

CHELTENHAM

Local development framework

Central
Conservation Area
Bayshill character
area appraisal and
● management plan
FEBRUARY 2007



Central Conservation Area

Bayshill character area appraisal and management plan FEBRUARY 2007



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Part 1 – Character Appraisal

1 Introduction

What is a conservation area?

- 1.1 A conservation area is an area of special architectural or historic interest, the character or appearance of which is considered to be worth preserving or enhancing. It is given special protection under the Planning (Listed Buildings and conservation areas) Act 1990 and Government policy in relation to conservation areas set out in Planning Policy Guidance 15 (PPG15). This legal protection enables the best features of an area to be preserved and new buildings and street works to be designed in-order that they enhance the area.
- 1.2 Some building work which does not require planning permission (known as “permitted development”) can damage the special qualities of a conservation area. “Article 4” directions can be applied by the planning authority to limit permitted development rights and thus give extra protection to particular buildings.

The need for an appraisal

- 1.3 PPG15 stresses the need for local planning authorities to make an assessment of the special character and appearance of all conservation areas in their districts. The Government has also made the preparation of such appraisals for all conservation areas a Best Value Performance indicator for local authorities. This assessment should be reviewed every five years.
- 1.4 The appraisals provide an assessment of the character of conservation areas or their parts. This appraisal provides the basis for an accompanying management plan which gives guidance on how the preservation or enhancement of the character or appearance can be achieved. It also provides a sound basis for development control and other decisions made by local authorities (such as the design of highways and open spaces).
- 1.5 This appraisal was subject to public consultation between 10th November and 22nd December 2006. Following consideration of representations received it was adopted by Cheltenham Borough Council on 23rd February 2007 as a Supplementary Planning Document. It will be used in conjunction with the Local Plan as a material consideration in determining planning applications.

The central conservation area

- 1.6 Cheltenham is known as the most complete Regency town in England. It lies at the foot of the Cotswold Scarp, where the valley of the River Chelt meets the Severn Vale. Currently the whole of the Cheltenham Borough area has a population of approximately 112,000 people.
- 1.7 Cheltenham’s central conservation area was designated by Gloucestershire County Council on 28th May 1973 and its boundary was extended by Cheltenham Borough Council on 14th August 1987. The central conservation area includes the whole of the town centre and most of the Victorian, Edwardian and later 20th century suburbs. It covers commercial, industrial, retail and residential areas, as well as the University campus complexes, some extensive school campuses and the hospital complex.

- 1.8 There is a requirement for existing conservation area boundaries to be re-assessed from time to time. Due to the size of the central conservation area (reputedly the largest in Europe covering 600 hectares), it has been necessary to sub-divide it into approximately 19 character areas. These have been appraised separately, in-order to identify their key components and in turn establish how each may best be preserved and enhanced.

Bayshill Character Area

- 1.9 In May 2001 the Council published a draft Urban Design Framework for Cheltenham, produced by Latham architects (the “Latham Study”). It was never formally adopted, but has been a useful stepping stone for the development of a number of subsequent initiatives. It included a plan which divided the whole town into character areas and is the basis of the character area boundary used in this study. It has been drawn to include the 19th century Bayshill estate and Overton Park areas. Its northern boundary predominantly follows the route of the River Chelt and its footpath. Bayshill and Overton Park have a distinct character whose roads were laid out by the end of the 19th century.
- 1.10 Land north of the River Chelt covering Jessop Avenue car-parks and offices, flats and the Waitrose site is excluded from the Bayshill character appraisal and surrounding Old Town and High Street (West End) character appraisals. It is considered that the recent development here fundamentally differs from the character of the established central conservation area, by failing to address the historic pattern, grain and scale of development.
- 1.11 The Bayshill character appraisal is not intended to amend the boundary of the central conservation area. However, it may be desirable to review the boundary in the future, and notes have been made on this area for such a time.
- 1.12 The Bayshill character area within Cheltenham’s central conservation area encompasses areas of Cheltenham’s Regency and particularly Victorian development, and is generally viewed as an attractive and grand area within Cheltenham where a strong sense of space is present.
- 1.13 This character area contains over 80 listed buildings and structures and some locally listed buildings and structures.

Summary of special interest

- 1.14 Bayshill character area is special because:
- a. The Cheltenham Ladies’ College was built on the site of the former Royal Old Well Spa which was the first spa in Cheltenham. Waters were discovered in 1716 and in 1738 Henry Skillicorne developed the site into a spa. The establishment of this spa and those which followed was quintessential in the development of Cheltenham as a spa town;
 - b. Bayshill contains a large number of neo-Classically designed buildings with the presence of complete and uniform terraces and large villas set within spacious grounds. These buildings continue dominate Bayshill today, and greatly enhance its character and appearance;

- c. The plan form of Parabola Road is apparently unique in England which adds to its special interest and value. Its name is seen as a reasonably accurate description of its line;
- d. Bayshill character area contains important public buildings including the world famous Cheltenham Ladies' College; and George Hotel, Carlton Hotel, Kandinsky Hotel and Overton Hotel. Many of these buildings were originally built for residential purposes, some of which are located along Bayshill Road. Brian Little, author of the book 'Cheltenham', considers the building which is presently Hotel Kandinsky (originally named Glenlee), to be one of a 'superb group (of villas) that make Bayshill Road one of the great roads for architecture in all England'. These buildings are predominantly designed in a neo-Classical style by Samuel Onley who bought much Bayshill property after the joint Bayshill stock company went bankrupt. They make a positive, strong visual impact on the streetscape of the area.

2 Location and setting

Location and context

- 2.1 Cheltenham is located in Gloucestershire. It is approximately 8 miles east of Gloucester, 40 miles west of Oxford and is immediately to the east of the M5 motorway. The town is set on low-lying land at the foot of the Cotswold Scarp. Views of the Cotswold Scarp from within the conservation area contribute to its character and setting. The town is surrounded by open countryside. Much of this is protected by the statutory Cheltenham/Gloucester Green Belt (to the west and north) and the Cotswold Area of Outstanding Natural Beauty (to the south and east). To the west of Cheltenham is the River Severn, with the Forest of Dean and Wales beyond the Severn.

General character and plan form of the Bayshill Character Area

- 2.2 The Bayshill character area encompasses areas of predominantly Victorian and some Regency development, the majority of which was established during the mid 19th century. The dominance of large villas and extensive terraces forms the general urban character of Bayshill. The plan form is a much deformed grid. Parts of Bayshill are set on gently rising land. Parabola Road rises at either side before the land descends to the north towards the River Chelt. The elevated land on Parabola Road enables distance views. The road structure was largely established by the 19th century, dominated by the form of Parabola Road. A number of broad roads combine with large plot sizes and gardens to create a sense of space and grandeur which still exists today. Overton Park has a small area of more compact building and plots, mainly developed from the 1950's. Many of the roads are busy, particularly St George's Road, which connects with Gloucester Road in the west and Royal Well Road in the town centre to the east and is part of the western approach to the town centre. The area is predominantly residential but also has offices and public buildings, many of which are in former residential properties.



Figure 1 York Terrace



Figure 2 St George's Road



Figure 3 Overton Park

Wider landscape setting

2.3 Although Bayshill is close to the centre of the town, there are frequent glimpses and views of Cleeve Hill and the Cotswold escarpment through gaps between buildings creating a strong connection between the countryside and urban area.

2.4 There is generally a common building height within historic villas and terraces. However, there are a number of landmark buildings within the Bayshill character area including all boarding houses of Cheltenham Ladies' College (and the College itself), Astell residential care home, the Magistrates Court, Carlton Hotel and Queens Parade among others. Public buildings, due to their importance in society, are often landmark buildings with their size and siting being a carefully considered design feature historically. There are a number of these, both old and modern in Bayshill. The scale, height and positioning of these buildings all contribute to their importance in the character of Bayshill and some are visible punctuating the skyline both from within and outside the character area.



Figure 4 Ladies' College buildings



Figure 5 Magistrates Court



Figure 6 Astell

2.5 The linear and extended form of many of the streets creates long vistas, evident in roads such as Bayshill Road and St George's Road. In contrast, the curving form of other roads such as Parabola Road, Parabola Lane and Overton Road restricts distance views and creates a series of changing views. The main junctions on Parabola Road create large, irregular spaces, because of its unique form.



