

Local development framework

CHELTENHAM

Local development framework

PITTVILLE CHARACTER AREA APPRAISAL AND MANAGEMENT PLAN

JULY 2008

Cheltenham Borough Council
www.cheltenham.gov.uk



Central Conservation Area

17. Pittville Character Area Appraisal and Management Plan July 2008



Contents	Page
Part 1 – Character Appraisal	1
1. Introduction	2
What is a Conservation Area?	2
The need for an appraisal	2
Planning context	2
The Central Conservation Area	3
Pittville Character Area	3
Summary of special interest	4
Pittville Character Area within the Central Conservation Area	4
2. Location and setting	5
Location and context	5
General character and plan form of the Pittville Character Area	5
Wider landscape setting	8
3. Historic development	9
Archaeology	9
Summary of Historic Development of Cheltenham	10
General history of Pittville	10
Development by 1820	11
Development by 1834	11
Development by 1897	12
Development in the 20th-21 st centuries	13
Historical Development of Pittville Character Area	14
4. Spatial analysis	15
The character and interrelationship of spaces within the area and key views/vistas	15
5. Character analysis	18
Use of area and how use creates special interest	18
Architecture and historic qualities of buildings	20
Index of Buildings of Local Importance	24
Contribution of key unlisted buildings	25
Positive buildings	26
Local details	26
Materials	27
Contribution of trees and green spaces	28
Negative factors	31
Neutral areas	33
General condition of area	33
Problems, pressures and capacity for change	34

Part 2 – Management Plan	35
1. Introduction	36
2. Article 4 (2) Directions	37
3. Management Proposals	37
Annex 1 – Cheltenham Central Conservation Area	45
- List of Supplementary Planning Documents	
List of figures	46
Bibliography	48

Key characteristics

This Character Appraisal of the Pittville Character Area within Cheltenham's Central Conservation Area concludes that the special interest of the area is derived from the following key characteristics:

- The extensive open green spaces and the well established tree-lined streets form the structure of Pittville's character and appearance and the setting of its buildings;
- Pittville Park creates a parkland setting for the character area and takes up approximately 50% of the total space of the character area. The park is a quintessential component of the character area;
- The pattern and layout of streets, the spaces between buildings, and the mass and style of the buildings and use of quality building materials all complement each other. They combine together to give the area grandeur, elegance and spaciousness;
- Robin Brooks believes "...Pittville is among the finest estates of its period to be found in the country";
- The area contains large numbers of Regency and early Victorian formally laid out terraces and grand villas which form a distinct identity for the area;
- This character area contains over 150 statutory listed buildings (some of which are grouped under the same listing) and some locally listed buildings and structures, allowing it to have a rich architectural and historic interest;
- Pittville character area contains the Grade I listed Pittville Pump Room which dates from 1825. The building is seen by Bryan Little as being "...the supreme architectural masterpiece of Cheltenham".²

Key issues

A number of problems and issues have been identified and have a negative impact on the character of the Pittville Character Area. These form the basis for the Management Proposals of the Management Plan in the Part 2 of this document and are summarised below:

- Control of new development;
- Loss of traditional architectural features on some historic buildings;
- Negative impacts of the presence of equipment or installations on or around buildings, such as large aerials or satellite dishes;
- Drives and loss of front gardens;
- Tree management;
- Boundary enclosures;
- Setting and views;
- Enhancement of existing buildings and land;
- Green spaces of Clarence Square, Wellington Square and Pittville Crescent.

¹ Brooks, R. (2003) The Story of Cheltenham Stroud, Sutton Publishing Limited pg. 29

² Little, B. (1952) Cheltenham London and Colchester, B.T. Batsford Ltd. pg. 77

Part 1 – Character Appraisal

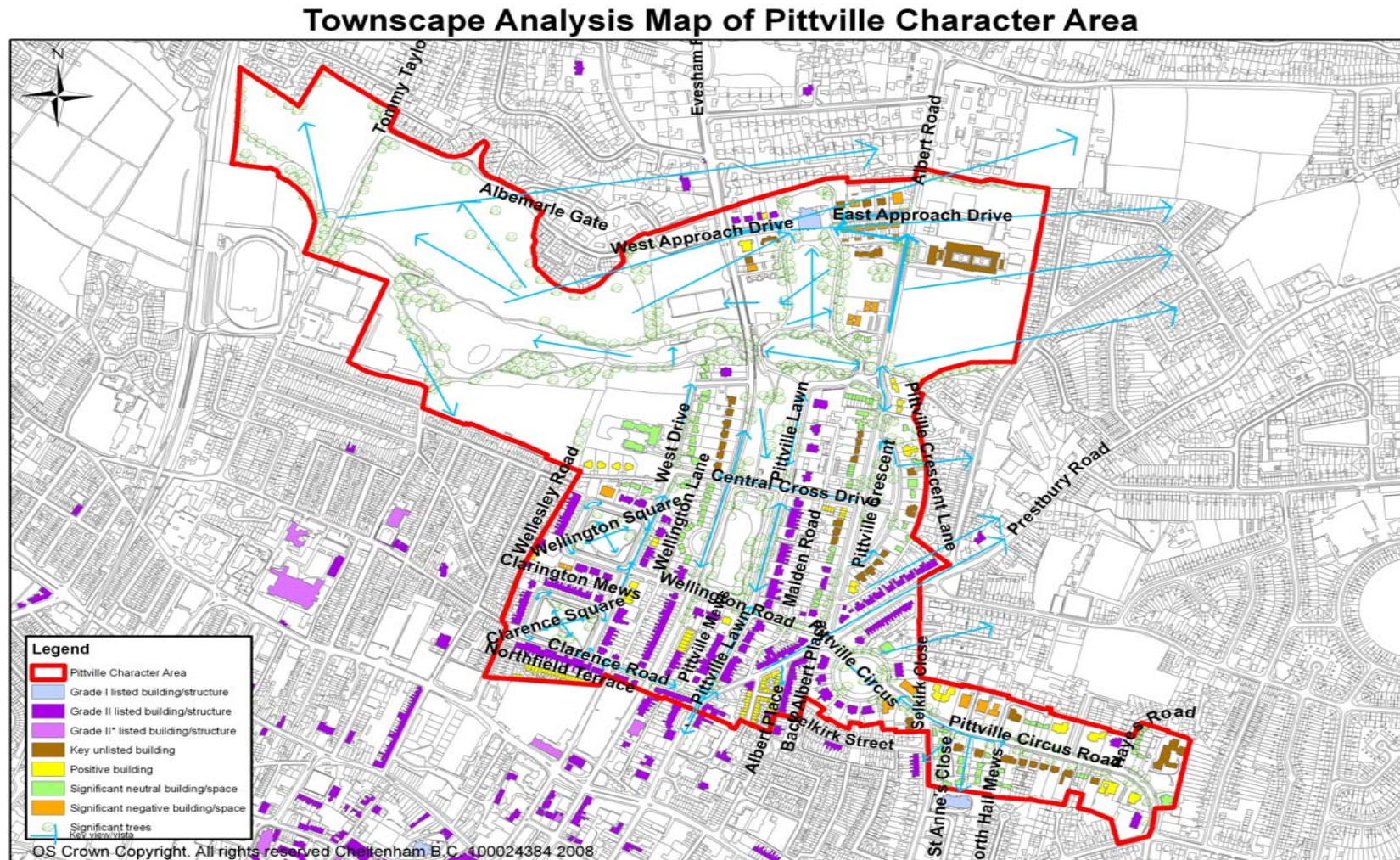


Figure 1 Townscape Analysis Map of Pittville Character Area

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 assessment appraisals for all conservation areas a Best Value Performance indicator for local authorities. These assessments should be reviewed by local planning authorities every five years.
- 1.4 This document has been split into two parts. Part 1 of the document forms the character appraisal which provides an assessment of the character of a conservation area or parts of it. This appraisal provides the basis for Part 2, which comprises a 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 decisions made by local authorities (such as the design of highways or the appropriateness of the design of new buildings or open spaces).
- 1.5 Both parts will have a period of public consultation before the management plan is adopted as a Supplementary Planning Document, and used in conjunction with the Local Plan as a material consideration in determining planning applications.

Planning context

- 1.6 Cheltenham Borough Council has various adopted and emerging planning related documents. They can be found on the Council's website - www.cheltenham.gov.uk. Some of the documents are quite broad in their content, whilst others are thematic, site specific or area specific. However, all fall within the statutory planning framework and all are material considerations in determining planning proposals. All these documents together look at various aspects of the built environment and need to be read as a whole within a particular context.
- 1.7 This document is part of that overall framework. The Character Appraisal (Part 1) is one of a number of such documents each assessing the character of parts of the conservation area and highlighting negative issues, which are then addressed through Management Proposals within the Management Plan

(Part 2). In developing planning proposals, the Character Appraisal and Management Plan need to be considered along with advice, guidance and policy set out in other planning documents, be they general, thematic or spatially specific.

- 1.8 Cheltenham's Civic Pride project aims to regenerate specific areas within the town. The project intends to develop and deliver public realm enhancement schemes and redevelop under-utilised council land including car-parks. More information on Civic Pride can be found at www.cheltenham.gov.uk. This project falls within a small part of the Pittville Character Area. See Management Proposal 12 'Civic Pride' in the Part 2 Management Plan for further detail.

The Central Conservation Area

- 1.9 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.
- 1.10 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, most of the Victorian, Edwardian and some of the 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.
- 1.11 There is a Government 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 Conservation Area in Europe covering 600 hectares), it has been necessary to establish approximately 19 character areas. These have been appraised separately, in-order to identify their individual key components and in turn establish how each area may best be preserved and enhanced.

Pittville Character Area

- 1.12 In May 2001 Cheltenham Borough Council published a draft Urban Design Framework for Cheltenham, produced by Latham Architects (the "Latham" Study). It was never formally adopted by the Council, 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.
- 1.13 The selection of the 19 character area boundaries has no impact on the overall boundary of the Central Conservation Area. Although as part of the work for the preparation of the character area appraisals, consideration has been given to possible boundaries of the Central Conservation Area being revised in the future as a separate piece of work.
- 1.14 The boundaries of the Pittville Character Area within Cheltenham's Central Conservation Area have been based on Joseph Pitt's planned 19th century Pittville Estate, the extensive open space of the Pittville Park and Approach Golf Course to the west and the surrounding areas that are characteristic of and encompass the special qualities of Pittville. The built form of the streets

and spaces, and the individual buildings on these roads largely contributes to the overall character and appearance of Pittville and its distinctive identity. Pittville Park largely establishes Pittville's character and appearance and is a quintessential component of the character area.

