

**Character Area 1b:  
Commercial Core –  
Early Subrubs**

This sheet summarises the comprehensive assessments of character and regeneration opportunities in Section 8 of the report.

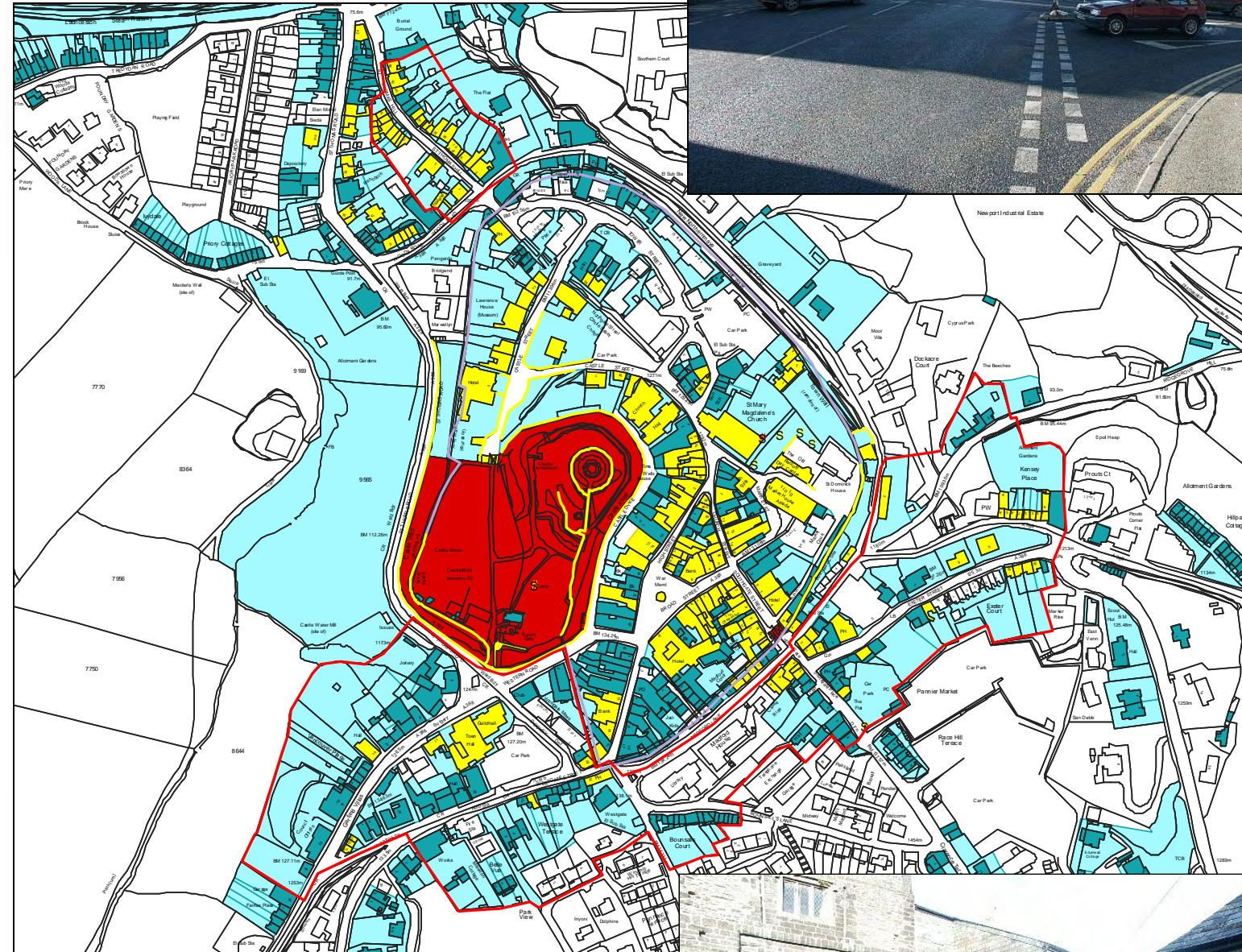
**Character Summary**

This area plays a crucial role in the civic life of the town and still retains some importance commercially. Despite some losses there is still a good survival of historic fabric in this area – including some significant individual structures as well as charmingly preserved groups of buildings.

**Regeneration opportunities**

- Buildings along Western Road should be regenerated and the gap sites developed.
- The traffic flow at the junction between Western Road and St Thomas Road should be rationalised and preferably restricted.
- A new route out of the eastern end of the Newport Industrial Estate should be created to reduce the weight of traffic along Western Road and St Thomas Road.
- Public realm works should be carried out outside the Westgate car park.
- The historical importance of the Southgate area should be respected – any signage should be restricted and sensitive to the historic environment.
- The traffic flow along Southgate Place and Race Hill should be assessed in order to create a more effective system that encourages pedestrian flow. The east side of Race Hill should be given a pavement.
- The empty buildings on Exeter Street and Angel Hill should be redeveloped.
- The former shops along Exeter Road should retain their original historic shopfronts, enabling them to be reconverted if necessary.
- Extend the conservation area to include the slopes below the town.

*The difficult traffic junction in front of the Guildhall.*



*The medieval Southgate, a scheduled monument*

**Character Area 1b:  
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- Character Area boundary
- Scheduled Monument
- Listed Building
- Other Significant Building
- Historic Plot

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