

Character Area 1b:
Central Commercial Core – The Parade and its environs

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

Character Summary

Originally a mid-nineteenth expansion of commerce and entertainment which developed around the siting of the market in the Parade. Although the market has relocated the area is still an important commercial centre and a place of public resort. It is characterised by the wide open space of the former market place fringed by a number of large Victorian buildings in an eclectic mix of styles.

Regeneration opportunities

- Enhance the gateways to the area and make signage less obtrusive.
- There are a number of potential redevelopment sites which present an opportunity to add to its overall high architectural quality.
- Use signage to improve connectivity by encouraging the use of alleyways and pedestrian only routes.



The entrance into the Parade from Greenbank is dominated by the roundabout and its surrounding clutter signage



Poor street furniture and signage clutter at the Dean Street roundabout



The recently completed Parade environmental scheme



The garage in terms of scale, design and materials is an alien structure in the historically sensitive Barras Street



During the nineteenth century the Alldays site was a blacksmiths

- Character Area boundary
- Scheduled Monument
- Listed Building
- Other Significant Building
- Historic Plot
- Historic Park and Garden

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