Summary of special interest

1.15 Pittville Character Area is special because:

- a) The extensive open green spaces and the well established tree-lined streets form the structure of Pittville's character and appearance and the setting of its buildings;
- b) Pittville Park creates a parkland setting for the character area and takes up approximately 50% of the total space of the character area. The park is a quintessential component of the character area;
- c) The pattern and layout of streets, the spaces between buildings, the mass and style of the buildings and use of quality building materials all complement each other. They combine together to give the area grandeur, elegance and spaciousness;
- d) Robin Brooks believes Pittville is among the finest estates of its period within England³;
- e) The area contains large numbers of Regency and early Victorian formally laid out terraces and grand villas which form a distinct identity for the area;
- f) This character area contains over 150 statutory listed buildings (some of which are grouped under the same listing) and some locally listed buildings and structures, allowing it to have a rich architectural and historic interest;
- g) Pittville character area contains the Grade I listed Pittville Pump Room which dates from 1825. The building is seen by Bryan Little as being *"the supreme architectural masterpiece of Cheltenham"*.⁴

Pittville Character Area within the Central Conservation Area

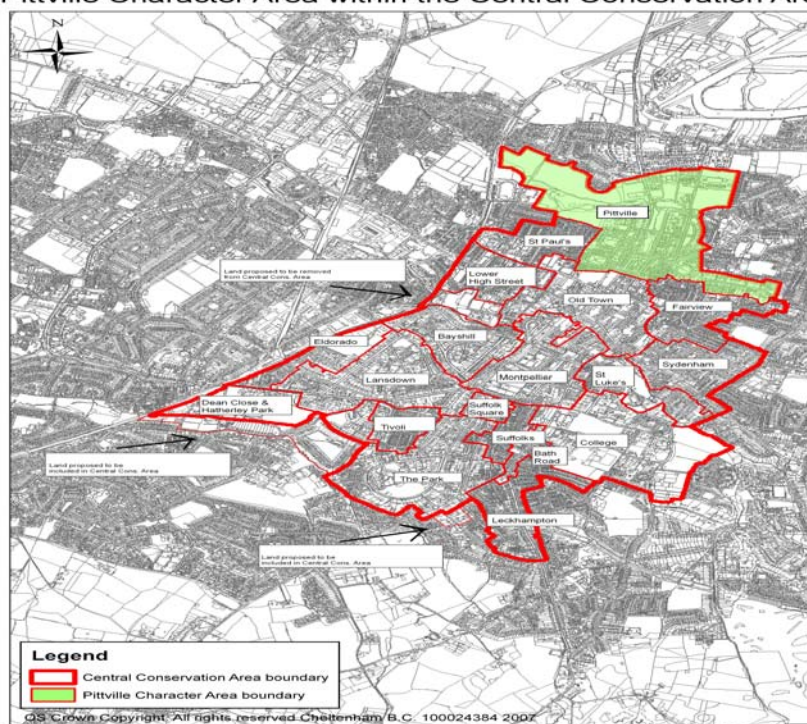


Figure 2 Pittville Character Area within the Central Conservation Area

³ Brooks, R. (2003) *The Story of Cheltenham* Stroud, Sutton Publishing Limited pg. 29

⁴ Little, B. (1952) *Cheltenham* London and Colchester, B.T. Batsford Ltd. pg. 77

2 LOCATION AND SETTING

Location and context of Cheltenham

- 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 (AONB) 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 Pittville Character Area

- 2.2 Pittville is positioned to the north of Cheltenham town centre. The very busy A435 Evesham Road runs through the middle of the character area on a north to south axis and it physically divides the area.
- 2.3 The Pittville Character Area contains both planned Regency residential areas, built in the 1820s and 1830s, and later Victorian residential areas. The overall character of Pittville is formed by large formal terraced buildings, grand villas and an impressive crescent of villas. All of these different building types are set in wide verdant streets and many are within the magnificent parkland setting of Pittville Park. The formal town planning of the road layouts and building relationships include parks, green squares and buildings arranged around a circular road. Many historic individual buildings are set within generous grounds. Together these factors which formed the original Pittville Estate, have been retained and are still very much in evidence today. This is despite the presence of later 20th and 21st century building developments throughout the Pittville area. The presence of wide and frequently tree lined streets, extensive green open spaces which form public gardens and areas of parkland, sizeable private gardens and building plots combine to create a sense of spaciousness and grandeur. Blake and Beacham see Joseph Pitt's Pittville of 1820, and which was established in 1824 as being one of the three most important new estates in Cheltenham. The other two estates being, "...James Fisher's Suffolk Estate (1823 and) Pearson Thompson's Lansdown Estate (1824)..."⁵
- 2.4 The plan form of the Pittville Character Area is based largely on a structured grid pattern of roads which has been designed through the presence and positioning of Pittville Park, and the other squares, crescent and circus. The streets and urban spaces display five different forms - the wide, tree-lined streets; the narrow service lanes; Pittville Park with its formal footpaths; the Approach Golf Course and Agg Gardner Recreation Ground and the formally planned squares and Pittville Crescent with their central green spaces. Their characteristics are explained in detail below –

a. The wide, tree-lined streets:

- 2.5 Streets are long and broad (e.g. Evesham Road, Pittville Lawn and Albert Road) with significant long distance views terminating in landmark buildings

⁵ Blake, S. & Beacham, R. (1982) The Book of Cheltenham Buckingham, Barracuda Books Limited pg. 71



Figure 3 Landmark Pittville Pump Room closes view down West Approach Drive

(e.g. Pittville Pump Room most notably, also Pittville School and Pittville Court);

2.6



Figure 4 Green leafy character of Clarence Square

There are well planted front gardens and many mature trees growing in the highway grass verges. The combination of trees and luxuriant front gardens gives a leafy character to these residential roads;

2.7 The streets form large urban blocks of buildings within which:



Figure 5 Extensive terraces on Pittville Lawn

- terraces predominate to the south (e.g. 47-73 Prestbury Road, 1-12 Wellington Square, 1-19 Clarence Square and 2-34 Evesham Road). Frequently, however, villas and terraces are interspersed together along streets.



Figure 6 Historic villas on Evesham Road

- villas and large detached buildings are the dominant building type in the north of the area. These are located within spacious plots (particularly evident along East and West Approach Drive, Pittville Crescent and to the north of Albert Road, Pittville Lawn and Evesham Road);

2.8 The space between buildings within the wide roads allows views to open up – both medium and long distance;

2.9 The land gently rises to the north of the character area, enabling extensive distance views of the surrounding countryside from the higher northern area;

- 2.10 There are several areas of public green open space with mature trees, which contribute to creating a sense of splendour, elegance and space as well as providing attractive settings for buildings. The space enables the front elevations of buildings to be appreciated from some distance away. The key open spaces consist of the sweeping Pittville Park, the recreation ground and golf course to the west, the central space within Pittville Circus and the central open spaces within Wellington Square, Clarence Square and Pittville Crescent.
- 2.11 The **Pittville Park** area to the east of the Evesham Road is comprised of a park which provides a formal and grand approach for the Pump Room but which has an informal planting layout. The meandering routes of the footpaths around the lake enable the park users to leisurely view and enjoy the park as well as the distant view of the front elevation of the Pump Room. This helps to confirm the importance of the Park within the character area.
- 2.12 The extensive area of **Pittville Park to the west of Evesham Road** comprises an informal parkland space. Part of the space to the west was formerly used as an old rubbish tip before being incorporated into the park itself. This expanse of green space extends the sense of spaciousness in the area and enhances Pittville's character and appearance.



Figure 7 Public green space within the character area

- 2.13 The **narrow service roads**:
- Service roads run to the rear of buildings fronting the main streets, thereby splitting the urban blocks e.g. Northfield Terrace and Back Albert Place;
 - The urban blocks of buildings are comparatively small;
 - There is a tight network and layout of streets;
 - Almost no street planting exists;
 - Buildings front directly onto the street;
 - There are few medium or distance views;
 - Terraces on narrow plots and curtilage buildings are the prevailing building form in the service lanes, which include Northfield Terrace, Pittville Crescent Lane, Back Albert Place, Wellington Lane, Malden Road and Clarington Mews.

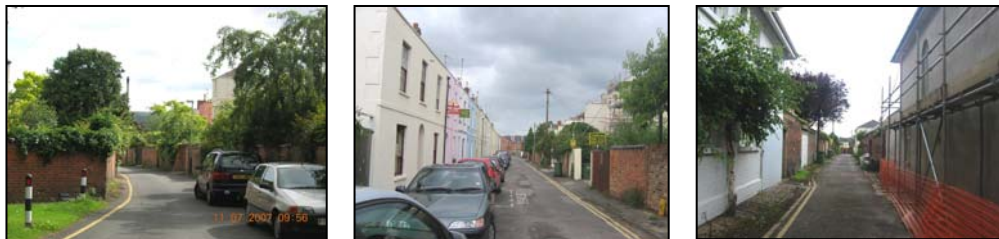


Figure 8 Examples of service lanes in the character area - Pittville Crescent Lane, Northfield Terrace and Clarington Mews (left to right)

2.14



Figure 9 Pittville Circus

In contrast to the overall linear plan form of the wide roads and narrow service lanes, the formally planned **Clarence Square, Wellington Square, Pittville Crescent and Pittville Circus** are important and distinctive spaces within the character area. The formal plan form provides a grand setting for surrounding buildings and the central green area within these areas establishes a sense of spaciousness and formality. With regard to Clarence Square and Wellington Square, Jefferies believes that *“Their basic format is characterised by visually strong sides, often comprised of terraces with raised central features, and visually ‘weak’ open corners occupied by single villas or by access roads.”*⁶ Jefferies goes on to state that *“They are, however, basically in accordance with Forbe’s idiosyncratic and asymmetrical master plan.”*⁷ The gently curving form of Pittville Crescent restricts views which creates a sense of intrigue.

Wider landscape setting

- 2.15 The Pittville character area is enclosed on its southern side by the urban development of other character areas of the Central Conservation Area (see Fig. 2). Surrounding its northern, eastern and western sides, urban development is present in the form of residential suburbs in the north of the town. However, the extensive views of the distant Cotswold escarpment which can be seen from the open spaces and gaps between buildings create a rural connection between the countryside and urban area. These long distance views of the hills both reinforce and enhance the spacious character of the area, as well as providing a rural backdrop for some of the set pieces of architecture such as the Pittville Pump Room.

⁶ Jefferies, J. (1997) Cheltenham (Central) Conservation Area Character Appraisal District No 1 – Draft Report August 1997 pg. 8

⁷ Jefferies, J. (1997) Cheltenham (Central) Conservation Area Character Appraisal District No 1 – Draft Report August 1997 pg. 9



Figure 10 View of Cleeve Hill along Prestbury Road



Figure 11 Cleeve Hill acts as a backdrop for Pittville School

- 2.16 A large number of both historic and modern landmark buildings with varying heights are present within the Pittville character area. These include Pittville Pump Room, Pittville Court, Marle Rise flats, several historic detached buildings on Pittville Circus Road e.g. North Hall Hotel and Nos. 23 and 25 Pittville Lawn. The historic terraces of 1-12 Wellington Square, 1-19 Clarence Square and 20-30 Clarence Square, amongst others, are also collectively landmark buildings. They have a striking visual impact upon the street scene. These large buildings dominate views of the skyline both from within and outside the character area and their size is in proportion to the large open landscaped spaces within the area. The relationship of these historic landmark buildings to the urban green landscape is closely linked and the positioning of the buildings to form a visual stop or dominate open spaces was very carefully and skilfully planned. The linear form of many of the streets creates long vistas, whilst the terraces and street trees create a sense of enclosure and the open spaces provide a spacious atmosphere.



Figure 12 Landmark buildings within character area

3 HISTORIC DEVELOPMENT

Archaeology within the town of Cheltenham

- 3.1 Some archaeological research has been conducted within the Borough of Cheltenham and in-depth research can be found in “Pre-Regency Cheltenham: An Archaeological Survey”.⁸ 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

⁸ ‘Pre-Regency Cheltenham: An Archaeological Survey’ Cheltenham Art Gallery & Museum, 1975

Age occupation was likely situated nearby.⁹ 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 Pittville character area, some finds have been noted under the Gloucestershire Sites and Monuments Record. These include a Roman coin of Theodosius, potsherds from at least 10 vessels and a small possible Roman bronze pin in Evesham Road. Ditches and pits were also uncovered on land west off West Drive, which suggests Romano-British occupation. The records claim that with regard to the findings in Evesham Road, apart from a possible site at Benhall, this is the first evidence of Roman settlement in Cheltenham.¹⁰ 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 indirectly to a sense of place evident in the modern era.