Figure 7 Linear form of Bayshill Road



Figure 8 Curving form of Parabola Lane

3 Historic development

Archaeology

- 3.1 It appears that some archaeological research has been conducted within Cheltenham and in-depth research can be found in “Pre-Regency Cheltenham: An Archaeological Survey”. Many archaeological artefacts would have been lost during the expansion of the town in the 19th century, and so medieval and post-medieval finds have been very limited.
- 3.2 A few prehistoric remains have been found within the town, raising the possibility that people from Neolithic, Bronze and Iron Age periods travelled or lived here. An Iron Age enclosure ditch was uncovered on the site of the present day Children’s Library in 1986-87. This indicates that an area of Iron Age occupation was likely situated nearby. During the last 30 years, archaeologists have pinpointed several areas within the town which have been identified as likely areas of Roman occupation, and where Roman artefacts such as coins and pottery have been discovered. Within the Bayshill character area, urns, bones and flint arrowheads have been unearthed. The “Chelt” element of Cheltenham’s name is amongst a number of the very oldest names in the country – believed to be of pre-Celtic origin.
- 3.3 Archaeological remains unearthed provide a basis for researching the origins and early development of Cheltenham, and contribute directly to a sense of place evident in the modern era.

Summary of Historic Development

- 3.4 The first documentary reference to Cheltenham itself occurs in an account of the Council of Cloveshoe held in 803. It is highly likely, given the archaeological finds and possible place-name derivation that Cheltenham was in existence as a farming village for a long time before the 8th century. Its status was raised to that of a market town in 1226 and the market played a key role in its economy for several centuries. From c.1247 Cheltenham was also a Liberty. Spa waters were discovered adjacent to the town in 1716 and after King George III’s visit to sample the waters in 1788, Cheltenham grew rapidly as a fashionable spa resort. The popularity of the town as a summer resort resulted in Cheltenham having a wealth of tree-lined walks and rides, squares and gardens. Its popularity led to expansion of the town away from the ancient High Street, and many fine Regency style houses were built for the growing population. The popularity of the spa waters waned from the middle of the 19th century, and Cheltenham developed other roles in the form of its growing importance as a major educational centre.

This led to the development of some acclaimed schools and churches well into the 20th century. Before World War II, light industry boosted the town's economy and today, the town's attractions include fine shops, cultural events such as the races and numerous festivals and its legacy of Regency architecture and spaces.

General history of Bayshill

- 3.5 The historic development of Bayshill, based on plans from 1617, 1820, 1834, 1897 and the present day is shown on the Historical Development map.
- 3.6 Prior to the 19th century, Bayshill character area remained undeveloped, with the exception of Bayshill Lodge (since demolished), where King George III stayed whilst visiting Cheltenham in 1788. Up until 1834, land covering Bayshill estate was owned by Revd Richard Skillicorne. After his death, there was some laying out of the estate in 1835-6. The land was put up for sale in 1837 and in this year the Bayshill Estate Building Co. had been formed with the task of developing the area into streets and terraces. Marking out of the projected roads and possibly some building was underway by April 1838. Development continued somewhat sporadically into the 1850s but not all elements of the original plan (drawn up in 1837) were realised. Bayshill today is an area of mixed uses, with residential predominating. However, the Cheltenham Ladies' College and hotel uses have a significant presence. Bayshill remains strongly influenced by neo-Classical style buildings positioned along wide tree-lined roads.

Development by 1820

- 3.7 The majority of the land in Bayshill was undeveloped and open land at this time. A section to the west of Old Well Walk was planted as orchard. At least three coach-roads were present, including the 'road to Bayshill Lodge' which connected with St George's Place. Bayshill Lodge, set close to Bayshill's highest point, was built in 1780 for Lord Fauconberg and used by George III and his family during his five week stay in 1788. Grove Cottage, the residence of S. H. Myers, Esq. is also present at this time.
- 3.8 A marked sulphur spring and the Royal Old Spa are identified on the plan, illustrating the importance and popularity of the spas at this time. This spa was the first to be built in Cheltenham, the waters being discovered in 1716 and the spa developed in 1738. The Royal Old Spa was frequented by George III on his visit.

Development by 1834

- 3.9 By 1834 a public footpath had been constructed along the route of the future St George's Road and Malvern Road. The Old Spa (marked as Kings Well) had become developed on to the southwest with the presence of formally laid out gardens. Otherwise, the vast majority of land remained open and undeveloped because the owner, Revd Richard Skillicorne, decided not to develop the land between the River Chelt and the new building at Lansdown. Skillicorne owned this land up until his death in 1834.

Development by 1897

- 3.10 By 1897, the Bayshill estate as it exists today was laid out. After the land was put up for sale in 1837, the Bays Hill Estate Building Company was formed to

develop streets and terraces. Building continued into the 1850s although not all parts of the original plan were realised, as the company got into financial difficulties. The buildings were predominantly villas set in spacious grounds with some terraces including Bayshill Terrace and York Terrace on St George's Road.

- 3.11 Although the main Bayshill estate had been laid out, Overton Road to the west contained very few houses at this time despite the main roads within this area being laid out. Western Road had also been established with large villas on either side. Bayshill Lodge was known as Bayshill House by this time.
- 3.12 In 1860, Bayshill House was built on the site of the demolished Bayshill Lodge. It became the residence of the Baron de Ferrieres who came to the town in 1860. This building is now known as Sidney Lodge.
- 3.13 Although most buildings within the Bayshill character area were built for residential purposes, important public buildings were by now present in the area, including the developing Ladies' College. Fauconberg House in St George's Road was built by Samuel Onley for Doctor Fowler in 1847. This house was early acquired as a boarding house for Cheltenham Ladies' College which was becoming well established along the west side of Montpellier Street. The College had previously been located at Cambray House in Cambray Place which it outgrew. The central houses on Bayshill Terrace were rented by Cheltenham College (for boys) when it opened in July 1841, before moving to new buildings on Bath Road in 1843. The Ladies' College acquired the Old Well (as rebuilt 1849-50) and used it for some time before it was replaced by the Princess Hall. Development of the Ladies' College buildings from the 1840s led to Old Well Walk beginning to be cut down to make way for buildings.

Development in the 20th – 21st centuries

- 3.14 Cheltenham Ladies' College has now become well established with buildings along the east side of Bayshill Road and along St George's Road - including Fauconberg House and Villas and several other buildings, converted or built to accommodate college boarding houses. Other public buildings have been built at Rivershill House (Government Offices) and the Magistrates Court – both built on sites of villas. Some residential properties have also been converted into hotels, nursing homes and offices. The 19th century tennis grounds positioned to the east of the Magistrates Court are now a car-park. Modern residential development has taken place in Overton Park, consisting of houses and blocks of flats.

3.15 Historical development of Bayshill character area

Historical development of Bayshill Character Area

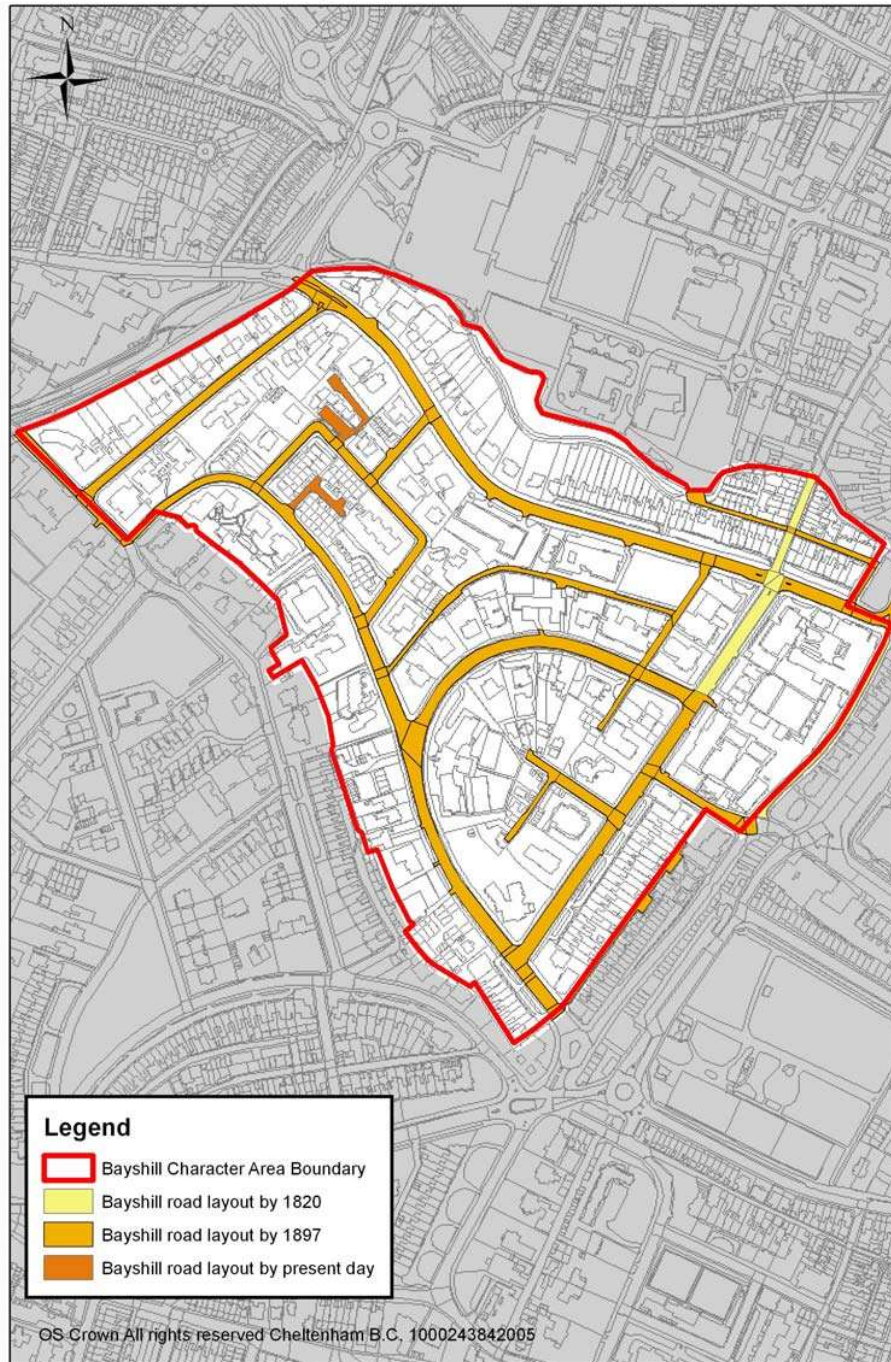


Figure 9 Historical development of Bayshill Character

4 Spatial analysis

The character and interrelationship of spaces within the area and key views and vistas

