

# LOWER HIGH STREET REGENERATION



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A community-led partnership project supported by:



# Introduction

- Who is the Lower High Street Action Group?
- What area does the Group cover?
- What are the aims of the Group?
- What has the Group done so far?

# Potential Sites for Enhancement

The group has identified a number of sites that could benefit from enhancement

-  Public Realm Opportunities
-  Highway Opportunities
-  Property Opportunities



# Public Realm Enhancements

- Pocket Parks and Parklets
- Alleyways
- Winston Churchill Gardens
- Utility Boxes
- Phone Box Removal

# Pocket Parks and Parklets

- Create a series of green spaces running along the High Street
- Provide areas to sit and relax
- Utilise redundant areas of highway and public realm



# Alleyways

- Improve safety and cleanliness of alleyways
- Possibility of gating particular alleyways
- Improve visual appearance with planters



# Winston Churchill Memorial Gardens

- Improve visibility of High Street entrance to gardens
- Supplement existing raised bed planting
- Promote WCMG as a safe, fun park for the local community



# Utility Boxes

- Possibility to improve visual appearance of utility boxes to create a trail of public art that relates to the local area





# Phone Box Removal

- Research work is currently being undertaken to achieve a strategic approach across the town centre



# Highway Enhancements

- St George's Square
- Poole Way
- Parking and Loading

# St George's Square

- Create a high quality, coherent public space and gateway to the Lower High Street
- Remove unnecessary street furniture
- Refurbish disused toilet block



# St George's Square

Visualisations of possible improvements at St George's Square



A vibrant public space at Duke of York Square, top, and de-cluttered streetscape on Kensington High Street

# Poole Way

- Create a gateway at the western end of the High Street and improve pedestrian connectivity
- Rationalise and de-clutter the street furniture layout
- Remove wall along boundary of West End car park to improve visibility



# Property Enhancements

- Vacant Sites
- Clean-up Shop Fronts
- Disused Toilet Block on St George's Square

# Vacant Sites

- There are a number of vacant sites along the Lower High Street that could set a precedent for appropriate high quality development



## Vacant sites:

- Adjacent to Honeybourne Bridge
- Adjacent to West End car park
- Former bingo hall and land alongside



# Clean-up Shop Fronts

- Improvements and increased maintenance to building frontages
- Promote visually attractive and welcoming shop fronts that contribute to the appeal of the Lower High Street





# Disused Toilet Block

- Refurbish the toilet block to allow a change of use to a commercial unit that benefits the community and supports St George's Square as a vibrant public space



The refurbished toilet block at Cox's Meadow



The existing toilet block at St George's Square



# Parking and Loading

- Recent County Council consultation on parking strategy
- Re-paint white and yellow lines to assist better enforcement
- University research project on possible solutions



# Community

- Street Drinking
- Household Waste Disposal
- Local Festival
- “Friends of Cheltenham High Street” Group



# What Next?

- Develop an analysis report to ensure a unified approach
- Categorise projects based on responsibilities
- Start 'Focus Groups' for particular areas and projects
- Please email comments and suggestions to:  
[projectfeedback@cheltenham.gov.uk](mailto:projectfeedback@cheltenham.gov.uk)