Summary of Historic Development of Cheltenham

- 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 classical style buildings 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 during the latter half of the 19th century. In turn this led to the development well into the 20th century of some acclaimed public schools and churches. Before World War II, light industry boosted the town’s economy. Today, the town’s attractions include fine shops and events such as the races and numerous cultural festivals as well as its legacy of Regency architecture, with trees, parks, gardens and public spaces.

General history of Pittville

- 3.5 The historic development of Pittville character area, based on plans from 1820, 1826, 1834, 1897 and 2007 is shown on the Historical Development map (see Fig. 13).
- 3.6 In medieval times, the marshy area north of the High Street was used as common pasture land by the burgage tenants of the High Street. The Inclosure Act of 1801 enabled the development of this land north of the High Street. Hart explains how “...Joseph Pitt...surrendered his rights to Tithes, (and) received in compensation...189 acres (of land in the Marsh)”.¹¹ Pitt began to

⁹ ‘Pre-Regency Cheltenham: An Archaeological Survey’ Cheltenham Art Gallery & Museum, 1975

¹⁰ Gloucestershire Sites & Monuments Record – Cheltenham Central Conservation Area Archaeology Report 2

¹¹ Hart, G. (1965) *A History of Cheltenham* Oxford, Leicester University Press pg. 154

develop the Pittville Estate on this land “...in 1824-5”.¹² Pittville was planned to be a whole new town and a grand scheme for the Estate was laid out. The scheme comprised of a sweeping crescent, tree lined walks and rides, two formal squares and grand villas and terraces lining the broad central avenues. The Pump Room was the focus for this development. Much of the development took place as intended. However, Pitt became bankrupt which prevented the Pittville Estate being fully realised. By the time the Pump Room opened in 1830, the taking of spa waters was no longer fashionable and few people visited the pump room. As Brooks explains, “By the time Pittville Pump Room opened spas were passé.”¹³ Its distance from the town centre was another disadvantage. Despite the overall failure of the Pittville Spa and the full extent of the Pittville Estate not being realised, Pittville had become well established as an attractive and exclusive residential area. Its popularity and special qualities remained in the 20th century and continue to remain in the 21st century.

Development by 1820

- 3.7 The Inclosure Act of 1801 caused the fencing in of open fields for owners to use or sell on for building purposes. The dominant figure in the passing of this Act was Joseph Pitt. The 1820 Post Office map of Cheltenham depicts the enclosed land and part of the southern area of the Pittville character area. It shows the southern part of Prestbury Road, Wellington Lane and Evesham Road as being laid out. The south east corner of the future Clarence Square was occupied by Byrches Farm.

Development by 1834

- 3.8 In the early 1820s Pitt started to develop the 189 acres of marshy land he had acquired as compensation through surrendering “...his rights to tithes...”¹⁴ Pitt had a grand scheme for the Pittville Estate, which he intended to be a separate town to rival Cheltenham. Architect John Forbes designed the layout of the estate for Pitt. The scheme involved the construction of terraces, villas, two squares and a crescent, with extensive gardens, walks and rides. Grand villas were to be positioned either side of the promenade leading up to the Pittville Pump Room. This scheme is conveyed in Pitt’s 1826 plan for the Pittville Estate. The Pump Room began to be constructed in 1825 and Brooks explains that “...the building was intended as the visual and social focus of the Pittville development.”¹⁵ It was completed in 1830 by architect John Forbes and “...was formerly dedicated to the service of the public on the 20th of July, 1830...”¹⁶ Its total construction cost “...was over £40,000.”¹⁷ The slow building of the Pump Room was due to financial difficulties. By the time it opened, the popularity of taking spa waters had declined and Pittville Spa was never as successful as the other spas in Cheltenham. Little explains that “...Pittville Spa has never equalled the importance of those beyond the High Street.”¹⁸
- 3.9 Pitt’s 1826 plan for the Pittville Estate clearly illustrates the formal plan of the estate. The wide roads, gardens, crescent and squares are all set in a structured grid form, which centres around the Park and ornamental lake with the Pump Room located on gently rising land. The grandeur, elegance and

¹² Hodsdon, J. (1997) *An Historical Gazetteer of Cheltenham* Stroud, Sutton Publishing Limited pg. 135

¹³ Brooks, R. (2003) *The Story of Cheltenham* Stroud, Sutton Publishing Limited pg. 28

¹⁴ Hart, G. (1965) *A History of Cheltenham* Oxford, Leicester University Press pg. 154

¹⁵ Brooks, R. (2003) *The Story of Cheltenham* Stroud, Sutton Publishing Limited pg. 27

¹⁶ Rowe, G. (1845, reprinted 1981) *George Rowe’s Illustrated Cheltenham Guide* Gloucester, Alan Sutton Publishing Limited pg. 59

¹⁷ <http://www.pittvillepumproom.org.uk/pittville-history.asp>

¹⁸ Little, B. (1952) *Cheltenham* London and Colchester, B.T. Batsford Ltd. pg. 77

overall sense of space of the intended estate is clearly conveyed in the architecture of the area and the relationships between buildings. Whilst the intended plan of the estate shows Forbes skill in designing the successful integration of building forms with the landscaped area.

- 3.10 Merrett's 1834 plan of Cheltenham provide further information on the original scheme for the estate. At this time, development had predominantly taken place in the south of the Character Area. Development included terraces and villas on Clarence Road, including the extensive terrace on the south side of Clarence Square; Pittville Parade on Evesham Road, some villas on Wellington Square and some terraces on Pittville Lawn. The terraces were seen to be suitable "*...for the lodging of visitors (and the villas were seen as)...more suitable for permanent residents*".¹⁹ Military or East India Company officers brought property in Pittville from Pitt. The main roads throughout the area were better established by this time and connected Pittville with the High Street and areas to the north of Cheltenham.
- 3.11 The land around Pittville Circus and Pittville Circus Road remained undeveloped open land at this time.
- 3.12 To the west of the planned Pittville Estate was Marle Hill Lake, surrounded by open land with the exception of Marle Hill, an early Regency house set in extensive grounds. It is presumed the house was constructed, according to Bradbury, "*...in the early 1810s*".²⁰ A corn mill was also positioned by Marle Hill Lake.

Development by 1897

- 3.13 The 1897 Plan of Cheltenham shows the land in the east and west of the Character Area as being developed and further residential development in the Pittville Estate had taken place.
- 3.14 Pittville Circus and Pittville Circus Road had become formed with detached villas set in spacious plots, surrounding the circus and either side of Pittville Circus Road. The Circus was laid out in 1840-50 by Cope on land purchased from Pitt.
- 3.15 The land south of Pittville Lake became developed as Agg-Gardner Recreation Ground and Approach Golf Course.
- 3.16 By this date the original scheme for the Pittville Estate had still not been completed in its entirety (and it never was completed exactly to the original plan). The planned villas around the walks leading up to the Pump Room had not been built. Some detached villas had been constructed in place of the planned terrace houses on either side of the Pittville Gardens.
- 3.17 Joseph Pitt's building speculation led to him become heavily in debt and he became bankrupt. It was this which partly prevented the Pittville Estate being fully completed as planned. However, what had been laid out and built led to Pittville becoming "*...among the finest estates of its period to be found in the country*".²¹

¹⁹ Little, B. (1952) *Cheltenham* London and Colchester, B.T. Batsford Ltd. pg. 78

²⁰ Bradbury, O. (2004) *Cheltenham's Lost Heritage* Stroud, Sutton Publishing Limited pg. 122

²¹ Brooks, R. (2003) *The Story of Cheltenham* Stroud, Sutton Publishing Limited pg. 29

- 3.18 In 1891, Cheltenham "...Borough Council (brought)...the Pittville Spa and Gardens for £5,400..."²²

Development in the 20th – 21st centuries

- 3.19 During World War II, the Pittville Pump Room and Gardens were occupied by the American Forces of Supply. Nissan huts were erected in the gardens. After World War II, the Pump Room was occasionally used for concerts and balls. It is today used for cultural, commercial and community events, including concerts and performances. The Pittville Pump Room website explains that "*Spa waters are still available at the pump room, being pumped to the fountain in the main hall from a well 80 ft deep.*"²³
- 3.20 Pittville Park continues to be a well used recreational space as well as providing a striking setting for the Pump Room. The aviary and children's play area are popular attractions.
- 3.21 The Pittville Park, Agg Gardner Recreation Ground and Approach Golf Course cover a large area of land in the north west of the Character Area. The green open space is particularly valuable in the relatively built-up surroundings, and greatly enhances the overall character and appearance of Pittville and the whole of the north of the town. Tennis courts and a skate board park are a well used recreational resource. Fishing in the lake is also popular. Marle Hill "...was demolished in the 1960s or 1970s..."²⁴ and replaced with the 1960s Albemarle Gate housing development which encroaches into the north side of the golf course.
- 3.22 Dunalley County Primary School was built on previously open land off West Drive. The school generates activity within the area. The land east of Albert Road remained as agricultural land until Pate's Grammar School for Girls relocated to the area from the centre of Cheltenham. The new school building was opened in September 1939. After the merger of the boys and girls Grammar Schools to a location in another part of the town, the Albert Road building became Pittville School.
- 3.23 Some of the historic villas have been converted into flats but a large number remain as single dwellings, which retains their original form and special historic qualities. Some infill development has occurred in the form of houses in the grounds of historic properties and in the large open spaces between buildings.
- 3.24 An ambience of unspoilt elegance, grandeur, opulence and space is retained in Pittville today. This is achieved through the road layout, urban grain and relationship between buildings, mature tree-lined roads, green open spaces and its many historic listed buildings of high architectural quality. Pittville's residential and recreational character still remains dominant factor today. The combination of extensive terraces, large villas and specimen trees portray a sense of strength and solidity as the buildings and trees dominate within the street scene.
- 3.25 Cheltenham Borough Council is currently seeking financial support from the Heritage Lottery Fund (HLF)/Big Lottery 'Parks for People' programme to

²² Hart, G. (1965) A History of Cheltenham Oxford, Leicester University Press pg. 359

²³ <http://www.pittvillepumproom.org.uk/pittville-history.asp>

²⁴ Bradbury, O. (2004) Cheltenham's Lost Heritage Stroud, Sutton Publishing Limited pg. 122

achieve the upgrade and restoration of Pittville Park and its wider area.