4.1 Bayshill's road layout takes the form of a much deformed grid, part of a network of streets between St George's Road, Montpellier Street and Malvern Road.

4.2



Figure 10 Queen's Parade

The main streets are broad tree-lined boulevards. Here, where there are terraces, they are usually set behind carriage drives which create a sequence of spaces; where there are villas, the space is frequently enhanced by their grand setting viewed through railings (many now removed) which add to the space. Queen's Parade is set back from public space. Some of the villas are behind hedges, which give some enclosure of the street, although the streets remain broad (e.g. west end of St George's Road) and there is little sense of being confined.

4.3 Parabola Road and Bayshill Road are magnificent streets, tree-lined and flanked predominantly by villas in generous grounds. The raised elevation of buildings on the high land of Parabola Road gives them a sense of importance enhanced by the wide road, verges and footpath. The curving form of Parabola Road is apparently unique, creating a sense of intrigue as the road rises and curves, whilst constantly changing. Its junctions (with Bayshill Road – twice – and Overton Road) create spaces of some size, although they are given over to traffic junctions. Where there are modern buildings on Parabola Road and Overton Road they have been laid out in a plot form which is contextually consistent with the historic buildings set back from the road. Many of the buildings are smaller in scale than their historic neighbours and do not dominate them.



Figure 11 Parabola Road



Figure 12 Bayshill Villas Lane

4.4



Figure 13 Villa on St George's Road

Parking on carriage drives of terraces and the former garden space of the villas does detract from many of their settings – particularly where there are poor quality or extensive areas of hard surfacing and where there is no boundary screening.

4.5



Figure 14 Bayshill Lane

To the west, the grain of the streets becomes tighter, but they always feel spacious and the plot structure is generous, only becoming constrained where there is more modern housing development, for example in the Overton Park area or Bayshill Lane.

4.6



Figure 15 View of Cleeve Hill

There are some high brick walls used as a boundary treatment, for example around the rear of St Helen's boarding house. The staggered design of the wall permits views through trees of Cleeve Hill, creating a rural connection. Mature tree lined streets also act as a 'soft' boundary between pavement and road. Boundary enclosures in conservation areas are protected by Policy BE 5 'Boundary Enclosures in conservation areas' of the Cheltenham Local Plan.

4.7



Figure 16 Terraces on St George's Road

Views are restricted by the presence of some buildings, for example, extensive terraces along St George's Road, some of which terminate views out of the character area. In contrast, low-rise buildings located on Bayshill Lane permit views of large villas on Parabola Road. This provides the villas with a sense of importance as they occupy a prominent position.

4.8



Figure 17 Footpath running alongside River Chelt.

The River Chelt is the northern edge of the character area. Its meandering route is followed by a linear park and its curving form restricts views, which constantly change.

4.9

St. George’s Road, Western Road, Overton Road, Parabola Road and Bayshill Road all have extensive medium and long distance views. These views often terminate at the Cotswold scarp – either Cleeve Hill (as in views along Western Road) or Leckhampton Hill (from the high points of Parabola Road) - which can also be seen dramatically above the terraces and other buildings. There are further glimpses of the scarp and landmark buildings such as St Andrew’s Church and St Gregory’s Church through gaps between buildings. These views create a strong link between the built-up area and its rural surroundings, forming a welcome foil to the sense of enclosure generally experienced in a town.



Figure 18 Extensive views of Cleeve Hill



Figure 19 Cleeve Hill over terraces

4.10

Trees are an important historic feature within the Bayshill character area. They are often used with hedges as a soft boundary treatment – for example at the Hotel Kandinsky. Grass verges planted with trees still exist in Bayshill – while in other parts of the central area, although the trees remain, the grass is often now hard surfaced. In some areas, the green open spaces are more extensive as part of a building frontage, for example at Marchmont on Parabola Road. The setting of the rear of York Terrace on St George’s Road is enhanced by the trees and railings along the River Chelt. Despite the overall sense of space in Parabola Road and Bayshill Road, the presence of trees gives enclosure when looking down the hill, towering above buildings stretching over the road.



Figure 20 Tree-lined Parabola Road



Figure 21 Tree-lined Bayshill Road

5 Character analysis

Use of area and how use creates special interest

- 5.1 The Bayshill character area has a variety of different uses due to its location close to the bustling town centre. The mixed uses create a dynamic street scene and contribute to the character.
- 5.2 There are a number of offices, civic and public buildings in the area – including Cheltenham Ladies' College, Government Offices, Magistrates Court, Inland Revenue House and hotels. Some are in historically and architecturally important buildings. Some are within modern, often utilitarian blocks and these sit side-by-side with smaller offices in converted 19th century houses. The offices are mainly located along the main roads, particularly St George's Road and Bayshill Road. These roads are also important routes on the approach to (St George's Road) and across (Bayshill Road) the town. This has probably helped to attract the office focus, which brings economic prosperity to the area, and here, the area is busy with street activity, but often has high levels of traffic noise.



Figure 22 Government Offices



Figure 23 Offices in converted 19th Century houses

5.3



Figure 24 Houses in York Terrace

However, the predominant use in Bayshill is housing. Extensive neo-Classical and Italianate terraces, built in the Regency and early Victorian periods, are positioned along St George's Road and Parabola Road. There are also a large number of villas, many remaining in residential use (often multiple occupation), which perhaps dominate the character and appearance of Bayshill's character. These villas are set within large grounds, and reflect the historic plot form.

Former uses within area and influence on plan form and building type

- 5.4 Former uses within the Bayshill character area shaped the historic layout and building type and are in many cases still evident in the present-day. This section highlights the dominant former uses and their influences.
- 5.5 Before 1837, Bayshill character area remained as undeveloped, open land, despite much development occurring within the adjacent Lansdown and town centre areas. The Old Spa and Bayshill Lodge were the main sites at this

time, the spa attracting large numbers of visitors to the area. Once the Bayshill Estate Building Company had been formed in 1837, sporadic development of the Bayshill estate continued into the 1850s.

- 5.6 As the Bayshill estate was being developed, the majority of buildings were constructed for residential use, in the form of uniform terraces and grand villas - a large number of which remain today.
- 5.7 By the end of the 19th century, the Theatre Royal stood on the site of the former Old Spa, during which time the popularity of taking the spa waters had largely depleted and social entertainments had become increasingly fashionable. The theatre was leased by the Cheltenham Ladies' College in 1887, then demolished and replaced with the College's Princess Hall. During this period, the Ladies' College occupied a contained site on the north side of Well Walk (now named Montpellier Street). Today, the College buildings have a significant impact on the plan form of the area, being principally in Fauconberg House and a large plot of land between Montpellier Street and Bayshill Road. They constitute one entire street block and have a distinctive character and identity of their own within Bayshill. Fauconberg Villas originally consisted of four villas, the fourth of which was demolished in 1968 to make way for a new entrance to the Ladies' College. Fauconberg Terrace, consisting of six properties and designed by Samuel Onley, were said to be structurally unsafe and demolished in 1934. They were replaced with the neo-Cotswold West Wing of the Ladies' College in 1936.
- 5.8 By the end of the 19th century, relatively few civic buildings (such as the Ladies' College and Theatre Royal) had been established within the character area, with such buildings predominantly being located closer to the town centre. Bayshill therefore remained principally a residential area with a developing urban character. Bayshill School (now in residential use) was located at No. 4 Royal Parade. Large plot sizes and high levels of tree planting ensured Bayshill retained its sense of space and rural connection.
- 5.9 Several lawn tennis grounds existed in Bayshill in the late 19th century. Today, these sites are occupied by buildings and the Magistrates Court car-park on St George's Road.

