views out to the surrounding landscape. There is a collection of 20th-century buildings at the western end of Lake Street on large plots with gardens and fields.

The house at the end of Lake Street (Frogmore House) contributes to the established rural character and appearance of this section of the conservation area, and its inclusion would further enhance this.





Frogmore House, at the northwest corner of the existing boundary to the Prestbury conservation area.

02 An extension of the boundary on Prestbury Road to include a historic villa.

It is proposed to extend the conservation area boundary to the west along Prestbury Road to include a historic villa, now in use as sheltered housing.

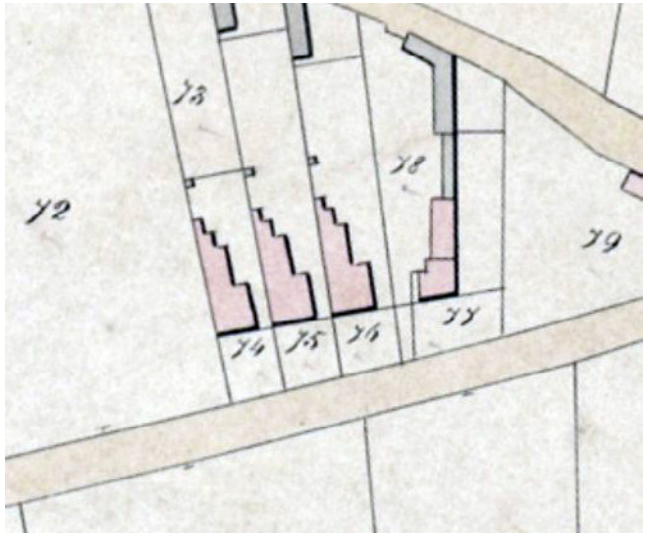
Historic mapping shows this villa to have been constructed in the same period as the neighbouring two villas in a matching style and proportions. The neighbouring villa (the central of the three) is listed, and it is described in its listing description as being constructed in the early 19t-century. It is likely that the villa proposed to be included in the conservation area was built at the same time.

The building proposed for inclusion has lost some architectural detailing to the principal façade facing Prestbury Road, replacement modern windows and has had a large porch added to the entrance. It also has a large extension to the rear to support its current function as sheltered housing. The historic and group interest of the Prestbury Road villas outweigh these modern interventions. The group is at the gateway into the conservation area along Prestbury Road.





The villas on Prestbury Road on the approach into the conservation area. It is proposed to include the western villa, on the left of this image, within the boundary of the conservation area.



The 1840s Gloucestershire Tithe map, illustrating the three matching villas along Prestbury Road. The villa proposed for inclusion in the conservation area is to the left, marked 74.

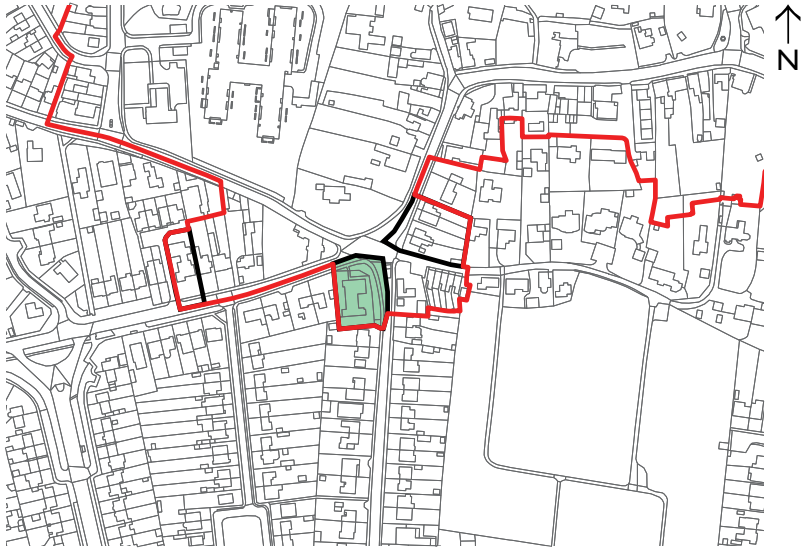
03 Women's Institute building on the corner of Bouncers Lane and Prestbury Road.

It is proposed to include the Women's Institute building on the corner of Bouncers Lane and Prestbury Road, at the principal gateway into the Prestbury Conservation Area from the southwest.