Historical development of the Pittville Character Area

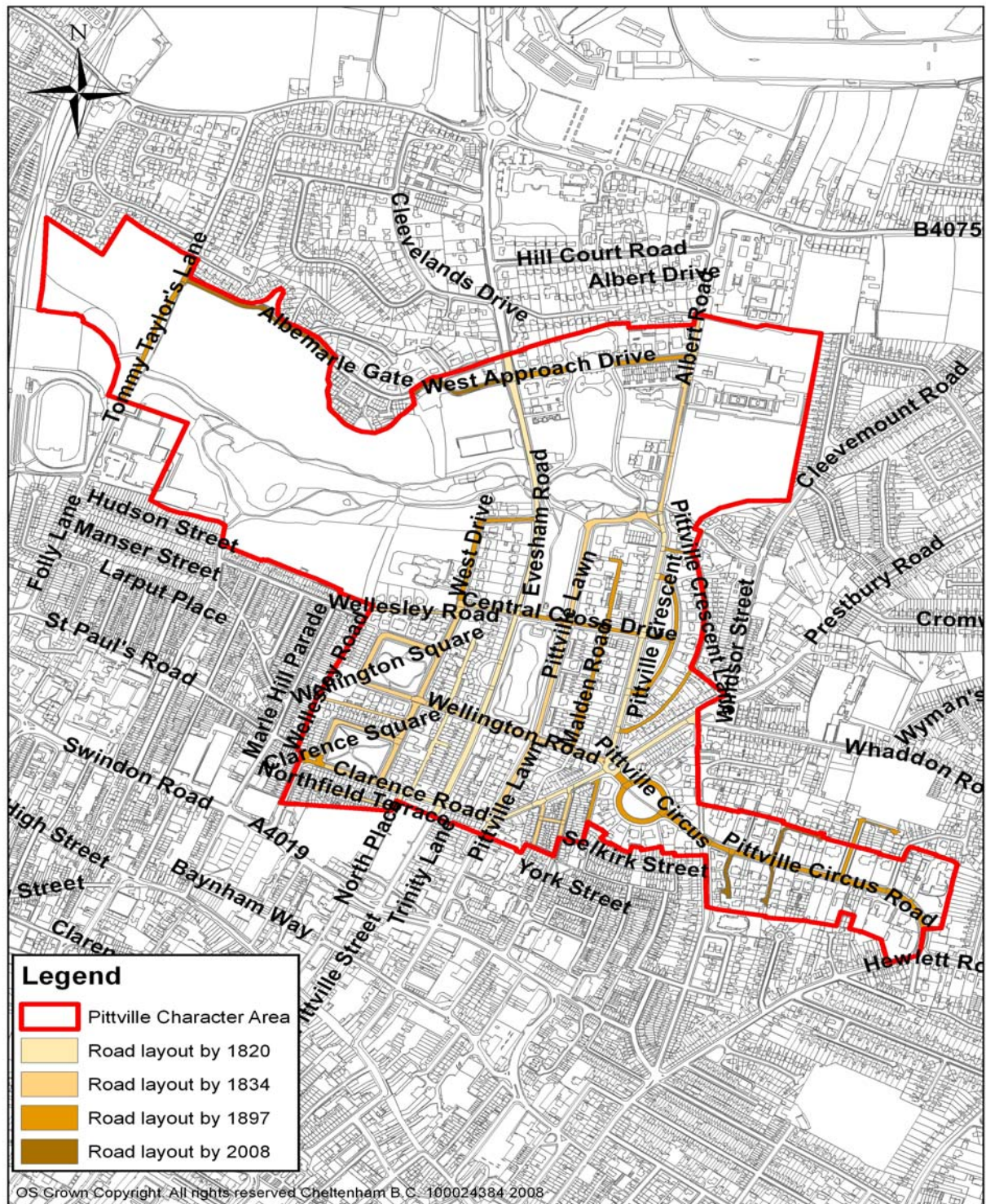


Figure 13 Historical Development of Pittville Character Area

4 SPATIAL ANALYSIS

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

Public and private space

4.1



Figure 14 Wide plan form of West Approach Drive

Public and private spaces are the two of the essential features of Pittville's character and appearance. A generous sense of space is present throughout most of the Pittville area. Its spacious plan form is largely determined by the extensive park area (Pittville Park has a total area of 33 hectares), the linear development of wide roads, the positioning of buildings set away from roads within substantial grounds and smaller but significant green spaces.

4.2



Figure 15 Street scene in Northfield Terrace



Figure 16 Street scene in Back Albert Place

In contrast to the sense of space prevalent in much of Pittville, there are a number of service lanes at the rear of the large historic villas and terraces. Often there is a high brick wall between the public lane and property's rear private yard. Such an arrangement is evident in Clarington Mews, Pittville Crescent Lane, Back Albert Place and Northfield Terrace. Some of the narrow service lanes contain some small terraced houses (eg. Northfield Terrace), as well as small ancillary buildings and garages which front directly onto the footpath. There is very little (if any) separation between public and private space within these lanes. There is a strong feeling of enclosure because the buildings or high rear boundary walls dominate the narrow lanes. Historically, these lanes would have been used by servants, tradesmen and horses. Due to their functional nature, they are utilitarian and usually constructed in red brick with little or no architectural decoration.

4.3

The historic layout of buildings in Pittville significantly enhances the quality of the streets and spaces. Historically the buildings address the street in various ways including:

- with a front garden and with various degrees of set back of the building, and all front area frequently enclosed by railings and/or hedgerow; and
- with a front garden and a carriage drive, and the building set some distance from the back of footpath. This arrangement occurs regularly

with villas (such as those in Evesham Road, Pittville Circus, Pittville Circus Road, Wellington Road and Albert Road). Boundary treatments are commonly railings, with or without hedging, often located at the back of footpath and on the site boundary. Jefferies explains that *“Few of Pittville’s original railings have survived the second world war except on Evesham Road (to the north of)...Wyman’s Brook.”*²⁵

4.4



Figure 17 Modern and historic buildings on East Approach Drive follow similar building line

Modern buildings within the Character Area generally complement historic buildings in following the same historic building line and historic urban grain and having good sized front gardens with a clear front boundary. A feeling of space is created through the continuation of the historic plan form and the accompanying wide roads. Unfortunately however not all modern buildings are of a high quality of architectural design.

Boundary treatments

4.5

Front boundary treatments are varied within the Pittville Character Area. These include historic gate piers and railings, hedgerows and brick boundary walls. These boundaries generally provide an attractive setting for buildings and act as a front enclosure. In contrast, some fencing acts as a poor, unattractive front boundary enclosure.



Figure 18 Boundary treatments within the Pittville Character Area

Garden space

4.6

Gardens, historically and today, form an attractive, traditional front area to both historic and more modern buildings, providing them with a colourful, interesting setting and enhancing the special qualities of properties and the street scene. Mature front gardens are common along the majority of roads within the Character Area. Large trees in front gardens help screen buildings from public view and space, creating privacy. Whilst much of the historic space of the front areas remains, frequently many of the planted areas within the front gardens have been partially lost to car parking. This frequently has a detrimental impact on the street scene. The continued erosion of the front gardens for parking detracts from the special historic and architectural qualities of buildings.

²⁵ Jefferies, J. (1997) Cheltenham (Central) Conservation Area Character Appraisal District No 1 – Draft Report August 1997 pg. 10



Figure 19 Attractive garden space in Prestbury Road



Figure 20 Hard-standing on Pittville Crescent

Key views and vistas (see Fig. 1)

- 4.7 The extensive area of Pittville Park and the frequently linear street pattern, allow medium and long distance views, which contribute to a sense of space. The roads running on a north-south axis provide extensive views, which often tunnel through a dense canopy of tree growth. Views are very important in enhancing the character and appearance of Pittville Character Area.



Figure 21 Long vista down Pittville Lawn and tunnelling trees



Figure 22 Long vista from Albert Road along to Evesham Road

- 4.8 There are medium and long distance views of Pittville Pump Room from a number of areas within the Character Area. Its green copper dome is a striking feature from Pittville Park, Approach Golf Course, Evesham Road and Albert Road. The green, sweeping space of Pittville Park provides a grand setting for the Pump Room which sits majestically on elevated land. The Pump Room closes the view at the ends of East and West Approach Drives.



Figure 23 Views of Pittville Pump Room from various vantage points within the character area

- 4.9 The view into Pittville Lawn from Winchcombe Street is partially blocked by the Pittville Gates which historically marked the entrance to the Pittville



Figure 24 View into Pittville Lawn from Winchcombe Street

Estate. Glimpses through the gates to the houses on Pittville Lawn create a feeling of exclusivity and superiority. The gates are an interesting and attractive feature within the street scene. However, they sit in a poor quality space dominated by its function as a road junction and with unsympathetic surface materials.

4.10



Figure 25 View of All Saints Church from Pittville Circus Road

Views of the Grade I listed All Saints Church in Fairview Character Area are apparent from gaps in between buildings and over the roofs of bungalows on St Anne's Close. The patterned red tile roof and rose window are attractive features of the church, which can be clearly seen from Pittville Circus Road.

- 4.11 There are long distance views of the surrounding countryside on the Cotswold hills from a number of areas both within and outside the Character Area. Such views can be seen from Albert Road, Clarence Road, Pittville Pump Room, East Approach Drive, Prestbury Road, Tommy Taylor's Lane, Pittville Circus, Pittville Crescent and Pittville Crescent Lane, Northfield Terrace and several locations within Pittville Park. The large spaces between historic buildings, the linear development of roads and the elevated land in the north of the character area enable these views to be enjoyed. These distant views of the Cotswolds are important in establishing a rural connection and providing a wider visual enclosure to the area.



Figure 26 Views of the Cotswold escarpment apparent throughout the character area

5 CHARACTER ANALYSIS

Use of area and how use creates special interest

- 5.1 The Pittville character area has several different uses due to its close proximity to Cheltenham town centre and its leisure and recreation function.

Mixed uses create activity throughout the day and contribute to the special interest of the area.

Recreation space

- 5.2 There are seven main areas of public green space within the character area. Pittville has the largest amount of green space of the 19 character areas within the Central Conservation Area. This enhances its overall appearance and gives it a special quality. The green areas play a number of key roles in creating a sense of spaciousness to the built environment, providing important recreational spaces for the whole town and beyond, enhancing the formal character of the area, permitting distance views and providing an attractive setting for properties. They are also particularly valuable due to the relatively dense building form of the surrounding area. Pittville Park and Agg Gardner Recreation Ground are well used by both residents and visitors to the town. The Agg Gardner Recreation Ground is an area of grass football pitches and a basketball court. The golf course, tennis courts, skate park, fishing in the lake, children's play area and aviary are also popular.



Figure 27 Recreation space within Pittville character area

Residential

5.3



Pittville is and has historically been a principally residential area, which today accommodates a range of housing and tenure types - large detached villas, small flat conversions, purpose built blocks of flats and others.

Figure 28 Terraced housing in Clarence Road

Commercial / Business

- 5.4 There are a small number of offices in the Character Area, often located in converted historic villas.
- 5.5 A number of hotels are located in Pittville Character Area, situated in converted historic villas. There is a small retail core along Prestbury Road where a public house and shops are located. There is a scattering of small light industrial, repair and service uses in the area.
- 5.6 Pittville Park refreshment kiosk and the boat house are small commercial units which cater for visitors of Pittville Park.



Figure 29 The Townhouse Hotel, Pittville Lawn



Figure 30 Pittville Park refreshment kiosk

Road use

5.7



Figure 31 A435 Evesham Road

Pittville is on one of the main approaches to the town from the north, via the A435 Evesham Road. This road connects Cheltenham with Bishop's Cleeve and Evesham, and consequently experiences high levels of traffic. Albert Road and Prestbury Road are also busy roads, and Pittville School accounts for much of the traffic in the immediate vicinity of the school. Some of the roads within the Character Area are quiet and have a strong residential character. Many of these roads experience high levels of on-street parking. The streets heading north all lead to the racecourse and on race days are very busy with pedestrian and vehicular traffic.

Other uses

5.8

In addition there is an assortment of other uses including:

- Pittville School, Dunalley County Primary School and part of Berkhamstead School – these schools create noise and activity within their locality throughout the day;
- Part of leisure@cheltenham (Cheltenham's Recreation Centre) off Tommy Taylor's Lane;
- Holst Birthplace Museum on Clarence Road;
- Pittville Pump Room which is used for a variety of cultural, recreational and community activities, including concerts, exhibitions, dances and weddings.

5.9

These bring varying levels of activity throughout the day and evening which greatly add to the character and vitality of this area.

Architecture and historic qualities of buildings

5.10

Buildings which make up the original Pittville estate consist of large elegant detached and semi-detached villas, formal terraced houses and villas laid out around a circle and a crescent. The buildings of the Pittville estate began to be constructed from the mid-1820s. However, although a total of 600 houses

had been planned for Pittville, only 20 were constructed earlier than 1832. Blake and Beacham explain that this was due to “...a national banking and financial crisis in December 1825 (which) caused a serious hold-up in building activity between 1826 and 1831.”²⁶ Therefore, most of the original Pittville estate dates from the 1830s. Robin Brooks believes that despite financial difficulties preventing the plans for the Pittville Estate being fully realised, Pittville is still “...among the finest estates of its period to be found in the country.”²⁷ Brian Little claims the finest buildings of the Pittville estate can be found “...in Clarence Square and in the terraces and villas on the right-hand side of the main approach to the Pump Room as one comes from the town.”²⁸

- 5.11 There has been some infill development in the form of residential buildings which date from the 20th and 21st centuries. However, much of Pittville’s architectural character is firmly based in the fine Regency buildings for which Cheltenham is well known. The elegance and formality of the Regency and early Victorian periods remain very much in evidence today even where new buildings have been added. Some modern buildings have been successful in complementing historic ones in terms of their size, scale, design and positioning.