Architecture and historic qualities of buildings

- 5.10 Bayshill was mainly developed from the 1830s during the Regency and early Victorian periods. Buildings consist predominantly of large historic villas and extensive terraces now used for commercial and residential purposes; modern office blocks positioned on main roads within the character area and some modern residential buildings in Overton Park. While some of the more recent developments sit well in their historic context in terms of their size, scale, positioning, materials etc., other modern buildings are poorly designed failing to consider the sensibilities of polite 19th century urban design – such as the creation of active frontages; a contextual consideration of scale, massing and plot layout; and appropriate selection of materials.



Figure 25 Terraces on St George's Road



Figure 26 Villas on St George's Road



Figure 27 The Glasshouse

5.11 Architect Samuel Onley developed much of the Bayshill estate. He designed, among others, Bayshill House, Lingwood House, the Royal Well Music Hall (later Theatre Royal), Fauconberg House and Fauconberg Villas. The majority of historic villas and terraces are influenced by the Neo-Classical style of architecture and set within large plots. These buildings are generally three or four storeys high. Construction materials, typical of the town, are slate roofs, and walls of painted render in cream or white colours with some faced in natural stone. Timber windows with vertically sliding sashes emphasise the classically based proportion of the Regency style. Roofs in most of these properties are flat or low pitched. Their structure is commonly hidden behind balustrading, cornices or parapets. Verandas and balconies often feature on Regency and early Victorian buildings, evident on the terraces of Queen's Parade, Royal Parade, York Terrace, Bayshill Terrace and Royal Well Terrace. Decorative iron railings outside buildings provide an attractive frontage and boundary treatment. The uniformity of terraces throughout Bayshill creates a sense of strength, grandeur and cohesion. The listing of these terraces has also ensured that their features have been generally well preserved.



Figure 28 Architectural features on historic terraces

5.12 Located on the corner of Montpellier Street and St George's Road, the older part of Cheltenham Ladies' College is Grade II listed, although other buildings on the site which form part of the land and have done since before 1st July 1948 are curtilage listed. The older part of Cheltenham Ladies' College is Grade II listed, located on the corner of Montpellier Street and St George's Road. It is constructed of rough-faced Cotswold stone over brick with red and black tile roof, mostly being designed in decorative Gothic Domestic style. The ornate architectural detailing and use of materials creates an impressive appearance, conveying the sense of strength and importance. The buildings of Cheltenham Ladies' College designed in this style create an interesting contrast to the neo-Classical villas and terraces. The Ladies' College strongly

impacts on the street scene within its locality, largely influencing the area's character and appearance.



Figure 29 Architectural features on Ladies' College buildings

5.13



Figure 30 Cottage on Bayshill Lane

Cottages on Bayshill Lane and Parabola Close date from the 19th century and are vernacular in design. Their small scale functional design adds an interesting and valuable historic contrast to the dominance of the grand villas and terraces.

- 5.14 There is a row of historic 19th century terraces along Little Bayshill Terrace. They consist of attractive artisan housing which contrasts greatly in terms of historic usage, size, scale and architectural style to the grand terraces on St George's Road which back onto Little Bayshill Terrace.
- 5.15 Buildings from the 20th and 21st centuries consist of a diverse design range. The utilitarian office blocks of the Inland Revenue House, Magistrates Court and Rivershill House (Government Offices), for example, are out of context with their historic setting because of their size, scale, materials and ill-considered detailing (for example their ill thought out use of large amounts of glass). Modern blocks of flats on Western Road and Overton Park Road, rising five storeys and three storeys respectively, are generally inoffensive – the space between buildings and positioning set back from the road, some of which are set down on low lying land, means the flats do not generally detract from the setting of historic buildings within the vicinity. The two storey terrace of red-brick houses on Overton Road and Overton Park Road have flat roofs, are set back from the road, and, although being built on raised land, are subservient in terms of their size to near-by historic buildings.



Figure 31 Rivershill House (Government Offices)



Figure 32 Flats on Overton Park Road



Figure 33 Red brick houses on Overton Park

- 5.16 Listed buildings are protected under the Planning (Listed Buildings and conservation areas) Act 1990. However, it is important to recognise the special architectural qualities of those that are not listed, and how they positively contribute to the overall appearance and identity of not just the Bayshill character area, but the central conservation area as a whole. Their qualities need to be preserved and enhanced where possible.
- 5.17 There are over 80 listed buildings/structures within the Bayshill character area, which are listed below. (Many of these buildings are listed within a group).

BUILDING	GRADE	DATE OF LISTING
Bayshill House & Lingwood House	II*	12/03/55
Nos. 13-27 & 27A (Odd) & attached railings to Nos. 15-21 & 27	II*	12/03/55
Nos. 29-57 (Odd), George Hotel (Nos. 41-49) & attached railings to Nos. 29-39 & 43-49	II*	12/03/55
County House, Bayshill Road	II	12/03/55
Nos. 1, 2 & 3 Fauconberg Villas & attached railings to Nos. 1 & 2, Bayshill Road	II	12/03/55
Hadley House & attached balustrade, Bayshill Road	II	12/03/55
Killowen House, The Limes & De La Bere House & attached railings, Bayshill Road	II	12/03/55
Savoy Hotel (now Hotel Kandinsky) & attached railings, Bayshill Road	II	12/03/55

Windsor House, Bayshill Road	II	12/03/55
Pillar box on north side of junction with Parabola Road, Bayshill Road	II	06/07/77
Upton Leigh, Overton Road	II	14/12/83
Bayshill Court, Parabola Road	II	12/03/55
Eversleigh House (Cheltenham Ladies' College), Parabola Road	II	11/03/82
Queen's Parade Nos. 1-9 (Consecutive) & attached area railings	II	12/03/55
Nos. 1-21 Royal Parade (Consecutive) & attached railings to Nos. 1, 3, 4 & 5	II	12/03/55
Cheltenham Ladies' College buildings with attached walls, railings, gates & gate piers and curtilage listed buildings/structures, St. George's Road	II	05/05/72
Kraft Offices, St. George's Road	II	06/03/69
Nos. 59-87 (Odd), St George's Road	II	14/12/83
Garrondene, No. 89 St. George's Road	II	05/05/72
Fauconberg House (Cheltenham Ladies' College) with attached railings, St, George's Road	II	12/03/55
Gates, gate piers & railings to Fauconberg House (Cheltenham Ladies' College), St George's Road	II	14/12/83
Bayshill Unitarian Church	II	14/12/83
Nos. 89-103 (Odd) St George's Place and attached area railings	II	05/05/72

Refer to www.cheltenham.gov.uk for full list descriptions

Index of Buildings of Local Importance

- 5.18 A local index has been produced for Cheltenham. It will be used as a Supplementary Planning Document.

Contribution of key unlisted buildings

- 5.19 A number of buildings are not listed, but encompass qualities of age, style and materials which are locally distinct and which make a positive contribution to the character and appearance of the conservation area. Key unlisted buildings include:

- a. **Carlton Hotel** because:



Figure 34 Carlton Hotel

- The hotel is housed within historic villas dating from c.1860, by D.J. and R. Humphris, adding to its historic interest;
- Its size and scale dominate the street scene within this area. It is clearly visible from St George's Road, Bayshill Villas Lane, Bayshill Road and Parabola Road. Its prominence adds to its sense of importance and grandeur;
- The building is of group value historically, being typical of the last phase of development of the Bayshill estate.

- b. **Grange Stables** because:



Figure 35 Grange Stables

- They are of historic value and interest, dating from the late 19th century;
- They are an example of the unusual survival of kennels and stables in an urban environment. This adds to their special interest;
- Their setting is important – they are positioned well back from the public space of the road. The brick gate piers followed by wrought iron gates creates an attractive entrance and immediately arouses a sense of importance and significance for these interesting functional buildings;
- The former stables, now converted to residential use, are also concealed from public space and view by tree screening, which enhances their appearance and creates mystery and a sense of intrigue.

c. **Sidney Lodge** because:



Figure 36 Sidney Lodge

- The plot of land on which Sidney Lodge stands is historically important and significant. Sidney Lodge was originally built for Baron de Ferrieres on the site of Bayshill Lodge. Bayshill Lodge was the home of Lord Fauconberg, where George III stayed during his visit in 1788;
- Architecturally, Sidney Lodge consists of a wealth of unusual and interesting decorative detailing, whilst being similar in essential style to the many stucco houses in nearby Parabola Road;
- It occupies a visually prominent position, terminating the view from Overton Park Road towards Overton Road. Its red brick construction enables it to be visually striking and attractive.

d. **St Hilda's boarding house** on Western Road because:



Figure 37 St Hilda's boarding house

- Its size and scale dominate the street scene within this locale, allowing it to be a landmark building. This emphasises its importance, projecting a sense of strength and grandeur;
- It plays an important role as a boarding house and has historic value, dating from the early 20th century;
- The building makes an important contribution to the street scene within Western Road, which presently consists of a mixture of modern houses and flats and historic buildings.

e. **Stoneleigh** on Parabola Road because:



Figure 38 Stoneleigh

- The house dates from 1860 and contains interesting and attractive architectural detailing;
- The size of the house makes it visually prominent. It occupies an important position along Parabola Road as it merges with Overton Road. It also terminates the view towards Lansdown, from the highest point on Parabola Road outside Upton Leigh;
- The house has historic group value in that it is seen as typical of the last phase of development of the Bayshill estate.

f. **Astell** residential care home because:



Figure 39 Astell

- It is a landmark building located on Overton Park Road, though clearly viewed from St George's Road and Overton Road;
- The building dominates the street scene and adds to the area's historic interest, with much of Overton Park Road consisting of small scale 20th century terraces and flats;
- The style of the building contrasts with the more restrained stucco of the surrounding houses, adding to its interest;
- Astell has interesting and attractive architectural features, such as the large central lantern with bell-shaped lead covered cupola and pinnacle.