The Women's Institute building is an early 20th-century building in an Arts and Crafts style that is reminiscent of the Garden City Movement, with steep roof pitches, exaggerated gables and small window openings. The use of red brick, the semi-circular detailing above the main entrance on the north elevation and roof profiles are particularly distinctive and distinguish the structure from the established historic character of the area. It is of historic interest for illustrating the early 20th-century development of Prestbury.

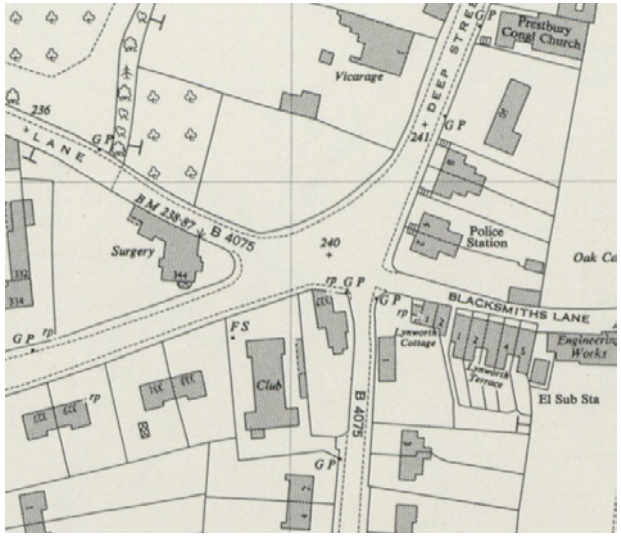
The exact date of construction is unknown without further detailed research, but the building appears between historic maps and is assumed to have been built between 1939 and 1947.

The age, survival of historic features and rarity value of this style of civic building in Cheltenham means it is a possible contender for inclusion upon Cheltenham Borough Council's Index of locally important buildings.





The principal north elevation of the Women's Institute building, facing the roundabout at the entrance to the Prestbury Conservation Area.



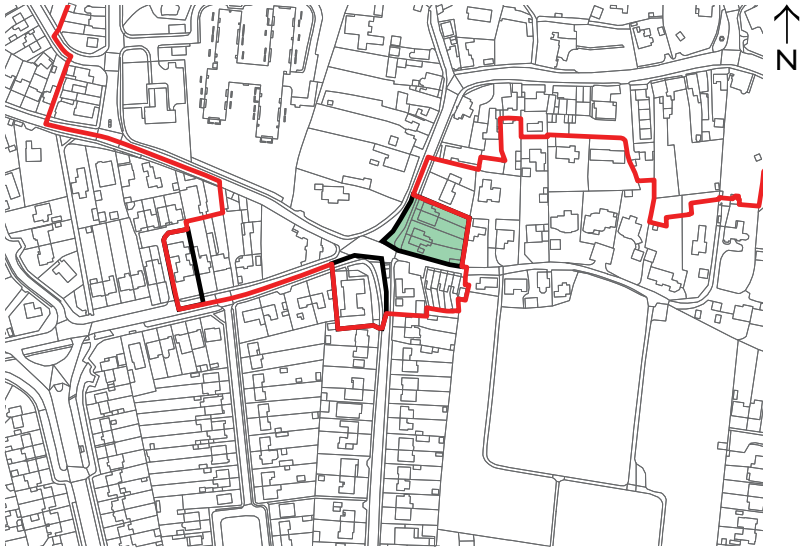
The 1947 Ordnance Survey showing the construction of the Women's Institute building by this date. The building is marked as 'Club'.

04 The inclusion of two pairs of red brick semi-detached buildings on Deep Street.

It is proposed to include two pairs of red brick semi-detached houses on the main approach into Prestbury from the south. Both buildings overlook the roundabout junction between Tachell Lane, Prestbury Road, Bouncers Lane and Deep Street, and are a part of a key view at the gateway into the conservation area.

Both buildings are assumed to have been constructed in the late 19th century, appearing on the available historic mapping between 1888 and 1894. The south pair of semi-detached houses is marked as a police station on the 1947 Ordnance Survey.

These two buildings both contribute to the character and appearance of the conservation area through their use of red brick, their proportions and 19th-century architectural detailing. In particular, the north pair of semi-detached houses have attractive brick decoration and faux-timber gable detailing. Both buildings are in a prominent elevated position. Their inclusion in the Prestbury Conservation Area was proposed in the 2016 review, and this opinion is upheld.





The northern pair of semi-detached houses with brick decoration and faux-timber gable detailing.



The two pairs of semi-detached houses within the context of the streetscape at the entrance to the Prestbury Conservation Area.