Historic terraces

- 5.12 The terraces are imposing – generally at 2 or 3-storeys with basements, and raised ground floor levels. Despite their length and strong uniformity, the window pattern and columns and pilasters give a strong vertical rhythm which is a characteristic of the classical Greek Revival architecture favoured during this period. The fenestration was frequently enhanced by a taller window on the first floor or piano noble level, often with a wrought iron balcony, as is evident on 1-19 Clarence Square. However the Greek Revival was not the only architectural style to be used and the terraces on the east side of both Wellington and Clarence Square are in the Gothic Revival style. The extensive terraces create cohesion in building height and scale within their environments. The terrace on the south side of Clarence Square towers over the modest artisan terrace houses on Northfield Terrace. By dominating much public space and principal road frontages, the terraces displayed the social status and importance of the buildings’ owners. Jefferies explains that in Clarence Square and Wellington Square, “The restrictive covenants placed by Pitt on the terraced houses ensured that the designs of John Forbes and other, subsequent estate architects were adhered to for the main facades. Owners of individual plots, on the other hand were able to select their own designs for their villas.”²⁹ The Grade II listed terrace in Albert Place displays distinctive uniform architectural features, which include railings with bars and dog-bars which are both arrow and spearheaded, with some anthemion finials.

²⁶ Blake, S. & Beacham, R. (1982) *The Book of Cheltenham* Buckingham, Barracuda Books Limited pg. 71

²⁷ Brooks, R. (2003) *The Story of Cheltenham* Stroud, Sutton Publishing Limited pg. 29

²⁸ Little, B. (1952) *Cheltenham* London and Colchester, B.T. Batsford Ltd. pg. 82

²⁹ Jefferies, J. (1997) Cheltenham (Central) Conservation Area Character Appraisal District No 1 – Draft Report August 1997 pg. 10



Figure 32 1-19 Clarence Square



Figure 33 Artisan character of Northfield Terrace



Figure 34 Albert Place terraces

Historic villas

- 5.13 The grand villas play a large part in the built form of Pittville. They are set within spacious plots. Their imposing size and scale dominates spaces and creates a sense of grandeur. Similar architectural detailing on villas creates cohesion in the street scene. The villas tend to be 2 or 3-storeys with basements. Some were constructed in the Regency period but most are Victorian.



Figure 35 Historic villas within Pittville character area

Architectural styles

- 5.14 There are a variety of architectural styles employed within building design, which reflect the influences and fashions at time of construction. In the 19th century, residents had homes built in the architectural style of their choice. They chose Neo-Classical, Gothic Revival and Italianate styles.³⁰ Neo-classical, Greek Revival and Gothic Revival architecture was used in the design of many of the Regency villas and terraces of the original Pittville estate. Tudor Gothic styled buildings include Northlands, Pittville Circus, Eglington East and Eglington West on Pittville Circus and there are Tudor Gothic elements on 20-30 Clarence Square. The Regency Gothic style of architecture is found on 1-12 Wellington Square.

Historic construction materials and architectural detailing

- 5.15 The typical building materials, of the town, are blue Welsh roofing slates, brick walls covered with ashlar dressed Cotswold limestone or stucco painted in cream or white colours and timber sash windows. Roofs in many of the classically designed properties dating from the 1830s are flat or low pitched. The roof structure is commonly hidden behind balustrading, great cornices or parapets. Verandas and balconies are an attractive feature on Regency and

³⁰ Brooks, R. (2003) The Story of Cheltenham Stroud, Sutton Publishing Limited

early Victorian buildings, evident on some of the terraces such as 1-11 Pittville Lawn and 1-19 Clarence Square. The Gothic Revival and Italianate designed houses have overhanging eaves and more steeply pitched Welsh slate roofs. Sometimes the roofs have eaves brackets and gables with ornate barge boards

- 5.16 Many of the front boundaries of the historic properties were defined by wrought iron railings, gate and sometimes gate piers. This metal work was set in a natural Forest of Dean stone plinth. Much of the metal work was removed as part of the war effort during World War II. However, some isolated items have remained, and much of the stone plinths are still in place.

Pittville Pump Room

- 5.17 The Grade I listed Pittville Pump Room is seen by many as being the most architecturally impressive building in Pittville, which formed the focus for the original Pittville estate. Little states of the Pump Room that *"Forbes...gave England one of the leading masterpieces of the Greek Revival."*⁸¹ The List Description for the Pump Room reads that it was *"built as a centrepiece for the town of Pittville..."*⁸² The architecture of John Forbes's Pump Room was inspired by the Ilissus temple. It is constructed from *"Ashlar over brick with (a) slate roof and copper dome"*. Architectural features include *"...Ionic columns...architrave and parapet (with)...surmounting figures of Hygeia, Hippocrates and Aesculapius..."*⁸³ The List Description states that the Pump Room comprises a *"Severe trabeate building, long considered to be the finest in Cheltenham."*⁸⁴ The setting of the Pump Room, combined with its position on elevated land and the size, scale, materials and architectural detailing of the building portrays a sense of importance and strength for the building. The Pittville Pump Room guide book believes that the Pump Room is *"...arguably the finest (building) in Cheltenham."*⁸⁵



Figure 36 Grade I listed Pittville Pump Room

20th Century buildings

- 5.18 Away from the original Pittville Estate, 20th century residential properties in the character area consist of a variety of styles, ages, sizes and construction materials. In some situations these modern buildings add variety to the street scene, and in other situations they detract. Jefferies states that *"Many of the houses erected this century (20th century) are uncharacteristically small in scale. Fortunately a high proportion are built in mews locations where their size in*

³¹ Little, B. (1952) *Cheltenham* London and Colchester, B.T. Batsford Ltd, pg. 81

³² Department of Culture, Media and Sport 'Revised List of Buildings of Special Architectural or Historic Interest' Borough of Cheltenham 1998, pg. 710-711

³³ Department of Culture, Media and Sport 'Revised List of Buildings of Special Architectural or Historic Interest' Borough of Cheltenham 1998, pg. 710-711

³⁴ Department of Culture, Media and Sport 'Revised List of Buildings of Special Architectural or Historic Interest' Borough of Cheltenham 1998, pg. 710-711

³⁵ Cheltenham Borough Council *The Pittville Pump Room 1825-1980* no page no. given

appropriate.³⁶ Infill development has frequently occurred in the large spaces between the historic buildings. Many properties are purpose built blocks of flats which have varying impacts on the street scene within their locale. However, the properties are generally set back from the road within large plots, creating a consistent building line which is sympathetic to the form of the historic properties. Other residential developments include 1940s - 1950s houses on Albert Road and 1980s bungalows in St Anne's Close and North Hall Mews cul-de-sacs. The houses in these cul-de-sacs were constructed on land which was formerly part of the grounds of the historic villas, St Anne's and North Hall. These recent developments add interest in the street scene and are subservient to the near-by historic buildings, although they are generally of non distinguished architecture.

- 5.19 Pittville School is an example of 20th century development which responds positively to its historic context. Jefferies states that *"Pittville School, a large building of classical formality, facing south over its terrace and playing fields, responds much more successfully to the precedent of the Pump Room."*³⁷



Figure 37 St Anne's Close



Figure 38 1940s-50s houses on Albert Road

Listed buildings

- 5.20 Listed buildings are protected under the Planning (Listed Buildings and Conservation Areas) Act 1990. All listed buildings due to their listed status are extremely important. There are over 150 listed buildings and structures within the Pittville character area. Many of these buildings are listed as part of a group. All listed buildings are Grade II with the exception of:

BUILDING	GRADE	DATE OF LISTING
Pittville Pump Room, Pittville Park	I	12/03/55

Refer to www.cheltenham.gov.uk for full list description and www.imagesofengland.org.uk for photographic records.

Index of Buildings of Local Importance

- 5.21 An Index of Buildings of Local Importance has been prepared for Cheltenham. Buildings and structures on the Index are protected by a Supplementary Planning Document.

³⁶ Jefferies, J. (1997) Cheltenham (Central) Conservation Area Character Appraisal District No 1 – Draft Report August 1997 pg. 11

³⁷ Jefferies, J. (1997) Cheltenham (Central) Conservation Area Character Appraisal District No 1 – Draft Report August 1997 pg. 7

Contribution of key unlisted buildings

- 5.22 A number of buildings are not statutory listed and are therefore less important. However they do encompass qualities of age, style and materials which are locally distinct and which make a positive contribution to the character and appearance of the character area and Conservation Area. All key unlisted buildings in the table below are on the Index of Buildings of Local Importance, except No. 94 and Glenfall Lawn in All Saints' Road and Chaseley Lodge in West Approach Drive. Please see the Index for further details about these buildings. Key unlisted buildings include –

54 Albert Road (See Index of Buildings of Local Importance)	Ellerslie, 108 Albert Road (See Index of Buildings of Local Importance)
28 Albert Road (See Index of Buildings of Local Importance)	26 Albert Road (See Index of Buildings of Local Importance)
56 Albert Road (See Index of Buildings of Local Importance)	58 Albert Road (See Index of Buildings of Local Importance)
Pittville School, Albert Road (See Index of Buildings of Local Importance)	Sandown Lawn, 30 Albert Road (See Index of Buildings of Local Importance)
52 Albert Road (See Index of Buildings of Local Importance)	Malvern Hill House, East Approach Drive (See Index of Buildings of Local Importance)
The Gate House, East Approach Drive (See Index of Buildings of Local Importance)	Brompton House, East Approach Drive (See Index of Buildings of Local Importance)
100 Evesham Road (See Index of Buildings of Local Importance)	102 Evesham Road (See Index of Buildings of Local Importance)
Goldington House, Evesham Road (See Index of Buildings of Local Importance)	94 Evesham Road (See Index of Buildings of Local Importance)
96 Evesham Road (See Index of Buildings of Local Importance)	Regency Nursing Home, 98 Evesham Road (See Index of Buildings of Local Importance)
Holmdene, 104 Evesham Road (See Index of Buildings of Local Importance)	106 Evesham Road (See Index of Buildings of Local Importance)
North Hall Hotel, Pittville Circus Road (See Index of Buildings of Local Importance)	St Anne's, Pittville Circus Road (See Index of Buildings of Local Importance)
Homespring, Pittville Circus Road (See Index of Buildings of Local Importance)	Worcester House, Pittville Circus Road (See Index of Buildings of Local Importance)
Haddo, Pittville Circus Road (See Index of Buildings of Local Importance)	Carlton, Pittville Circus Road (See Index of Buildings of Local Importance)
Kingswood, Pittville Circus Road (See Index of Buildings of Local Importance)	Irving House (x2), Pittville Circus Road (See Index of Buildings of Local Importance)
Longville & Holmdale, Pittville Circus Road (See Index of Buildings of Local Importance)	Cotswold Grange, Pittville Circus Road (See Index of Buildings of Local Importance)
3/4 Pittville Crescent (See Index of Buildings of Local Importance)	10 Pittville Crescent (See Index of Buildings of Local Importance)
11 Pittville Crescent (See Index of Buildings of Local Importance)	Scoriton & gate piers, Pittville Crescent (See Index of Buildings of Local Importance)
5 Pittville Crescent (See Index of Buildings of Local Importance)	6 Pittville Crescent (See Index of Buildings of Local Importance)
1/2 Pittville Crescent (See Index of Buildings of Local Importance)	

Chaseley Lodge, West Approach Drive:

- The building is designed in an Arts & Crafts style which forms an interesting contrast to the other prevailing architectural styles in the character area;
- The house has a substantial size and footprint and sits in a prominent position on the south side of West Approach Drive.