Local details

5.20 Local details within the Bayshill character area collectively enhance the character and appearance of not just Bayshill but the whole of the central conservation area. Interesting historic local details include:



Figure 40 Princess Hall

- a. The site of the **Princess Hall** (part of Cheltenham Ladies' College), previously the site of the Theatre Royal and originally the site of the Old Spa, which was Cheltenham's first spa. The mineral spring was discovered in 1716, which now lies buried beneath the Ladies' College. It was the quintessential discovery in transforming Cheltenham from a small market town to a fashionable Spa, and shaping it in current day. In 1738 Henry Skillicorne deepened the spring to form a well, installed a pumping system, and built a brick canopy above it with a stone pigeon at each corner. On the west side of the Well, he built an assembly room, in which visitors could congregate. The Pump Room itself was finally demolished in 1897. This site is therefore historically very important and valuable.
- b. The site of **Sidney Lodge** (previously named Bayshill House) is historically important, because prior to its construction, the site was occupied by Bayshill Lodge. Bayshill Lodge was the home of Lord Fauconberg, where George III stayed in 1788 while on a five-week holiday in Cheltenham taking the waters.
- c. There are a number of ornately carved wrought iron balconies and railings present on villas and particularly terraces within the character area. These decorative features greatly enhance the character and appearance of the historic buildings



Figure 41 Verandas on Queen's Parade

and character area generally. Railings enclose and contain public space whilst still permitting views, thereby not detracting from the character and appearance of properties. The painted white verandas on Queen's Parade have a double heart and anthemion motif to balustrades supplied by Carron Company. Bayshill Terrace has wrought iron verandas and arrowhead railings. The balconies have an anthemion motif derived from Henry Shaw's design for Upper Woburn Place. Royal Well Terrace contains wrought iron balconies and arrowhead railings. These features are collectively interesting, and their preservation in present day makes them particularly valuable.



Figure 42 Pillar box on Bayshill Road

- d. The pillar boxes located on the corner of Parabola Road and Bayshill Road and on St. George's Road are an attractive and historic local feature within the street scene of their locality which add to the area's historic interest. They are a typically British street feature. The pillar box in Bayshill Road is particularly valuable in that it dates from 1866-70 and was designed by JW Penfold. Cheltenham has 8 of the remaining 94 surviving Penfold-type Victorian pillar boxes reputed to remain in the country.
- e. Historic street lamps are present in several streets within the character area. They have been erected along part of Overton Road, St George's Road, Montpellier Street and Fauconberg Road. The presence of these street lamps enhances the historic character and appearance within their locales, and they should be maintained and preserved when and where necessary.
- f. No. 21 Royal Parade won a Civic Award in 2000 for the restoration of a period building. It is a particularly significant building in that it was home to the well-known Ronald Summerfield, antique dealer and benefactor between 1952-1989.
- g. Two historic gate piers are positioned along the railings which enclose the Magistrates Court car-park on St George's Road. In the late 19th century, these gate piers flanked the entrance to lawn tennis grounds. They are an attractive historic feature within the street scene.



Figure 43 Historic gate piers enclosing the Magistrates Court car-park

Materials

Building material

- 5.21 The use of building materials reflects the availability of materials at the time of the construction of historic buildings. Cheltenham expanded rapidly in the 19th Century, and the readily available Lias clay and local sand allowed enough bricks to be produced to build most of the original spa town. The majority of these houses were built of locally-fired bricks, and were faced with stucco (also known as lime render). The painting of stucco in pale cream and yellow colours to imitate stone, gave Bayshill and Cheltenham as a whole cohesion. Ashlar dressed limestone was occasionally used to front the buildings, evident on Queen's Parade and Royal Parade for example. Much of Cheltenham Ladies' College is built in rock faced Cotswold stone and Cotswold stone walls are apparent outside Cotswold House and the Carlton Hotel. Red bricks are also commonly used in the construction of boundary walls and in Victorian and Edwardian buildings. Modern office blocks throughout the character area are constructed predominantly of concrete with high amounts of glass in their frontages. These latter buildings do little to complement the overall grand historic setting and character of the area.

Roofing material

- 5.22 Many roofs on neo-Classically designed properties are flat or low-pitched. Their structures are commonly hidden behind balustrading, large cornices or parapets. Welsh slates are the prevalent roofing material evident on buildings in the Bayshill character area, although some of the Cheltenham Ladies' College buildings used Cotswold stone slates. Some of these roofs are hipped.

Ground surface material

- 5.23 There is a range of surface materials used throughout the area – few are original or have any historic value. Roads are tarmac, with concrete kerbs. There is the introduction of additional red surfacing in places, to highlight some parts of the town's developing cycle network – this does little to preserve or enhance the conservation area. Paving is predominantly concrete slabs or flags and tarmac. The use of small format (400mm x 400mm) concrete flags, with a bevelled edge has been adopted as a standard response to maintenance work in the central area generally. These are not characteristic and create a busy jointing pattern. The bevelled edge exaggerates the joint – which in traditional flags would have been comparatively small. Furthermore, these slabs have in recent years been laid with joints parallel to the kerb line. A large format flagstone jointed at right

angles to the kerb has been traditionally used and is a better solution. Paving materials in part of the character area are being reviewed as part of the Council's Civic Pride initiative.

- 5.24 The majority of spaces at the front of historic properties have been converted from gardens to hard-standing in present day, some surfaced in tarmac (evident at the Ladies' College). Hard-standing is a modern intrusion and generally detracts from the appearance of the historic buildings, providing them with a poor setting. However, hard-standing outside some historic properties has been implemented in such a way to be less harmful. For example, bricks have been laid outside Total Butler offices (formerly County House/Hotel) opposite Queen's Parade in a herringbone effect which is visually attractive. Hard-standing is present outside Marchmont and Parabola House on Parabola Road, but a section of land between this and the pavement has been gravelled and contains trees which is a visually attractive and interesting feature, enhancing the setting of these historic villas. Gravel as hard-standing material is also present outside several properties on Western Road.

Street furniture

- 5.25 There is generally a high amount of street signage evident in the Bayshill character area, which is typical of a built-up urban area close to the town centre. This signage is largely evident on main roads within the area, particularly along St. George's Road which leads from Gloucester Road to the town centre. The highest level of street signage is present at the busy junction of St George's Road, St George's Place and Bayshill Road.
- 5.26 Pedestrian signage within Bayshill character area is of a limited quantity due to roads generally experiencing higher levels of traffic, rather than pedestrian movement. Factors contributing to this include the positioning of the character area outside the town centre and the lack of retail units. Pedestrian signage that is in place includes a black and gold painted signpost situated on the corner of St George's Road and Bayshill Road. This has a traditional style designed in the late 20th century with a figure of a pigeon erected on top. Street furniture is being reviewed as part of the Council's Civic Pride initiative. Additionally, the Council is running a "declutter" initiative designed to review the need for street furniture and remove it where it is unnecessary.
- 5.27 The style and design of street lamps varies greatly within the Bayshill character area. In places, historic, traditionally and elegantly designed lamp posts are in close proximity to modern plainly designed lamps (evident on St George's Road for example). This mixture causes a lack of cohesion and uniformity within the street scene. The modern street lights overhanging Bayshill Road and the pedestrian crossing detract from the special historic qualities and setting of the historic villas and terraces along this road. This is due to their size and plain, modern appearance, use of materials and functional design. This situation also occurs with modern street lights on Parabola Road. In other roads, street lamps are of an elegant, traditional design and uniform along the street, enhancing the character and appearance of the street scene and its historic qualities. This is evident in parts of St George's Road and Overton Road. These street lamps are also positioned on roads such as the Promenade (within the Montpellier character area) which creates cohesion and unity between the character areas.