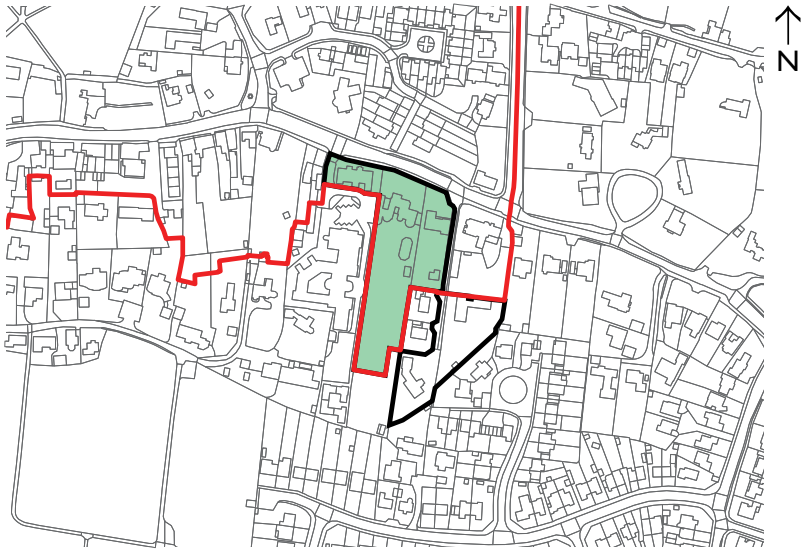


The two pairs of semi-detached houses proposed for inclusion in the Prestbury Conservation Area.

05 Buildings on southeast end of the High Street.

It is proposed to include three building on the south side of the High Street, at the eastern end of the Prestbury Conservation Area. These are three large 20th-century buildings which occupy large plots and face north onto the High Street. The High Street has a variety of building sizes, styles, use of materials and ages that all positively contribute to the character and sense of organic historic development of the street. The three buildings proposed for inclusion also contribute to the appearance of the street as 20th-century developments.

The inclusion of these three buildings within the Prestbury Conservation Area was proposed in the 2016 review, and this opinion is upheld.









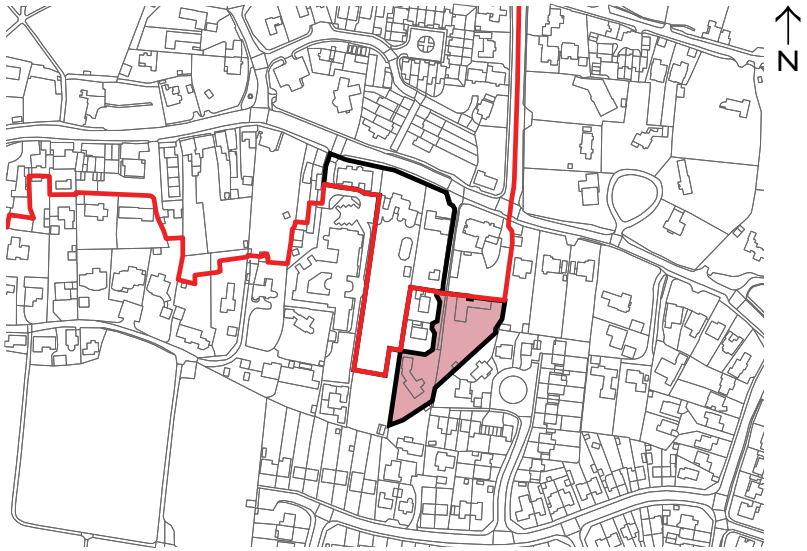
The three large buildings on the south side of the High Street proposed for inclusion within the Prestbury Conservation Area.

4.4 Proposed exclusions

06 Remove the two modern houses set back from the High Street.

This change was proposed in the previous review in 2016. Since this time, a second modern house has been constructed on the plot of land to the rear of the Index building which faces the High Street; it is proposed to also exclude this from the conservation area boundary.

These two buildings do not contribute to the special historic and architectural character of Prestbury, principally because they are not visible from public roads and do not illustrate the historic development of the settlement.



5.0 Challenges

5.1 Detracting features and loss of historic detail

The road markings throughout the conservation area are very prominent, negatively impacting its historic character and appearance, as well as the setting of the nearby historic buildings. 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 in Prestbury.

Similarly, a build up of modern street furniture clutters the streetscape and detracts from the historic character of Prestbury. This includes the uncoordinated collection of features such as modern street signs, grit boxes, telecoms cabinets and modern bus stops.

There have been instances of the loss of or alteration to traditional architectural features such as original timber sash windows and doors in prominent locations. Their replacement with uPVC windows negatively impacts the historic character and appearance of the conservation area.