Figure 39
Chaseley Lodge,
West Approach
Drive

No. 94 & Glenfall Lawn, junction of All Saints' Road & Pittville Circus:

- The two buildings form a distinctive pair, positioned on a prominent corner plot;
- Their matching architectural detailing includes attractive dormer windows, window surrounds, fanlights and string courses;
- The pair of buildings has historic value, dating from the mid 19th century.



Figure 40 No. 94
& Glenfall Lawn,
All Saints' Road
(Glenfall Lawn to
right)

Positive buildings

- 5.23 Positive buildings are identified on the Townscape Analysis Map as those buildings which make a positive contribution to the character and appearance of each character area. They often have a collective group value. Although a small number of buildings in the overall Central Conservation Area are in a poor condition, they may still be identified as positive if the building itself makes a positive contribution. In comparison to positive buildings, key unlisted buildings tend to have individual value and qualities which make a greater contribution to enhancing the character and appearance of each character area.

Local details

- 5.24 Local details within the Pittville character area collectively enhance the character and appearance of not just Pittville but the whole of the Central Conservation Area. Interesting historic details include –

Gates and railings around the park in Pittville Crescent	Boathouse in Pittville Park	Bandstand, Pittville Park
Historic street name plates (in Portland Square, for example)	Kiosk in Pittville Park	Nos. 6-16 Prestbury Road – the row of shops were the only commercial premises allowed on the Pittville Estate. No. 6 was occupied as a chemist's shop by 1839 and remained in the same use until 2000. ³⁸
Gates adjacent to the playground, Pittville Park	Central Cross Team Room, Pittville Lawn	Late 19 th century/early 20 th century pillar boxes

³⁸ Department of Culture, Media and Sport 'Revised List of Buildings of Special Architectural or Historic Interest' Borough of Cheltenham 1998, pg. 727

(east)		
<p>Road bridge over stream, Albert Road</p>  <p>Figure 41 Road bridge over stream, Albert Road</p>	<p>Pittville Gates on Pittville Lawn, which mark the entrance of the original Pittville Estate</p>  <p>Figure 42 Pittville Gates, Pittville Lawn</p>	

Materials

Building material

- 5.25 The use of building materials reflects the availability of materials at the time of 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 either stucco or ashlar dressed Cotswold limestone. The painting of stucco in a uniform colour gave the town cohesion. Stone was also used to front the buildings. Much of the stone used in Cheltenham would have been quarried at Leckhampton Hill or Birdlip. Unfortunately neither of the quarries continues to produce stone. Red bricks are also commonly used in the construction of boundary walls and in later Victorian properties. Within the Pittville character area, bricks are also used in modern blocks of flats such as Pittville Court.
- 5.26 Whilst many of the front boundary metal railings have been removed outside historic buildings, the Forest of Dean sandstone plinths have been left in place.

Ground surface material

- 5.27 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. Paving is predominantly concrete slabs or flags and tarmac although some blocks have been used on pavements and private spaces and enhance the character and visual appearance of the area. Materials such as gravel are also used and are a sympathetic ground surface material, which complements the setting of buildings and the parkland setting - in places the Highways Authority has begun to introduce gravel on footpaths.

Street furniture

- 5.28 There is little furniture but there are many traffic signs in parts of Pittville, which is typical of a built-up area within close proximity of the town centre. These signs which are often large and intrusive are especially noticeable on the main traffic routes within the area.

Contribution of trees and green spaces

- 5.29 Trees and green spaces are quintessential in establishing the character of Pittville. The Pittville Character Area has both extensive amounts of public green space (public gardens and recreation space) and significant areas of private green space. The public gardens and recreational spaces found in Pittville are particularly valuable to the character and appearance of not just Pittville, but to the whole of the Central Conservation Area. This is because the Central Conservation Area, overall, is built-up with an urban character.
- 5.30 Parks, the streets and spaces throughout Pittville have a very large number of trees which greatly enhance its setting, character and appearance. Such spaces need to be well maintained and protected.

Impact of street trees

- 5.31 There is a strong presence of mature tree-lined streets throughout the character area, particularly evident along Pittville Circus Road, Albert Road, Pittville Crescent, Pittville Lawn and Evesham Road. Species include mature limes, horse chestnuts, cedars, yews and plane trees planted in wide grass verges. Many of these trees would have been planted in the 19th century, during the construction of the Pittville Estate. Street tree planting was clearly important as part of the original scheme for the Pittville Estate. The size of the trees helps establish grandeur and character within the area. Where roads have a narrower plan form, smaller tree species complement this form, for example, at the southern end of Prestbury Road. The varying species and their colours also create interest and foster bio-diversity. The impact of trees upon the street scene is particularly apparent from the ends of Pittville Circus Road, Albert Road, Pittville Lawn and Evesham Road where extensive long distance views are prevalent. Along with enhancing character and appearance, trees perform another important function in screening properties from public space, acting as a 'soft' boundary treatment and establishing enclosure and privacy.



Figure 43 Street trees in character area

Other forms of greenery

- 5.32



Figure 44 Hedging encloses Clarence Square

Other forms of greenery such as hedges and grass verges are characteristic and are, in places, attractive features and boundary treatments within Pittville. Hedging (comprising of hazel, holly, ivy, hawthorn, ash and sycamore species) is used as a natural boundary treatment to soften edges and enhance the setting of buildings. It encloses Clarence Square and Wellington Square from public view

and has grown over railings around the squares.

Private green space

- 5.33 Private green spaces are particularly important throughout the Pittville Character Area. The combination of large plot sizes, the spaces between buildings and buildings set a distance back from the footpath enables spacious front gardens. Modern housing developments throughout the Character Area complement the historic plan form of buildings by being positioned within large landscaped grounds set back from public space and following a similar building line. Neatly planted gardens enhance the setting of properties. A number of large trees in front gardens along Pittville Circus Road reinforce and enhance the green, leafy character of this road. Although many front gardens have been retained today, some have been at least partially converted to hard-standing for cars. This is evident on the east side of Wellington Square, on East and West Approach Drives, Evesham Road and Pittville Lawn, for example. It is therefore important that front gardens are retained where possible as their presence greatly enhances the character and appearance of not just the individual buildings, but the area generally.



Figure 45 Well maintained front gardens on Pittville Lawn



Figure 46 Well maintained front gardens on Clarence Square



Figure 47 Unattractive hard-standing on Wellington Square

Pittville Park and Gardens

- 5.34 Pittville Park is on the Register of Parks and Gardens of Special Historic Interest, compiled by English Heritage. Both areas of the Park which are on either side of the Evesham Road are Grade II listed. The List Description reads that “*The registered area of Pittville Park is c 33ha.*”³⁹ The Approach Golf Course to the north provides a park-land setting which is valuable in the surrounding built-up area. Pine trees and a distinctive cedar tree are attractive features in the grounds of the Golf Course. The large lake which is the central feature of the Park, provides an area for recreational pursuits, and is also an important environment for wildlife. Sycamore, willow, pine and lime trees positioned around the edges of the lake provide wildlife habitats. They also enclose the lake, and provide shelter and seclusion. The Park also has an important role in enabling long distance views and vistas of Cleeve Hill to the east.

³⁹ Pittville Park – Register of Parks and Gardens of Special Historic Interest – Part 16 Gloucestershire - English Heritage (1986) no page no. given



Figure 48 Pittville Park and lake

- 5.35 The List Description states that Pittville Gardens (now incorporated into Pittville Park) *“was laid out by the nurseryman Richard Ware (for Pitt) from 1825-42...”*⁴⁰ The Gardens themselves are 8ha in size and form the original space in front of the Pump Room. They were designed to provide walks for people taking the waters of the Pittville Pump Room, and for those living on the Pittville Estate. Brooks states that historically, the gardens were privately owned and *“...each resident had a key to the private park their homes looked on to, and members of the general public were not permitted entry.”*⁴¹ Pittville Lake was *“...built from 1825-7 as a venue for boating and aquatic events....”*⁴² The listed bridges at either end of the lake are attractive historic structures. Pittville Gardens provide a grand setting for the Pump Room and surrounding houses. They create a sense of grandeur, opulence and formality. Jefferies states that *“Pittville Park, to the east of Evesham Road, retains something of its early air of gentility and exclusiveness...”*⁴³ Jefferies goes on to state that *“Pitt’s original public gardens...has an interesting combination both of formality, imposed by the dominant Pump Room and its lawn, and of informality resulting from the slight asymmetry of the layout and from the flowing lines of the walks and the lake.”*⁴⁴ Trees species to be found in Pittville Gardens include wellingtonia, redwoods, Turkish and holm oaks, plane, horse chestnut and a number of young ‘memorial’ trees. Willow trees are situated around the lake.



Figure 49 Pittville Gardens and lake

Other areas of distinctive greenery

- 5.36 Wellington Square, Clarence Square, Pittville Crescent and Pittville Circus all contain distinctive areas of green space. With regard to Clarence Square and Wellington Square, Jefferies states that *“...each square is typified by its central garden. The gardens are laid out with generous lawns and planted with fine plane*

⁴⁰ Pittville Park – Register of Parks and Gardens of Special Historic Interest – Part 16 Gloucestershire (1986) English Heritage (1986) no page no. given

⁴¹ Brooks, R. (2003) *The Story of Cheltenham* Stroud, Sutton Publishing Limited pg. 29

⁴² Pittville Park – Register of Parks and Gardens of Special Historic Interest – Part 16 Gloucestershire (1986) English Heritage no page no. given

⁴³ Jefferies, J. (1997) Cheltenham (Central) Conservation Area Character Appraisal District No 1 – Draft Report August 1997 pg. 8

⁴⁴ Jefferies, J. (1997) Cheltenham (Central) Conservation Area Character Appraisal District No 1 – Draft Report August 1997 pg. 11

trees, yews, holm oaks, and box trees.”⁴⁵ These spaces are all enclosed by roads and houses. Their presence is valuable in the surrounding built-up area. The green space in the centre of the historic Wellington Square and Clarence Square provides a grand setting for the surrounding historic properties which have been little altered since they were laid out in the 1830s. Trees found in the squares include silver birch, holm oaks and yews. Trees in the green space of Pittville Circus include plane, lime and horse chestnut trees. Tulip, cedar and holm oak trees can be found in the green area in front of Pittville Crescent.