- 5.28 Modern bus stops are present on St George's Road, connecting areas with the town centre. Their functional design is out of context with the historic villas and terraces positioned along this road. It is interesting to note the street furniture presented outside the car-park to the Magistrates Courts. Two bus stops are positioned within very close proximity to a traditionally and elegantly designed street lamp and information board and two historic stone gate piers, located along the railings of the car-park. The bus stops detract from the appearance and setting of these interesting features, particularly the historic gate piers.

Contribution of trees and green spaces

- 5.29 Within the Bayshill character area there are generally large amounts of private green space but a very limited amount of public green space. This is probably due to the urban character of the area and the close proximity of the public Imperial Gardens and Montpellier Gardens located within the Montpellier character area. The occurrence of Council and privately owned trees and green spaces in the area, therefore, greatly enhances its setting, character and appearance. Due to the lack of such spaces, those in existence need to be well maintained and protected.
- 5.30 There is a strong presence of tree-lined streets throughout the character area, evident in St George's Road, Bayshill Road, Parabola Road and Fauconberg Road. Plane, Lime and Tree of Heaven trees are featured along St George's Road; Plane trees along Bayshill Road and Lime, Silver Birch and privately owned Holm Oaks along Parabola Road. The combination of street and private trees greatly enhances the appearance of the area. They are also an historic feature, extensively featured on the 1884-93 map of Cheltenham in both public and private spaces. This illustrates the importance of tree-planting as part of the original scheme for the Bayshill estate. The size of these mature, well-established trees helps establish grandeur and character within the area. The impact of trees upon the street scene is particularly appreciated from the top of St George's Road and Bayshill Road, where extensive long distance views are prevalent as the land gradually declines in height. The visual impact of the trees is striking as they stretch over the road toward each other, inhibiting light which in turn creates a sense of enclosure and atmosphere. The contrasting species and scale of trees and shrubbery along Parabola Road adds to the interest of the street scene within this locale. The positioning of these trees strengthens the sense of intrigue as the road curves around the corner and trees overhang it. Along with enhancing character and appearance, trees perform another function in screening properties (such as the Grange Stables) from public space, establishing enclosure and privacy. A large Willow tree, which is protected with a Tree Preservation Order (T.P.O), is positioned behind Astell care home and largely screens the property from Overton Road.



Figure 44 Trees in street scene of St George's Road



Figure 45 Trees in street scene of Bayshill Road



Figure 46 Trees screening Astell from Overton Road

- 5.31 As well as trees, other forms of greenery enhance Bayshill character area. Grass verges along pavement edges contain trees and contrast well with the colours of the built environment, enhancing the overall appearance of the street scene. Hedging is used as a natural boundary treatment to soften edges and enhance the setting of historic buildings e.g. Hotel Kandinsky. Hedging is in evidence outside Royal Parade and the villas and terraces along St George's Road, to screen hard-standing and provide enclosure for the historic terraces. The presence of hedging greatly improves the street scene.
- 5.32 Private green space is particularly valuable within Bayshill character area as properties (primarily historic villas) are sited within spacious grounds. This historic plan form has remained predominantly unchanged in present day. The planting of shrubbery in the grounds of villas on Bayshill Road, Parabola Road, Overton Road and Western Road enhances the setting of these properties. Modern buildings such as the First Church of Christ Scientist follow this plan form by being set within large grounds with shrubbery around its entrance. Modern terraces and flats along Overton Park Road have been designed sympathetically to historic buildings by being positioned away from the road with the presence of grassed and neatly planted gardens enhancing the setting of these buildings. The placing of potted plants on balconies and verandas of terraces (such as Royal Well Terrace) also enhance the character and appearance of buildings and add to their interest. The formally laid out private gardens of Cheltenham Ladies' College greatly enhance the setting of these educational buildings, projecting their grandeur, splendour and importance. The gardens are an attractive feature, clearly visible from the public space of Bayshill Road.



Figure 47 Hedging in Parabola Road



Figure 48 First Church of Christ Scientist

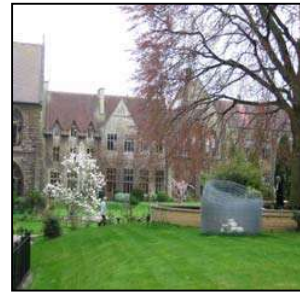


Figure 49 Gardens within the Ladies' College

5.33



Figure 50 Green space running alongside River Chelt

The green space either side of the footpath by the River Chelt is an important and valuable open space within the otherwise built up character area. This space greatly enhances the area's overall character and appearance. The footpath following the route of the River Chelt provides an attractive boundary and division between the modern office blocks and car-parks along Jessop Avenue and the rear of historic buildings on St George's Road. Trees along the footpath create character, inhibiting views and providing enclosure to the footpath. These trees consist of Horse Chestnuts and Limes and are

all protected with T.P.O's - this designation illustrates their importance.

- 5.34 The large number of trees and shrubs in Bayshill plays an important role in softening the appearance of the built environment, providing screening and enclosure and positively contributing to its character and appearance.

Negative factors

- 5.35 Due to the intense activity and development of much of the Bayshill character area, considerable change has occurred over recent years, some of which has negatively impacted on the area's overall character and appearance. Negative factors and intrusions include:

- a. A loss of front gardens to hard-standing for cars reduces private green space and removes boundary treatment and enclosure. It adds to the urban nature of the character area, negatively affecting its appearance. On-street parking, evident in many streets, can create vitality. However, if not properly managed it can contribute to congestion, visual clutter and detract from the character of the streets and buildings in the conservation area;
- b. The conversion of some historic buildings into offices has led to the frontages of some buildings being altered at ground floor level. This predominantly consists of alterations to some windows and over-prominent advertising. These alterations negatively impact on the appearance of historic buildings and cause lack of cohesion between terraces for example, and loss of historic fabric;
- c. The presence of replacement windows on some properties in uPVC and installation of modern roof lights erodes local building character;
- d. Modern intrusions in the form of satellite dishes and aerials are also harmful to the overall appearance of buildings and detract from their historic and architectural qualities. These additions can often be seen clearly from public space which harms the character and appearance of not just the individual buildings, but the area generally;
- e. Although Bayshill has its share of well mannered modern buildings, some from the latter half of the 20th century fail to consider their context and detract from the Regency character of the area. This failure springs largely from a lack of consideration of issues of scale, mass, rhythm, plot form, set back, active frontage and orientation. However, it should be noted that some residential blocks from this period have been designed more sympathetically to their context and the overall character of the area. An example of this is 'The Glasshouse' on St George's Road.
- f. A number of visually unattractive public and private car-parks detract from Bayshill's character and appearance. The car-parks are located within close proximity to the town centre and

add to the urban nature of the character area. The car-park adjacent the Magistrates Courts, was, in the late 19th century, tennis grounds;

- g. Large amounts of modern street signage are evident on the main roads, in particular the highly utilised St George's Road. Although signage and functional street lamps are clearly needed due to the high volume of traffic passing through these roads, they do not complement the setting of historic buildings often within close proximity.

Neutral areas

5.36 Areas within the Bayshill character area which neither enhance nor detract from the character or appearance of the character area, but have potential for enhancement include:

- a. There are many civic, offices and residential buildings dating from the 1950's onwards in the Bayshill character area, particularly within Bayshill Road, Overton Park and St George's Road (around Western Road end). Some, as discussed above, detract from the area; others, whilst size, scale, colour, design and materials are not offensive to the area, fail to preserve or enhance the area.
- b. At present, Parabola Lane is predominantly used for parking and as a through road. Buildings on St George's Road and Parabola Road back onto it, and its narrow, curving plan form creates enclosure and restricts views.

General condition of area

5.37 The condition of the built and physical environment of the Bayshill character area within the central conservation area as a whole is good. Bayshill's prosperity, magnificence and grandeur is demonstrable through factors such as the area's plan form, large number of listed buildings and tree-lined streets.

5.38 Considerable amounts of revenue are generated from retail and commercial uses in the character area. Its location within close proximity to the town centre also means that high amounts of investment are made into public services and amenities.

5.39 The value of buildings, many of which are statutory listed, means the majority of buildings are well maintained. This contributes to the area's character, appearance and value. It is important that the physical condition of the historic buildings is preserved in order to retain not just Bayshill's, but the town's distinctiveness and identity.

Problems, pressures and capacity for change

5.40 Today, the Bayshill character area experiences problems and pressures due to its intense commercial and residential use close to the town centre.

a. Problems include –

- Modern alterations to historic buildings and loss of traditional architectural features which damage the buildings' special qualities. Where possible, owners should be encouraged to retain original features and conserve rather than replace them;
- The construction of inappropriately designed modern development adjacent or close to historic buildings;
- Vehicular congestion and on-street parking;
- Limited number of buildings in need of minor maintenance e.g. repainting.

b. Pressures include –

- Potential conflict between pedestrians and high vehicular use, which is creating pressure on road systems and pedestrian spaces;
- Development pressures and lack of vacant land to develop on.

c. Capacity for change -

- The designation of the conservation area is not intended to prevent change, especially that which would enhance the character or appearance of the area. It seeks to ensure that future development is appropriate to the character of the area;
- There is generally little capacity for new development on open land because there is very little suitable vacant land;
- The replacement of some inappropriate modern buildings with a more attractive well-designed development which is in keeping with the character of the area may be an option but careful consideration would need to be given to this.

