

**Character Area 3: Central Market Place**

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

**Character summary**

This area represents the physical heart of the historic town, centred on the staggered cross roads between its primary streets and including the steeply sloping triangular market place at the junction of Church and Coinagehall Streets. It is a busy central node for both pedestrian and vehicle traffic. The Guildhall is an important visual focus within the town but the quality of architecture and materials throughout the area is very high. Tall buildings and narrow streets and pavements create a strong sense of enclosure.

**Regeneration opportunities**

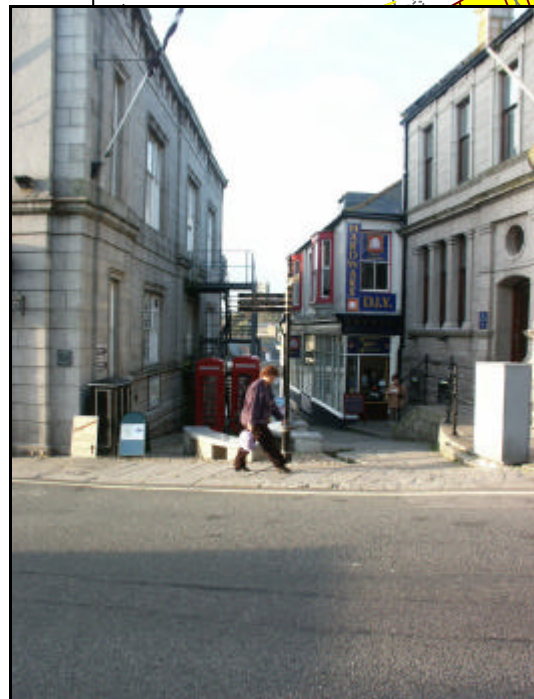
- Reduce vehicle – pedestrian conflict: traffic is dominant in the area and there is significant potential for increasing pedestrian freedom
- Review the group of street furniture in the lane on the east side of the Guildhall with the aim of rationalising present clutter and enhancing the important view along Church Street to the church.
- Redevelopment of the site of the former United Methodist chapel would reintroduce a sense of enclosure at the lower end of Market Place, but the prominent location demands a high quality and appropriate design.



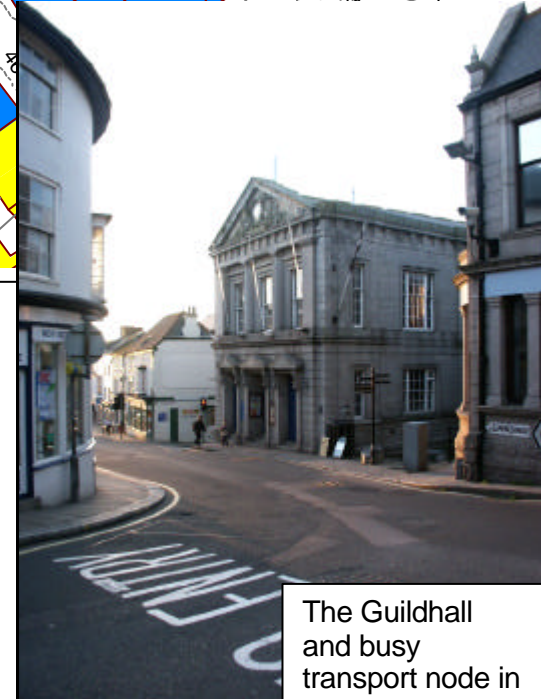
Buildings on the west side of Market Place. Diverse architectural forms and materials and the sloping topography contribute to the character of the area.



The lane east of the Guildhall: modern 'locally distinctive' granite seating and a water feature located in a valuable pedestrian 'refuge'.



A key view to St Michael's Church is blocked by a proliferation of street furniture.



The Guildhall and busy transport node in the centre of the historic town.

**CSUS Helston**  
**Character area 3:**  
Central market place

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

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