Figure 50 Green space within Wellington Square



Figure 51 Green space within Clarence Square



Figure 52 Central green space within Pittville Circus

- 5.37 A distinctive row of tall lombardy poplar trees screen the southern end of the Pittville School playing field from residential houses in the south. The playing fields itself forms a distinctive area of green space within the eastern part of the character area. Jefferies states that “*Pittville School is independent and distinct from the district’s predominant public parks...It serves the surrounding area not only educationally but in offering the community sporting and social facilities.*”⁴⁶

Negative factors

- 5.38 Due to high levels of development of the Pittville character area, modern changes and intrusions have, to a degree, negatively impacted on the area’s overall character and appearance. Negative factors include significant negative buildings and spaces, which are identified as those buildings and spaces that detract from the character and appearance of the area but offer potential for enhancement. This identification may result from the visual prominence of the site, or the development’s inappropriate scale, design or materials, amongst other factors. The identification of buildings as negative factors in this section and as significant negative buildings or spaces on the Townscape Analysis map is an indication of a need for improvement, not necessarily demolition. Negative changes and intrusions include –

- a) **Loss of traditional architectural features**, particularly alterations to windows, has occurred within some of the historic buildings;
- b) The presence of large, projecting **Velux roof lights** on historic buildings has eroded the visual quality of the historic roofscape. Where there is evidence of historic roof lights or where new conservation roof lights may be appropriate, each case will be considered on its own merits;
- c) Modern intrusions in the form of **satellite dishes and large aerials** are also harmful to the overall appearance of buildings and detract from their

⁴⁵ Jefferies, J. (1997) Cheltenham (Central) Conservation Area Character Appraisal District No 1 – Draft Report August 1997 pg. 15

⁴⁶ Jefferies, J. (1997) Cheltenham (Central) Conservation Area Character Appraisal District No 1 – Draft Report August 1997 pg. 8

special 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;

- d) **Many front gardens have been changed either totally or partially into hard-standing areas** for cars. This change has reduced the area of green and soft landscaped private gardens, and generally increased the hard urban appearance of the Pittville area. It has resulted in a negative impact on the appearance of the area. However, where properties have retained their front gardens, there has been a continuing enhancement to the street scene;
- e) **High volumes of traffic** create pressure on road systems and pedestrian spaces. This is a particular problem along the very busy A436 Evesham Road;
- f) There is a large amount of **on-street parking** within the majority of roads within the Pittville Character Area. This tends to happen in areas which are within close proximity of the town centre. High levels of parking creates active streets, but focuses attention and activity on the road rather than the historic buildings and the open spaces between buildings;
- g) **Large, utilitarian blocks of flats** dating from the latter half of the 20th century in the area are often visually unattractive and do not sit well within their historic context. For example, some of the modern blocks on Pittville Circus Road, the houses on the south side of East Approach Drive and their garage blocks and Pittville Court off Albert Road;
- h) Some **boundary treatments**, in particular some timber fencing (notable on Prestbury Road) is in need of maintenance. Its appearance has a negative impact on the street scene and on the setting of buildings. In some locations timber fencing has been used as a front boundary. The use of a fence in such a location is inappropriate and has led to a visual deterioration of the road frontages;
- i) Some **historic railings** which acted as a front boundary treatment **have been removed** along Pittville Lawn and Pittville Crescent. The stone plinths have been left in place. In Pittville Crescent, the railings have been replaced with inappropriate and unattractive timber fencing;
- j) **Poor wire and timber fencing** encloses the western and southern boundaries of the Pittville School playing fields. Its presence is an unattractive feature.
- k) There are a small number of **poorly maintained private gardens** which creates a sense of neglect. Similarly, the **overgrown land to the north of Dunalley County Primary School** is in its current state, a negative feature;
- l) **There are many street and traffic signs** on the main roads in the Character Area. Although traffic signs are needed due to the high volume of traffic passing along these roads, their functional design and frequency does not complement the setting of the adjacent historic buildings;

- m) Within the Character Area there are a very small number of **poorly maintained buildings** which are in need of repainting and re-rendering;
- n) In some roads there are a number of overhead cables and wires which are a negative feature, detracting from the special qualities of the area;
- o) **Some roads are in a poor condition**, with the frequent occurrence of small potholes due to poor maintenance. In the south of the area there are frequently inappropriate paving materials;
- p) **The listed entrance gates/railings to the central green spaces in Clarence Square and Wellington Square** are in need of some maintenance. A significant amount of the railings are missing around both Clarence Square and Wellington Square;
- q) The setting of Pittville Gates at the end of Pittville Lawn is poor. The busy road junction where Clarence Road and Winchcombe Street meet Prestbury Road is a poor quality space. Paving materials around the gates are also of a poor quality.

Neutral areas

- 5.39 Some areas within the Pittville character area neither enhance nor detract from the character or appearance of the character area but have the potential for enhancement. They tend to be visually prominent within the street scene. The identification of buildings as being neutral in this section and as significant neutral buildings or spaces on the Townscape Analysis map is an indication of a need for improvement, not necessarily demolition.
- 5.40 Several residential houses and blocks of flats dating from the latter part of the 20th Century, which are positioned on roads including Wellington Square, St Anne's Close, North Hall Mews, East Approach Drive, West Approach Drive and Pittville Crescent. These buildings do not enhance the historic setting of the area, but generally do not detract from the historic buildings within close proximity in terms of their size, scale, architectural design and materials. Examples include the houses and bungalows in North Hall Mews and St Anne's Close, the modern blocks of flats on the north side of East Approach Drive, some development on West Approach Drive and infill development in Pittville Crescent.

General condition of area

- 5.41 Overall, much of the building stock in the Pittville Character Area is in good condition, reflecting high property values and the prosperity within this popular and affluent residential area. Pittville's magnificence and grandeur is demonstrable through a combination of factors including the area's plan form, large number of listed buildings and mature tree-lined streets.
- 5.42 It is very important that the physical condition of the historic buildings is preserved in-order to retain not just Pittville's, but Cheltenham's fine distinctiveness and identity.

Pressures and capacity for change

- 5.43 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.
- 5.44 The presence of extensive grounds around some historic properties may lead to pressure for development. Depending on circumstances this may or may not be appropriate and proposals require very careful considerations.
- 5.45 Development is currently taking place in the north-west corner of Wellington Square. Eight apartments and four mews houses are being constructed in the space.
- 5.46 Pittville Place, a new residential development of 16 flats, is currently being constructed between Pittville Court and Ellerslie on Albert Road.
- 5.47 There is potential for the development of the grassland to the north of Dunalley County Primary School on West Drive.
- 5.48 The replacement of some inappropriate modern buildings with a well-designed development which is in keeping with, and enhances the character of the area may be an option but careful consideration would need to be given to this.
- 5.49 There are currently plans for Cheltenham Borough Council to upgrade and restore Pittville Park, subject to securing a Heritage Lottery Fund (HLF) bid. The Council has already been awarded a grant from the HLF to take the project forward to a Stage 1 application, the first and most competitive stage of bidding for a HLF grant. The plans for Pittville Park seek to increase the range of people which use the Park; conserve and improve the heritage value of the Park; increase the range of volunteers involved in carrying out works; improve skills and knowledge through training and improve the overall management and maintenance of the Park. Further information can be found at www.cheltenham.gov.uk

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 Pittville Character Area's special historic character and appearance, and to consult the local community about these proposals. Part 2 will be adopted as a Supplementary Planning Document and used as a basis to inform the planning and other decisions of the Council.

The special qualities of the Pittville Character Area have been identified in the Character Appraisal which forms the Part 1 of this document. The Management Plan draws upon the themes identified in sections 5.38 'Negative factors' and 5.39 '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. As such, the management plan can be considered to have three broad functions:

1 a control tool - its action points will be material considerations in decision making on applications for planning and related consents;

2 a project development tool - it identifies proactive work which can address some of the negative factors identified in the Character Appraisal. The responsibility for the work falls within the remit of various agencies (primarily Cheltenham Borough Council and Gloucestershire County Council). Many of the projects do not yet have resources (funding, staffing etc) and few are programmed. However, their inclusion in this document is important because as an adopted document, the management plan can form the basis for bids for resources and programmed works;

3 a best practice guide - it establishes a series of action points to preserve and enhance the area's character. They should be considered in the design and implementation of all projects regardless of the need for permissions and who is undertaking them (public bodies, corporate bodies or private individuals).

Both the Character Area Appraisal and 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 Buildings & 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 directions

There are some buildings within the Pittville 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 e.g. uPVC windows, 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 and permission is required for works including:

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

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

The management proposals have been divided into two sections, comprising of: Development control proposals and project proposals which relate to specific areas.

Development control proposals

1 Control of Development

It is essential that any development should preserve the setting of any adjacent listed buildings and the existing landscape features and trees and preserve or enhance the character of the conservation area. Therefore, careful consideration must be given to the site including historic context and distinctive site features; as well as 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 helps deliver proposals which respond positively to their context with high quality design. Pastiche architectural styling, in which architectural historic elements are taken from different sources without being applied accurately, is not acceptable. However that is not to say that a variety of architectural styles, materials and forms of construction are not able to give interest within the conservation area and provided the new buildings are carefully designed it should be possible for them to have a harmonious and positive presence.

Cheltenham Borough Council Local Plan policies CP3, CP7, BE1, BE2, BE3 and BE5 relate.

In Pittville, a high number of the historic buildings have been sub-divided into flats. This creates intensification of the use of buildings and added pressure on associated land and resources. Further sub-division of such buildings should ensure that the sub-division does not compromise the building or its associated land in a detrimental way.

ACTION PV1: The Cheltenham Borough Local Plan requires that new development shall preserve or enhance the character of the conservation area. The policies of the Local Plan set out a general approach to the consideration of planning and related applications for development in conservation areas – they cover a range of issues including:

- new build
- extensions
- loss of green space
- impact on views
- demolition

In applying Local Plan policies, the Council will use the assessment of character set out in the appraisal accompanying this Management Plan as a basis for establishing the important aspects of context.

2 Loss of traditional architectural features on some historic buildings

Some of the older buildings within the Pittville 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 Local Plan policy CP 3 relates.

ACTION PV2: In order to preserve and enhance the character and setting of the Pittville Character Area, the Council will:

- a. Keep under review the need to bring in additional planning controls over minor works in the Conservation area through Article 4 directions;
- b. Use its powers to enforce against unauthorised development;
- c. Encourage owners to repair rather than replace original features; and
- d. Consider producing detailed design guidance and information regarding materials appropriate for use in the Central Conservation Area;
- e. Consider producing guidance to highlight to property owner's the importance of regularly maintaining gutters to ensure they function to their full potential, thus preventing ceilings and roofs collapsing due to heavy rain and blocked gutters.

In undertaking any works to buildings in the character area, owners should consider the implications for sustainable building practices. This could take a number of forms, including sustainable sourcing of materials and use of energy efficient designs. Additional information is available in the Council's supplementary planning guidance on Sustainable Buildings (www.cheltenham.gov.uk).

3 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 Pittville 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.

The Cheltenham Borough Council Local Plan Policy CP 3 relates.

ACTION PV3: In order to preserve and enhance the character of the character area the Council will:

- a. 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;
- b. Use any planning powers to ensure that equipment or installations are installed 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;
- c. Consider producing guidance regarding the design and siting of renewable energy infrastructure in the Central Conservation Area.

4 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 character 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 the 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 which can cause a reduction in biodiversity and 'wildlife corridors'. 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 it is 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 PV4: 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 which will in turn greatly reduce levels of surface water run-off.

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

5 Tree management

The presence of trees makes an important contribution to the overall character and appearance of the character area. They are particularly important features in the street scene along the length of Pittville Circus Road, Albert Road, Pittville Crescent, Pittville Lawn and Evesham Road. Trees play an important role in reducing the effects of climate change through climate fixing, absorbing carbon dioxide and providing shade. They need to continue to be well protected and managed in the future.

ACTION PV5: Cheltenham Borough 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 Highways. Trees located in parks or green spaces within the conservation area are managed by Cheltenham Borough Council in accordance with best arboricultural practice.

When a trees dies or is removed from land within the conservation area, because it was dead, dying or dangerous, the land owner has a legal obligation under section 213 (1) of the Town and Country Planning Act 1990 to plant a replacement tree of an appropriate size and species. The Council

will require 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.

6 **Boundary enclosures**

At present, some poorly maintained and poor quality boundary treatments harm the character and appearance of buildings and the overall street scene. Increased use of railings or trees and hedgerow as a 'soft' boundary treatment would enhance the historic qualities, character and appearance of the area. Additionally, trees and hedgerow contribute to biodiversity by providing wildlife habitats. 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, by uniting properties within it.

See Cheltenham Borough Local Plan Policies BE 5 and CP3.