Part 2 – Management Plan

1 Introduction

Purpose of the management plan

The purpose of part 2 of this document is to present proposals to achieve the preservation and enhancement of the Bayshill character area's special historic character and appearance. It has been subject to public consultation. Part 2 was adopted as a Supplementary Planning Document on 23rd February 2007. It will inform planning and other decisions of the Council.

The special qualities of the Bayshill character area have been identified in the Character Appraisal which forms the Part 1 of this document. The Management Plan draws on the themes identified in sections 5.35 'Negative factors' and 5.36 'Neutral areas'.

The proposals are written with the awareness that, in managing Cheltenham's conservation areas, resources are limited and therefore need to be prioritised. Financial constraints on the Council mean that proposals may take longer than is desirable to implement. However, the Council will continue to encourage improvements to the conservation area in co-operation with property owners, groups and local businesses.

Both the Character Area Appraisal and the accompanying Management Plan will be subject to monitoring and reviews on a regular basis.

Legislative background

This document satisfies the statutory requirement of section 71 (1) of the Planning (Listed Building & conservation areas) Act 1990 namely: "It shall be the duty of the local planning authority from time to time to formulate and publish proposals for the preservation and enhancement of any parts of their area which are conservation areas."

The document reflects Government guidance set out in Planning Policy Guidance 15 'Planning and the Historic Environment' and policies set out in the Cheltenham Local Plan.

2 Article 4 (2) Directions

There are some buildings within the Bayshill character area which, although not listed, have qualities of age, style and materials which make a positive contribution to the character and appearance of the character area and central conservation area. These properties are however vulnerable to future change. Some of which have already suffered from modern intrusions by way of alterations and inappropriate additions, for example uPVC windows and the erection of large aerials and satellite dishes.

There are a number of categories of minor works for which a planning application is not normally needed. This is known as permitted development.

Permitted development rights are more restricted in conservation areas for works which include:

- a. addition of dormer windows to roof slopes;
- b. various types of cladding;
- c. erection of satellite dishes fronting a highway;
- d. reduction in the size of permitted extensions.

In order to protect the character of conservation areas, legislation allows local planning authorities to remove permitted development rights, in parts of conservation areas facing on to the highway or open space by using Article 4 (2) Directions. These cannot be introduced through this conservation area Management Plan – the Council will need to embark on a separate process. However, it is advisable that the Council uses this document to identify areas of concern, where it may apply Article 4 (2) Directions.

If introduced, these will provide long-term protection against unsympathetic alterations which have the potential to adversely impact on the character of the conservation area. The effect of a Direction would be that certain alterations to unlisted residential properties which formerly did not require planning permission would then need planning permission.

If introduced to cover this character area, an Article 4 (2) Direction will mean planning consent is required for a range of external works fronting a public space, including:

- a. changes to windows, doors, chimneys and roofs;
- b. the painting of previously unpainted walling;
- c. the construction of external porches;
- d. the provision and removal of walls, gates and fences.

3 Management proposals

1 Civic Pride

The Council, in partnership with the South West Regional Development Agency and Gloucestershire County Council, has commissioned the preparation of an Urban Design Framework for central Cheltenham, including a section in the east of the Bayshill Character Area. It will develop a comprehensive set of proposals for the area and will consider the following topics:

- a. Urban design
- b. Public realm enhancements
- c. Public art
- d. Street furniture
- e. Surface materials
- f. Traffic management
- g. Development and enhancement opportunities at Royal Well

The Civic Pride Urban Design Framework is being developed as a Supplementary Planning Document. It includes parts of other character areas making up the town centre. Its brief ranges from a strategic overview to detailed issues, including development briefing and advice on public realm treatments. It will be subject to public consultation at a later date. Part 1 of this document, the Character Appraisal, has been used to inform the emerging Civic Pride proposals.

Some of the Actions in this Management Plan (below) will be developed further through the Civic Pride project and will be the subject of more detailed work – where this is thought to be the case, it has been identified.

Action BH1: The Council and its partners will prepare and adopt as a Supplementary Planning Document an urban design framework for central Cheltenham through the Civic Pride project. When adopted, it will review this Management Plan to ensure compatibility.

2 **Control of Development**

It is essential that any development should preserve or enhance the setting of any adjacent historic buildings and existing landscape features and trees, and the overall special qualities of the character area. Therefore, careful consideration must be given to the size, scale, urban grain, layout, design, massing, height, plot width, frontage activity, landscape and materials in any such development. This does not dictate architectural style but does attempt to ensure that proposals respond positively to their context.

Action BH2: The Council will require new development to preserve and enhance the character of the conservation area. Proposals should demonstrate a high quality of design and a proper consideration of context, including, inter alia, issues of:

Size	Plot width and form
Layout	Orientation
Height	Urban grain
Enclosure of streets and spaces	Massing
Materials	Frontage activity
Scale	Landscape

The Council will refuse planning permission or other consents for proposals which fail to meet these criteria or for:

- a. the demolition of any building or structure if its loss would damage the character or appearance of the conservation area
- b. the extension or alteration of a building where the change would damage the character or appearance of the conservation area;
- c. development which would be harmful to the setting or character or appearance of the conservation area;
- d. development which would adversely affect or result in the loss of important views, open spaces, tree cover or boundary features within the conservation area.

3 **Loss of traditional architectural features on some historic buildings**

Some of the older buildings within the Bayshill character area have been adversely affected by the use of inappropriate modern materials or details such as the replacement of original timber sash windows with uPVC, the loss of original timber front doors and introduction of roof lights which all erode local building detail and fail to preserve or enhance the character of the conservation area.

The Council's document Living and Working in a conservation area – Some Questions You Might Ask gives advice to building owners on their responsibilities.

Cheltenham Borough Council Local Plan Policy CP 3 relates.

ACTION BH3: In order to preserve and enhance the character and setting of the Bayshill character area, the Council will:

- keep under review the need to bring in additional planning controls over minor works in the conservation area through Article 4 directions;
- ensure that unauthorised development is subject to enforcement action;
- encourage owners to repair rather than replace original; and
- consider producing detailed design guidance and information regarding materials appropriate for use in the central conservation area.

4 **Equipment or installations (for example satellite dishes, large aerials, small scale renewable energy schemes and other such features)**

The presence of various types of equipment or installations on or around buildings, such as large aerials or satellite dishes, can detract from the character of the Bayshill character area and in some cases the special architectural qualities of the buildings. There is also the potential for domestic wind turbines and other elements to impact similarly. To minimise their visual impact, they should normally be positioned away from public view or prominent positions; a judgment then needs to be made between this and the optimization of energy generation.

Cheltenham Borough Council Local Plan Policy CP 3 relates.

ACTION BH4: In order to preserve and enhance the character of the Bayshill character area the Council will:

- keep under review the need to bring in additional planning controls over equipment or installations in prominent locations in the character area through an Article 4 direction;
- use any planning powers to ensure that equipment or installations away from public spaces and views, so as not to detract from views within the street scene and the overall character of the character area. This will look at balancing the visual impact against energy generations. Where the Council has no powers property owners are encouraged to position such equipment with regard to this guidance.
- To supplement this policy, the Council will prepare guidance on the design and implementation of renewable energy schemes.

5 **Enhancement of existing buildings**

Some buildings fail to contribute to the preservation or enhancement of the conservation area. In some cases, these are poorly maintained historic buildings. In other cases, these are modern buildings which have some aspect which fails to respond to its historic context. In the case of historic buildings, the Council may have to resort to the use of enforcement or other planning powers to achieve repair and preservation. On modern buildings, there are unlikely to be powers available, but encouragement of repainting in

an appropriate colour or the introduction of planting to soften their impact may be an option.

Civic Pride is considering how this issue might best be addressed.

Action BH5: The Council will use its planning powers, where appropriate, and otherwise encourage the enhancement of poorly maintained historic buildings; this may include use of enforcement or other powers under Section 215 of the Planning Act.

The Council will consider the introduction of a project to encourage the enhancement of other buildings which fail to preserve or enhance the character of the conservation area.

6 **Drives and loss of front gardens**

Very often the frontage of buildings in conservation areas is essential to the character of the conservation area. Historically, many buildings in the conservation area had front gardens with enclosing low railings, hedges or walls. Their gardens would be planted. The loss of front gardens to parking detracts from their historic setting. This can result from the nature of the materials used, the loss of boundary treatments, the intensity or volume of the parking or the loss of soft garden features. The loss of front gardens in this manner is also an unsustainable form of development – increasing run off, reducing planting available for carbon fixing and encouraging car use. Where considered acceptable the use of brick or gravel instead of tarmac, with the retention of some garden space and the use of appropriate boundary treatments would reduce run-off, offer a more attractive setting for buildings and give a more sustainable approach than some current practice. Cheltenham Borough Local Plan Policy BE 7 states that 'Development which introduces or extends the parking of vehicles on forecourts or front gardens of buildings in conservation areas will not be permitted.' Where there is existing frontage parking which adversely impacts on the character and setting of the conservation area, a new planning application may give opportunities to renegotiate a more sympathetic solution.

