

Character Area 1: Central commercial core

This sheet summarises the comprehensive assessments of character and regeneration opportunities in sections 5 and 6 of the report.

Character summary

The Central Square area is the historic heart of the town and its principal commercial area. It is the most densely urban area of the town, redeveloped in the late 19th and early 20th centuries. Its strong underlying urban form is based on a level, curving main street flanked by a diverse range of towering, high quality historic buildings notable for their ostentatious design, detailing and surface decoration.

Regeneration opportunities

- **Redefine the primacy of the area within Newquay's urban hierarchy**

A number of largely cosmetic improvements could be implemented to enhance the strong underlying urban form and make explicit the impressively complete survival of high quality historic buildings.

- **Enhance and develop focal places to create a sense of arrival and strengthen the identity of the town centre**

Central Square and Bank Street, Beachfields Avenue and Cheltenham Place could be improved as key spaces.

- **Increase permeability through the enhancement of available north-south routes**

Providing better integration between the commercial core and the car parks to the south and the beach and coastline to the north.

- **Recognise and respect the quality of the built environment, public realm rationalisation**

The surviving historic buildings are a primary asset of the town and sympathetic treatment could provide the centre with a high-quality identity that would be a major regeneration focus for the town as a whole.

- **Capitalise on the surrounding natural environment**

Enhance and maintain sea glimpses available along Gover Lane and Beach Road.



Central Square the historic heart of the town; reinvigorate its primacy within the urban hierarchy



Potential focal point: Bank Street, Beachfield Avenue, Cheltenham Place



Use this area to enhance the sense of arrival and departure from the town centre



Build on the strong underlying urban qualities of the curving, level form of Bank Street



Recognise the quality of the diverse urban structures with their high levels of architectural detailing and ostentatious use of materials and surface embellishment – 1 Bank Street

Respect the high quality built environment with sympathetic shop front and advertising design

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Key

- Character Area boundary
- Scheduled Monument
- Listed Building
- Other Historic Building
- Historic Plot
- Other Historic Site



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