ACTION PV6: The Council will use enforcement and other powers under Section 215 of the Planning Act 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 Pittville character area.

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

7 **Setting and views**

The setting of the Pittville 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 identified on the Townscape Analysis map. The Council will seek to ensure that all development serves to respect these important views.

ACTION PV7: The Council will ensure that all development respects the important views within, into and from the Pittville 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 redevelopment and that due regard is paid to these views in the formulation of public realm works or enhancement schemes in accordance with the Cheltenham Borough Local Plan.

8 **Enhancement of existing buildings and land**

Some land and 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 and modern buildings, the Council will, where necessary, use enforcement or other planning powers to achieve repair and preservation. Some land in the curtilage of buildings is poorly maintained and in a prominent location – here, it may be appropriate to use powers to achieve improvement.

ACTION PV8: The Council will use enforcement and other powers under Section 215 of the Planning Act to achieve the enhancement of poorly maintained buildings.

Project proposals

9 Clarence Square, Wellington Square and Pittville Crescent

At present, dense and frequently high hedging acts as a boundary treatment around the green spaces in Pittville Crescent, Clarence Square and Wellington Square. Some Grade II listed railings are positioned behind the hedging in Clarence Square and Wellington Square. However, a large amount of the railings around both squares have been removed, which portrays a sense of neglect. The hedging provokes a sense of enclosure but restricts views into and out of the green public spaces and views of the railings.

ACTION PV9: The Council will use its powers to secure the enhancement of the above named spaces. This will be achieved through the repair of existing railings and entrance gates where they have been damaged, and the reinstatement of traditionally designed railings around the entirety of both squares. Hedges should be reduced in height to five foot to permit views across the gardens as originally intended in the design of the Pittville Estate.

10 Pittville Gates

The Pittville Gates historically mark the entrance to the Pittville Estate and are a grand and striking feature within the Character Area. They are located on highway land within a setting which is poor in aesthetic terms and near to a busy junction.

ACTION PV10: The Council will lobby the County Council to implement a project to enhance the setting of Pittville Gates through bespoke landscape treatment and the implementation of appropriate and complementary paving materials around the gates themselves. These enhancements will consequently improve pedestrian and cyclist movement in the area.

11 St Paul's Regeneration

The St Paul's regeneration area is outside the Central Conservation Area, but abuts the Pittville Character Area, with houses and their rear gardens backing onto Pittville Park. It is the subject of a regeneration project which will see the demolition and replacement of some housing (including some backing onto the park) and the alteration of some long streets (Hudson Street and Manser

Street) running parallel to the park. This project offers an opportunity for reorientation of buildings to front the park in this area as well as an opportunity to consider the relationship between the estate and the park generally. These moves should address passive security of the park and may well increase use of the park in the adjoining areas – for the benefit of both the park and the estate. The Council has also submitted a bid to the Heritage Lottery Fund for help with financing the restoration and upgrading of Pittville Park.

ACTION PV11: As part of the St Paul's regeneration project, the Council will consider opportunities to improve the relationship between the St Paul's estate and Pittville Park in order to increase security and use of the park in particular and add benefit to the residents of St Paul's.

12 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 parts of the Pittville 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

The Civic Pride Urban Design Framework is being developed as a Supplementary Planning Document alongside this Character Appraisal and Management Plan. 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. 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 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. The Civic Pride project has been developed in a manner which responds positively to the requirements of this Character Appraisal and Management Plan.

Action PV12: The Council and its partners will ensure that the detailed design and implementation of Civic Pride projects will preserve and enhance the character of the Conservation Area in a manner compatible with the Character Appraisal for those parts of the area affected by it.

13 **Pittville Park Heritage Lottery Fund bid**

Pittville Park and its wider area are in urgent need of being upgraded and restored in order to sustain them for the next 25-50 years. It is planned that Pittville Park and its estate are to be brought back to their former glory, whilst also adapting the space for use in the 21st century. In order to achieve this, the Council is seeking financial support from the Heritage Lottery Fund (HLF)/Big Lottery 'Parks for People' programme. The Council has already been awarded a grant from the HLF to take the project forward to a Stage 1 application, the first and most competitive stage of bidding for a HLF grant.

Action PV13: The five expected outcomes of the Heritage Lottery Fund Parks for People Programme are:

- 1) Increasing the range of audiences;
- 2) Conserving and improving heritage value;
- 3) Increasing the range of volunteers involved;
- 4) Improving skills and knowledge through training;
- 5) Improving management and maintenance.

The Council and its partners will ensure that the aims and objectives for the restoration of Pittville Park are consistent with the content of the character appraisal and management plan for Pittville character area.

Annex 1:

Cheltenham Central Conservation Area – list of Supplementary Planning Documents

19 character areas make up Cheltenham's Central Conservation Area. Each has a separate character appraisal and management plan. These comprise –

Title of document	Status
1). Old Town character area appraisal and management plan	Adopted as a SPD on 23 rd February 2007
2). Montpellier character area appraisal and management plan	Adopted as a SPD on 23 rd February 2007
3). Bayshill character area appraisal and management plan	Adopted as a SPD on 23 rd February 2007
4). Lansdown character area appraisal and management plan	Due to go to Cabinet 22 nd July 2008
5). Suffolk Square character area appraisal and management plan	Due to go to Cabinet 22 nd July 2008
6). Eldorado character area appraisal and management plan	Due to go to Cabinet 22 nd July 2008
7). Dean Close & Hatherley Park character area appraisal and management plan	Due to go to Cabinet 22 nd July 2008
8). Tivoli character area appraisal and management plan	Due to go to Cabinet 22 nd July 2008
9). The Park character area appraisal and management plan	Due to go to Cabinet 22 nd July 2008
10). The Suffolks character area appraisal and management plan	Due to go to Cabinet 22 nd July 2008
11). Bath Road character area appraisal and management plan	Due to go to Cabinet 22 nd July 2008
12). Leckhampton character area appraisal and management plan	Due to go to Cabinet 22 nd July 2008
13). College character area appraisal and management plan	Due to go to Cabinet 22 nd July 2008
14). St Luke's character area appraisal and management plan	Due to go to Cabinet 22 nd July 2008
15). Sydenham character area appraisal and management plan	Due to go to Cabinet 22 nd July 2008
16). Fairview & All Saints' character area appraisal and management plan	Due to go to Cabinet 22 nd July 2008
17). Pittville character area appraisal and management plan	Due to go to Cabinet 22 nd July 2008
18). Lower High Street character area appraisal and management plan	Due to go to Cabinet 22 nd July 2008
19). St Paul's character area appraisal and management plan	Due to go to Cabinet 22 nd July 2008

List of Figures

- Figure 1 – Townscape Analysis Map of Pittville Character Area
- Figure 2 – Pittville Character Area within the Central Conservation Area
- Figure 3 – Landmark Pittville Pump Room closes view down West Approach Drive
- Figure 4 – Green leafy character of Clarence Square
- Figure 5 – Extensive terraces on Pittville Lawn
- Figure 6 – Historic villas on Evesham Road
- Figure 7 – Public green space within the character area
- Figure 8 – Examples of service lanes in the character area - Pittville Crescent Lane, Northfield Terrace and Clarington Mews (left to right)
- Figure 9 – Pittville Circus
- Figure 10 – View of Cleeve Hill along Prestbury Road
- Figure 11 – Cleeve Hill acts as a backdrop for Pittville School
- Figure 12 – Landmark buildings within character area
- Figure 13 – Historical Development of Pittville Character Area
- Figure 14 – Wide plan form of West Approach Drive
- Figure 15 – Street scene in Northfield Terrace
- Figure 16 – Street scene in Back Albert Place
- Figure 17 – Modern and historic buildings on East Approach Drive follow similar building line
- Figure 18 – Boundary treatments within the Pittville character area
- Figure 19 – Attractive garden space in Prestbury Road
- Figure 20 – Hard-standing on Pittville Crescent
- Figure 21 – Long vista down Pittville Lawn and tunnelling trees
- Figure 22 – Long vista from Albert Road along to Evesham Road
- Figure 23 – Views of Pittville Pump Room from various vantage points within the character area
- Figure 24 – View into Pittville Lawn from Winchcombe Street
- Figure 25 – View of All Saints Church from Pittville Circus Road
- Figure 26 – Views of the Cotswold escarpment apparent throughout the character area
- Figure 27 – Recreation space within Pittville character area
- Figure 28 - Terraced housing in Clarence Road
- Figure 29 – The Townhouse Hotel, Pittville Lawn
- Figure 30 – Pittville Park refreshment kiosk
- Figure 31 – A435 Evesham Road
- Figure 32 – 1-19 Clarence Square
- Figure 33 – Artisan character of Northfield Terrace
- Figure 34 – Albert Place terraces
- Figure 35 – Historic villas within Pittville character area
- Figure 36 – Grade I listed Pittville Pump Room
- Figure 37 – St Anne's Close
- Figure 38 – 1940s to 50s houses on Albert Road
- Figure 39 – Chaseley Lodge, West Approach Drive
- Figure 40 - No. 94 & Glenfall Lawn, All Saints' Road
- Figure 41 – Road bridge over stream, Albert Road
- Figure 42 – Pittville Gates, Pittville Lawn
- Figure 43 – Street trees in character area
- Figure 44 – Hedging encloses Clarence Square
- Figure 45 – Well maintained front gardens on Pittville Lawn
- Figure 46 – Well maintained front gardens on Clarence Square
- Figure 47 – Unattractive hard-standing on Wellington Square
- Figure 48 – Pittville Park and lake

Figure 49 – Pittville Gardens and lake
Figure 50 – Green space within Wellington Square
Figure 51 – Green space within Clarence Square
Figure 52 – Central green space within Pittville Circus

Bibliography

Blake, S. & Beacham, R. (1982) The Book of Cheltenham Buckingham, Barracuda Books Limited

Bradbury, O. (2004) Cheltenham's Lost Heritage Stroud, Sutton Publishing Limited

Brooks, R. (2003) The Story of Cheltenham Stroud, Sutton Publishing Limited

Cheltenham Art Gallery & Museum (1975) Pre-Regency Cheltenham: An Archaeological Survey

Cheltenham Borough Council (1980) The Pittville Pump Room 1825-1980 Cheltenham, Cheltenham Borough Council

Cheltenham Borough Council (adopted 28 June 2007) Index of Buildings of Local Interest

Cheltenham Borough Council (adopted July 2006) Cheltenham Borough Local Plan Second Review

Department for Communities and Local Government Planning Policy Guidance 15: Planning and the historic environment

Department of Culture, Media and Sport (1998) Revised List of Buildings of Special Architectural or Historic Interest Borough of Cheltenham

English Heritage (1986) Pittville Park – Register of Parks and Gardens of Special Historic Interest – Part 16 Gloucestershire

Hart, G. (1965) A History of Cheltenham Oxford, Leicester University Press

Hodsdon, J. (1997) An Historical Gazetteer of Cheltenham Stroud, Sutton Publishing Limited

Jefferies, J. (1997) Cheltenham (Central) Conservation Area Character Appraisal District No 1 – Draft Report August 1997 Cheltenham

Jefferies, J. (1997) Cheltenham (Central) Conservation Area Character Appraisal District No 4 – Draft Report August 1997 Cheltenham

Little, B. (1952) Cheltenham London and Colchester, B.T. Batsford Limited

Pakenham, S. (1971) Cheltenham A biography by Simona Pakenham London & Basingstoke, Macmillan London Ltd.

Pre-Regency Cheltenham: An Archaeological Survey Cheltenham Art Gallery & Museum, 1975

Rowe, G. (1845, reprinted 1981) George Rowe's Illustrated Cheltenham Guide Gloucester, Alan Sutton Publishing Limited

<http://www.pittvillepumproom.org.uk/pittville-history.asp>