Historic buildings and the streetscape within the Prestbury 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.

There are individual examples of telephone wires across the Prestbury Conservation Area which are visually intrusive, particularly where these are present within key views of the streetscape, landmarks and the wider landscape setting. As modern technology develops, it will become likely that telephone wires will begin to be decommissioned where they are no longer required and they can be removed where they proactively detract from the character and appearance of the conservation area..

The shopfronts on the High Street utilise traditional materials and design; however the signage and advertising are inconsistent, use modern materials and detract from the historic character of the buildings and the conservation area. There are also limited examples of the use of A-frame signs in Prestbury, which present a potential risk of street clutter if left unmanaged.

There is a prevalence of uPVC windows, doors and rainwater goods in unlisted historic buildings across the Prestbury 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.

5.2 Modern development

Generally, modern development has conformed to the established urban grain, settlement pattern and the variety of the architectural style follows the established mix of historic design throughout the Prestbury Conservation Area. There has been some construction of modern housing as infill between larger houses and in sections of land behind the principal streets. This is particularly evident with the development of to the north of the High Street on the former land of Morningside House (now demolished) and Cleevelands.

Modern planned residential developments have been constructed on the land between the High Street and Mill Street, at the eastern end of the conservation area. These developments, along Idsall Drive and Morningside Close, do not respond to the established urban grain or density pattern within the conservation area and negatively impact its character and appearance. Late 20th-century housing has also been constructed on land to the west behind the Hayes, at the eastern edge of the conservation area. This development is mostly subservient in scale and appearance to The Hayes, although the associated rendered car park building detracts from the conservation area. Capel Court, a 20th-century development of retirement homes on the former land of Prestbury House, along with the Library form a block on the corner of the Burgage and Tatchley Lane which does not correspond with the established urban grain of Prestbury and does not contribute to the historic or architectural character of the conservation area.

There have been some poor-quality boundary treatments in the conservation area, principally wooden fences. These are not traditional forms of boundary treatment and do not complement or enhance the setting of historic buildings.

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

Many of the buildings and boundary treatments within the conservation area utilise historic masonry and brickwork which add to the variety and interest of the area. Some of these unlisted historic structures which make a positive contribution to the conservation area are at risk of potentially being repointed in inappropriate materials, such as impermeable cement mortars, which will damage the historic fabric and be visually obtrusive. Similarly, external modern renders on red brick masonry is likely to have the same negative impact upon the historic fabric and visual appearance of these structures.

5.3 Tree and vegetation management

There are instances across the Prestbury Conservation Area of trees overhanging pavements and public highways which, without management, could cause safety issues. Aesthetically, a lack of maintenance of trees and hedging that form boundary treatments could negatively impact the character and appearance of the conservation area.

Boundary walls form an important historic feature across the Prestbury Conservation Area and there are individual instances of vegetation overgrowth, including ivy. Unmanaged, this overgrowth has the potential to damage the historic fabric of these significant boundary walls. Mature trees that are left untended could also threaten the structural stability of boundary walls across the conservation area.

5.4 Public realm

Within the conservation area there are several locations where the footways are in need of attention, particularly in the High Street and at the junction of The Burgage and New Barn Lane. The conservation area is poorly provisioned with dropped kerbs to assist users of mobility scooters.

Street clutter in the conservation area is a particular issue, and includes overhead cables and the storage of commercial refuse bins on the pavement in both the Burgage and within the the Kings Arms site on the High Street.

5.5 Pressures on trees and green spaces

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

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

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

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

6.0 Opportunities for enhancement

The key opportunity for the Prestbury Conservation Area is to ensure the continued preservation of the established historic character and appearance of the former rural village settlement.

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 historic buildings. 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 open agricultural-style fencing accompanied with hedging to soften the appearance of boundaries within the streetscape. Advice and guidance regarding the appropriate maintenance of boundary walls would also encourage the ongoing conservation of historic walls.

The soft verges across the Prestbury Conservation Area positively contribute to the rural characteristics and aid with the dispersal of pooling water and water run off. Appropriately maintaining and preserving these verges would enhance the conservation area and should be encouraged.

The small number of shops within the conservation area, concentrated along the High Street, have a range of traditional shopfront treatments which contribute to the character of Prestbury. The advertisement and signage that accompanies some of these commercial businesses is not appropriate to the appearance of the host building, some of which are listed, and the streetscape of the High Street. 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 Prestbury 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.

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 Prestbury 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 Georgian or Victorian-style sash 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 Victorian sliding sash windows, although they may appear stylistically similar.

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.

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.

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

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.

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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