

**Character Area 1:**  
**Main commercial axis**

This sheet summarises the comprehensive assessments of character and regeneration opportunities in Section 7 of the report.

**Character summary**

An area of memorably high-quality townscape making up Falmouth's primary retail and commercial focus. It incorporates the oldest portions of the town and its distinctive form – a series of narrow streets on varying alignments connecting end-to-end and strongly enclosed by tall, predominantly historic buildings – has a unique interest and charm.

**Regeneration opportunities**

This part of Falmouth represents the principal experience of the town for most visitors; the sense of quality, distinctiveness and significance which the area possesses is a crucial asset for regeneration.

- Produce a comprehensive management plan for the area.
- Encourage high standards of maintenance and appropriate quality uses for historic buildings.
- Improve the quality of public realm provision.
- Encourage new developments which will enhance character.
- Identify opportunities for improving building elevations and shop fronts.
- Reduce traffic and parking problems, removing as much traffic as possible from the area.
- Improve visual and physical access to the waterfront.
- Ensure that design and planning for all future interventions in the area are shaped by detailed understanding of character.



*Shopfront, Church Street*



*High Street*



*Ope, High Street*



*Surviving granite paving, Arvenack Street*



*Church Street*



*St George's Arcade, Church Street*

- Character Area boundary
- Scheduled Monument
- Listed Building
- Other historic building

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