

Character Area 6: Secondary commercial – east Bank Street (east), East Street & Cliff Road

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

Character summary

An area dominated by the bustling secondary commercial activity of the town. Although many of the buildings are good quality historic terraced survivals, unsympathetic ground floor retail conversions, shop fronts, advertising signage and segregated display forecourts dominate the character of the streets and obscure the surviving high quality historic environment.

Regeneration opportunities

- **Creation of a town square, closely integrating the urban core with the Killacourt and coastline**

Together with the proposed redevelopment of the adjacent Mount Wise car parks this has the potential to substantially alter perceptions of the town. Developments could beneficially:

- Retain a legible street pattern defining the connection between East Street, Bank Street and clearly showing the route of the former mineral tramway
- Respect the sloping topography and enhance coastal views
- Include a strong soft landscaping element to integrate with the Killacourt
- Carefully site any new structure/s to open up views whilst still having a strong presence within the urban streetscape. Such a new build offers an opportunity for a significant 21st century building for the town

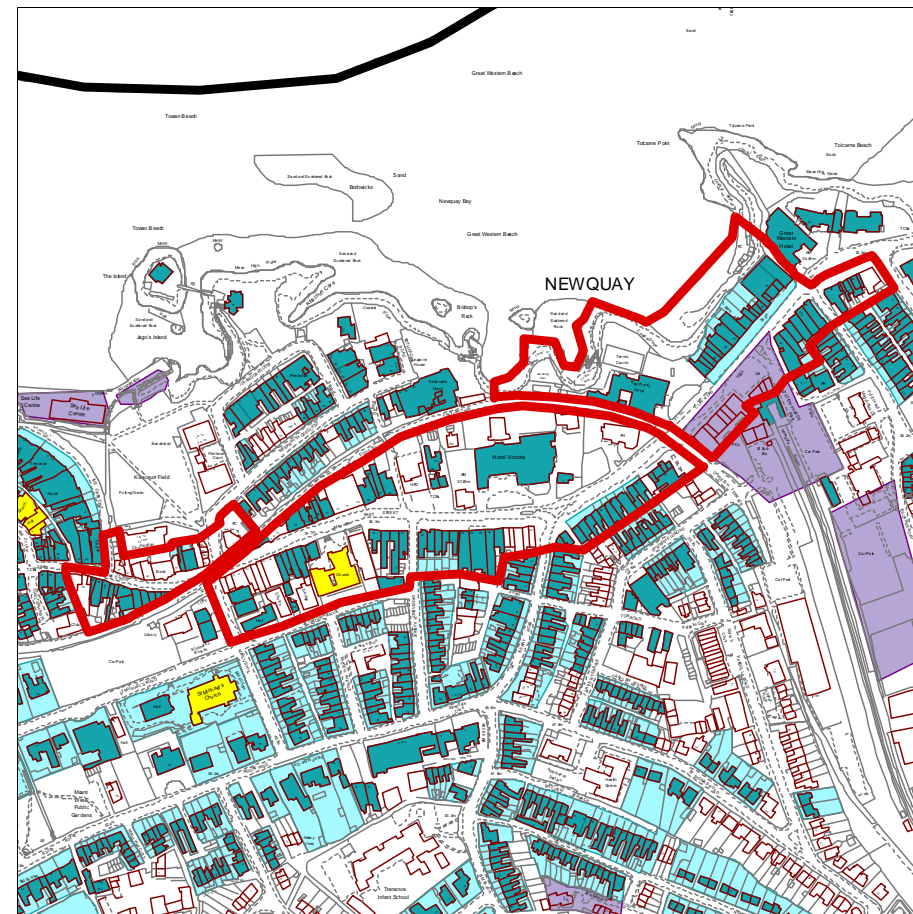
- **Recognise the quality of the surviving historic buildings and shop frontages – repair and reinstate**

- **Implement the shop front design guide recommendations**

- **Improve the public realm – review and rationalise street ‘clutter’**

Inparticular review the use of forecourt dividing panels

- **East Street environmental improvements**



Recognise and respect the quality of the surviving historic buildings. Utilise the existing architectural quality to upgrade this important area of town



The Post Office square has potential as an important focal point within the town



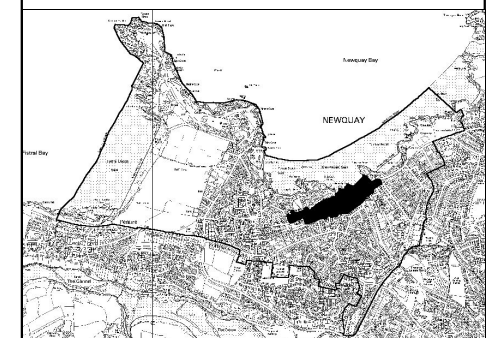
The relocation of the bus station provides an exciting opportunity for the creation of a town square. There is potential to create a major focal point within the town and better integrate the urban core with the Killacourt and the coastline



Character area 6: Secondary commercial - east

Key

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



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