ACTION BH6: The Council will seek to limit the adverse impact of on-plot frontage parking by using its powers under planning and other legislation to secure the use of appropriate, traditional and complementary boundary and surface treatments.

The Council will prepare a guidance note on sustainable design of front garden parking.

7 **Boundary enclosures**

At present, some poorly maintained boundary treatments harm the character and appearance of buildings and the overall street scene. Increased use of railings, trees and hedgerow as a 'soft' boundary treatment would enhance the historic qualities, character and appearance of the area. If the same sympathetic boundary treatment were to be implemented along the length of a street where possible, this would enhance its character and appearance, uniting properties within it.

See Cheltenham Borough Local Plan Policies BE 5 and CP3.

ACTION BH7: The Council will use its powers under planning and other legislation to secure the repair of poorly maintained boundary treatments and the reinstatement of traditional and historic boundary treatments to enhance the historic character of the Bayshill character area.

The Council will require the use of contextually sensitive boundary treatments on new developments where appropriate.

8 **Street furniture**

The character area has some street furniture (pedestrian signage, bollards, bins, seats etc). There needs to be a consistency of style to help create a cohesive identity for Bayshill. The presence of excessive or redundant street signage causes street clutter and is visually unattractive. The potential for additional signage in part of Bayshill character area is a cause for concern in respect of its impact on the character of the character area and overall conservation area.

The Civic Pride project is considering the issues of style, need, use and location in order to engender this cohesiveness, to minimise clutter and maximise effectiveness.

PPG 15 Section 5 gives additional transport measure in historic environments. The Cheltenham Borough Council Local Plan Policy BE 18 relates.

ACTION BH8: Through the Civic Pride project, the Council and its partners will develop and implement a street furniture strategy, which minimises clutter and brings a sense of cohesiveness to the town centre as a whole.

The Council will lobby the Highway Authority to minimise signage, markings and other street furniture in its traffic management projects. It will liaise with the Highway Authority to remove redundant signage and street furniture and ensure that any new signage and traffic management schemes preserve and enhance the setting of the Bayshill character area.

9 **Surface Materials**

Surface materials in the public realm are an important part of the character of the area. Whilst generally the most appropriate paving material would be a large format flag, ideally in stone, there may be opportunities to use alternative materials. This must be done as part of considered approach to the use of the location and the heritage context. Jointing is an important element in the impact of paving materials. Traditionally it would be at right angles to the kerb line, and any deviation from this approach needs to be properly considered and justified.

The Civic Pride project will address appropriate surface materials and their use in parts of the Bayshill character area.

Action BH9: The Council will require developments to adopt a considered, contextually sensitive approach to the selection and use of surface materials. It will lobby the Highway Authority to adopt such an approach in the implementation of capital and maintenance schemes.

10 **Tree management**

The presence of trees makes an important contribution to the character and appearance of Bayshill character area. They need to continue to be well protected and managed in the future.

ACTION BH10: The Council will continue to maintain and protect trees by implementing Tree Preservation Orders (TPOs) where appropriate, and replant with new trees when old trees die. Trees located in pavements or grass verges at the side of roads and which are designated as within the public highway are maintained by Gloucestershire County Council.

When a tree dies or is removed on land which is within the conservation area, the land owner has a legal obligation under section 211 of the Town and Country Planning Act 1990 to plant a replacement tree of an appropriate size and species. The Council will encourage owners to fulfil their legal obligation for replanting with new trees, especially where the old trees have made a positive contribution to the character of the conservation area. Where appropriate the Council may decide to serve a tree replacement notice under section 207 of the Act.

This proposed action will maintain the overall leafy character and appearance of the area. The creation of gaps within formal planted avenues of trees will also be avoided.

11 **Setting and views**

The setting of the Bayshill Character Area is very important. Any proposals for development will be required to demonstrate how the setting and long distance views, into and from the Character Area have been taken into account. The important views are notably but not exclusively those identified on the Townscape Analysis map. The Council will seek to ensure that all development serves to respect these important views.

ACTION BH11: The Council will ensure that all development respects the important views within, into and from the Bayshill character area. These views are noted but not exclusively identified on the Townscape Analysis map. The Council will ensure that these remain protected from inappropriate forms of development and that due regard is paid to these views in the formulation of public realm works or enhancement schemes in accordance with Cheltenham Borough Local Plan.

12 **Car parks**

At present, some car parks in the Bayshill character area are visually unattractive spaces, which detract from the overall character and appearance of the area.

ACTION BH12: The Council will continue its programme of enhancement schemes where appropriate to soften and improve the visual appearance of car parks.

4 Townscape Analysis map

Townscape Analysis map of Bayshill Character Area

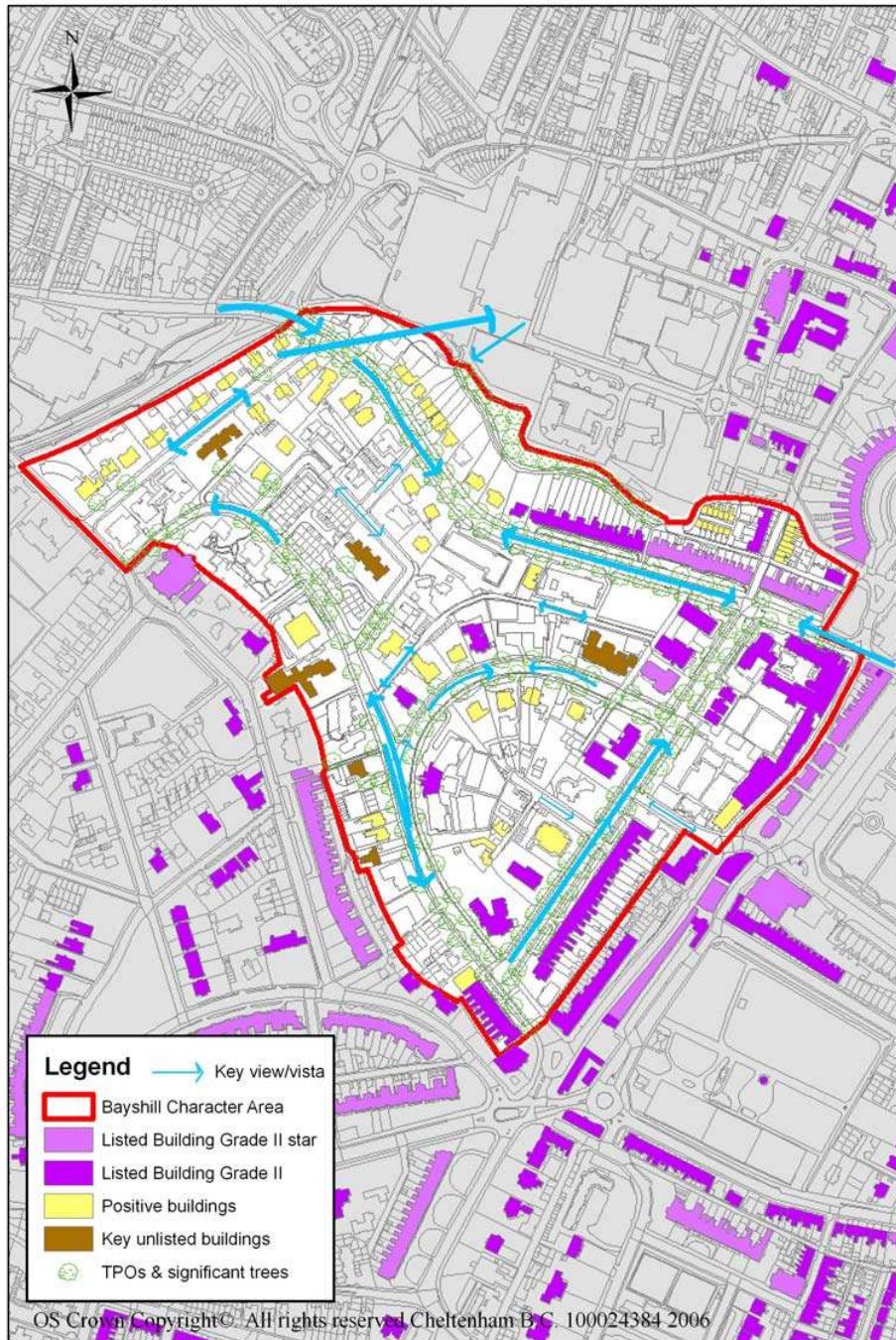


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